



**COMMUNITY PERCEPTIONS OF TOURISM DEVELOPMENT IN RURAL AREAS  
OF TSATSANE, LESOTHO**

**by**

**PALESA EDITH PHASUMANE**

**Dissertation submitted in fulfilment of the requirements for the degree**

**Master of Technology: Tourism and Hospitality Management**

**in the Faculty of Business and Management Sciences**

**at the Cape Peninsula University of Technology**

**Supervisor: Dr Darlington Onojaefe**

**Co-supervisor: Ms Phelokazi Stuma**

**Cape Town**

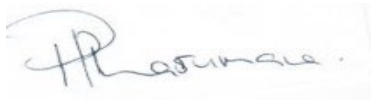
**November 2022**

**CPUT copyright information**

The dissertation may not be published either in part (in scholarly, scientific or technical journals), or as a whole (as a monograph), unless permission has been obtained from the University

## DECLARATION

I, Palesa Edith Phasumane, declare that this dissertation is my original work and has not been previously submitted to any university. It represents my own content and where the work of other people has been used, it has been appropriately referenced.

A handwritten signature in black ink, appearing to read 'P. Phasumane', is enclosed in a light grey rectangular box.

Signed

Date: 11 November 2022

## **ABSTRACT**

This study investigated community perceptions of tourism development impacts in rural areas. The investigation was conducted using a qualitative research method to understand the relationship between tourism development and community perceptions. The investigation was conducted to help understand community perception regarding access to and involvement in tourism development projects and business opportunities associated with projects in the Tsatsane community in Lesotho.

To achieve the research objective, a semi-structured questionnaire was designed to collect both qualitative and quantitative data using a purposive sampling method. For the quantitative data, a self-administered questionnaire was utilized and face-to-face for the qualitative. Respondents were members of the Tsatsane community, leaders and tourism stakeholders from the public and private sectors.

Responses received were analysed using the Thematic analysis to organize identified themes emerging from the responses. Similar themes were grouped to enable data analysis following the export of data from Atlas ti.8 to improve understanding of respondents' perceptions of tourism development in the Tsatsane community. The study concludes that there is a statistically significant relationship between tourism development projects, participation and business interest in females and youth compared to males and the elderly.

The study recommended that there should be other hospitality facilities alternatives to accommodate both international and domestic tourists and home stay facilities in Tsatsane should be well developed to better standards to generate improved economic benefits. The pricing of home stays should also be taken into consideration; if the services improve the pricing should also increase. The tourism sector should link with other supporting sectors such as transport and marketing because tourism as an industry needs other industries to grow and the government of Lesotho through relevant ministries should take part in the development and growth of the tourism sector in Tsatsane.

## **ACKNOWLEDGEMENTS**

I wish to thank

- God Almighty for the strength and patience he granted me.
- Cape Peninsula University of Technology
- My supervisor Dr Darlington Onojaefa for all the assistance
- My Co-supervisor Ms Phelokazi Stuma for the support and motivation
- National Manpower Development Secretariat for sponsorship
- Ministry of Tourism, Environment and Culture Lesotho
- My family, fellow colleagues and friends
- My editor, Cheryl Thomson, for her patience and the editing of this thesis
- My gratitude goes to everyone who participated in the study

## **DEDICATION**

This is dedicated to my children Kabelo Phasumane, Bohlale Phasumane and Wanga Khomola, my mother, my sister, and my husband. This is for you my loved ones. You were the reason I never gave up.

# TABLE OF CONTENTS

<b>DECLARATION</b> .....	<b>II</b>
<b>ABSTRACT</b> .....	<b>III</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>IV</b>
<b>DEDICATION</b> .....	<b>V</b>
<b>LIST OF FIGURES</b> .....	<b>IX</b>
<b>LIST OF APPENDICES</b> .....	<b>X</b>
<b>ACRONYMS AND ABBREVIATIONS</b> .....	<b>XI</b>
<b>CHAPTER 1: BACKGROUND OF THE STUDY</b> .....	<b>1</b>
1.1    Introduction.....	1
1.2    Definition of key concepts .....	2
1.3    Problem statement.....	3
1.4    Research aim .....	4
1.5    Research objectives .....	4
1.6    Research questions .....	4
1.7    Research methodology.....	4
1.7.1    Research design .....	4
1.8    Population of the study .....	4
1.9    Data analysis.....	5
1.9.1    Coding.....	5
1.10    Ethical considerations.....	6
1.11    Informed decision and voluntary participation .....	6
1.12    Significance of the study.....	6
1.13    Limitations of the study .....	7
1.14    Outline of the dissertation .....	7
1.15    Summary .....	8
<b>CHAPTER 2: RURAL TOURISM AND COMMUNITY PERCEPTIONS OF IMPACTS OF TOURISM DEVELOPMENT</b> .....	<b>9</b>
2.1    Introduction.....	9
2.2    Tourism .....	9
2.2.1    Tourism in Europe .....	12
2.2.2    Tourism in sub-Saharan Africa .....	15
2.2.3    Tourism in Lesotho.....	16
2.2.4    Background to Tsatsane.....	19
2.2.5    Tourist destinations .....	20
2.3    Community development and tourism.....	20
2.3.1    Community development.....	21
2.3.2    Theoretical framework.....	22

2.4	Rural tourism development.....	24
2.5	Community participation in tourism development.....	28
2.6	Community perceptions of the impacts of tourism development.....	32
2.7	Positive and negative impacts of tourism on the community.....	35
2.8	Summary.....	37
<b>CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY .....</b>		<b>38</b>
3.1	Introduction.....	38
3.2	Research aim and objectives.....	38
3.3	Research questions.....	38
3.4	Research methodology and design.....	38
3.5	Population of the study.....	39
3.6	Sample and sampling technique.....	39
3.7	Data collection.....	39
3.8	Data analysis and coding.....	39
3.9	Ethical considerations.....	40
3.10	Informed consent and voluntary participation.....	40
3.11	Summary.....	41
<b>CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA .....</b>		<b>42</b>
4.1	Introduction.....	42
4.2	Section A: Demographics of participants.....	43
4.2.1	Profile of respondents.....	43
4.3	Section B: Perceptions of community development projects.....	47
4.3.1	Community understanding of tourism development projects.....	47
4.3.2	Tourism community development in projects in Tsatsane.....	49
4.4	Section C: Perceived opportunities of tourism development projects.....	51
4.4.1	Positive and negative impacts of tourism development projects.....	51
4.4.2	Benefits of tourism development projects for the community of Tsatsane.....	52
4.4.3	Recommendations on tourism development projects in Tsatsane.....	52
4.5	Section D: Community involvement in tourism development projects.....	53
4.5.1	Relationship between the community and tourism stakeholders.....	53
4.5.2	Community development projects employed by the tourism stakeholders of Tsatsane.....	54
4.5.3	Community involvement in tourism development projects.....	55
4.5.4	The state of tourism development projects since their inception.....	56
4.5.5	Challenges of tourism development projects.....	56
4.5.6	Community-wide projects that contributed to the development of the community of Tsatsane.....	57
4.5.7	Recommendations to improve the community of Tsatsane.....	57
4.6	Summary.....	58

<b>CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS</b> .....	<b>59</b>
5.1 Introduction.....	59
5.2 Review of the main aim and study objectives.....	59
5.2.1 Research objectives .....	59
5.3 Interpretation of the findings by research objectives .....	59
5.3.1 Conclusions on objective 1.....	59
5.3.2 Conclusions on objective 2.....	60
5.3.3 Conclusions on objective 3.....	61
5.4 Recommendations and attainment .....	62
5.5 Summary .....	63
<b>REFERENCES</b> .....	<b>64</b>
<b>APPENDICES</b> .....	<b>72</b>



## LIST OF FIGURES

Figure 2.1: Topographical map of Lesotho .....	18
Figure 4.1: Word Cloud .....	42
Figure 4.2: Gender of respondents.....	43
Figure 4.3: Age of respondents .....	44
Figure 4.4: Historical racial classification .....	45
Figure 4.5: Length of residence .....	45
Figure 4.6: Type of residency .....	46
Figure 4.7: Education level of respondents.....	47

## **LIST OF APPENDICES**

APPENDIX A: PERMISSION LETTER FROM CHIEF OF TSATSANE.....	72
APPENDIX B: CPUT ETHICAL CLEARANCE CERTIFICATE .....	73
APPENDIX C: INFORMATION LETTER .....	74
APPENDIX D: QUESTIONNAIRE .....	75
APPENDIX E: LETTER FROM THE EDITOR .....	78

## ACRONYMS AND ABBREVIATIONS

CBT	Community-Based-Tourism
GDP	Gross Domestic Product
GOL	Government of Lesotho
IPAS	International Public Sector Accounting Standards Las- Local Authorities
LTDC	Lesotho Tourism Development Cooperation
MTEC	Ministry of Tourism Environment and Culture
NSDP	National Strategic Development Plan
OECD	Organization for Economic Co-operation and Development
QOL	Quality of Life
SET	Social Exchange Theory
UN	United Nations
UNWTO	United Nations World Tourism Organization
WTO	World Tourism Organization
WTTC	World Travel Tourism Council

# **CHAPTER 1: BACKGROUND OF THE STUDY**

## **1.1 Introduction**

This chapter introduces the theme of the research and explains the purpose of the study and its background. It also explains the problem statement which is the reason behind the study. The significance of the study is also stated. It identifies aims and objectives together with the research question to be answered by the study. Furthermore, the chapter explains the limitations and delimitations of the study.

The Government of Lesotho (GOL) identified tourism as one of the leading sectors with the potential to accelerate economic growth, job creation and rural tourism development as expressed in the National Strategic Development Plan (NSDP, 2018).

The understanding of tourism development in relation to community perceptions is necessary for monitoring government programmes, their implementation, and the extent to which development programmes respond to the national strategic development plan of improved economic growth (Toerien, 2020:1). Wang et al. (2017:15) further state that it is also essential to have an inner understanding of host community's perceptions towards tourism development and the factors influencing their attitudes. Adongo et al. (2017:1) also assert that before planning and developing tourism, understanding residents' views should be prioritized. This is because tourism development without the participation of local communities may lead to negative perceptions and attitudes by residents toward tourism development.

Qin et.al. (2021:115) mention that residents support tourism development if there are some personal benefits in it for them. It is therefore important for the government of Lesotho, policymakers, and stakeholders to understand and consider community perceptions of tourism development for proper implementation, development, and sustainability of initiatives. It is hoped that this study will contribute to the development and monitoring of the framework for tourism development in the Tsatsane community.

According to Kafashpor et al. (2018:1), tourism plays a vital role in improving the quality of life for the host community and the guests. Kafashpor et al. also mention that the way to evaluate the sustainability of tourism development is through the host community. Adongo et al. (2017:1) agree that tourism development in a destination can only be successful if it is related to how the local community perceives and support tourism impacts.

Adongo et al. (2017:1) further indicated that the host community can only support tourism development if the impacts and benefits are positive. Pham et al. (2019:2) are also of the same view that when tourism development brings higher economic gains and satisfaction with the

quality-of-life for communities, residents' support for tourism development increases. Rasoolimanesh and Seyfi (2019:2) highlight factors that may influence community perceptions on tourism impacts; these include extrinsic factors such as the level of tourism development and reliance on the tourism industry and intrinsic factors such as economic, community attachment and host-guest interaction. Community support for tourism development and their quality of life can therefore be evaluated through the application of bottom-up spillover theory (Eslami et al., 2019:1061-1062). This study, therefore, seeks to investigate community perceptions of tourism development impacts. Tourism development in this case entails the impacts of tourism development in Tsatsane and its community. The National Strategic Development Plan (2018:98) expressed that the tourism sector in Lesotho offers job opportunities and direct employment to the youth and women. This investigation will be conducted using a qualitative research method that applies to improve understanding of the relationship between tourism development and community perception.

## **1.2 Definition of key concepts**

**Community** – refers to a group of people with common attitudes residing in the same area.

**Community development project** – is a means to improve and effect changes within the community.

**Community involvement** – refers to an approach to engaging the community to participate in the preparation of tourism development.

**Participation of local communities** – refers to “the ability of locals to influence the outcome of development projects that have an impact on them” (Sdrali, 2014:17).

**Rural economy** – social and environmental basis of economic activity in rural areas (Allanson et al., 1995).

**Tourism** – refers to the temporary movement of people to destinations outside their usual places of residence.

**Tourism development** – refers to “planning and implementation of strategies with the objective of the development tourism sector” (Yiu et al., 2015:338).

**Tourism stakeholders** – stakeholders are those people with an interest in the decision being made in a venture or project and should be involved in all stages of tourism development in a given stage (Vallabh et al., 2017:4).

### **1.3 Problem statement**

This study is focused on community perceptions of tourism development impacts in the Tsatsane community in Lesotho. Lesotho relies on the tourism sector to boost its economy (NSDP, 2018), particularly from rural tourism. However, Eshliki (2012:334) argues that literature is filled with studies that focus on tourism support from the economic point of view, and this has contributed to the neglect of other tourism impacts such as the social ones. For instance, rural tourism is prevalent in the Tsatsane area and has been undertaken for a long time. Most of the studies carried out including the study by Lekaota (2016:2) focused on rural tourism development in the northern districts of Lesotho and not on the perceptions of the host communities in the southern area.

The Southern region of Lesotho is popular for its historical places and rock-art paintings, it also has potential as a tourist destination in Lesotho. Tsatsane is one of the areas in the Southern part of the country that is rich in rock art paintings and if it is well managed it could attract more tourists and elevate its economy. There is lack of tourism management plan in Tsatsane, there is no particular body such as the community council forums (CCF) responsible for regulating tourism. Tsatsane has so much to offer in terms of tourism, there are other tourism projects and activities taking place in Tsatsane; there are home stay facilities project where local women are offering accommodation to tourists in their huts. These home stay project operating in Tsatsane portrays the Basotho culture because tourists get to interact with locals in their own home settings and experiences the way Basotho people are living. This is where most activities takes place, tourists get to experience traditional food being prepared and served and young girls and boys performs traditional dances. Some of the activities that takes place in Tsatsane are fishing, hiking, tour guiding and pony trekking.

The rock art paintings in Tsatsane are tourist attractions and needs to be protected but some have been destroyed and tempered with. The rock paintings were destroyed due to lack of proper tourism mechanism. The lack of tourism management plan in Tsatsane makes it difficult for tourism developers to identify perceptions of the community towards tourism development impacts and it also hinders sustainability of tourism development in the area. The studies carried out in Tsatsane by Mokhanya (2008) and Mapena (2017) did not focus on addressing the issue of lack of tourism management plan and community perceptions on tourism on tourism impacts but rather they focused on cultural heritage in Tsatsane. It is evident that Tsatsane has a potential as a tourist destination, therefore this study seek to close the gap and suggest an establishment of proper tourism management plan as a platform where the perceptions of the community can be identified for proper tourism development initiatives and sustainability.

#### **1.4 Research aim**

This study aims to investigate the local community's perceptions of rural tourism impacts in the Tsatsane area.

#### **1.5 Research objectives**

To achieve this aim, the following study objectives are pursued:

- To assess the community's understanding of tourism impacts and in Tsatsane area.
- To identify the community's perceptions of tourism impacts.
- To determine ways to develop a tourism management plan that will regulate tourism in Tsatsane.

#### **1.6 Research questions**

The following research questions are posed to address the objectives of this research:

- What is the community's understanding of tourism impacts?
- What are the perceptions of the community on tourism impacts?
- What strategy can be used to develop a clear tourism management plan for tourism in Tsatsane.

#### **1.7 Research methodology**

A survey was developed to analyse the community's perceptions of the impacts of tourism in Tsatsane. The respondents were chosen using convenience sampling with the help of two research assistants.

This study adopted a qualitative research method to collect data. Dikko (2016:521) posits that qualitative research is a type of research method that investigates human behavior, cultural patterns, community perceptions and past experiences. This study adopted a qualitative method to explore the perceptions of community leaders, members, and tourism stakeholders regarding tourism development impacts in the Tsatsane area.

##### **1.7.1 Research design**

This study used semi-structured interviews to gather primary data on the perceptions and attitudes of community members, leaders, and stakeholders about tourism development.

#### **1.8 Population of the study**

According to Gray (2009: 148), a population is the total number of possible units or specific groups included in a study. In this study, the targeted population consists of community

members, community leaders and tourism stakeholders. Tourism stakeholders include service providers such as tour guides, homestay owners and handcrafters. The study population will be selected from Tsatsane community members.

This study adopted a non-probability sampling technique to select participants with relevant characteristics for this study. The non-probability technique used to select participants is purposive sampling. As argued by Robinson et al. (2019), purposive sampling aims to select participants for the precise reason that they have the knowledge of the subject matter, and they are in the best position to answer the research questions. To this end, 19 participants consisting of 11 community members, 2 community leaders and 6 tourism stakeholders were purposively selected to answer the research questions as they possess the required characteristics. The significance of using a purposive strategy is that the researcher already had a speculative understanding of the theme which enables him or her to select the appropriate respondents.

The study employed semi-structured interviews with open-ended questions to gather the primary data. This method is found to be relevant because it deals with words and meanings as opposed to quantitative research which deals with numbers and statistics. The study also reviewed various scholarly articles to collect secondary data. The semi-structured interviews with pre-arranged, open-ended questions allowed the researcher to gather primary data. According to Cohen and Crabtree (2006:1), the semi-structured interview guides offer a clear set of guidelines for the interviewers and provide reliable comparable qualitative data. Gill et al. (2008:291-295) contend that semi-structured interviews consist of the key questions that are critical for defining the field to be explored and give the interviewer or interviewee an opportunity to diverge to pursue an idea or a response in more detail. However, Hyman (2016) indicates that open-ended questions provide the respondents with the opportunity to include more information and provide the researcher with the ability to ask to follow up questions where there are misunderstandings. With the interview guide, the questions were administered to all the study participants.

## **1.9 Data analysis**

This study employed thematic analysis to examine and understand collected data.

Thematic analysis was used to arrange the identified themes emerging from the findings of the study.

### **1.9.1 Coding**

Coding is the method of labeling and organizing qualitative data into categories from different themes and making the connection between them (Medelyan, 2019). Similar themes were



grouped together to enable data analysis. The researcher used thematic analysis to analyze the data collected.

### **1.10 Ethical considerations**

Ethics in research include the concerns, dilemmas and clashes that arise over the appropriate way to conduct research. According to Doucet and Mauthner (2002:123), there are several dilemmas that can arise during data collection and fieldwork; these are issues related to honesty, lying, power, privilege, and overall quality of the relationship between the researcher and the researched.

The researcher obtained permission from authorities such as Community Councils and the chief of the area to conduct the study in Tsatsane. The permission letters were used as supporting information during the ethics application process that the researcher carried out before the study commences. Ethical clearance from the CPUT research committee was issued for the study to be conducted.

- Participants were given the choice to participate or not participate in the study.
- Participants were informed in advance about the nature of the study.
- The answers were treated strictly confidential, and respondents were informed not to write or give their identities.
- Coding was used for each interview through a system of words and numbers to hide the identity of the respondents in the research study.
- Findings were reported in honesty, without misrepresenting what has been done.
- Data was not fabricated to support a particular conclusion.

### **1.11 Informed decision and voluntary participation**

At the beginning of an interview, the researcher was present a consent letter to participants which entails a description of the research process. The participants were able to ask for further clarity. The participants were further informed that they were not going to be compensated with money or any gift for their participation in the study.

This study was carried out following CPUT post-graduate guidelines relative to research and other policies of CPUT relevant to the study.

### **1.12 Significance of the study**

Community participation contributes to the sustainable and effective implementation of tourism development initiatives in rural areas (Campon-Cerro et al., 2017:252). This study sees it as necessary to explore community perceptions towards rural tourism development in Lesotho. Providing empirical information on the subject under investigation hopes to aid policy

formulation and decision-making on tourism development. This will benefit many stakeholders including the community of Tsatsane, the Local Authorities (LAs) and the government of Lesotho in general on the importance of rural tourism development.

The tourism industry relies on the local community's hospitality (Andriotis, 2005:67), therefore, the study will also be useful to stakeholders when community perceptions are well understood. The study will also add to the existing literature on the importance of community participation and involvement in tourism development. Moreover, the study results could be useful for future research on tourism in Lesotho and globally. The results of the study can be used for policy formulation and implementation, for example, the NSDP II, Tourism Strategic Plan and Tourism Master Plan, as well as for public engagement initiatives to improve community participation in rural tourism development.

### **1.13 Limitations of the study**

The results of the study cannot be generalized to other areas of Lesotho. There are other areas in the district where the study could be carried out but due to time and financial constraints, accessibility, and unavailable communication resources, it will not be possible for the study to be carried out in those areas. The other limitation will be the sample, government officials from the Ministry of Tourism, Environment, and Culture (MTEC) and Lesotho Tourism Development Cooperation (LTDC) will not be included in this study.

### **1.14 Outline of the dissertation**

The study is structured into five chapters.

**Chapter 1:** Introduction and Background of the study. This chapter introduces the theme of the research and explains the purpose of the study and its background. It will also explain the problem statement which is the reason behind the study. The significance of the study will also be included. It will identify aims and objectives together with the research question to be answered by the study. Furthermore, the chapter will explain the limitations and delimitations of the study.

**Chapter 2:** It forms the Literature Review chapter which contextualizes community perceptions towards tourism development. It reviews the literature on community perceptions and tourism development in rural areas. It discusses tourism development in Lesotho regarding rural tourism. It also provides an overview of rural tourism development and reviews existing literature on rural tourism.

**Chapter 3:** This is the Research Methodology chapter which focuses on the methodology that is used when conducting the study, which includes the research design and method, sampling, data collection and analysis and ethical considerations.

**Chapter 4:** The Findings and Discussions chapter presents findings on the perceptions of the community on tourism development based on the information that was gathered when conducting the study.

**Chapter 5:** This last chapter provides conclusions based on the research objectives and presents recommendations and contributions of the study, as well as future research needs.

### **1.15 Summary**

This chapter provided background to the study and problem statement. The research aims, objectives and research questions were also addressed. This chapter briefly discussed research design and methodology. It also highlighted the limitations and significance of this study. Lastly, an outline of the study is provided for guidance and clarity.

## **CHAPTER 2: RURAL TOURISM AND COMMUNITY PERCEPTIONS OF IMPACTS OF TOURISM DEVELOPMENT**

### **2.1 Introduction**

A literature review is a survey of works by other scholars previously published; it should therefore entail a theory base, published works pertaining to the investigation and analysis of the work (Hofstee 2006:91). The purpose of a literature review is to familiarize the researcher with the current works in the field; it provides the researcher with some detailed context of the work that fits in with the investigation (Hofstee, 2006:91-92).

This chapter explains rural tourism development, community perceptions of the impacts of tourism development and participation in tourism development. It also discusses the benefits and impacts of tourism development in rural communities and the environment; it will also provide the state of tourism in Lesotho and the background of Tsatsane.

### **2.2 Tourism**

Tourism is found to be one of the rapidly growing industries by numerous studies Anita et., (2014), Aref (2010) and Lekaota (2015) and it has been presented as a pillar of most economies, especially in developing countries. Tourism is broadly defined differently by various scholars. Vallabh et al. (2017:1) explain tourism as “activities, processes and outcomes arising from relations and interactions amongst tourists, tourism suppliers, host communities and surrounding environments involved in attracting and hosting both local and foreign visitors”. United Nations World Tourism Organization (UNWTO, 2018) describes tourism as a social, cultural phenomenon that involves the movement of people to countries or places outside their common environment for a period not exceeding one year. Igi-global (2019) indicates that tourism is a multi-dimensional industry offering a variety of services that include hotel, health tourism, active tourism, gastronomic tourism, spiritual tourism, educational tourism, creative tourism, eco-tourism, and cultural tourism. It involves various activities making it a unique sector (Igi-global, 2019).

Aref and Redzuan (2017:87) assert that tourism is a multi-dimensional event that surrounds economic, cultural, social political and environmental forces. Aref and Redzuan further mention that tourism is essential at local, national, and international levels and plays a vital role in a community's social and cultural change. Raspor et al. (2017:98) states that in terms of economic activity tourism is treated as an invisible trade because the consumption of services and goods by foreign tourists carries out the export to the tourist destination. Tourism also creates careers such as travel agents, hotel managers, spa managers, tour operators, events and conference organizers, executive chefs, and other indirect careers. Jadhav (2019:5)

indicate that tourism is a major contributor to the economy of all nations as it contributes to sales, earnings, tax revenue and income.

#### Tourism sector

Tourism is a multi-sector industry, comprising ten sectors (UNWTO 2010). The first sector includes natural tourist attractions. This sector is a base and a powerful element of the industry. The second sector is the human-built tourist attractions including museums, water parks, gardens, and entertainment events such as concerts. The third sector encompasses cultural, spiritual, and traditional events. People participate in pilgrims and attend cultural festivals across the world. The fourth sector of the tourism industry includes sports and recreational events that inspire people to journey to different states, people visit places to offer sports such as skiing, abseiling, and canoeing. The other six sectors are accommodation, transportation, food and beverage, tourism services and restaurants.

The tourism sector is projected to grow globally by 3.3% annually until 2030 (UNWTO, 2018). However, the COVID-19 pandemic caused a global crisis that has compromised sustainable development goals towards 2030. Tourist arrivals and expenditure declined because people stopped travelling and borders and airlines were closed. Pam et al. (2019:2) state that tourism has a significant contribution to the economy, it creates an enormous job market and tourism revenues assist in the payment of public services and infrastructure such as education, health care and transportation. Tourism helps to promote culture and protect natural resources and improve personal living experiences (Pam et al., 2019:2).

The tourism and travel trade services sector are among the principal sectors of the tourism industry as it provides facilitation of travel organizations and disseminates information on tourism attractions in the country and internationally (UNWTO, 2010). Transportation in the tourism sector enables the movement of visitors from different countries to the destination countries. Visitors use various ways of conveyance such as air, water, road, and railway lines. The accommodation or hospitality sector provides essential services such as hotels for accommodation. Figueroa (2020) specifies that the meetings, incentives, conferencing, and exhibitions (MICE) sector entice different visitors from all over the world to travel to take part in international meetings and group discussions. The business tourism sector involves people going for different business roles such as managing a market assessment in other nations (UNWTO, 2010). Tourism is therefore a complex industry involving several sectors to satisfy the needs of visitors.

## Types of tourism

Tourists are key participants in the tourism industry. According to UNWTO (2010), the term tourist means a person holding a trip, which involves an overnight stay, to a main destination outside his or her usual surroundings for less than a year. Tourism has different demands; hence the tourism sector has several options and services. Tourism has three basic phases, namely domestic, inbound, and outbound tourism, which can be combined in different ways to develop internal tourism, national tourism, and international tourism. Domestic tourism is a category of tourism that involves tourists taking a holiday within their own country. Inbound tourism means visits to the host country by visitors from other countries while outbound means visits by residents of any country outside that country (Pappas et al., 2019).

Inbound tourism is the most important form of tourism. It brings the foreign currency essential for the balance of payments (UNWTO, 2010). Pappas et al. (2019) opine that inbound tourism increases revenue and creates tourism-related jobs as it attracts foreign visitors to the country while outbound tourism takes financial resources out of the country of origin and gives them to the visited countries. Therefore, successful inbound and domestic tourism make tourism an economic activity that generates income essential for the economic development of any country.

Consequently, tourism is an essential industry for changing people's lives for the better. The negative effects of the tourism industry prompt some people to define tourism as a dangerous industry. This originates from the fact that tourism can bring negative impacts such as prostitution and human trafficking on the local people's lives if it is not regulated accordingly (Carolin et al., 2015:3). The World Travel Tourism Council (WTTC) (2019) advocates that governments need to authorize legislation that recognizes human trafficking as a crime that occurs throughout the whole travel and tourism chain.

Kabote et al. (2015:2) argue that tourism provides an opportunity for foreigners to escape from their daily life and experiences which presents tourism as an activity that takes place in a different environment thereby depriving the development of domestic tourism. Tichaawa et al. (2017:780) assert that many governments in developing countries have introduced measures to promote the development of tourism as a way of achieving the sustainable development goals of poverty elimination. However, like other developing countries, to alleviate poverty, Lesotho government through LTDC presented Lesotho in vision2020 to be one of the leading destinations (NSDP 2018).

Ndlovu and Chili (2018:1) assert that various negative impacts of tourism development destroy human values and need to be considered. Ndlovu and Chili (2018:1) further argue that

responsible tourism is about harmony and good relations and respect for each other between the locals and tourists.

Domestic tourism is another form of tourism that needs to be taken seriously to attain sustainable tourism development. Kobote et al. (2015:2) posit that attractions are deteriorating and therefore destinations are struggling to achieve sustainability. Tourism is progressively included in social and economic plans that aim to improve livelihoods and drive national economies and their area as an attraction. (Petrus & Mosimane, 2019: 24). Community involvement can legally establish the principle of sustainable development and bring transformation to the lives of the local communities (Racheal et al., 2018:2). Tourism development initiatives are largely influenced by the tourist concerned needs of and expectations of tourists (Tichaawa & Makori, 2018: 228). The public sector, private sector and tourism stakeholders at the destination should meet the expectations attached to the motives, through the provision of transport, accommodation, activities and other facilitating and supporting amenities (Tichaawa & Makori, 2018:229).

### **2.2.1 Tourism in Europe**

According to León-Gómez et al. (2021:1-2), the growth of the tourism sector decreased due to the COVID-19 pandemic. León-Gómez et al. further state that in 2019, tourist arrivals numbered more than 1.5 billion globally, representing a 3.8% annual increase. It is expected that this number will increase to 1.8 billion international tourists by 2030. León-Gómez et al. report that tourism represents 4.4% of the Gross Domestic Product (GDP) in Organization for Economic Co-operation and Development (OECD) countries and comprises 6.9% of jobs and 21.5% of the export of services.

Kyrylov et al. (2020:5) assert that the development of the tourism industry has grown more rapidly than the global economy which makes tourism a global driver and the revenue of tourism exceeds the cost of exporting fuels and raw materials. Tourism income indicators prevail that among the five leading international countries in the tourism industry, the US is the first leading with a highly developed infrastructure while Thailand is one of the top tourist destinations in the five most developed countries in the world (Kyrylov et al., 2020:5). Kyrylov et al. continue, that the Ukraine has tourism potential although there was low growth of tourism revenue in 2019. However, Kyrylov et al. mention that Ukraine has a significant competitive advantage of friendly environment, products and recreational areas which turns to attract foreign tourists.

Badulescu et al. (2021:1510) highlight that the increasing number of international tourist arrivals must be sustainable and have a positive contribution to the community, natural resources, and cultural heritage. Badulescu et al. (2021:1510) further mention that the tourism

industry faced some challenges brought about by COVID-19 in 2020 whereby international arrivals decreased by 74% as compared to 2019 and tourism receipts amounted to 1.3 trillion, however, the positive economic tourism impacts were highlighted by organizations and researchers for the coming years.

Romanenko et al. (2020:606) have identified sustainable tourism development as another significant factor of rural development, moreover, they define sustainable tourism as “tourism that takes current and future economic, social and environmental impact into complete account, meeting the needs of visitors, industry environment and communities”.

Bunner (2019:15-16) argues that over-tourism can be harmful to the environment ecosystem and cultural heritage as such, there is a need to consider the long-term sustainability of Adriatic destinations such as Venice and Dubrovnik and the sea as a major tourist destination. For this reason, considering sustainability would be worthwhile and relevant, as such it is suggested that destinations with heavy tourist flow such as Venice and Dubrovnik should consider tourism with higher local value added and social, cultural, and environmental effects Bunner (2019:15-16). The study that was conducted in Russia by Polukhina et al. (2021:7) suggests that community perceptions are vital for policymakers, benefits, and positive impacts of tourism development, Polukhina et al. further assert that rural tourism destination stakeholders and the host community attachment and involvement are driven by the perceived benefit of tourism to residents.

Băndoi et al. (2020:3) state that there is a subdivision in terms of economic, economic potential, social performance, quality of life regarding tourist resources, and attractiveness in the international tourism market. In European countries and the three groups are also identified, the first being the one that groups economically developed countries together, followed by the southern European countries with a Mediterranean coastline and the European tourism industry with an outstanding tourism attractiveness and the last group includes central and eastern European countries with increasing economy and introduced to the foreign market (Băndoi et al., 2020:3).

One of the challenges that can hinder the development or enhancement of the tourism sector in developing countries is the development of infrastructure. Ivankova et al. (2021:542) state that developed countries are at an advantage of the improved tourism sector over developing countries because the developed countries have high-quality road infrastructure while the same cannot be said for developing countries. Ivankova et al. (2021:542) further highlight that these can also address the issues of economic growth for different countries. A well-developed infrastructure can attract international tourists which may increase tourists' expenditure in a destination.



According to Safaeva et al. (2019:460-461), Russia has identified domestic tourism as a leading sector in the national economy and maintaining the quality of tourism products is the main priority in Russian. Safaeva et al. add that consumers have personal rights on quality of services offered by Russian tour operators after their visits to other countries. This implies that the efficiency of tourism regulations should be in practice in the state to regulate the component of the national economy.

New opportunities emerge as the tourism sector grows, infrastructural development, investments, tourism expenditure, income generation and the cost of living also increases as it generated economic income through the production of tourist income Alaminos et al. (2020:5). According to Ren et al. (2019:3), the level of income generated from the country's exports is important to the international literature. However, Ren et al. argue that the level of tourist arrivals can also influence environmental degradation growth.

Jawahry (2022:36) states that applying International Public Sector Accounting Standards (IPAS) instil confidence in foreign investors in attaining sustainable tourism. Jawahry (2022:36) also indicated that globally IPSAS has positive impacts on tourism investment. The study of Jawahry offers an understanding of IPAS requirements for attracting foreign investment and promoting sustainable tourism development.

Meha et al. (2020: 226) identified tourism as a centre of integration for various countries, people, cultures, and religions. Meha et al. further mentioned that tourism is important to the economy and human life because it affects the economic, social, and cultural development of the whole world. This can be seen through different tour trips to different places worldwide.

Tourism is valuable to both developing and developed countries. Moreover, Meha et al. (2020: 226) assert that the tourism sector grows continuously with economic, sociocultural, and environmental affairs. Santos (2019:2) shares the same view that rural areas have similar problems, and such includes a high level of unemployment, loss of cultural identity, emigration, and economic impacts. Moreover, Santos adds that rural areas are considered those areas with a population of 2000 residents or less. Santos continues, that where agriculture is still of importance and the regions that are less competitive in Europe are those of South Europe. Entrepreneurship and small-medium-sized enterprises (SMEs) play a vital role in rural areas and promote job opportunities (Santos, 2019:2).

According to Okhrimenko and Ergunova (2021:4), the rise in the euro currency price has an impact on the decline of the tourism industry of the European Union. However, according to Okhrimenko and Ergunova (2021:4), Russia has the best tourism facilities in the world, to name a few: Radisson Royal Moscow Hotel, Moscow and Petersburg cities and Sheremetyevo International airport.

Comparably, Lesotho has spectacular scenery and beautiful natural attractions such as the mountains hence it's called the "mountain kingdom", rich cultural heritage and the high altitude and other well-known supporting attractions including Sehlabathebe National Park, Maletsunyane waterfall and Afriski in Mahlasela. However, despite the beauty of the mountain kingdom, the country still experiences low international tourist arrivals (Matsaba 2020:26). The low rate of tourist arrivals and lack of tourism management plan in Tsatsane has an impact on the economy of Lesotho rural tourism development including Tsatsane.

### **2.2.2 Tourism in sub-Saharan Africa**

Tourism is rapidly growing in SSA and other developing countries. Adu-Ampong and Kimbu (2019:119) estimate that in 2017, SSA experienced 63 million international tourist arrivals (3% of international arrivals globally). However, the continuous growth of the tourism sector needs consideration in planning and policy consideration through which tourism can achieve sustainable outcomes.

Adu-Ampong and Kimbu (2019:119) report that tourism policy and planning play a vital role in addressing the issues that cause low hotel occupancy rates and limited training opportunities. The authors further indicate that the Masai community in Tanzania ensures the long-term sustainability of the World Heritage Site by considering community in benefit sharing.

Tourism development contributes to poverty alleviation, but it has disadvantages for the recipient countries (Nyasha et al., 2021:397). Nyasha et al. add that tourism had some negative impacts such as negative cultural influence and community disruption. Nyasha et al. further state that in some underdeveloped countries tourism development does seem not to reduce poverty as it does in other developed countries. Bogale et al. (2021:330) assert that the travel and tourism industry is competitive in countries such as South Africa, Mauritius, Seychelles, and Namibia. Moreover, the authors state that competitiveness varies by year in other SSA countries like Tanzania, Kenya, Senegal, Rwanda, Botswana and South Africa, with the highest followed by Tanzania and Mauritius (Bogale et al., 2021:331). WTTC (2020) states that the contribution of the travel and tourism sector was 10.3% of GDP in 2019 which amounts to \$8.9 trillion. Moreover, According to WTTC (2020), 330 jobs were created globally, and all four new jobs were generated. Countries are competing to attain their share of foreign exchange from international tourists (Bogale et al. (2021:331).

According to du Plessis and Saayman (2017:150), economic welfare and competition is created by travel and tourism activities and countries are now shifting their attention to improve their competitive positions. There is a huge potential for the travel and tourism industry in SSA.

While the travel and tourism sector assisted African countries to achieve \$168.5 billion, the SSA countries generated \$42 million from the industry.

Over the years, Lesotho has attracted a stable flow of tourists because of its unique cultural heritage, beautiful scenery, and opportunity for a variety of adventure and outdoor activities (Lesotho Environment Outlook, 2014:29). Novelli (2016) examines some of the most debated current issues that hinder sustainable tourism development in Sub-Saharan Africa (SSA) including lack of skills, political issues, and power relations. Novelli further agrees that tourism has the potential for economic development, employment opportunities and poverty alleviation in developing countries, particularly in SSA. Lesotho is one of the developing countries in SSA, therefore if Lesotho's tourism potential can be revealed; it may improve the economy of the entire country and empower the livelihoods of the people, particularly in rural areas through massive benefits from tourism development.

### **2.2.3 Tourism in Lesotho**

Lesotho is a small mountainous country landlocked by the Republic of South Africa (RSA). There are about 2.2 million people and a gross domestic product of (GDP) per capita of \$1,020 (Lesotho Tourism Master Plan, 2019:20). The country is about 3,000 square kilometers (African Development Bank [AfDB], 2005:1). According to AfDB (2005:1), 3% of the land in the country is made up of highlands and the remaining one-quarter is occupied by the lowlands. Lesotho is classified as a low-income country; the unemployment level is estimated to be between 24% and 28%. The country is divided into four zones, including the mountain zone, the lowlands zone, the foothills and the Senqu valley zone. There are also tourism zones that are identified by NTMP (2019:75) these zones are areas earmarked for their capability to accommodate tourism development and are known as eco-tourism zones, adventure and activity zones and heritage tourism zones.

Herawati et al. (2014:88) highlight that rural tourism enables tourists to interact and be involved in the daily life of the host community. It means that through rural tourism development, tourists will interact with the community in Tsatsane and learn about Basotho culture. The tourism sector is seen to have the potential for attracting foreign exchange and increasing employment and income in the country, particularly for the local population (Thetsane, 2019:125). The tourism sector gained recognition in Lesotho in the mid-1970s (Mohasi, 1999: ii). As stated by Mohasi (1999:1), Lesotho has not attracted its full capacity of visitors because of bad marketing strategies, a lack of integrated marketing efforts and weak advertising products between the public and private sectors. As such, most communities are not given a chance to participate in

tourism initiatives. World-class tourism asset in Lesotho is often underutilized and do not generate the potential returns for the population in terms of social and economic benefits.

The National Strategic Development Planning (NSDP, 2019-2023) reports that tourism is one of the three exports of developing countries, including Lesotho. The strategic plan emphasises private sector development and gives priority to pursuing people-centered development. It reinforces the government's commitment to bring further development to the people of Lesotho by empowering them to participate fully in the development process. Mashinini and de Villiers (2002:137) assert that communities are the objects of development, therefore they should be considered first in development, and their needs should be prioritized. Moreover, Mashinini and de Villiers argue that according to participatory development, people are not just objects to be developed but they are both objects and subjects of development. Increased participation in decision-making at all levels by the majority population is one of the strategies to implement sustainable development (Mashinini & de Villiers, 2000:138). Poverty Reduction Strategy Plan (PRSP) has discovered that Lesotho needs to attract more tourists to make better use of its beautiful scenery and existing infrastructure (NSDP, 2019-2023:9)

World Economic Forum (2013) mentioned that the tourism industry in Lesotho is worth 7% of the country's economy, therefore tourism sector should be seen as an opportunity to be the primary driver of the national economy (Yiu et al., 2015:320). This is supported by the National strategic development plan (NSDP, 2019) by indicating that in 2011 Lesotho received 398.000 tourists which represented 1.4% revenue of the country's economy while the United Nations World Tourism Organization (UNWTO) reported that the first time Lesotho experienced more than 1 billion of tourist arrivals was in 2012. However, the Lesotho Environment Outlook Report (2014:29-30) shows that the highest arrivals of tourists in Lesotho were witnessed in 2010 and since 2016 arrivals to Lesotho were fluctuating.

Tourism has therefore been identified as an important sector in the country that can meet the government objectives relating to poverty alleviation and generating substantial employment for low and semi-skilled labour (NSDP, 2019). One of the long-term objectives of LTDC is to present the tourism sector as a primary employer and key economic player in Lesotho (Nqosa et al., 2019:3). The tourism sector in Lesotho was also expected to increase by 4.4% from 2013 to the current year 2022 (Yiu et al., 2015:320).

The National Tourism Master Plan (2018) addresses some issues that may hinder the development of tourism in Lesotho, including:

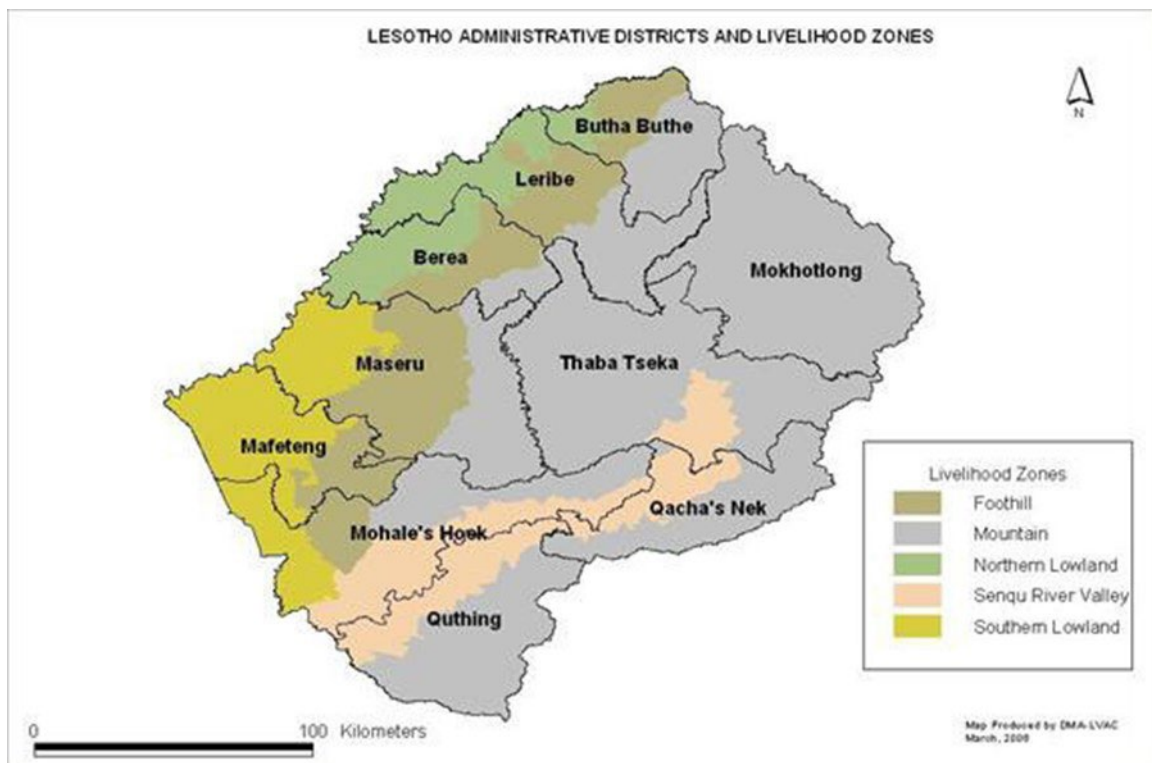
- Limited capacity with tourist attractions
- National tourism marketing strategy
- Appropriate suitable resources for the strategy to be implemented.

- Overall quality of tourist experiences and
- Involvement of the local community in the tourism value chain needs to be stimulated.

The kingdom of Lesotho hosts a range of attractions that can benefit the country's potential advantage. This includes Lesotho Highlands scenery with its lowest point at 1400m above sea level, which makes it the highest in the world (National Tourism Master Plan, 2018). Amongst others are:

- Alpine flora due to the mountainous terrain
- Snow in the Highlands, which is common between May and September while higher peaks experience snowfall throughout the year
- Unusual flora and fauna • Basotho cultural identity
- Historical features such as bushman painting and dinosaur footprints.

According to Lesotho Environment Outlook (2014:29), the tourism strategic planning process began in 2006. It was established by the government of Lesotho covering the development of tourism developmental zones and improving the institutional framework for the tourism sector. The strategy is meant to promote Lesotho as “high-mountain Africa, offering its beautiful scenery of mountainous topography, unique culture, adventure, pure air and water” (Lesotho Environment Outlook, 2014:29).



**Figure 2.1: Topographical map of Lesotho**

Source: Google maps

#### 2.2.4 Background to Tsatsane

Tsatsane is a village (community council) consisting of 12 sub-villages in the Quthing district in a rural setting of the Southern region of Lesotho. The district has great potential for tourism development with a rich natural and cultural heritage. It is outstanding with areas of natural beauty and is also unique because it accommodates three distinct ethnic groups: Xhosas, Basotho and Baphuthi. However, the district hosts several attractions that cater for tourists.

To name a few: it has rich flora and fauna, Bushmen paintings in the caves, several hiking trails, and pony trekking and climbing opportunities.

The economy of Quthing is predominantly based on agriculture, the area's main cash income comes from livestock that produces wool and mohair for export. Overgrazing and erratic rainfall lead to drought conditions and soil erosion and damage to the wetland.

Quthing has some outstanding areas of natural beauty such as Letsa-la-letsie wetland, it hosts a variety of attractions that cater for visitors. The rich flora and fauna, fossil dinosaur footprints, bushman rock art paintings and hiking, climbing and pony trekking opportunities combined with the potential for several water-based activities. The district hosts some of the following natural attractions:

- Spectacular scenery of six rivers in the district
- Hiking is organized in the gorges of the Senqu (Orange) river.
- Letsa-la-letsie wetland which has been identified as an area of great potential (Ramsar site)

However, the Quthing wildlife trust aided by the German Development Service (DeD) has been working with local communities to help them derive income by providing tourism services.

Tsatsane has been selected as one of the priority areas in the Southern region (Government of Lesotho, United Nations Development Programme (UNDP) and UN World Tourism Organization (UNWTO), 2005:7). The area is only accessible by 4x4 and hosts one of the most spectacular mountainous areas in the district with two rivers, 9 waterfalls and a diversity of flora and fauna.

However, some of the services in Tsatsane are rendered by the community. They offer guiding by trained guides to visit the impressive Bushmen paintings, pony trekking whereby ponies are provided by the community, hiking and bird watching. Accommodation is centered on traditional homestays in local houses and the community has built a campsite to accommodate tourists. Trout fishing is also provided for visitors to enjoy.

### **2.2.5 Tourist destinations**

Tourist destinations play an important role in the development of tourism in any country. The UNWTO (2018) contends that a tourist destination is a geographic area that consists of landscape and cultural characteristics, and which can offer merchandise such as transport, accommodation food and at least one outstanding experience. Tourist destinations in developing countries need to be promoted and marketed to attain recognition of economic benefits through tourism (Yiu et al., 2015:3). According to Manzoor (2019:5), established tourist destinations have been proven to receive more revenue than undeveloped destinations. Moreover, Manzoor suggests that undeveloped destinations need to develop strategic plans to attract local and international tourists.

Geographical Reports (2016) stress the importance of the protection and conservation of tourist destinations as central to the process of improving culture as a significant tourism product. Tourist travel to tourist destinations to satisfy their demands and it is important that each country devices the ways of selling its cultural products. Font and McCabe (2017:871) state that tourism destination development is about strategic planning and improvement of defined areas to support the development of destinations for tourists through providing excellent service to entice repeat visitation.

According to Destinationbc.ca (2020), the participants in the destination planning process must include representatives from the tourism industry, heritage, arts, cultural organizations, government ministries, private sector, and community organization. The development of tourist destinations is therefore essential to enhance the marketing of tourism products found in the destinations.

Tourism product means anything accessible for attraction, acquisition, and consumption (Manhas & Tukamushaaba, 2015:78). It means that it is the experience of tourists. Developing countries are expected to increase the value of tourism products to improve the service delivered at tourist destinations. Jatuliaviciene (2012:1) maintains that the most significant principle is to identify the tourism products satisfactory for the inbound tourist market.

### **2.3 Community development and tourism**

Gohori and van der Merwe (2020:3) define community development as “a process in which community members collaborate in taking collective action as well as in developing solutions to common problems facing them while engaging in policymaking, planning, programme development and evaluation.” Tourism contributes to national economies and alleviates poverty and is regarded as the best tool for community development (Gohori & van der Merwe, 2020:4). Moreover, tourism has resulted in diverse economic changes in the daily lives of communities as well as environmental and socio-cultural changes (Gómez, 2019:4).

The importance of community participation in tourism has long been addressed in literature; therefore, participation is the essential principle of community development. However, Lee (2022:3) states that community participation is focused on integrating local communities into the process of tourism development from the decision-making and planning stage to the assessment of the project.

One of the reasons tourists travel is to experience the way rural communities live and the transformation process for the host community begins when tourism starts to develop in a community (Jang et al., 2022:1). Moreover, community perceptions of tourism impacts are related to their support for tourism development. As mentioned earlier, some of the historic sites such as the Bushmen paintings and caves are in Tsatsane. Gómez (2019:4) highlights that it is crucial to understand the way communities perceive the development and impacts of tourism development on historic sites. This is essential to achieve successful and sustainable tourism development.

Traditional tourism enterprises play a vital role in a destination's local development by delivering direct benefits from operations, those enterprises also produce effects on employees and the host communities (Aquino et al., 2018:9-10). Traditional tourism strategy is considered a need, an opportunity and a strategy for dealing with the negative impacts of tourism.

Continuous innovation has an aspect of social entrepreneurship, and it has therefore been considered a positive way to disrupt the tourism industry, additionally for destinations aiming to compete in an advanced tourism industry innovation is of importance (Aquino et al., 2018:9). It is indicated that local tourism entrepreneurs should follow social enterprise model that engages innovation strategies related to products and services offerings to generate competitive advantage, and these should produce better financial returns and deliver. The community is a core of development to fulfil the needs of the community (Setokoe et al., 2021:2)

### **2.3.1 Community development**

Pittman et al. (2009:3) describe the community as “a location or a collection of individuals with a common interest or tie in proximity or widely separated”. Moreover, Pittman et al. (2009:6) define community development “as involvement in a process to achieve improvement in some aspect of community life where normally such actions lead to the strengthening of community pattern of human and institutional relationships”. They further suggest that community development should be seen as both a process and an outcome. Donaldson (2018:118) postulates that people choose to settle in rural areas where the cost of living is lower than in urban settlements.



Moreover, the opportunity of settling in a rural area has the advantage of self-employment and experiencing a different lifestyle. Herawati et al. (2014:90) assert that people engage in various tourism activities in society, rural communities are service providers involving people with diverse activities ranging from accommodation, travel agencies, transport services, sales of souvenirs, food services and services to tourist attractions which all depend on one another. Herawati et al. (2014:90) further mention that tourism is a major influencer of rural transformation and the daily life of agrarian activities is the main tourist attraction that needs to be promoted and marketed to be known by tourists as an alternative product.

Pittman et al. (2009:6) postulate that community development encourages the community to work together and therefore community development should be considered as a process and an outcome. According to Aquino et al. (2018:9), it is important to adopt a definition of a community before tourism and development work can be achieved, community is adopted: “a locality comprised by people residing in a geographical area: the resources such people require to subsist and progress, and the process in which such individuals engage to distribute and exchange such resources to fulfill local needs and want”. The definition is relevant within the notion of destination community which is limited to a geographical area and extended through the interaction of community members throughout the tourism development process (Aquino et al., 2018:9).

Community development was further defined by Aquino et al. (2018:9) as a process where members of a locality work together to achieve a common goal, address their collective challenges, or improve their quality of life by using various resources.” Setokoe (2021:29) asserts that Community-Based-Tourism emerged as a development model for communities and alleviating poverty without negative impacts on the environment. Setokoe believes that community participation is vital, hence the emergence of CBT which enables the community to participate fully in tourism initiatives aimed at community development. Chavhan (2022:64) indicates that community development is investigated based on participation, empowerment, and community capacity because they are related to tourism development. For the community to achieve positive benefits from tourism development, they must have a sense of help and in response to the needs of the local community, there must be an implementation of tourism policies (Chavhan, 2022:64). Khartishvili et al. (2019:5) state that the community must have necessary skills and capacity to improve conditions for tourist arrivals and relevant experiences so that the whole community can benefit from tourism development.

### **2.3.2 Theoretical framework**

Labaree (2009) describes a theory as a structured body of concepts and principles that are formulated to explain and understand a phenomenon and it is often used to contest the existing knowledge within the bounds of critical assumptions. William (2006) argues that a theoretical

framework entails concepts, explanations and theories that are used in the study. This study is guided by the Social Exchange Theory (SET). However, the SET has dominated tourism research to evaluate community perceptions of tourism costs and benefits that are influenced by exchange interaction between the hosts and tourists (Eslami et al., 2019:1062). Akarsu (2020:4) posits that the SET is used to capture community perceptions of local tourism development. Akarsu further mentions that communities are bound to interact with tourists, as such when benefits outweigh costs communities are more likely to support tourism development. Eslami et al. (2019:1061-1062) explain the SET as a general sociological theory that indicates that in an interaction situation, the resources between individuals and groups are exchanged, while according to Gursoy et al. (2018:2), the SET is “concerned with understanding the exchange of resources between individuals and groups in an interaction”.

This study has therefore underpinned the SET to investigate the perceptions of communities toward tourism development in rural areas in Tsatsane Lesotho.

The reason for adopting SET in this study is to understand the perceptions of the community on tourism development and explain what motivates the community to support tourism development.

According to Litheko and Potgieter (2021:1456), SET argues that local communities believe that tourism development has more benefits than costs, hence they subsequently support tourism development. Vogt et al. (2019:2) also affirm that according to SET, communities who perceive higher economic benefits from tourism are more likely to support the development of tourism. Adongo et al. (2017:4) confirm that the SET is used mostly in tourism to explain community perceptions of tourism development by examining residents' support for tourism development in Hoi An Vietnam. The SET can be applied in Tsatsane in Lesotho to capture community perceptions of tourism development. The SET also posits that community well-being and economic improvement are the primary drivers of community support for tourism development; residents are more likely to support tourism development if perceived benefits surpass possible costs (Gursoy et al., 2018:5).

Moreover, Chernyak-hai and Rabenu (2018:458) found that based on the SET, human relations are formed subjective to cost-benefit analysis. However, Gannon et al. (2019:150) asserts that most studies criticize the SET application in that it can only be used to understand the effects and perceptions of tourism development and it has limitations to conceptualize the reason behind the resident's attitudes. Gursoy et al. (2018:3) further indicates that other researchers have opted for other theories in social science to explain how residents' perceptions of tourism development are formed. The SET further states that community well-being and economic improvement are the primary drivers of community support for tourism development; residents are more likely to support tourism development if perceived benefits

surpass possible costs (Gursoy et al., 2018:5). Adongo et al. (2017:4) also confirmed that the SET is used mostly in tourism to explain community perceptions of tourism development by examining residents' support for tourism development in Hoi An Vietnam.

If benefits surpass the costs of tourism development projects in Tsatsane then community members will support tourism development in their area.

## **2.4 Rural tourism development**

There is an increasing demand for tourist attractions in rural areas recently (Litheko & Potgieter, 2021:1452). Rural tourism development has been mostly highlighted as an engine for economic development in rural areas. Ezeudji (2017:947) affirms that rural tourism involves tourists travelling to rural areas to experience the way rural communities live and explore their culture. Ezeudji further mentions that rural tourism development aims at improving the lives of rural communities through the participation of the rural people themselves in tourism.

Polukhina et al. (2021:7) opine that tourism development has increased in rural areas because of the high demand for natural scenery and peaceful countryside to escape from industrialization and urbanization. The authors further highlight that in the pandemic of COVID-19; tourism development in rural areas became essential and significant because people preferred living in the countryside to being isolated in a relatively small apartment in a big city. Chatkaewnapanon and Lee (2022:1) assert that rural communities are the target for tourism development in Thailand; they are also the main reason that tourists travel as they wish to experience a different culture.

Muhtasom and Ab (2019:1) report that tourists stay in villages where traditional activities are performed and learn about village life and exchange their culture with the local community. Muhtasom and Ab (2019:2) further describe a tourist village as a residential environment where culture or nature attracts tourists and tourists get to learn and enjoy the village life. Community involvement in tourism is considered crucial in every aspect of tourism and an important element in developing rural tourism and should be included in every aspect of tourism. The use of traditional villages and their layout can promote the development of rural tourism (Xu, 2020: 318).

Rural attractions have an opportunity of creating employment and a healthy environment, cultural exchange, and international relations (Wijijayanti et al., 2020:6). Community-based tourism is an alternative strategy for developing rural tourism. These alternative approaches promote a sustainable tourism industry in different locations. Traditional tourism enterprises play a vital role in a destination's local development by delivering direct benefits from

operations, those enterprises also produce effects on employees and the host communities (Aquino et al., 2018:5). Traditional tourism strategy is considered a need, an opportunity, and a strategy for dealing with negative impacts of tourism.

Continuous innovation has an aspect of social entrepreneurship, and it has therefore been considered a positive way to disrupt the tourism industry, additionally for destinations aiming to compete in an advanced tourism industry, innovation is important (Aquino et al., 2018:9-10). It is indicated that local tourism entrepreneurs should follow a social enterprise model that engages innovation strategies related to products and services offerings to generate competitive advantage, and these should produce better financial returns and deliver. The community is core to development to fulfil the needs of the community (Setokoe, 2021:29)

Manwa (2015:1) mentions that the tourism industry is the pillar of most economies in Southern Africa therefore for the industry to attract more tourists, local communities must benefit from tourism both economically and socio-cultural. Moreover, Manwa acknowledged that for tourism to be sustained, local communities must benefit directly from tourism by enabling them to conserve and protect tourism resources.

Other economic sources of wealth generation in rural communities have declined; therefore, tourism activities can be interesting in rural areas as indicated by (Litheko & Potgieter, 2021:1452). These were supported by Lekaota (2016:42-45) that since traditional economies have decreased; tourism production has increased in rural areas. She further adds that to improve the livelihood of local communities and sustain resources in Southern Africa, governments and private sectors have implemented rural tourism development programmes. Situmorang et al. (2019:20) state that research that was conducted in the UK shows that interest in rural tourism began in the mid-2000. The authors further argue that rural tourism development also involves policymakers establishing regulations for the development of rural areas and does not only rely on tourists and host communities.

The economy of Lesotho is predominantly in rural areas. The unemployment rate is very high in rural areas of Lesotho, which leads to higher poverty levels than in urban areas. Mohasi (1999:1) mentioned that amongst other things the government of Lesotho uses tourism projects to improve economic opportunities for rural communities. Research that was conducted in a World Heritage Site (WHS) in Lesotho known as Sehlabathebe National Park shows that there is a lack of policy coordination between tourism development and rural development because the government gives lower priority to less densely populated areas (Makwindi & Ndlovu, 2021:335-348).

According to Makwindi and Ndlovu (2021:335), one challenge that rural areas are faced with is that human resources in rural areas are declining due to the migration of younger people to

cities leaving the old, aged people behind. Muhtasom and Ab (2019:1) aver that tourists stay in villages where traditional activities are performed and learn about the village life and exchange their culture with the local community. Muhtasom and Ab (2019:2) further describe a tourism village as a residential environment where culture or nature is a leading feature that attracts tourists and tourists get to learn and enjoy the village life. Community involvement in tourism is considered crucial in every aspect of tourism and an important element in developing rural tourism and should be included in every aspect of tourism. The use of a traditional village and its layout can promote the development of rural tourism (Xu, 2020: 318).

Rural attractions have an opportunity of creating employment and a healthy environment, cultural exchange, and international relations (Wijijayanti et al., 2020:6). Community-based tourism is an alternative strategy for developing rural tourism. These alternative approaches promote a sustainable tourism industry in different locations.

There are different types of tourism-based rural accommodation in villages and small towns where agriculture is significant, rural tourism is therefore seen as a broad umbrella concept, and community involvement in planning management links rural tourism to the CBT concept (Khartishvili et al., 2019:5)

The capacity and required skills are to improve conditions and increase the inflow of tourist arrivals and needed experiences for the community to benefit from tourism (Khartishvili et al., 2019:5). Aref and Redzuan (2017:2) suggest that tourism is important at all levels, the local, national, and international level, additionally tourism impacts at a local level is a multi-dimensions phenomenon that includes economic, social, cultural, ecological environmental and political forces.

Individuals and groups in local communities determine the socio-cultural impacts of tourism. The sociocultural element plays a vital role and contributes to tourism in local communities. Poorly managed tourism can contribute to the unhappiness of the local communities. Community happiness is an implication of the sustainability of a destination and contributes to the competitive advantage of the destination because there is a connection between tourism development and residents (S raphin et al., 2018:2).

According to Sdrali (2014:17), tourism impacts affect many stakeholders and the importance of being the host residence tourism development. Tourism development should be related to local needs. Tourism can facilitate unemployment and economic growth which are so important to the social welfare and economy of Lesotho's tourism master plan.

Tourism is driven by people and attractions that are derived from the uniqueness and diversity of geographical features and cultures (Ezeuduji, 2017:947). For direct benefits of tourism, local

communities must lead tourism development in sub-Saharan Africa (Khoalenyane & Ezeuduji, 2016:447). Local communities must be massively involved in tourism planning and development and use entrepreneurial opportunities that are created by private sectors. Most economies in South Africa depend on tourism, therefore, for the industry to attract more tourists' local communities must benefit from tourism both economically and socio-culturally (Manwa, 2015:1).

According to Ghasemi and Hamza (2014:5), problems such as environmental, social, and cultural degradation and unequal distribution of financial benefits share are caused by mass tourism. How the authors mentioned that there is a development of alternative forms of tourism in response to problems caused by mass tourism. Among the forms of alternative tourism, there is CBT and CBTI. Moreover, CBT should be considered important for community participation and involvement in decision-making procedures in their area. It is important that policies and strategies address the management of natural resources to enhance sustainable development and poverty reduction in rural areas of South Africa (Fabricius et al., 2004:143).

There is a need to focus on the role of natural resources in local livelihood by resource management interventions for both direct provision and income, there is also a need to move away from investment in a state-owned protected area towards investment in the communal areas (Fabricius et al., 2004:144). Communal areas have received no attention and continued to be neglected whereas they are the primary source of everyday resources, rural communities should manage natural resources themselves because they are often located in rural areas and for sustainable development and reduction of poverty in rural areas (Fabricius et al., 2004:144). The economic impacts such as labour-intensive jobs and the attraction of foreign exchange and foreign direct investment in tourism destinations also attract tourism (Henama, 2018:2). Community involvement and perceived economic benefits are the primary sources of resident support for tourism development. However, tourism provides a variety of employment and should therefore be promoted in a sustainable way in which local people benefit (Nugoro & Numata, 2020:2).

According to Ancha-Anyi et al. (2019:852), sustainable development entails the future and present needs of the communities and individuals because communities in rural areas engage in a variety of activities to meet their needs. Setokoe et al. (2019:12) state that the major reason for developing tourism in rural areas is to promote opportunities and facilities to generate income and improvement of the area. Tichaawa and Makoni (2018:228-229) postulate that tourist needs and expectations influence the development of tourism initiatives worldwide, therefore community members and other relevant stakeholders have the responsibility to meet the needs and expectations of tourists. Sithole et al. (2018:2) highlight community capacity building as an essential condition for tourism development, the authors further posit that

community members are excluded from attaining senior positions in the industry and are not able to gain from tourism due to a lack of capacity building.

Numerous academic researchers have identified tourism as a potential economic development tool, particularly for rural communities. Rural tourism development is also viewed as one of the strategies that can be adapted to boost the livelihoods of rural communities. Lesley et al. (2004:3) indicated that rural tourism has moved into its second face of development, it has grown rapidly in production, and participation, and progressed in business and partnership. In this context, rural tourism is a viable business in some developing countries including Lesotho because most tourism resources and activities are discovered in rural areas. Novelli (2016:260) examines some of the most debated current issues that hinder sustainable tourism development in SSA, including lack of skills, political issues and power relations. Novelli further agrees that tourism has the potential for economic development, employment opportunities and poverty alleviation and it creates opportunities in developing countries and SSA in particular.

Lesotho is one of the developing countries in SSA, therefore, if Lesotho tourism could be revealed, it will contribute by improving the economy of the entire country and empowering the livelihoods of the people, particularly in rural areas and gaining massive benefits from tourism development.

Anita et al. (2014:88) highlight that rural tourism enables tourists to interact and be involved in the daily life of the host community. It means that through rural tourism development, tourists will interact with the community in Tsatsane and learn about Basotho culture. Goodwin and Santilli (2009:12) are of the same view that most CBT initiatives are centered on community-owned facilities such as homestays and lodges. Tsatsane is a 100% community-owned tourism project, and these kinds of facilities are also available, therefore CBT in Tsatsane can be improved through the facilitation of the government Ministry of Tourism Environment and Culture (MTEC) and Lesotho Tourism Development Corporation (LTDC). They can facilitate by providing necessary skills and training to the community.

## **2.5 Community participation in tourism development**

Community participation has been the most fundamental issue in tourism development. Sdrali (2014:17) defines participation as “a form of tourism voluntary action in which individuals confront the opportunities and responsibilities of the area. According to Hshun and Tichaawa (2019:1186-1187), when addressing the marginalization of the local community, there is a need to involve local communities in the planning and decision-making process regarding the future development of their area. Klirakusuma et al. (2019:118) have the same view that community participation makes the planning process more effective and legitimate if

participants represent all community and expresses their aspirations. Moreover, Sdrali (2014:17) mentioned that community perceptions have an impact on the level of tourism development of the destination.

However, Mudimba and Tichaawa (2017:4) also indicate that the inclusion of local communities through active participation in developing a more holistic plan for sustainable tourism is a crucial step. Mudimba and Tichaawa further mention different levels of participation from sharing of information to the transfer of power and responsibility, therefore the power of the local communities to influence decision-making depends on the level of a participatory approach for local communities to influence decision-and-policy making.

Research in Ghana by Legau and Tichaawa (2020:1283) found that in 1997 Ghana established a community-based strategy that was meant to promote community participation and build local institutions at the community level in tourism. Lesotho through the Ministry of Tourism Environment and Culture (MTEC) can also adopt the same strategy to promote rural community participation in tourism development. Vallabh et al. (2017:4) and Setokoe et al. (2019:1) assert that active participation and management are missing tools in achieving the goal of sustainability and improving the welfare of the community, therefore it is important to engage local communities in areas of tourism development as these will promote sustainable development.

Thetsane (2019:128) states that understanding community perceptions can also reduce the impacts of tourism development and maximize the benefits leading to community development and greater support for tourism in developing countries where tourism is still new. Community participation in decision-making has been promoted because community development assists to formulate more appropriate decisions and increases local motivation (Thetsane, 2019:128). Thetsane (2019:125) also posits that the host community should participate in tourism that suits their lifestyle, culture and natural resources and be able to reject tourism as an economic option only. In Many countries including Lesotho, the tourism sector is growing. The tourism sector has been developed and controlled by the companies that does not recognise the importance of involving local communities in tourism development. The local community in Tsatsane Lesotho is participating in tourism activities and tourism projects such as pony-trekking, tour guiding, and operation of the homestay facilities. The community of Tsatsane owns 100% of the home stay project and other tourism activities in the area which is referred to as community-based tourism. However, the community members of Tsatsane are not involved in the planning and decision-making of tourism development. In this case the government through Ministry of tourism decides on what to be developed and implemented in Tsatsane. Lack of community involvement in Tsatsane has caused disruption in some tourist attractions and heritage sites that were supposed to be protected. The absence of proper



tourism management plan in Tsatsane tourism has also led into lack of community involvement.

Henama et al. (2019:7) mention the principles for sustainable tourism that were outlined by the United Nations (2003:14-15), to name but a few. Henama et al. mention that residents must participate in tourism development by setting a community vision, identifying resources, and developing strategic goals for tourism development and management. He also mentioned that tourism stakeholders must provide quality employment for the community. Dewi (2019:117) asserts that communities are the main actors in tourism development and their input needs to be considered to maintain their support for tourism development. The planning process becomes more effective, equitable and legitimate if the community participates and represents the whole community and expresses people's aspirations (Dewi, 2019:117-118).

Ramakumba (2018:35) mentions that there is a significant difference in opinions between community members working in tourism and those that do not work in tourism nor are interested in tourism. He, therefore, concludes that those different opinions are barriers to community participation in tourism. Sithole et al. (2018:2) mention the issue of lack of community capacity building as one of the challenges that lead to community members being excluded or not being able to benefit from tourism gains and, therefore, consider community capacity building as an essential tool for successful tourism development.

Acha-Anyi and Dlamini (2019:850-852) indicate that it is important for stakeholders to be involved and participate in tourism events at all levels. Community livelihood is centered on people who consider human well-being as part of sustainable development, sustainable livelihoods involve satisfying the needs of individuals and communities in the future as the cornerstone of suitable development (Acha-Anyi & Dlamini, 2019:850-852). Achi-Anyi (2018:2) states that sustainable tourism is designed in a way that meets the economic, environmental, and social needs without affecting cultural integrity and ecological system According to Vallabh (2017:4), participation of local communities contributes to the success of tourism development projects and tourism business like lodges and cultural villages. To manage existing resources for job creation as well as the stimulation of local economies, local governments, the private sector, and community-based groups established Local Economic Development (Vallabh 2017:4). Additionally, Vallabh mentions that a viable tourism industry in a destination can be reached depending on the nature of the relationship between local communities and tourism development.

The tourism industry cannot exist without partnerships and collaboration from stakeholders. Partnerships include communities, the public sector and the private sector. Attaining the goal of sustainability and improving the welfare of the community can be achieved through active participation and engagement in tourism development (Vallabh, 2017:5). Engaging the host

communities in tourism development promotes stronger and more resilient communities, it also helps local communities preserve their culture and adopt new and valuable skills which seem to lift people from poverty, promote gender empowerment and boost youth participation and help conserve the environment.

Mannon and Glass-Coffin (2019) mention that tourists enjoy being culturally authentic and are eager to experience the culture and look at a place. Rural destinations have enough attractions that should mark the uniqueness of the community and be worth tourists returning (Setokoe, 2019:29). The main purpose of developing tourism in rural areas is to create opportunities for income generation of local communities and facilities to enhance the destination area.

Setokoe et al. (2019:30) further asserts that authorities in rural areas emphasise developing tourism, aiming to improve the socioeconomic health of rural areas and escalating the prosperity within the community. To participate in tourism activities, the community should be provided with the necessary knowledge and skills to enable them to make decisions and take actions that will develop tourism with maximum economic, social and environmental benefits and minimal effects on the destination and the community.

Barriers to community participation at the local level deprive the local communities of sharing tourism benefits. Ramukumba (2018:35) suggests that community members should establish forums to participate in tourism development and that community participation should be considered at the decision-making level during the planning process. Tichaawa (2018:26) shares the same opinion, that the involvement and participation of all stakeholders in the planning and execution stage of such development is vital. The need to measure community perceptions regularly is important for destination managers and authorities because they inform policy, planning and leveraging tourism endeavors (Tichaawa, 2018:26). Perceptions of the cost versus the benefits of being involved in tourism development influence the reactions of the community and other stakeholders (Tichaawa, 2018:28). It is important to monitor community perceptions on tourism development to maintain sustainable support for tourism development. It is also vital for the community to see and feel the benefits of tourism development in the area where tourism takes place.

Robinson et al. (2019:4) indicate that tourism plays an important role in providing income for local communities therefore it is also important to understand the views of residents dependent on this sector can help balance coastal tourism with conservation goals (Robinson et al., 2019:4). Community perceptions on tourism impacts are essential on planning and policy-making for successful development and operation of future tourism programme and projects. The existing tourism impacts can influence whether a community is willing to participate in tourism decision-making and support tourism development and local tourism policies (Robinson et al., 2019:5).

## **2.6 Community perceptions of the impacts of tourism development**

Petrus and Mosimane (2019:24) posit that tourism development is seen as a means of economic growth and poverty alleviation in Africa. Community perceptions of the impacts of tourism development and their attitude determine the success or failure of a destination (Rasoolinanesh & Seyfi, 2019:2). The host's perceptions of tourism development should be considered vital because tourism is driven by people and attractions; those attractions are obtained from the uniqueness of geographical features and cultures (Ezeuduji, 2017:947).

According to Aref and Redzuan (2017:88), it is essential to understand community perceptions as it enables access to community support or opposition to tourism development and the potential for community capacity building. Benefits from tourism development can largely influence the perceptions of community residents and other tourism stakeholders (Tichaawa & Moyo, 2019:26) and therefore there is a need to manage perceptions to grow and sustain the tourism sector.

Stakeholders are those people with an interest in the decision being made in a venture or project and should be involved in all stages of tourism development in each stage (Vallabh et al., 2017:4). Robinson et al. (2019:4) consent that socio-demographic variables also appear to influence resident's perceptions of tourism development while Babak et al. (2020:152) mention that there are also factors influencing negative perceptions of tourism development such as increased visitor numbers which lead to overcrowding, crime, and commoditizing local culture. Further, the authors state that community attachment can also influence community perceptions of tourism development because residents who value their community and area are more involved and exposed to tourism impacts.

However, Vogt et al. (2019:2) have mentioned that community perceptions of tourism are also influenced by non-economic values. Communities with deeper cultural and environmental attitudes may not support tourism development for economic benefits but for its potential to sustain local traditions and customs and may feel a sense of ownership if their culture is still contained (Babak et al., 2020:152). It is critical for the host communities to be engaged in tourism development for a destination to be successful; this is evident because if residents are satisfied with their quality of life (QOL) in the destination, they are likely to support tourism initiatives (Vogt et al., 2019:2). Mudimba and Tichaawa (2017:4) are of the same view that a happy community supports tourism development.

Tourism is a community development tool; therefore, the development process should embrace and enhance the livelihoods of the community by improving the quality of life of those in the affected areas and not destroy what the people values (Petrus & Mosimane, 2019:25). Development practitioners suggest that community involvement can put the principle of

sustainable development into practice and transform the lives of locals (Kelly et al., 2018:2). Knowledge of resident's attitudes towards tourism development is important for tourism developers and governments because tourism development sustainability relies on the community participation and involvement.

Koot (2013:1-318) mentions that non-governmental organisations (NGOs), the government, donors, consultants, and the private sector do not consider host perceptions, which tend to take a detached objectified position. According to Turker (2013:115), permanent residents have positive perceptions towards tourism because they believe that tourism creates employment, brings business opportunities, and promotes community development and sociocultural activities such as entertainment. The people of Tsatsane could also develop a positive perception of tourism development if they gain benefits that accrue from tourism

The level of understanding of community perceptions of tourism has been reformed but is still uncertain (Sharpley, 2015:37). However, Chandralal (2010:41) considers local community support as crucial for sustainable tourism development, particularly in regional destinations. It is therefore important for the Lesotho government, policymakers and other stakeholders to understand and consider community perceptions of tourism development for proper implementation, development, and sustainability. Wang et al. (2017:15) go further in stating that it is also essential to have an inner understanding of the host's perceptions towards tourism development and the factors influencing their attitudes.

Kosic et al. (2014:151) opine that it is important to identify the relationship between residents' socioeconomic and demographic attributes and attitudes in the development stage. Furthermore, Kosic et al. (2014:165) observe that people who participate in tourism, those who benefit economically, the younger and more educated population, have positive perceptions towards tourism development while older people, those who do not communicate with tourists, people with lower education and those who do not benefit from tourism development have negative perceptions of tourism development and the prosperity of the local community.

Community perceptions of tourism have impacts on policy formulation and planning of sustainable tourism development in a rural environment (Litheko & Potgieter, 2021:1455). Amongst several studies on community perceptions, a study by Thetsane (2019:123) supports the idea that understanding community perceptions is crucial as it facilitates policies, minimizes the negative impacts, and maximizes the benefits of tourism development. Containing the local culture of the host community when developing tourism may cause the community to have a feeling of ownership and not consider economic benefits as their priority. Gannon et al. (2020:152) state that residents who have a deeper cultural and environmental attachment may support the potential of tourism to sustain local traditions and customs and feel a sense of ownership and may not support the economic benefits of tourism.

Pam et al. (2019:2-3) affirm that community perceptions of tourism are influenced by the non-economic values of tourism development. Additionally, Pam et al. (2019:2-3) assert that the level of quality of life satisfaction in the destination under the impacts of tourism determines the level of support for tourism development. The host communities must be included to play a large part in tourism development as they host the resources and environment within whose parameters the sector exists (Mudimba & Tichaawa 2017:). The level of the participatory approach adopted at a particular destination influences the power of the local communities on decision and policy making, the complexity of tourism is a clear reason for host communities to be overlooked in the administration of the industry (Mudimba & Tichaawa 2017).

Additionally, Mudimba and Tichaawa (2017) assert that the interest of local communities is affected by the decisions and key policymakers and local communities are regarded as being legitimate and moral stakeholders. Another form of tourism is ecotourism, which Hshun and Tichaawa (2019:1186) consider it is responsible travel to natural areas, which conserves the environment and sustains the well-being of the local people. Communities should take a lead in natural resource management, and an increase in community involvement in local decision-making is seen as a means of accommodating community-relevant values and interests, protecting and promoting cultural diversity and human rights. Service providers such as tour guides, homestay owners and local product providers are motivated by the benefits they receive from tourism (Hshun & Tichaawa, 2019:1187; Mosimane, 2019:24). Community involvement can legally establish the principle of sustainable development and bring transformation to the lives of the local communities (Racheal et al., 2018:2). Tourism development initiatives are largely influenced by the tourist the concerned needs of and expectations of tourists (Tichaawa and Makori 2018: 228). The public sector, private sector and tourism stakeholders at the destination should meet the expectations attached to the motives, through the provision of transport, accommodation, activities, and other facilitating and supporting amenities (Tichaawa & Makori 2018:229).

Litheko and Potgieter (2021:1452) posit that it is essential to understand how tourism stakeholders perceive tourism to gain an understanding of the behavior and concerns of locals, local agreements initiatives and support for tourism development strategies, policies, and actions. Most of the community believes that tourism offers more benefits as compared to its costs and that tourism attracts investment and tourist arrivals improves tourist destination image and improves community development (Litheko & Potgieter, 2021:1452). The success of tourism development depends on the perceived impacts of tourism perceived by the community, those perceived impacts include economic, sociocultural, and environmental impacts (Lithakong & Potgieter, 20121:1453). Strydom et al. (2019:1) posit that sustaining communities has become an important element of sustainable tourism. Tourism destinations offer positive economic benefits such as intensive jobs, tourism acting as a catalyst for other

industries the attractions for foreign exchange and foreign direct investment (Strydom et al., 2019:4). However, Strydom et al. (2019:4) further posit that tourism depends on the number of tourists arrivals, therefore, tourism projects take time to generate profits expected by local people.

## **2.7 Positive and negative impacts of tourism on the community**

As specified by Petrus and Mosimane (2019: 24-25), tourism has been absorbed progressively into economic and social development initiatives to improve livelihoods, drive national economies, and promote areas as tourist destinations. The development process should therefore not destroy people's values but rather enhance the livelihoods and increase the quality of life for the community.

Klirakusuma et al. (2019:117) assert that tourism as an industry has either positive or negative impacts in an area. Modica et al. (2018:1) also agree that tourism has several impacts on destinations and residents. Sdrali et al. (2014:17) mention that stakeholders are affected by tourism impacts in the host area. Moreover, Aref and Redzuan (2017:87) state that the negative and positive impacts of tourism depend on the community and each impact differs by the community. Afthanorhan et al. (2017:1) argue that some tourism impacts are not beneficial; they can affect a community in a way that cannot be determined by observation.

Lithakong and Potgieter (2021:1452) report that tourism plays a major role in being an agent of change; it contributes to the socio-economic needs of rural communities, promotes employment opportunities, and improves the living standard of communities. As such, they also suggest that there is a need for Local Destination Management (LDMO) and other role players to formulate development strategies that will add to creating employment opportunities and an economy that will enable the local population to benefit from tourism development (Lithakong & Potgieter, 2021:1452). This is supported by Klirakusuma et al. (2019:117), that from the economic aspect, tourism creates job opportunities for both developing and developed countries and increases income and investment.

There are positive and negative impacts of tourism development that residents perceive (Turker, 2013:115) which are environmental impacts of traffic congestion, overcrowding and noise similarity and fewer social impacts on morality, deformation of traditional culture, conflicts between residents and tourists, disruption of cultural heritage, crime, and deterioration in family life. Ap (1992:26) developed a conceptual model that explains why residents develop positive or negative perceptions toward tourism. Ap discovered that communities react positively toward tourism impacts and support additional tourism development and specific policies when they gain personal benefits. However, Chandralal (2010:41) observes that most of the community perceives tourism impacts to be more positive at the community level than at the

personal level. Sharpley (2015:12) highlights the challenges and identifies practices that are applicable to other destinations and want to diversify through rural tourism, he identifies high development costs but low returns, low demands, a lack of essential skills and the dominance of mass tourism operators.

Viljoen and Tlabela (2007:29) also mention some political and institutional challenges that hinder the development of rural tourism in developing countries, such as the administrative complexity of dealing with densely populated areas, the lack of policy coordination between rural development and the low priority given to rural areas by the central government. Since rural tourism is an all-embracing solution to poverty alleviation, there are some benefits attached to it. Furthermore, Viljoen and Tlabela (2007:29) agree that the development of tourism in rural areas is essential as it increases the participation of the poor in the development and brings more benefits to rural areas. Irshad (2010:30) identified some of the benefits that rural tourism promises to rural development and those are job retention, job creation, new business opportunities, service retention, community diversification, community pride enhancement, preservation of rural culture and heritage and environmental improvements. Bogan et al. (2014:123) report that while identifying aspects for the local community, also negative elements were apparent in the development of rural tourism.

Rural tourism aims to encourage communities to include tourism development as a new source of income. It is one of the alternative development options for the rural environment and leads to a better life in an economic and social sense by diversifying activities, it influences economic revitalization (Jegdic et al., 2017:223). The indirect influence of tourism can be seen through other accompanying activities such as transportation infrastructure and cultural development of the community.

Lekaota (2016:3) mentions that tourism contributes significantly to generating income, and employment, improving the private sector and developing infrastructure for tourism destinations such as Lesotho. Hateftabar and Chapuis (2020:158) argue that the majority of researchers are now paying much attention to community perceptions of tourism because of the increasing negative impacts on locals arising from tourism development. Fazella et al. (2017:1) report that tourism can harm the environment and affect social and cultural structures and dynamics in a community. Moreover, Hateftabar and Chapuis (2020:158) assert that community perceptions of tourism impacts determine their attitude toward tourism development, therefore negative impacts of tourism may lead to unsuccessful and unsustainable tourism development.

Eslami (2019:1061) states that a local community's perceptions towards tourism and support for tourism are influenced by community attachment, community concern use of tourism

resources and local economic status. Communities that economically benefit from tourism have favourable support for both mass and alternative tourism development.

Communities that perceive higher cultural benefits support alternative tourism development and communities that get negative socioeconomic impacts of tourism oppose alternative tourism development (Eslami et al., 2019:1061-1062).

The level of sustainable tourism development is influenced by community involvement and community attachment. The tourism industry holds plentiful benefits for local communities but it also has negative socio-cultural, economic and environmental effects on local communities (Eslami et al., 2019:1065). Sustainable development promotes the tourism industry without damaging and harming the community's residents and their environment,

Elasmi et al. (2019:1065-1066) mention some of the aspects of sustainable tourism development; an important aspect of sustainable tourism development is the environmental aspect, it is an important resource of the tourism industry, and its depletion is a threat to a destination. There is also an economic aspect, tourism has become a source of income for communities, and however, tourism contributes to the lives of local communities in a tourist destination and reduces poverty. From a sociocultural perspective, tourism is a tool to preserve the local culture, values, traditions and heritage against negative impacts.

## **2.8 Summary**

This chapter discussed key features of tourism. It explained rural tourism development, community participation and perceptions of tourism development. Literature has shown that it is important to consider community perceptions when developing tourism projects as this may inform policymakers and developers on how to plan. Tourism as an industry has many impacts, therefore, the chapter elaborated on the positive and negative impacts of tourism development on the destination, communities, and the environment. According to most scholars, there is perhaps an interrelationship between tourism, community participation, poverty reduction and community development. It is therefore evident that community involvement is key to successful and sustainable tourism development.

This chapter also discussed and profiled Lesotho as a destination. As has been shown in other developing countries, tourism has the potential to propel the economy of Lesotho.



## **CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**

### **3.1 Introduction**

This chapter discusses the research design and methodology used to guide the study to achieve research objectives. The chapter discusses the data collection methods, research sample and sampling procedure, the validity of the study, data analysis, the study limitations, and the research ethics that were considered when conducting the study.

### **3.2 Research aim and objectives**

This study aims to investigate the local community's perceptions of rural tourism impacts in the Tsatsane area. To achieve this aim, the following study objectives are pursued:

- To assess the community's understanding of tourism impacts in Tsatsane area.
- To identify the community's perceptions of tourism impacts.
- To determine ways to develop a tourism management plan that will regulate tourism in Tsatsane.

### **3.3 Research questions**

The following research questions are posed to address the objectives of this research:

- 1) What does the community understand about tourism development projects?
- 2) How are tourism opportunities linked to tourism development projects?
- 3) What is the significance of community involvement in tourism with regard to tourism development projects in Tsatsane

### **3.4 Research methodology and design**

This study adopted a qualitative research method. Islam (2016:) argues that qualitative research is a type of research method that investigates human behavior, cultural patterns, community perceptions and past experiences. This study employed a qualitative method to investigate the perceptions of community leaders, members, and tourism stakeholders regarding tourism development in the Tsatsane area.

This study used semi-structured interviews to gather primary data on the perceptions and attitudes of community members, leaders, and stakeholders about tourism development.

### **3.5 Population of the study**

According to Gray (2009:148), a population is the total number of possible units or specific groups included in a study. In this study, the targeted population consists of community members, community leaders and tourism stakeholders. Tourism stakeholders include service providers such as tour guides, homestay owners and handcrafters. The study population was selected from Tsatsane community members.

### **3.6 Sample and sampling technique**

This study adopted a purposive sampling technique to select participants with relevant characteristics for this study. The purposive sampling technique that was adopted to select participants was considered to understand the tourism requirement of the Tsatsane community and how tourism projects and related infrastructure development can contribute to achieving community developmental needs. As argued by Robinson et al. (2019), purposive sampling aims to select participants for the precise reason that they have knowledge on the subject matter, and that they are in the best position to answer the research questions. To this end, 19 community members, two community leaders and nine tourism stakeholders were purposively selected to answer the research questions as they possess the required characteristics. The significance of using a purposive strategy is that the researcher already has a speculative understanding of the theme which enables them to select the appropriate respondents.

### **3.7 Data collection**

The study employed semi-structured interviews with open-ended questions to gather the primary data. This method was found to be relevant because it deals with words and meanings as opposed to quantitative research which deals with numbers and statistics. The study also reviewed various scholarly articles to collect secondary data. The semi-structured interviews with pre-arranged, open-ended questions allowed the researcher to gather primary data. Cohen and Crabtree (2006:1) state that the semi-structured interview offers a clear set of guidelines for the interviewers and provides reliable comparable qualitative data. Gill et al. (2008:291-295) contend that semi-structured interviews consist of key questions that are critical for defining the field to be explored and allow the interviewer or interviewee to pursue an idea or a response in more detail. Hyman (2016) indicates that open-ended questions provide the respondents with the opportunity to include more information and allow the researcher to ask follow-up questions where there are misunderstandings. Using the interview guide, the questions were administered to all 19 study participants.

### **3.8 Data analysis and coding**

This study employed thematic analysis to examine and understand collected data.

Thematic analysis was used to arrange the identified themes emerging from the findings of the study.

According to Medelyan (2019), coding is the method of labeling and organizing qualitative data into categories of different themes and making the connection between them. Similar themes were grouped to enable data analysis. The researcher used thematic analysis to analyze data collection. The researcher also kept referring to the answers to become familiarized.

### **3.9 Ethical considerations**

Ethics in research include the concerns, dilemmas and clashes that arise over the appropriate way to conduct research. Doucet and Mauthner (2002:123) suggest that several dilemmas can arise during data collection and fieldwork. These are issues related to honesty, lying, power, privilege, and the overall quality of the relationship between the researcher and the researched.

The researcher obtained permission from authorities such as Community Councils and the chief of the area to conduct the study in Tsatsane. The permission letters were used as supporting information during the ethics application process that the researcher will carry out before the study commences. Ethical clearance from the CPUT research committee was issued for the study to be conducted.

- Participants were given the choice to participate or not participate in the study.
- Participants were informed in advance about the nature of the study.
- The answers were treated strictly confidential, and respondents were informed not to give their identities. Coding was used for each interview through a system of words and numbers to hide the identity of the respondents in the research study.
- Findings were reported in honesty, without misrepresenting what has been done.
- Data was not fabricated to support a particular conclusion.

### **3.10 Informed consent and voluntary participation**

At the beginning of each interview, the researcher presented a consent letter to participants which described the research process. The participants were able to ask for further clarity. The participants were further informed that they were not going to be compensated with money or any gift for their participation in the study.

This study was carried out following CPUT post-graduate guidelines relative to research and other policies of the University relevant to the study.

### **3.11 Summary**

This chapter discussed the research methods that were employed in the study. The research aim, objectives and research questions were also highlighted, and population and sampling methods were discussed. The data collection methods allowed the researcher to ask to follow-up questions where there are misunderstandings. The next chapter will focus on the analysis and findings of the study.



## 4.2 Section A: Demographics of participants

### 4.2.1 Profile of respondents

The participants of this study were drawn from Tsatsane community, the respondents include community members, tourism stakeholders and community leaders. The following sub-sections show the participants' demographic information in terms of gender, age, historical racial classification, length of stay and status of residency in Tsatsane, and level of education.

#### 4.2.1.1 Gender of respondents

In terms of gender the results reveal that out of 19 respondents who participated in the study, 11 (57.9%) of them were women and only 8 (42.1%) of them were males. The figure below represents the gender profile of respondents who were targeted and participated in the study.

In Tsatsane, most of the community members who take part in tourism are females. The homestay project in Tsatsane is operated by women. It is important to engage the right policy to empower women in the tourism sector (Adu-Ampong & Kimbu 2019:119).

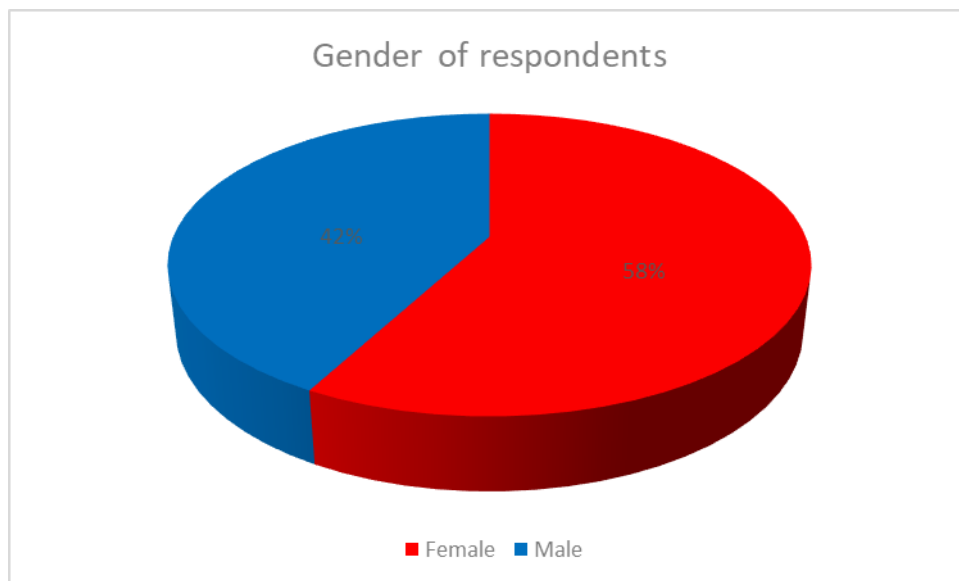
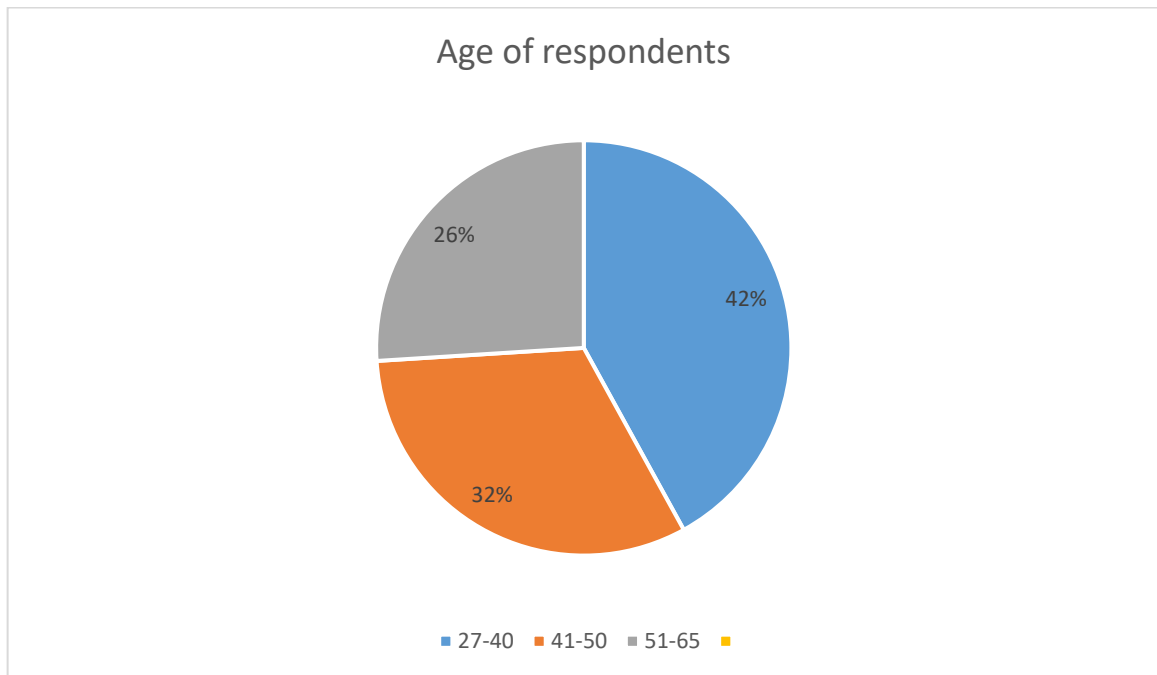


Figure 4.2: Gender of respondents

#### 4.2.1.2 Age of Respondents

The ages of the respondents ranged between 27 and 65 years. Out of 19 respondents, 8 (42.1%) of them were aged between 27-40 years, followed by 6 (32%) who were aged between 41-50 years, and 26% were aged between 51 and 69 years. Robinson et al. (2019:4) agree

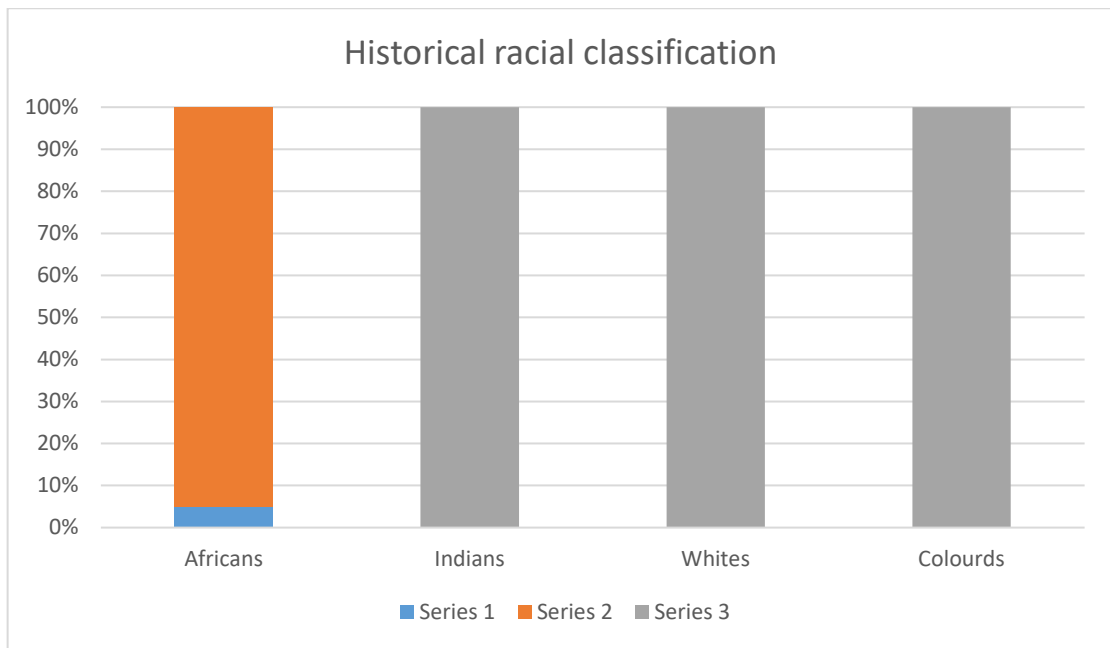
that sociodemographic variables also appear to influence residents' perceptions of tourism development



**Figure 4.3: Age of respondents**

#### **4.2.1.3 Historical racial classification**

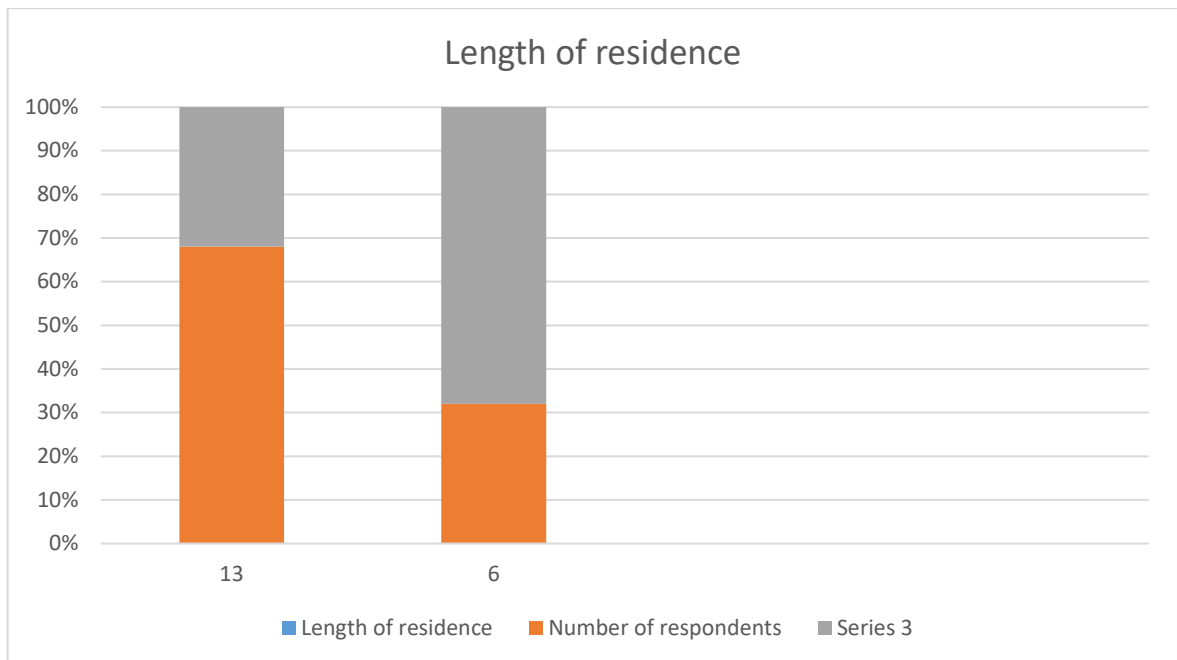
The result shows that all 19 (100%) respondents were Africans, and there were no Whites, Indians or Coloureds. It is an area of outstanding natural beauty and is also unique because it accommodates three distinct ethnic groups—Xhosas, Basotho and Baphuthi (Lesotho Outlook Report, 2014).



**Figure 4.4: Historical racial classification**

#### 4.2.1.4 Length of stay in Tsatsane

The findings show that most of the respondents (13; 68%) stayed in Tsatsane for more than 10 years while 6 respondents (32%) have been in Tsatsane for less than 10 years. Ganoon et al. (2020:151) state that community attachment to the area influences the length of stay.



**Figure 4.5: Length of residence**



#### 4.2.1.5 Type of residency in Tsatsane

According to the results, 12 respondents (63%) were born in and reside in Tsatsane while 7 (37%) respondents were born but do not reside in Tsatsane village. However, the 7 respondents who do not reside in Tsatsane were still interviewed because the researcher believed that they are also affected by the impacts of tourism development in their area. Ganoon et al. (2020:151) assert that community attachment to the host destination can influence the type of residency.

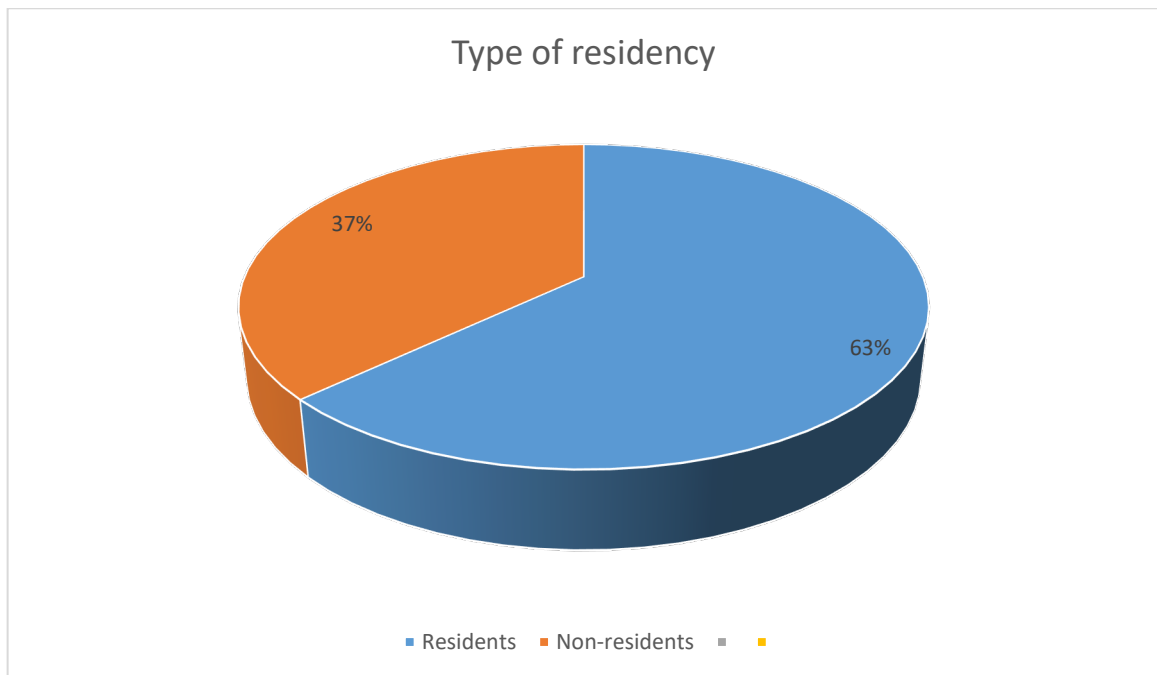
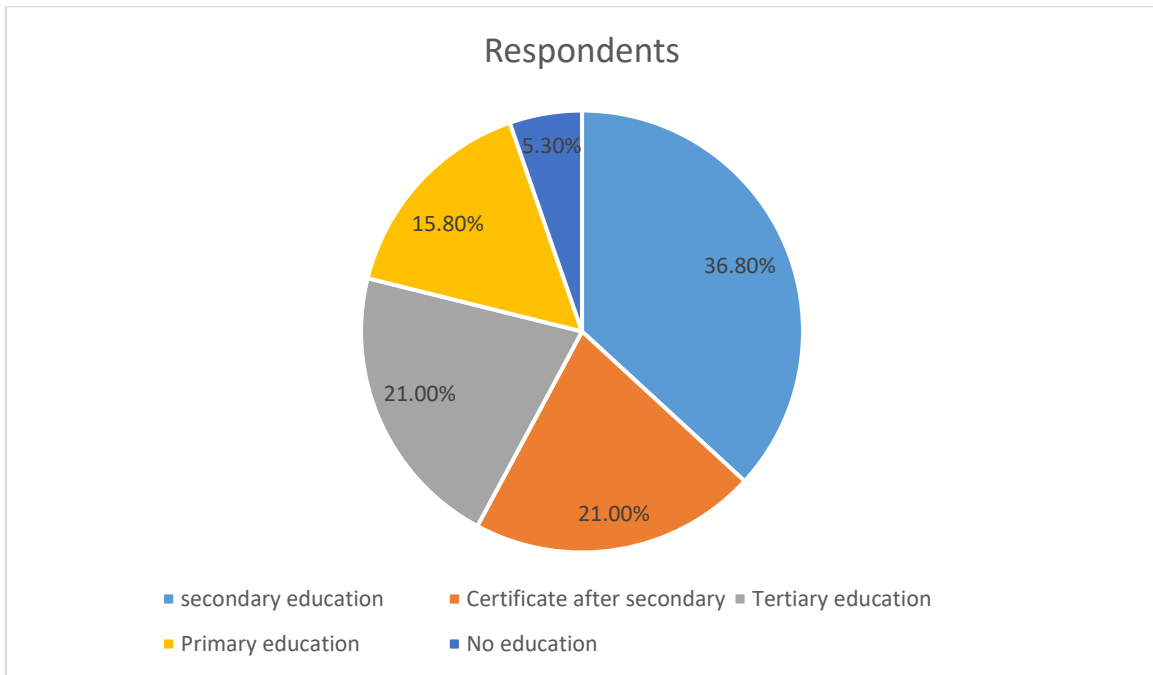


Figure 4.6: Type of residency

#### 4.2.1.6 Education level of respondents

The results reveal that 7 (36.8%) of the 19 respondents had secondary level education, 4 (21.0%) respondents had a certificate after secondary level and only 4 (21.0%) had tertiary education. Of the 19 respondents, 3 (15.8%) had primary education and only 1 (5.3%) respondent had no education. Programmes on tourism implementation depend on the community's support for tourism which also depends on a certain level of education (Ejiofor et al., 2012:34).



**Figure 4.7: Education level of respondents**

The participants' profiles above show that younger people are more interested in tourism development projects than older people and people with education are also more involved in tourism development than those who are without education. This aligns with Robinson et al. (2019:4) who state that socio-demographic variables also appear to influence residents' perceptions of tourism development.

### **4.3 Section B: Perceptions of community development projects**

#### **4.3.1 Community understanding of tourism development projects**

One of the objectives of this study was to assess the community's understanding of tourism development in Tsatsane. Toerien (2020:1) shares the same view that the understanding of tourism development relative to community perception is necessary for monitoring government programmes, implementation, and the extent to which development programmes, respond to the national strategic development plan of improved economic growth as a vehicle to improve rural the economy, create jobs, reduce poverty, and address the concern of social cohesion. The study finds that tourism is indeed an engine of economy and poverty reduction for the livelihoods of rural communities. This was also highlighted by Makochekwana (2013:1).

Most respondents indicated that they understand that tourism development is an answer to poverty reduction, and it brings economic empowerment to their community. According to one of the respondents, tourism development projects are initiatives that are designed to improve the livelihoods of communities: these could be done in many ways, through establishments of

homestay facilities for tourists to stay during their visit, horse riding whereby tourists pay a certain fee, tour guiding and other services that can generate their income.

The respondents also mentioned that tourism development projects also play a vital role in the provision of employment. According to the findings of the study, tourism is one of the sectors that has a high employment rate. Tourism was identified as an important sector in the country that can meet the government objectives relating to poverty alleviation and generating substantial employment for low and semi-skilled labour (NSDP, 2019). Respondent 1 and respondent 4 affirm that

*Tourism is a business that empowers communities, reduces poverty, and creates employment. Tourism will reduce poverty and creates employment in our community.*

Respondents 1 and 14 added:

*Tourism development projects improve the economy of communities by providing employment". Respondent 8 also agree that tourism development is a business that intends to answer the needs of the community by creation of employment.*

Respondents 19 and 5 agree that tourism development projects bring benefits in many ways, communities are exposed to new things that they didn't even know they existed, and it creates job opportunities and through tourism development projects communities get exposed to new things that come with employment opportunities.

*We can benefit from tourism development in many ways, tourism exposes us to new things that we didn't even know that they exist. Tourism also creates employment (Respondents 19 and 5)*

Moreover, respondent 7 who resides in a nearby village to Tsatsane, called Thupeng, stated that he lacks knowledge of tourism development because tourists only visit the nearest villages but with the little information he has, tourism projects benefit the community through employment generation.

*I don't know much about tourism because every time when tourists visit Tsatsane they just lodge at Ha Liphaphang and not the other areas of Tsatsane. Little that I know about tourism development is that it is good and beneficial and can create employment for the community (Respondent 7)*

Respondent 1 emphasized that tourism is a business and communities need to take part in tourism development projects. It was also mentioned by respondent 10 that for tourism to flourish, there should be joint community efforts. Respondent 13 also stated that:

*Tourism development projects are for the communities where attractions are available, and they become consumable, and these initiatives will be driven by the community.*

Respondent 15 elaborated on this, "Tourism development projects are initiatives designed to improve the livelihoods of communities (economic and social) through tourism". Respondent 17 affirmed that:

*Tourism development projects are initiatives intended to bring economic benefits to the local communities through tourism.*

*Community development projects empower communities in many ways, through establishment of tourism facilities such as homestays, vulture restaurants and activities such as horse riding, waterfalls, and visits to historical caves.*

Protection of natural resources which is also part of tourism products is one of the vital roles played by the tourism sector. According to Polukhina et al. (2021:7), tourism development has increased in rural areas because of the high demand for natural scenery and peaceful countryside to escape from industrialization and urbanization. Manwa (2015:6667-6668) also acknowledged that for tourism to sustain, local communities must benefit directly from tourism by enabling them to conserve and protect tourism resources. Since Tsatsane is one of the areas that are rich with natural resources such as rock/bushmen paintings and historical caves, some respondents pointed out the importance of the protection of natural resources. Respondent 16 mentioned that

*Tourism development can assist us in protecting the natural resources in our area: those natural resources are wetlands and our lives as the community of Tsatsane can change if we ensure protection of natural resources in Tsatsane for a better growth of tourism in Tsatsane.*

Respondent 11 added that:

*Through tourism development we can benefit from natural resources such as medicinal plants in our area if we as a community protect them.*

Respondent 3 expressed that:

*There is a need for training on tourism development to communities for a better understanding of tourism because I believe that we the communities of Tsatsane can benefit from tourism development project.*

#### **4.3.2 Tourism community development in projects in Tsatsane**

The study shows that the majority of respondents who participated are tour guides followed by homestay facility providers. Two respondents reported that they sell handy crafts while only one participant provides horse riding services. From the observation of the findings, there is a gap in community participation in other areas of tourism development in Tsatsane.

#### **4.3.2.1 Platforms of information dissemination**

Hung et al. (2010:1) found that information dissemination is an essential element in the tourism industry and that sharing tourism information among tourism stakeholders is vital to the development of tourism. The researcher, therefore, found it necessary to identify tourism platforms in the Tsatsane area where community members would share their perceptions of tourism impacts, depending on how an individual perceives tourism or is affected by tourism.

This study reveals that information dissemination is crucial in the growth of the tourism industry; the spread of information among the tourism stakeholders has contributed positively to the community of Tsatsane. Mudimba and Tichaawa (2017:4) highlight different levels of participation from sharing of information to the transfer of power and responsibility, therefore the power of the local communities to influence decision-making depends on the level of a participatory approach for local communities to influence decision-and-policy making.

The findings of the study also show that 90% of the respondents indicated that there are platforms in Tsatsane where the community shares information or gets training about tourism development projects, those platforms include the chief meeting platform and tourism information centre. Moreover, such gatherings are held by various stakeholders such as the Ministry of Tourism, the chief and tourism associations.

Respondents 18, 6 and 2 stated:

*The chief usually conducts meetings when tourists come to our area. The chief also conducts public gatherings to inform the community about the updates in tourism development projects. Sometimes the chief conduct meetings at tourism information center to share information upon tourist's arrival.*

Respondent 3 and respondent 4 share the same view that gatherings are conducted at the chief's meeting platforms to share information about tourism development.

The Ministry of Tourism also takes part in disseminating information about tourism development. Respondent 12 and respondent 1 reported that:

*Ministry of tourism conduct public gatherings in relation to tourism community-based products. There are some tourism trainings conducted by department of tourism.*

Respondent 4 affirms that tourism associations gather to share information about tourism development. However, some respondents (10%) reported that there are no longer gatherings regarding tourism development projects.

Respondent 16 reported that “There are no gatherings”. Respondent 17 and respondent 11 also reported that “There are no such platforms”. Respondent 13 and Respondent 10 indicated that:

*Members of tourism associations in the village used to gather and discuss issues on tourism development although it is longer happening and there are no more gatherings to share information on tourism development.*

Protection of natural resources and tourism resources has also been implicated as some of the issues that need to be discussed in such platforms. Respondent 11 mentioned that “There are available platforms where they share information on how to protect natural resources” and Respondent 10 also reported that “There are meetings for crafters and tour guides”.

#### **4.4 Section C: Perceived opportunities of tourism development projects**

##### **The contribution of tourism community development projects**

##### **4.4.1 Positive and negative impacts of tourism development projects.**

According to the findings of the study, tourism plays a major role in being an agent of change; it contributes to the socio-economic needs of rural communities, promotes employment opportunities, and improves the living standard of communities. Modica et al. (2018:1) report tourism has several impacts on destinations and residents.

The findings of the study indicated that the positive impacts of tourism development projects outweigh the negative impacts. Out of the total sample of 19 participants, 15 respondents affirm that tourism development projects have positive impacts on the community of Tsatsane. Klirakusuma et al. (2019:117) agree that tourism as an industry has either positive or negative impacts in the area while

Some of the positive impacts that were mentioned by the respondents include employment opportunities, protection of natural, environmental and tourism resources, and opportunities for the community to participate in tourism development projects by offering services to tourists as a way of income generation and improvement of infrastructure. Only a few of the participants viewed tourism's impacts negatively on the community of Tsatsane.

Respondent 12 stated that:

*Community development projects have positive impacts towards the community as it generates income to such communities*

Respondents 5 and 9 shared the same view:

*Tourism development products could have positive impacts on the community since jobs are created through tourism.*

#### **4.4.2 Benefits of tourism development projects for the community of Tsatsane**

The findings show that 90% of the community agrees that tourism development projects bring benefits that can change the lives of the Tsatsane community.

The majority of participants mentioned that tourism benefits can be seen through poverty reduction, provision of employment, economic empowerment, protection and preservation of natural and tourism resources, provision of tourism services to tourists, promotion of a destination, and improvement of infrastructure, and environmental conservation. This study has shown that communities can benefit from tourism development in many ways which aligns with the SET which states that communities only support tourism development if there are benefits that accrue from that development. Qin et.al. (2021:115) also confirm that residents support tourism development if some personal benefits accrue from tourism development.

Respondent 11 explained that:

*The community of Tsatsane will be exposed to new things which may sometimes impact them negatively and positively by affecting the economy of the community.*

Respondent 6 stated that:

*If well managed the project will change people's livelihoods and perspectives about the environment and biodiversity.*

Respondent 10 indicated that:

*Tourism development projects can turn the area into a developed zone as roads, electricity and water will be harnessed to the area.*

All the other respondents share the same view that tourism creates employment and eradicates poverty.

#### **4.4.3 Recommendations on tourism development projects in Tsatsane.**

After all the information that was gathered about the perceptions of the community of Tsatsane on tourism development projects, it was crucial to find out if tourism development projects are necessary for the community of Tsatsane.

All 19 respondents (100%) recommended that tourism development projects should be carried out in Tsatsane except for respondent 18 who did not respond.

Respondent 7 stated:

*I recommend tourism development projects to be carried out in Tsatsane because tourism introduces us to new things that we were not aware that they are useful and important.*

Respondent 1 indicated that:

*Such projects will enhance the values that Tsatsane already has in terms of tourism.*

Respondent 3 added that:

*The projects should be carried out and be more positively impacting for the project worked well.*

#### **4.5 Section D: Community involvement in tourism development projects**

##### **Challenges undermining community involvement in tourism**

##### **4.5.1 Relationship between the community and tourism stakeholders**

The other objective was to determine ways to promote community involvement in tourism development projects in

One of the challenges that could hinder community involvement in tourism development projects is the relationship between stakeholders and community members.

The findings of the study revealed that there is a good relationship between the community of Tsatsane and its stakeholders and that the involvement of the community through active participation is an important step in developing a successful and sustainable development.

Tsatsane.Hshun and Tichaawa (2019:1186-1187) state that in addressing the marginalization of the local community, there is a need to involve local communities in the planning and decision-making process regarding the future development of their area. 98% of respondents reported that the relationship between the community and stakeholders is good. However few respondents raised some concerns although they still maintain that the relations are good. Respondent 2 reported that:

*The relationship between the community of Tsatsane and stakeholders is good, but the community faces some challenges when they are supposed to get their payments. Respondent 2 elaborated that the payments are always not fair.*

Sithole et al. (2018:2) assert that lack of community capacity building is one of the challenges that lead to community members being excluded or not being able to benefit from tourism gains and therefore, he considers community capacity building as an essential tool for successful tourism development. Respondent 1 mentioned that relations between the community and stakeholders are good but there is a need for community capacity. Respondent 16 added that “although the relations are but there is still a lot to be done”.



Respondent 17 reported that “The relationship is not very strong and needs to be strengthened”.

Respondent 10 affirmed that there are good relations between the community and stakeholders; he added that:

*The Ministry of Tourism has been a great mentor to people of Tsatsane in developing the homestay facilities project.*

#### **4.5.2 Community development projects employed by the tourism stakeholders of Tsatsane**

As it was mentioned earlier in the study and many other studies community involvement is crucial in tourism development projects.

According to the findings of the study, the majority of community members are employed by tourism stakeholders of Tsatsane, they perform different duties; some are employed in the accommodation sector (homestay facilities in this case), others are tour guides and some produce crafts. Henama et al. (2019:7) stated an important fact that tourism stakeholders must provide quality employment for the community

Respondent 4 reported that:

*The community contributes by providing accommodation services and they take pride in tourism in their area.*

Respondent 7 stated that “Some community members provide accommodation to tourists for income generation. Respondent 7, Respondent 10 and Respondent 16 elaborated that:

*The government does not facilitate tourism development projects initiatives in Tsatsane, and the community contributes to the development of homestays project.*

Some respondents mentioned different ways of contributing to tourism development projects.

Respondent 1 responded that “the community established associations that offer different products to tourists” and respondent 11 added that “there are associations formed to promote tourism activities”.

Respondent 17 and respondent 3 reported that,

*There are beautiful Bushmen paintings, and the community is responsible for protection of those paintings and protects tourism resources and preserve the environment. The community is also responsible for ensuring successful and sustainable tourism development in the area.*

### 4.5.3 Community involvement in tourism development projects

Most respondents mentioned that members of the community in Tsatsane are involved in different tourism development projects. 90% of respondents reported that the community provides tourism services such as handicrafts, horse riding services; tour guiding and homestay accommodation services.

The findings of the study also revealed that community participation is one of the keys to sustainable and successful tourism development. Mudimba and Tichaawa (2017:4) affirm that the inclusion of local communities through active participation in developing a more holistic plan for sustainable tourism is a crucial step.

Respondent 4 reported that:

*The community contributes by providing accommodation services and takes pride in tourism in their area and some community members provide accommodation (homestay) for income benefits. The government of Lesotho does not support our initiatives.*

Respondent 3 indicated that the community is involved “in protecting tourism resources that bring benefits for the community”. Respondent 1 indicated that “communities are involved at the planning stage of any tourism development”.

Respondent 11 reported that.

*Some of us produce crafts, perform traditional dances, and build tourism facilities and all tourism projects in the area are run by us the community.*

The result of the study shows that the community of Tsatsane participates in tourism development projects in different ways. Mudimba and Tichaawa (2017:4) assert that the power of the local communities to influence decision-making depends on the level of a participatory approach for local communities to influence decision-and-policy making.

Respondent 18 reported that the community contributes by providing pony trekking and handicrafts to tourists and respondent 3 also elaborated that they provide tour guiding services to tourists. Respondent 19 stated that:

*The other significant contribution of the community is mainly to protect tourism resources in the area at their disposal and there is a need for training and awareness because some of the community members, for example, herd boys destroy tourism resources such as caves and rock paintings.*

Respondent 17 explained that “The community contributes by providing accommodation facilities to facilitators and labour”. Respondent 19 elaborated that “The vulture restaurant in Tsatsane is also managed by the community”.

#### **4.5.4 The state of tourism development projects since their inception**

According to the findings of the study, the development of tourism projects in rural areas is one of the successful initiatives. 80% of the respondents indicated that tourism community projects in Tsatsane are running very well. The pandemic has indeed strongly affected the tourism sector; closure of border posts and accommodation facilities, and people stopped travelling because of anti-pandemic measures such as contact restrictions and reduced incomes of people (Polukhina et al., 2021:2).

Respondents 7 and 2 indicated that “The projects are running well except for the challenges of the COVID-19 pandemic”.

Respondents 1 and 11 reported that

*The projects are running smoothly, and the protection of the rock paintings has been preserved by the locals and the projects are running well because tourists and community have good relations.*

Respondent 10 and Respondent 16 had different opinions, stating that the projects are not running well. Respondent 16 indicated that a lot of projects lack proper monitoring.

Respondent 17 stated, “It is not a smooth road, but we are trying even though at a low pace”.

#### **4.5.5 Challenges of tourism development projects**

The findings of the study show that even though tourism development projects have benefits and positive impacts but there are also some challenges aligned with such development. According to the findings, only 20% of the respondents see no challenges with tourism development projects. The majority of respondents mentioned various challenges that come with tourism development projects.

Respondents 7 and 2 indicated that

*There are no challenges with the development initiatives except that people when we are supposed to get paid, we are not getting the amount that we agreed on or what we deserve. Tourists pay their fees at the local office and people who receive the payments are not paying us the service providers accordingly. There is no transparency in payments.*

Respondent 6 expressed that:

*The community lacks support from government through the Ministry of Tourism, and most projects are failing because the government never keeps promises, we don't have the required resources to support the initiatives and if resources were available, tourism in Tsatsane would grow because there is so much potential.*

Respondent 16 had the same view, that lack of resources such as water due to climate change and lack of expertise are the challenges. Respondent 17 added:

*Most of the projects have fiscal implications and the issue of lack of funds has always been a challenge.*

Respondent 1 stated:

*There is a lack of understanding by the community, hence frequent consultations are needed.*

Respondent 10 reported that there are not so many tourists seen as expected.

Respondent 11 indicated:

*Some community members adapt some behavior and style of living from tourists which has negative implications on their culture.*

#### **4.5.6 Community-wide projects that contributed to the development of the community of Tsatsane.**

The findings of the study show that some wide projects contributed to the development of the Tsatsane community. Most respondents mentioned homestay facilities projects as a leading wide project that contributed to the development of the community.

Respondent 1 stated “there is a vulture restaurant that is managed by the community through the associations”.

Respondent 17 added:

*The wide project of protecting the bushmen paintings has also contributed to the development of Tsatsane community.*

#### **4.5.7 Recommendations to improve the community of Tsatsane**

According to the findings of the study, there is a need for improvement in the community of Tsatsane. The majority of the respondents mentioned several recommendations to improve the community.

Respondent 2 pointed out that “Tsatsane area should be developed into a tourism destination.”

Respondent 11 affirmed that:

*Tourism facilities in Tsatsane should be operated by community members as a way of improving their living; these could be done through the development of infrastructure.*

Respondent 16 added:

*There should be more funding of projects and community should work hand in hand with tourism expertise.*

Respondent 17 expressed that:

*Tsatsane should be more promoted and marketed so that numbers of tourists can come and spend in Tsatsane for a rapid change of the livelihood of the community.*

#### **4.6 Summary**

This chapter discussed the findings and analysis of tourism development projects in Tsatsane and its community based on the perceptions of the community on tourism development projects. The perceived opportunities and benefits of tourism development projects were also discussed. The chapter also looked into the state of tourism projects, the relationship between stakeholders and the community as well as challenges aligned with tourism development projects.

## **CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

The aim of the study was to investigate community perceptions of tourism development in rural areas in Tsatsane. This final chapter provides the final and overall conclusion, based on the aim and objectives provided in Chapter 1 of this study. It commences with the main results of the study and proceeds to the conclusions and exploring suggestions for further research regarding tourism development in rural areas.

### **5.2 Review of the main aim and study objectives**

The study aimed to investigate community perceptions of tourism development in rural areas in Tsatsane.

Tourism development is influenced by several stakeholders in strategic positions in communities, particularly in rural areas. The themes that were explored in this study included the community's perceptions of tourism development, the contribution of tourism development projects to communities and the challenges undermining the development of tourism in rural areas. The results of this study were analyzed and guided by the objectives listed below.

#### **5.2.1 Research objectives**

- To assess the community's understanding of tourism development projects in Tsatsane.
- To identify the community's perceived opportunities from the tourism development projects in the Tsatsane.
- To determine ways to promote community involvement in tourism development projects in Tsatsane.

### **5.3 Interpretation of the findings by research objectives**

The researcher gathered information on participants' profiles such as gender, age, historical category, educational level, and status of residency in Tsatsane. The following conclusions were drawn from the findings.

#### **5.3.1 Conclusions on objective 1**

The objective to assess community perceptions of tourism impacts was achieved. The results show positive impacts because the majority of respondents indicated that tourism development projects reduce poverty, bring economic empowerment, create employment opportunities and promote the protection of tourism and natural resources as well as environmental conservation. This indicates that the Tsatsane community supports tourism development. To

support the achievement of this objective, information under the following aspects was considered.

**a) Community participation**

Community participation is one of the keys to community support for tourism development, the results show that the community of Tsatsane is participating in different tourism projects but mostly they participate in tour guiding and homestay establishments. The conclusion is that the community of Tsatsane is more focused on operating homestay facilities and tour guiding than other projects.

**b) Information dissemination**

The results indicate that the spread of information about tourism development has contributed positively to the community of Tsatsane, the findings of the study have shown that there are platforms that the chief, Ministry of Tourism and tourism associations use to gather and share information. This concludes that the community of Tsatsane is well-informed, understands, and is knowledgeable about tourism development projects. Information dissemination is vital for communities to get updates on what is happening in the industry so that they can identify opportunities.

**5.3.2 Conclusions on objective 2**

The second objective was to identify the community's perceived opportunities for tourism development. To build a positive attitude in the community towards tourism development, it is important to consider perceived opportunities for the community when they participate in tourism. It was necessary to gather information under the following aspects to meet this objective.

**a) Contribution to tourism development projects**

The majority of respondents reported that tourism development projects contribute positively to the community of Tsatsane. This contribution can be observed through the creation of employment, the protection of tourism resources, and the improvement of infrastructure and community participation in tourism development projects. This concludes that the livelihoods of the community of Tsatsane have changed through the contribution of tourism development projects. It is also evident that the economy of the community of Tsatsane has improved since the inception of tourism development projects

**b) Benefits of tourism development projects**

It has been concluded that the community of Tsatsane supports tourism development projects; this could be because there are benefits that they realize from tourism development.

The community must know the benefits of tourism for them to take part. Examples of tourism benefits could be poverty eradication through job opportunities, and increased income through accommodation establishments and other tourism activities. The conclusion from the findings is that the community of Tsatsane realizes that tourism does have benefits and tourism development projects have positive impacts on the local economy of Tsatsane. It is also concluded that tourism development projects are necessary for the community of Tsatsane.

### **5.3.3 Conclusions on objective 3**

The third objective was to determine ways to promote community involvement in tourism development projects. Lack of community involvement can hinder the success of tourism development projects. The community needs to be involved in tourism development through active participation in successful and sustainable tourism development projects. The following aspects were discussed to support this objective:

#### **a) Challenges undermining community involvement in tourism development**

One of the challenges that could hinder community involvement is the relationship between stakeholders and the community. It was useful for the study to gather information on the relationship between tourism stakeholders and the community. The findings revealed that the relations between tourism stakeholders and the community are good.

#### **b) Community development projects employed by tourism stakeholders of Tsatsane**

Tourism development projects are initiatives established to improve the livelihoods of communities. The findings of the study show that the majority of community members are employed by tourism stakeholders, and most of those community members are employed in accommodation and tour guiding sections. The overall conclusion is that most of the findings revealed that community members of Tsatsane participate in hospitality and tour guiding which concludes that there is a huge gap in participation in other projects.

#### **c) Community involved in tourism development projects**

The information on community involvement is provided in Chapter 2. The results of the study reveal that 90% of the respondents in Tsatsane are involved in tourism development projects, the study concludes that even though the results showed a great response of community involvement, there is still a need to strengthen community involvement in other stages of participation.

#### **d) Tourism development projects inception**

As stated in Chapter 1 under the statement of the problem, there is an established homestay project in Tsatsane. The study, therefore, found it necessary to gather information on the status of tourism development projects since their inception in the Tsatsane community. The findings



of the study indicate that tourism development projects are running well despite the challenges of the COVID-19 pandemic.

#### **e) Challenges of tourism development projects**

The findings of the study indicate that numerous challenges are aligned with tourism development. The respondents reported the following challenges—lack of resources, lack of community understanding, low tourist arrivals and negative cultural influence. Some respondents were concerned about the support from the government. They mentioned that if they could get resources, Tsatsane would become better and grow in terms of tourism. The overall conclusion is that if resources are not available Tsatsane will not grow as a destination and the economy will also decline, the tourism sector as a whole in Tsatsane will not improve and the issue of lack of community understanding concludes that there is a need for training and tourism awareness campaign.

#### **f) Community-wide project that contributed to the development of Tsatsane community**

The findings show that the homestay project is a community-wide project that has contributed a lot to the development of the Tsatsane community. The study concludes that there is a need for participation and contribution in other projects and there is also a need for the development of other tourism projects in the Tsatsane community.

### **5.4 Recommendations and attainment**

This section presents recommendations for the study emanating from the findings and observations.

Tsatsane was selected as one of the priority areas in the southern region (Government of Lesotho, United Nations Development Programme (UNDP) and UNWTO, 2005:7). The study observed that there was a need for the development of infrastructure in Tsatsane. The area is only accessible by 4x4 which makes it difficult for tourists to access it, which means there is a need for road construction and other infrastructural developments such as water, electricity, a healthcare centre and communication. The lack of infrastructure hinders the development and growth of the tourism sector in Tsatsane because international and local tourists are not encouraged to visit Tsatsane under such conditions.

There is a huge gap that still needs to be filled in terms of tourism in Tsatsane. Other components of tourism are missing. There are no other accommodation facilities such as hotels apart from homestays which also discourages international tourists to visit. It is therefore recommended that there should be other hospitality alternatives to accommodate both international and domestic tourists.

Homestay facilities in Tsatsane should be well developed to better standards to generate improved economic benefits. The pricing of homestays should also be taken into consideration; if the services improve the pricing should also increase.

The choice of tourism activities is very limited and needs improvement. The study recommends that other tourism ingredients such as entertainment, bars and cultural activities be added to the package. To add on that, there is good terrain in Tsatsane which makes it a complete package. The other recommendation is that the tourism sector should link with other supporting sectors such as transport and marketing because tourism as an industry needs other industries to grow.

Tsatsane is not well marketed which makes it difficult for people to know about it, therefore there is a need for marketing. Another recommendation is for the government, through relevant ministries, to take part in the development and growth of the tourism sector in Tsatsane.

## **5.5 Summary**

This chapter represents the overall conclusion of the study based on the research objectives that guided the study. The conclusions were based on the findings of the study and the recommendations emanating from the findings of the research.

## REFERENCES

- Acha-Anyi, P. 2018. Religious tourism – local economic development nexus. *EuroEconomica*, 9(37):7-20.
- Acha-Anyi, P.N. & Dlamini, N.N. 2019. Festival tourism as an instrument of sustainable livelihood in Eswatini. *Geojournal of Tourism and Geosites*, 26(3):849-860.
- Adongo, R., Choea, Y. & Han, H. 2017. Tourism in Hoi An, Vietnam: Impacts, perceived benefits, community attachment and support for tourism development. *International Journal of Tourism Sciences*, 17(2): 86-106.
- Adu-Ampong, E.A. & Kimbu, A. N 2019. The past, present and future of sustainability in tourism policy and planning in sub-Saharan Africa. *Tourism Planning and Development*, 16(2):119-123.
- Afthanorhan, A., Awang, Z., & Fazella, S. 2017. Perception of tourism impact and support tourism development in Terengganu, Malaysia. *Social Sciences*, 6(3): 106.
- Akarsu, T.N., Foroudi, P. & Melewar, T. C. 2020. What make Airbnb likeable? Exploring the nexus between service attractiveness, country image, perceived authenticity and experience from a social exchange theory perspective. *International Journal of Hospitality Management*, 91(2020).
- Alaminos, D., Leon-Gomez, A. & Sanchez-Serrano, J.R. 2020. ADSSGE-VAR Analysis for tourism development and sustainable economic growth. *Sustainability*, 12(9): 3635.
- Andriotis, K. 2005. Community groups'; perceptions of and preferences for tourism development: Evidence from Crete. *Journal of Hospitality and Tourism Research*, 29(1): 67-90.
- Ap, J. 1992. Resident's perceptions on tourism impacts. *Annals of Tourism Research*, 19(4): 665.
- Aquino, R.S., Luck, M. & Schanzel, H.A. 2018. A conceptual framework of tourism social entrepreneurship for sustainable community development. *Journal of Hospitality and Tourism Management*, 37(1): 23-32.
- Aref, F. & Redzuan, M. 2017. Community leader's perceptions towards socio-cultural impacts of tourism on local communities. *Journal of Human Ecology*, 29(2):87-91.
- Badulescu, D., Simut, R., Mester, L., Dzitac, M., Sehleanenu, M., Bac, D.P. & Badulescu, A. 2021. Do economic growth and environment quality contribute to tourism development in EU countries? A panel data analysis. *Technological and Economic Development of Economy*, 27(6):1509-1538.
- Băndoi, A., Jianu, E., Enescu, M., Axinte, G., Tudor, S. & Firoiu, D. 2020. The relationship between development of tourism, quality of life and sustainable performance in EU countries. *Sustainability*, 12(4):1628
- Bogale, M., Ayalew, M. & Mengesha, W. 2021. The competitiveness of travel and tourism industry of Sub-Saharan African countries in the world market. *African Journal of Hospitality, Tourism and Leisure*, 10(1):131-144.

- Bogan, E., Radulescu, C.V., Varvaruc, D. & Costache, J. 2014. The economic benefits of tourism in the rural area case study. *Rucar-Bran corridor. Calitatea*, 15(S2):122.
- Campon-Cerro, A.M., Hernandez-Mogollon, J.M. & Alves, H. 2017. Sustainable improvement of competitiveness in rural tourism destinations: *The Quest for Tourist Loyalty in Spain*, 6(3): 252-266.
- Carolin, L. Lindsay, A., & Victor, W. 2015. Sex trafficking in the tourism industry. *Journal of Tourism Hospitality*, 4(4):166.
- Chandralal, K.P.L. 2010. Impacts of tourism and community attitude towards tourism. *South African Journal of Tourism and Heritage*, 3(2).
- Chavhan, M. 2022. A study on the role of tourism towards community development: Perspectives from Amaltas, Pench Sillani. *International Journal of Researches in Social Science and Information Studies*, VIII(3):63-65.
- Chernyak-hai, L. & Rabenu, E. 2018. The new Era workplace relationships: Is social exchange still relevant? *Industrial and Organizational Psychology*, 11(3):456-48.
- Cohen, D. & Crabtree, B. 2006. *Qualitative research guidelines project*. <http://www.quarels.org/HomeSemi-3629.html> [17 July 2006].
- Destinationbc.ca 2020. Destination development. <https://www.destinationbc.ca/what-we-do/destination-management/destination-development> [2 April 2022].
- Dewi, P.S.T. 2019. Model of sustainable tourism village development in Bali (Case Study: OMunity Bali in Sudaji Village, Sawan sub-district, Buleleng District). *KnE Social Sciences*, 642-657.
- Dikko, M. 2016. Establishing construct validity and reliability: pilot testing of a qualitative interview for research in Takaful (Islamic Insurance). *The Qualitative Report*, 21(3).
- Donaldson, R. 2018. Small towns in context. In: *Small town tourism in South Africa*. The Urban Book Series. Springer, Cham. [https://doi.org/10.1007/978-3-319-68088-0\\_1](https://doi.org/10.1007/978-3-319-68088-0_1) [12 July 2019].
- Doucet, A. & Mauthner, N. 2002. Knowing responsibly: Ethics, feminist epistemologies and methodologies. *Ethics in qualitative research*, 123-145.
- Du Plessis, E. & Saayman, M. 2017. Aspects contributing to tourism price competitiveness of South Africa. *Tourism Economics*, 24(2): 146-156. <https://doi.org/10.1177/1354816617729023>
- Ejiofor, A.T., Anim, A., Pemitrus, O. & Elechi, O.D. 2012. Assessment of the influence of education on tourism. *American Journal of Tourism Research*, 1(1):33-42.
- Eshliki, S.A. & Kaboudi, M. 2012. Community perception of tourism impacts and their participation in tourism planning: a case study of Ramsar, Iran. *Procedia-Social and Behavioural Sciences*, 36:333-341.
- Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D. & Han, H. 2019. Community attachment, tourism impacts, quality of life and residents support for sustainable tourism development. *Journal of Trade and Tourism Marketing*, 36(8): 1061-1079.

- Fabricius, C., Koch, E., Magome, H. & Turner, S. 2004. Rights, resources and rural development. Community-based natural resource management in southern Africa. London: Earthscan.
- Figuroa, B.B. 2019. Mice, meetings, incentives and exhibitions. <http://www.tripsavvy.com/what-is-micein-the-travel-industry-3252496> [7 June 2022].
- Font, X. & McCabe, S. 2017. Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 25(7): 869-883.
- Gannon, M.S., Rasoolimanesh, M. & Taheri, B. 2020. Assessing mediating role of resident's perceptions toward tourism development. *Journal of Travel Research*, 60(1): 149-171.
- Gill, P., Stewart, K. & Chadwick, B. 2008. Methods of data collection in qualitative research. Interviews and focus groups. *British Dental Journal*, 204: 291-295.
- Gohori, O. & van der Merwe, P. 2020. Towards a tourism and community-development framework: An African perspective. *Sustainability*, 12(13):5305.
- Gómez, A.E. 2019. Residents' opinions and perceptions of tourism development in the historic city of Toledo, Spain Luis. *Sustainability*, 11(14):3854.
- Goodwin, H. & Santilli, R. 2009. Community-based tourism: A success. *ICRT Occasional Paper*, 11(1):37.
- Gray, D.E. 2009. *Doing research in the real world*. 2<sup>nd</sup> ed. London: SAGE.
- Gursoy, D., Ouyang, Z., Nunkoo, R. & Wei, W. 2018. Residents' impact perceptions of and attitudes towards tourism development: a meta-analysis. *Journal of Hospitality, Marketing and Management*, 28(1): 1-28.
- Harris, J. 2011. Word clouds considered harmful. *Nieman Journalism Lab*, 13: 124.
- Hateftabar, F. & Chapuis, J.M. 2020. How resident perceptions of economic crisis influences their perceptions of tourism. *Journal of Hospitality and Tourism Management*, 43:157-168, June.
- Herawati, A., Purwaningsih, A., Pudianti, A. & Surya, R.V. 2014. Rural tourism community empowerment based on local resources for improving community welfare. *Review of Integrative Business and Economics Research*, 3(2):88.
- Igi-global. 2019. What is cultural tourism. Creative tourism and cultural heritage. New York: IGI Global.
- Irshad, H. 2010. *Rural tourism: An overview*. Government of Alberta: Agriculture and Rural Development.
- Ivankova, V., Gavurova, B., Bacik, B. & Rigelsky, M. 2021. Relationship between road transport infrastructure and tourism spending: A development approach in European countries. *Journal of Entrepreneurship and Sustainability Issues*, 9(2): 535-551.
- Jadhav, N.S. 2019. Tourism Issues and Impacts. Peer Review. *Journal-Impact factor*.

- Jang, S., Kim, B. & Lee, S. 2022. Impact of corporate social (ir) responsibility on volume and valence of online employee reviews. *Evidence from Tourism and Hospitality Industry*, 91: August.
- Jegdić, V., Škrbić, I. & Milošević, S. 2017. Models of entrepreneurship development in rural tourism destinations in Vojvodina. *Економика пољопривреде*, 64(1): 221-237.
- Kabote, F., Mamimine, P.W. & Muranda, Z. 2015. Domestic tourism for sustainable development in developing countries: A conceptual paper. *Journal of Tourism - Studies and Research in Tourism*, 23(23):3.
- Kafashpor, A., Gannji, S.F.S.G., Sadeghian, S. & Jonson, L. W. 2018. Perception of tourism development and subjective happiness of residents in Mashhad, Iran. *Asia Pacific Journal of Tourism Research*, 23:6, 521-531.
- Khartishvili, L., Muhar, A., Dax, T. & Khelashvili, L. 2019. Rural tourism in Georgia in transition: Challenges for regional. *Sustainability*, 11(2): 410.
- Khoalenyane, M. & Ezeuduj, O.I. 2016. Local community and Ts'ehlanyane national park in Lesotho: Perceptions of participation. *African Journal for Physical Activity and Health Sciences*, 22(2:1):445-453. June
- Koot, S.P. 2013. *Dwelling in tourism: Power and myth amongst Bushmen in Southern Africa* (No. 54). African Studies Centre.
- Kyrylov, Y., Hranovska, V., Boiko, V., Kwilinski, A. & Boiko, L. 2020. International Tourism Development in the context of increasing Globalisation Risks: On the Example of Ukraine's Integration into the Global Tourism Industry. *Journal of Risk and Financial Management*, 13(12):303.
- Labaree, R.V. 2009. Research guides: Organizing your social sciences research paper. *The Literature Review*: 5.
- Lekaota, L. 2016. Rural communities' participation in the planning and management of tourism developments: A case study from Lesotho. *African Journal of Hospitality, Tourism and Leisure*, 5(4):1-12.
- León-Gómez, A., Ruiz-Palomo, D., Fernández-Gámez, M.A. & García-Revilla, M.R. 2021. Sustainable tourism development and economic growth: Bibliometric review and analysis. *Sustainability*, 13(4): 2270.
- Lesotho Government. 2012. *Poverty reduction strategy paper. National strategic plan development plan*. Maseru: Government Printers.
- Lesotho Government. 2018. Ministry of Tourism, Environment and Culture. *National Strategic Development Plan*. <https://www.gov.ls/documents/national-strategic-development-plan-ii-2018-19-2022-23/> [10 May 2021].
- Lesotho Government. 2018/19. Ministry of Tourism, Environment and Culture. *In pursuit of economic and institutional transformation for private sector-led jobs and inclusive growth. National strategic development plan II*. Maseru: Government Printers.

- Lesotho Government. 2019. Ministry of Tourism, Environment and Culture. *Review of tourism policy and legal framework and development. National tourism master plan*, Maseru. Government Printers.
- Litheko, A. & Potgieter, M. 2021. Rural community perception of tourism development: A strategic tool in rural development. *African Journal of Hospitality, Tourism and Leisure*, 10(4):1452-1465.
- Makwindi, N. & Ndlovu, J. 2021. Prospects and challenges of community-based tourism as a livelihood diversification strategy at Sehlabathebe National Park in Lesotho. *African Journal of Hospitality, Tourism and Leisure*, 10(1):333-348.
- Manhas, P.S. & Tukamushaba, E.K. 2015. Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, 45: 77-87.
- Mannon, S.E. & Glass-Coffin, B. 2019. Will the real rural community please stand up? Staging rural community-based tourism in Costa Rica. *The Journal of Rural and Community Development*, 14(4): 71–93.
- Manwa, H. 2015. Community understanding of tourists and tourism industry. *African Journal of Business Management*, 6(22): 6667-6674.
- Mashinini, V. & de Villiers, G. 2002. Non-governmental organization and sustainable rural development in Lesotho. *Acta Academica*, 34(1): 137-157.
- Medelyan, A. 2019. Coding qualitative data: How to code qualitative research (Updated 2020). Insights by Thematic. <https://getthematic.com/insights/Coding-qualitative-data> [10 May 2021].
- Meha, A., Tahiri, A. & Zhubi, M. 2020. The Importance of Cultural Heritage in Tourism Development-The Case of Kosovo. *Acta Universitatis Danubius. Œconomica*, 16(6).
- Modica, P., Capocchi, A., Foroni, I. & Zenga, M. 2018. An assessment of the implementation of the European tourism indicator system for sustainable destinations in Italy. *Sustainability*, 10(9): 3160.
- Mohasi, L. 1999. Adventure travel and tourism development in Lesotho. The case of pony trekking. Unpublished Masters thesis, University of Natal, Pietermaritzburg, South Africa.
- Mudimba, T. & Tichaawa, T.M. 2017. Voices of local communities regarding their involvement and roles in the tourism development process in Victoria Falls, Zimbabwe. *African Journal of Hospitality, Tourism, and Leisure*, 6(4): 1-15.
- Muhtasom, A. & Ab, A. 2019. Kahayya Village as a priority destination for rural tourism development policy in Bulukumba Regency. *Kahayya Village as a Priority Destination for Rural Tourism Development Policy in Bulukumba Regency*, 6(1).
- Novelli, M. 2016. *Tourism and development in sub-Saharan Africa: Current issues and local realities*. London: Routledge.
- Nqosa, N.E., Burger, S.E. & Lekaota, L. 2019. Identifying the success factors for marketing tourism establishments. *African Journal of Hospitality, Tourism and Leisure*, 8(3):1-17.

- Nugoro, P. & Numata, S. 2020. Resident support of community-based tourism development: Evidence from Gunung cinema national park. *Journal of Sustainable Tourism*, 30(5):1-16.
- Nyasha, S., Odhiambo, N.M. & Asongu, S.A. 2021. The impact of tourism development on economic growth in sub-Saharan Africa. *The European Journal of Development Research*, 33(6):1514-1535.
- Okhrimenko, E. & Ergunova, O. 2021. Sustainable development features of international business tourism. In *E3S Web of Conferences*, 291:05042. EDP Sciences.
- Petrus, J.N.N. & Mosimane, A.W. 2019. Community understanding, perceptions and involvement in tourism development. King Nehane conservation, Namibia. *Journal for Studies in Humanities and Social Sciences*, 7(2): 1-15.
- Pham, K., Andereck, K. & Vogt, C. 2019. Local residents' perceptions about tourism development. *Travel and Tourism Research Association. Journal of Place Management and Development*, 9(1).
- Pittman, R., Pittman, E., Phillips, R. & Cangelosi, J. 2009. The community and economic development chain: Validating the links between processes and outcomes. *Community Development*, 40(1),80-93.
- Polukhina, R.A., Sheresheva, M., Efremova, M., Suranova, O., Agalakova, O., & Ovseenko, A.A. 2021. The concept of sustainable rural tourism development in the face of COVID-19 crisis: Evidence from Russia. *Journal of Risk Financial Management*, 14(1): 38.
- Qin, X., Shen, H., Ye, S., & Zhou, L. 2021. Revisiting residents support for tourism development: The role of tolerance. *Journal of Hospitality and Tourism Management*, 47(1): 114-123.
- Ramukumba, T. 2018. Limits of community participation I tourism: A case of Amathole district municipality Eastern Cape province, South Africa. *Euro Economica*, 2(37): 35-46.
- Gannon, M., Rasoolimanesh, M. & Taheri, B. 2019. Assessing the mediating role of residents' perceptions toward tourism development. *Journal of Travel and Research*, 60(1): 149-171.
- Rasoolimanesh, S.M. & Seyfi, S. 2019. Residents' perceptions and attitudes toward tourism development: A perspective article. *Journal of Place Management and Development*, 9(1):1907.
- Raspor, A., Stranjancevic., Bulatovic. & Darko, L. 2017. Tourism invisible part of exports: The analysis of Slovenia and Montenegro on the Chinese outbound tourism. In Macek, A. (ed). *International Trade - On the brink of change*. London: IntechOpen: 95-121.
- Robinson, D., Steven, P., Newman, S.P., Selina M. & Stead, S.M. 2019. Community perceptions link environmental decline to reduced support for tourism development in Small Island States: A case study in the Turks and Caicos Islands. *Marine Policy*, 108(2):103671.
- Romanenko, Y.O., Boiko, V.O., Shevchuk, S.M., Barabanova, V.V. & Karpinska, N.V. 2020. Rural development by stimulating agro-tourism activities. *International Journal of Management (IJM)*, 11(4), 605-613.



- Safaeva, S.R., Ishankhodjaeva, D.A., Juraeva, N.A. and Matyunina, O.E. 2019. Economic and Legal Aspects of Tourism Regulation in the New Economy: International Practice. *Journal of Environmental Management and Tourism*, 2(34), 460-465.
- Sdrali, D., Goussia, M.R. & Kiourtidou, P. 2014. Residents' perception of tourism development as a vital step for participatory tourism plan: research in a Greek protected area. *Environment, Development and Sustainability*, 17(4): 923–939.
- S raphin, H., Platania, M., Spencer, P. & Modica, G. 2018. Events and tourism development within a local community: The case of Winchester (UK). *Sustainability*, 10(10):3728.
- Setokoe, T., Ramakumba, T. & Ferreina, W.I. 2019. Community participation in development of rural areas. *A Leaders Perspective of Tourism*, 8(1)1-10.
- Setokoe, T.J. 2021. Community-based tourism: A panacea for community development in Nqileni village, Eastern Cape, South Africa. *Geo Journal of Tourism and Geosites*, 34(1): 28-32.
- Sharpley, R. 2015. Tourism: A vehicle for development? In: Sharpley, R. & Telfer, D. (eds.) *Tourism and development: concepts and issues*. Bristol, Blue Ridge Summit: Channel View Publications: 3-30.
- Sithole, N., Giampiccoli, A. & Jugmohan, S. 2018. Community capacity building through tourism. *Journal of Sustainable Development*, 7(1):1-14.
- Situmorang, R., Trilaksono, T. & Japutra, A. 2019. Friend or Foe? The complex relationship between indigenous people and policymakers regarding rural tourism in Indonesia. *Journal of Hospitality and Tourism Management*, 39, 20-29.
- Strydom, A.J., Mangope, D. & Henama, U.S. 2019. Making community-based tourism sustainable: Evidence from the Free State province, South Africa. *Geo Journal of Tourism and Geosites*, 24(1): 7-18.
- Thetsane, M.R. 2019. Local participation in tourism development. *Arthens Journal of Tourism*, 6(2): 123-140.
- Tichaawa, T.M. & Makoni, L. 2018. Insights into international tourist's experiences of and satisfaction with Zimbabwe's tourism offerings. *Acta Universitatis Danubius. Economica*, 14(1).
- Tichaawa, T.M. & Moyo, S. 2019. Urban resident perceptions of the impacts of tourism development in Zimbabwe. *Bulletin of Geography. Socio-economic Series*, 43(43): 25-44.
- Viljoen, J. & Tlabela, V. 2007. Rural tourism development in South Africa: Trends and challenges. Cape Town: HSRC Press.
- Toerien, D. 2020. Tourism and poverty in rural South Africa: A revisit. *South African Journal of Science*, 116(1-2): 1-8.
- Turker, N. 2013. Host community perceptions of tourism impacts: A case study on the world heritage city of Saframboly, *Revista de cercetare si interventie sociala*, 43(1): 115-141.

United Nations World Tourism Organization (UNWTO). 2005. *Making tourism more sustainable. A guide for policy makers*. <http://www.e-unwto.org/doi/pdf/10.18111/9789284415496>.

United Nations World Tourism Organization (UNWTO). 2010. *Definition of key terms*. <http://www.e-unwto.org>.

United Nations World Tourism Organization (UNWTO). 2018. Convention on the protection of tourists and the rights and obligations of tourism service providers. 1-33.

Vallabh, D., Ndzimen, A. & Apleni, L. 2017. Assessing community engagement and tourism development. *African Journal of Hospitality, Tourism, and Leisure*, 6(4): 1-10.

Viljoen, J. & Tlabela, K. 2007. *Rural tourism in South Africa: trends and challenges*. Human Sciences Research Council (HSRC).

Wijijayanti, T., Agustina, Y., Winarno, A., Istanti, L.N. & Dharma, B.A. 2020. Rural tourism: A local economic development. *Australasian Accounting, Business and Finance Journal*, 14(1):5-13.

William, T. 2006. Philosophy of research. *Research methods knowledge base*. Alabama University.

World Travel Tourism Council. 2019. *Human trafficking*. [Ecpat.org/news/travel-tourism-council-human-trafficking](https://ecpat.org/news/travel-tourism-council-human-trafficking) [09/04/2019].

Yiu, L., Saner, R. & Lee, M.R. 2015. Lesotho, a tourism destination: an analysis of Lesotho's current tourism products and potential for growth. In *Handbook of research on global hospitality and tourism management*. IGI Global: 312-331.

## APPENDICES

### APPENDIX A: PERMISSION LETTER FROM CHIEF OF TSATSANE

Office of the Chief

Tsatsane

Quthing

Lesotho

17<sup>th</sup> February 17, 2022

Ethics Committee .

Cape Peninsula University of Technology

Cape Town

Republic of South Africa

Dear Sir/Madam

This is a letter to acknowledge the study on community perceptions on tourism development that Ms Palesa Phasumane 218138741 is carrying out in Tsatsane for her Master's degree at Cape Peninsula University of Technology. We therefore pledge to support Ms Phasumane during her research as the study will also contribute to the development of Tsatsane and empowerment of its community.

Yours Faithfully

.....



Morena Liphapang Jobo (Chief of Tsatsane)

## APPENDIX B: CPUT ETHICAL CLEARANCE CERTIFICATE



P.O. Box 1906 | Bellville 7535  
Symphony Road Bellville 7535  
South Africa  
Tel: +27 21 4603291  
Email: fbmsethics@cput.ac.za

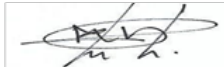
### APPENDIX: 2

Office of the Chairpers on Research Ethics Committee	<b>FACULTY: BUSINESS AND MANAGEMENT SCIENCES</b>
--	--

The Faculty's Research Ethics Committee (FREC) on **14 June 2022**, ethics **APPROVAL** was granted to **Palesa Phasumane (218138741)** for a research activity at the Cape Peninsula University of Technology for **M Tech: Tourism and Hospitality**.

<b>Title of project</b>	<b>Community perceptions of tourism development in rural areas in Tsatsane, Lesotho</b>
	Supervisor (s): Dr D. Onojaefe and Ms. P. Stuma

**Decision: APPROVED**

	10 August 2022
Signed: Chairperson: Research Ethics Committee	Date

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the CPUT Policy on Research Ethics.
2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study requires that the researcher stops the study and immediately informs the chairperson of the relevant Faculty Ethics Committee.
3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.
4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards to the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing accompanied by a progress report.
5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines, and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, notably

## APPENDIX C: INFORMATION LETTER



Good Day (Sir/Ms.),

RE: Permission to Conduct Research in Tsatsane Community

I am currently conducting a research project towards a master's degree with the Department of Tourism and Events Management at the Cape Peninsula University of Technology, under the supervision of Dr. Darlington Onojaefe and Ms. Phelokazi Stuma. The aim of this research is to investigate the local community perceptions on rural tourism development in Tsatsane. This research hopes to contribute improving community development projects in Tsatsane. The title of the research is: *Community Perceptions of tourism development in Tsatsane, Lesotho*.

You are invited to participate in this research project. Your participation in this project is voluntary and you may withdraw from the study at any time without giving reasons, with no negative consequences. The information you provide will be used for research purposes only and confidentiality will be maintained, and no person will be identified in the study. There will be no monetary gain from participating in this study. The duration of the interview will be approximately 30 minutes and it will be scheduled at any time convenient for you.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me, Palesa Phasumane on cellphone number +266 5807 2540 or my research supervisors, Dr. Onojaefe and/or Ms. Stuma, on telephone number 021 460 9019.

Your assistance will be much appreciated.

Sincerely,

Ms. Palesa Phasumane

+266 5807 2540

[218138741@mycput.ac.za](mailto:218138741@mycput.ac.za)

## APPENDIX D: QUESTIONNAIRE



### COMMUNITY PERCEPTIONS OF TOURISM DEVELOPMENT IN TSATSANE, LESOTHO

Instructions:

- Kindly respond to each question by inserting a tick in the appropriate block or by supplying a brief comment or statement where necessary.
- Please, do not reveal your name as the questionnaire is anonymous. Your responses will be used for research purposes only and the research objectives will only be achieved with your kind co-operation.

#### SECTION A: Demographics of participants

A1. How do you identify yourself in terms of gender?

.....

A2. What is your age group?

.....

A3. How do you identify yourself in terms of historical racial category?

.....

A4. How long have you been staying in Tsatsane?

.....

A5. Are you a permanent resident of Tsatsane? Please elaborate.

.....

A6. What is your highest level of education?

.....

**SECTION B: Perception of community development projects**

Community development is a process designed to improve the community’s quality of life and to create conditions of economic and social progress for the whole community (Sithole 2017).

B1. What do you know and understand about tourism community development projects?

.....

B2. Which part of the tourism community development project in Tsatsane are you in?

.....

B3. Is there any community development platform that you may know of, that informs the community of Tsatsane about tourism community development projects? If so, please specify.

.....

.....

**SECTION C: The contribution of tourism community development projects**

C1. In your opinion, could tourism development projects have a positive or a negative impact on the community of Tsatsane? Please specify.

.....

.....

C2. What do you think a tourism development project will do for the community of Tsatsane?

.....

.....

C3. Would you recommend tourism development projects be carried out in Tsatsane?

.....

.....

Note: Section D is to be completed by the community leaders only.

**SECTION D: Challenges undermining community development projects/Community Involvement in Tourism**

D1. How would you describe the relationship between the community of Tsatsane and tourism stakeholders?

.....  
.....

D2. Elaborate on the community development projects employed by the tourism stakeholders of Tsatsane.

.....  
.....

D3. How is the community involved in the tourism community development project?

.....  
.....

D4. Elaborate on the contribution of the community to tourism community development projects.

.....  
.....

D5. Are the tourism community development projects running successfully since their inception? Please explain.

.....  
.....

D6. What are the challenges that come with these tourism community development initiatives?

.....  
.....

D7. Which community-wide projects have the tourism projects contributed to, the development of the community?

.....  
.....

D8. What would your recommendations be to improve the community of Tsatsane?

.....  
.....

**Thank you for your co-operation and assistance.**



## APPENDIX E: LETTER FROM THE EDITOR

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape  
31 October 2022

### LANGUAGE & TECHNICAL EDITING

Cheryl M. Thomson

---

### COMMUNITY PERCEPTIONS OF TOURISM DEVELOPMENT IN RURAL AREAS OF TSATSANE, LESOTHO

Palesa Edith Phasumane

Supervisor: Dr. Darlington Onojaefe

Co-supervisor: Ms. Phelokazi Stuma

This is to confirm that I, Cheryl Thomson, executed the language and technical edit of the above-titled Masters dissertation of **Palesa Edith Phasumane, student number 218138741**, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully



CHERYL M. THOMSON

Email: cherylthomson2@gmail.com

Cell: 0826859545