

**THE CONTRIBUTION OF TOURISM TO LOCAL ECONOMIC DEVELOPMENT IN  
SOUTH AFRICA: THE CASE STUDY OF THE NEWTON CULTURAL PRECINCT  
IN JOHANNESBURG**

by

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## DECLARATION

I, Khatija Tlotlo Gopane, student number 64059332, would kindly like to express my sincere gratitude and declare that this work done here belongs to me and all the information belonging to other scholars was referenced according to the University of South Africa's referencing style. This dissertation is being submitted for the first time as it was not submitted by any author or scholar before.

A handwritten signature in black ink, appearing to read 'Khatija Tlotlo Gopane', is written over a light gray grid background. The signature is cursive and somewhat stylized.

SIGNATURE

February 2022  
DATE

## **DEDICATION**

This research report is dedicated to my late father John Ditlhake Gopane and my grandparents Tlhapietsile & Gasedie Papana.

## **ACKNOWLEDGEMENTS**

God is an amazing father. I respect all plans that God has for me. I thank you Lord for guiding me towards where you need me to be. May your will be done in my life forever.

Prof. Morgan Ndlovu has being an amazing supervisor, had it not been of you, I would have never had the courage to keep trying.

When it was too difficult for me and I wanted to quit, my husband Mr Chris Mahlare gave me hope. My kids Isang and Shoopala, when I looked at you, I knew I had to go through this difficult journey for your sake.

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However, all of this would have never been possible without the people of Newtown that gave me their time to ensure that this comes together. I appreciate you very much.

## **ABBREVIATIONS**

UNWTO	United Nations World Tourism Organization
LED	LED
NCP	NCP
GDP	Gross Domestic Product
UNCTD	United Nations Conference Trade and Development
UK	United Kingdom
MRIO	Multi-Regional input-output
RDP	Reconstruction and Development Programme
ANOVA	Analysis of Variance
GJMC	Greater Johannesburg Metropolitan Council
ADF	Augmented – Dickey – Fuller
DST	Department of Science and Technology
MTE	Memorable Tourism Experience
SLF	Sustainable Livelihood Framework

## ABSTRACT

Tourism is recognised as the largest and fastest growing economic sector worldwide. However, many tourism studies in South Africa and elsewhere have investigated the relationship between macro-economic development and tourism. So far, there is little or no research on the contribution of tourism to local development in South Africa. As such, this research project tried to close this gap by critically examining the contribution of tourism to local development of Johannesburg inner-city in South Africa. The main aim was to investigate the extent to which tourism in Newtown Cultural Precinct (NCP) has contributed to Local Economic Development (LED) in Johannesburg in South Africa. Therefore, the specific objectives were to assess the nature of tourism in NCP; establish the role of cultural tourism in enhancing LED; evaluate tourism regeneration and its impact on LED; and to outline the economic and social contributions of tourism in NCP in Johannesburg. The research utilised a case study of the NCP tourist site to generate literature and empirical findings. Research data was mined through a qualitative design process, within the interpretive paradigm lens. Multiple research methods such as social survey, observation and interviews were not only used to explore primary data but also to triangulate research findings. Secondary data was gathered through a literature review process. The study population consisted of 20 interviewees, of whom 5 were business owners, 5 residents, 5 tourists or visitors, and 5 were employees at NCP. The actual sample was selected through a non-probability sampling technique namely: convenience or judgemental technique. As such, only populations units with rich knowledge of the subject being studied were selected. Research data analysis was analysed using manual bi-thematic analysis process of utilising *deductive* and *inductive* approaches. This implies that both *priori* and *posteriori* codes, categories and themes were generated. Key objective empirical findings which emerged from the study are that the nature of tourism is such that it fosters socio-economic transformation of infrastructures, creates employment, contributes significantly to Gross Domestic Product (GDP), export earning, and promotes human and physical capital investment. It surfaced that the role of tourism is to tap cultural and unique potential, attract tourists, foster inclusive growth, and promote diversity. In terms of tourism regeneration and its impact on LED generated arose that tourism regeneration positively impact LED through job creation; improving the quality of life for residents; promoting economic development; balancing urban and LED; improving city image; attracting private and

public investors; improving environment; and attracting new business. Then the economic and social contribution of tourism to LED conceived is such that it boosts the gross domestic product; facilitates community development; alleviates poverty; provides business opportunities; conceive inner-city leisure places – such as casinos, museums, conference centres and sports stadiums. However, there seems to be no commitment and consistency, no events and target planning, no participative engagement, no tourism marketing advertising, and no motivation is done, from government and responsible stakeholders, to effectively promote local development in the context of the poor. Efforts to eradicate these weaknesses will contribute towards fruitful LED and income generation at NCP in Johannesburg.

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## **CHAPTER 1: INTRODUCTION AND BACKGROUND**

### **1.1 INTRODUCTION**

Tourism is becoming the largest and fastest growing economic sector worldwide. Sharpley (2020) and Han (2021) state that the tourism sector has emerged as a major global key economic sector with the intent to sustain social, economic, and environmental sustainability. Setini, Wardana, Sukaatmadja, Ekawati, Yasa and Astawa (2021) indicate that the primary aim behind sustaining tourism development includes visiting different locations without destroying the nature and having useful impression on the environment, society, and the economy of the country.

Several European countries have long supported the tourism development sector and have globalised it (Holik, 2016). Both national and international governments have shifted attention towards the role that tourism plays in a variety of economic sectors, because it is seen as a rapidly expanding industry that also generates income and supports local economic growth (Lange, 2015).

Developing countries in many parts of the world have followed suit. Various countries have also taken advantage of tourism and have elevated it as an important economic drive, not only attracting, but improving infrastructure such as, railways, roads, buildings, heritage sites and other important local landmarks (Mbazzi, Nalugya, Kawesa, Nimusiima, King, Van Hove and Seeley, 2020). However, there is a recent shift from economic development to Local Economic Development (LED). Robertson (2019) affirms that this paradigm shift subscribes to the notion that tourism should contribute to LED of communities which has a knock-on effect on boosting the country's economy. Durbarry (2002) asserts that developing countries should re-think this new development and increase economic growth of their local communities.

Ayandibu and Houghton (2017) defines LED as an endeavour between public and private entities working together to generate conducive economic growth which will contribute to employment creation, reduction in poverty level as well as raising people's living standards. Tourism remains crucial in boosting the economic sector as it contributes towards reducing high number of unemployment and poverty in developing countries (Mbazzi et al, 2020).

In South Africa there are many tourism-related projects, activities, and heritage sites that all contribute to the country's fiscal growth. However, in 2000 the city of Johannesburg, with a mindset to boost local communities, brought in a culture-led tourism and development project in Newtown and converted deteriorating and unused buildings into cultural facilities such as museums and galleries (Kahn & Louw,2016), later known as The Newtown Cultural Precinct (NCP). Since then, no research has been done to evaluate the contribution being made by this project. As such, this research study is sought to examine the tourism contribution to LED in the case of NCP in Johannesburg.

## **1.2 BACKGROUND OF THE STUDY**

Around the 1970s, the phenomenon tourism and LED became an important strategic discussion, and a tool necessary to alleviate the slow economic growth of local municipalities as they were contributing less to the global economy (Dirsuweit, 1999). United States and European countries in the late 1970s and 1980s pioneered local tourism developments as local economic strategies aimed at boosting their municipal socio-economic and environmental challenges. Drummond and Snowball (2019) confirm that LED strategies originated in high-income countries in the North, a move designed to address looming socio-economic and environmental issues at stake.

Peltzer and Phaswana-Mafuya (2018) hypothesised that South Africa since the apartheid era, has long been enduring significantly high level of unemployment and poverty rates due to poor economic growth. This led to the adoption and implementation of LED strategy, including focussing and re-directing tourism towards LED. Recent figures and reports compiled by the World bank (2019) have shown rapid changes in economic growth per capita, and one of the drivers is tourism development.

The world bank report (2019) conceded that the South African economy rose by 1.3% in 2017 and 0.8% in 2018. An increase and growth from 1.3% to 1.7% was further projected by The World bank (World bank, 2019). According to Leonard and Lebogang (2018), the tourism sector in South Africa contributed about 2.8% towards real Gross Domestic Product (GDP), which is approximately R139 billion in total, and this was predicted to rise to R145,3 billion in 2019. Phaswana-Mafuya (2018) noted that although there was massive growth increase from 1.3% to 1.7% in 2020, there was a decline also in job creation. However, given an increase in population growth in South Africa, the GDP per capita is highly acknowledged for it has been close to nil since 2014, and was unable to reduce poverty, unemployment as well as crime.

Meyer and Meyer (2018) support that tourism has an advantageous bearing on the economic growth and development in Africa. In the context of South Africa, tourism is commonly understood to be a growth catalyst which contributes towards the economic growth of poorer regions (Ehigiamusoe, 2020). Furthermore, Ehigiamusoe (2020) reiterates that tourism can be used as a strategic tool to diminish unemployment and poverty, which ultimately leads to a growing local economy. There can be no reasonable argument against the tourism industry's continued dominance and economic contribution to the world. In the view of UNWTO (2016), tourism also remains a primary source of income in many developing nations, including South Africa, and it continues to play a significant role in international trade.

Liu, Yeo, and Donaldson (2019) and many other authors concur that allowing tourism to boost LED is a great initiative to suppress capitalist economies which deteriorate poor communities. In the case of South Africa, tourism has a potential to create a positive impact on LED, through job creation and poverty alleviation, however, it is still crucial to evaluate the contribution of tourism through the lens of LED. So far, in South Africa, there is little research done on the contribution of tourism towards LED, and hence this research.

Although Rogerson (2006) and Binns and Nel (2002) agree that tourism is an imperative developmental tool to local development, there is little or no evidence to that effect. Ehigiamusoe (2020) and Meyer (2018) point out that future tourism researchers need to interrogate the role or contribution of tourism towards LED. Against this background, this study therefore, explore the contribution of tourism

towards LED in the case of the NCP in Johannesburg, a move aimed at bringing new business ventures, increase visitor visitation, attract more private-public investments, and revamp Johannesburg communities.

### **1.2.1 The Study Area: Newtown Cultural Precinct**

Firman (2004) indicates that for over 30 years, Newtown city in Johannesburg has undergone a drastic change in recreation which includes culture, economics, and urban politics. Its existence can be traced back to 1976, through its dominance in market theatres. MacGarry (2008) articulated that the history of the area initiated with the establishment of Market Theatres to cultural production and consumption. In the early 1990s, the site was consumed with the large commerce industry driven by both planned and unplanned decisions or formal and informal urban processes.

Prior to that, Shand (2010) and Mbizha (2013) concur that Newtown area had countless criticisms for its worsening buildings facilities which did not conform to surrounding inner-city standards and were not viable for housing, restaurants, and weekends and night out activities. More so, the municipality manning the cultural hub centre was blamed for lack of cultural management, and lack of proper consultations with arts practitioners. This NCP centre, according to Mbizha (2013) started around the 1890s as an ethnically varied functioning class district where bricks were manufactured, and it offers an outstanding and exclusive radical history from the struggle against apartheid till the dawn of democracy in 1994.

MacGarry (2008) indicates that the regenerated NCP has multitudes of worth exploring sites, including a market theatre, dance factory (one theatre) and a baseline area. He continued that there are various attractions as well which include the Museum Africa, Sci-Bono Discovery Centre, Workers' Museum, and SAB World of Beer. In addition, there are five galleries which include Market Photo Gallery, Market Theatre Gallery, Rooke Gallery in the Mills Precinct, Afro nova Bag Factory and the Unity Gallery of which those mentioned sites contribute to the economic growth of the city which results in job creation.

Mbizha (2013) augments that the regenerated NCP is now an attractive tourist with the arts and craft traders place, Xarra books, a small craft shop within the central place,

outlets for traditional African clothing, Imbali shop in Museum Africa and some craft place just outside Sci-Bonno area. He insists that the area is also surrounded with many eating venues such as the Gramadoelas, Kaldis Coffee shop, Sophiatown, Ko'Spotong, the Market Bar & Bistro, and Niki's Oasis (Mbizha, 2013).

### **1.3 PROBLEM STATEMENT**

Even though tourism has been adopted by many localities as part and parcel of their Local Economic Development (LED) strategy, there is not yet a consensus among scholars as to whether tourism really provides a solution to LED problems being faced by different localities across the world (Fonseca, 2012). Sharpley (2002) wonders if tourism can be considered as a best option towards economic developmental strategies. For tourism to effectively enhance development, Mitchella and Reidb (2001) recommend that the impacts and costs of tourism be weighed against the empowerment of the host communities.

South Africa, has since the advent of democracy, embraced both the idea of LED and tourism as part and parcel of their strategy to boost development within its localities. As tourism has become a popular subject among localities such as cities in South Africa, there is a need to determine its contribution to LED using a specific example such as the cultural precinct of Johannesburg in Newtown where tourism activities function within the context of LED.

The National Department of Science and Technology (DST), in South Africa, is responsible for designing and changing LED frameworks (Rogerson, 2018). The responsibility of DST in South Africa was to draft the LED policy, and this led to the development of the National Framework for LED in 2017. These frameworks brought in commitments and imperatives to create new innovative-driven local economies, and hence the regeneration of NCP.

However, many tourism studies in South Africa and elsewhere have investigated the relationship between tourism and national economic development. In South Africa, there is little research on the contribution of tourism to LED (Fonseca, 2012). Therefore, this study tries to close this gap in the body of knowledge by exploring the contribution of tourism to LED, in the case of NCP. It is hoped that findings from this

study will help to sustain the DST policy and further stimulate many tourism projects which in turn may boost effective LED strategies, in South Africa and elsewhere. As such, the following aim, objectives, and research questions are formulated.

## **1.4 RESEARCH AIM**

The main aim of this study is to investigate the extent to which tourism in Newtown Cultural Precinct (NCP) has contributed to Local Economic Development (LED) in Johannesburg.

### **1.4.1 Research Objectives**

- a) To assess the nature of tourism in NCP in Johannesburg
- b) To establish the role of cultural tourism in enhancing LED at NCP in Johannesburg
- c) To evaluate tourism regeneration and its impact on LED at NCP in Johannesburg
- d) To outline the economic and social contributions of tourism in NCP in Johannesburg

### **1.4.2 Research Questions**

- a) What is the nature of tourism in NCP in Johannesburg?
- b) Which role does cultural tourism play in enhancing LED at NCP in Johannesburg?
- c) What is the impact of tourism regeneration towards LED at NCP in Johannesburg?
- d) What is the economic and social contributions of tourism towards LED in NCP in Johannesburg?

Responses to above will provide empirical knowledge and understanding on the contributions of tourism towards LED in Johannesburg.



## **1.5 RATIONALE FOR THE STUDY**

The rationale behind this study is threefold: first, to close a gap in literature, particularly in South Africa, where there is little or no research on cultural tourism and its contribution towards LED. Second, the study is current as it responds to current debate on poverty alleviation, local economic emancipation and improving the quality of life of communities in South Africa. Third, it adds to the body of knowledge, literature, and empirical findings, which may inform the government, policy makers, and stakeholders to take progressive decisions to re-align tourism towards LED in South Africa.

## **1.6 SIGNIFICANCE OF THE STUDY**

Findings in this research study will provide literature and empirical knowledge on the nature of the tourism at NCP in Johannesburg. The study will add knowledge on tourism regeneration and how it enhances local development. It will also contribute essential knowledge on the role of cultural tourism in LED. The study will also augment extensive knowledge on social and economic contribution of tourism towards LED in South Africa. Moreover, the study is not only current and significant, but it is also critical and relevant since it opens more debate and dialogue among scholars on how to utilise tourism in local economic emancipation of the poor. As mentioned in the rationale section, the study provokes and sets new discourses among government representatives, policy makers, and municipal legislatures to re-think tourism and its contribution towards poverty alleviation, LED and improving communities.

## **1.7 STRUCTURE OF THE RESEARCH REPORT**

Chapters in this study are structured as follows:

*Chapter 1: Introduction and background* – Chapter one of this study introduced the research theme and unpacked the background to the problem under study. The chapter emphasised motive to embark on this study. The research aim, objectives and

questions were clearly defined. The chapter also highlighted the rationale behind this investigation, significance of the study and finally the outline chapters, herein called the structure of the research report.

*Chapter 2: Conceptual Framework and Literature Review* –Chapter 2 unpacked the key study concepts and contextualised their meanings in the present study. The chapter also reviewed literature on the contribution of tourism to LED in South Africa in the case study of NCP in Johannesburg.

*Chapter 3: Research Methodology* – This chapter outlined the research paradigm, design and methodologies used to collect, analyse, and report data. It also reported on the ethical considerations of the study.

*Chapter 4: Presentation of findings and discussions* – The chapter presented and discussed the results found in this study. In the discussion section, both literature and empirical findings were compared and contrasted for the purpose of outlining new knowledge emerging from the present study.

*Chapter 5: Summary, Conclusions and Recommendations* – This chapter concluded the research by summarising the findings obtained. Literature and empirical conclusions were given. Study recommendations emanating from the findings were also shared.

## **1.8 CHAPTER SUMMARY**

This chapter provided an orientation to the study. It initiated with an introduction and background of the study on the contribution of Tourism towards LED in NCP in Johannesburg in South Africa. This was condensed into a problem statement which was further divided into research objectives and questions. The chapter then fully described the rationale and motivation for this research study. It then explained the significance of the study and how it fits into the body of knowledge. Then lastly, the chapter highlighted the chapter outline or structure of this research to clearly indicate how it unfolds in its attempt to answer research questions. The coming chapter, chapter 2 unveils a conceptual framework and reviews literature in relation to this study.

## **CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **2.1 INTRODUCTION**

The previous chapter introduced this research by setting a background to the problem. It outlined the problem statement which was then coined into research aim, objectives and questions; to guide the investigation. The rationale and significance for conducting this thesis was outlined as well as the structure guiding the entire study. This chapter shed more light on the problem under study. It initiates with a conceptual framework which unpacks key terms in relation to this study. This is followed by an extensive review literature of the subject under study, through the lens of stated objectives.

### **2.2 CONCEPTUAL FRAMEWORK**

This section defines the main concepts underpinning this study for the purpose of not only understanding them but to contextualise them in relation to the present study. Thus, concepts such as urban regeneration, cultural tourism, local economic development (LED), and tourism and economic development are explained.

#### **2.2.1 Urban Regeneration**

The term urban regeneration can be traced back to 1960s, where it emerged as part of efforts to tackle problems of declining cities in emerging economies (Magalhaes, 2016). In the UK, the term not only suited efforts to reconstruct previous war-damaged urban areas, but also to find meaningful ways to preserve heritage of 19th century slum dwellings (Magalhaes, 2016). Apparently, similar efforts were also carried out in the United States to counteract urban decline, under the operation of urban renewal. These efforts resulted in extensive demolition of inner cities and replacing them with modern buildings, mass housing and road and transport infrastructure.

However, these efforts and interventions were short-lived as riots and unrest erupted due to misunderstandings by communities, abrupt relocations, de-industrialisation, and poor neighbourhoods' speculations (Couch & Fraser 2003). Around 1970s and early 1980s, these slums became worse due to immense waning of traditional urban

industries, and old houses, leading to unemployment, and the deterioration in living conditions (Couch & Fraser 2003). These escalating challenges then prompted the re-introduction of urban regeneration, with a new mindset to re-furbish existing infrastructure, roads, rail network, without demolishing them.

As such property markets inclusive of property developers and business personnel were robbed in to spearhead the regeneration of physical infrastructure, for a regenerated local economy (Couch & Fraser 2003). These private-led companies and parastatals indeed re-defined the physical outlook of buildings and infrastructure, however, the question which remained contentious is whether the motive also addressed the social and deprivation needs of individuals (Lees & Raco 2009). The 1990s regeneration policies then took a paradigm shift to also improve health and education facilities, training, and employment needs, as well as engaging community members (Magalhaes, 2016).

Recent regeneration projects are now secured through competitive tendering, partnership arrangements between public and private sector bodies, voluntary and community sector organizations (Leach & Percy Smith, 2001). In the context of this study therefore, urban regeneration implies an effort done to refurbish land or brown fields, existing or unused buildings, and deteriorating cultural sites; for the purpose of growing the economy, restoration of cultural and social function, improving the lives of community members, and considering environmental awareness.

### **2.2.2 Cultural Tourism**

Cultural tourism has been acknowledged by UNWTO (2014), as one of the foremost components of global tourism consumption which account for approximately 39% of tourists' influxes which highlight the increasing significant cultural tourism which acts as a source of cultural consumption. Ashley and Roe (2001) indicate that most tourists tend to travel to areas which are naturally attractive, and this provides local people with the ability to attain economic assistance such as employment and creating small business and improve their lives.

The study conducted by Ashley *et al.*, (2007) reveal that cultural tourism continues to be an important industry which has a substantial impact on local economy because it put much emphasis on promoting heritages which attract mainstream tourists. For Saarinen and Rogerson (2015), in most developing countries including South Africa, cultural tourism has become more visible and important as it permits tourists to learn about history of certain cultures and why certain event have occurred in the past. Developing countries, which are rich in cultural history and natural heritage sites, have taken advantage of cultural tourism as a key drive, in enhancing LED in their nations (Saarinen & Rogerson, 2015).

Ivanovic and Saayman (2013) hypothesizes that notwithstanding the country's unique cultural heritage resource base, cultural diversity remains necessary as a marketing strategy in South Africa. However, more can be done to allow the economy to sustain itself and create job opportunities which assist people. In this vein, cultural tourism has a potential to sustain economy within the South African context and other parts of the world in general (Saarinen & Rogerson, 2015). Therefore, Edgell and Swanson (2013) indicate that tourism policy makers in South Africa should recognize cultural tourism as an advantageous economic sector to achieve sustainable economic growth because it attracts high-quality tourists and assist in providing economic support for culture to grow.

### **2.2.3 Local Economic Development**

Different scholars have expressed different meaning of LED and its emphasis. World Bank (2003:3) defines LED as an ongoing process by which government sectors work together in harmony with community members to establish modern environments which not only promote economic growth, but generate employment opportunities, allow community members to participate in economic activities which affect their daily lives so that they will be able to have accessibility to their basic needs including accessing primary health care.

Helmsig (2003) concur that LED strategy has long been used by local governments to mobilize resources from different investors and stakeholders to attend the social problems which affect people's daily lives including unemployment, crime,

xenophobia, poverty, and lack of basic needs. Therefore, it can be generally agreed that this definition of LED is relevant in the context of NCP as tourism plays a crucial role in increasing the local economy of Johannesburg.

World Bank (2010) indicates that LED strategy was introduced with the intent to give capacity to local economies to cater for the life for local people. Different scholars such as Mustafa (2010) and Ashley (2007) postulate that LED is commonly associated with bottom-up approach where community members must be at the centre of development given that they basically know what they need and what they are lacking. This view is sustained by Mustafa (2010) who indicates that local development means different things to different people hence the need to consult with people remains the furthest imperative approach necessary to identify what people lack and need.

Meyer (2013) specifies that in most local government municipalities the need to achieve the objectives aligned with the local development strategy is imperative. Hence several strategies were highly taken into consideration mostly by consciousness. Meyer (2013) lists the following steps below as a guideline that municipalities can use to ensure support for LED.

Step 1: Consolidation of both internal as well as external developmental assemblies.

Step 2: Consolidation and sustenance of agricultural sectors.

Step 3: Ensure optimum associations and sustenance of mining sectors.

Step 4: Reinforcement and provision of the industrial sectors.

Step 5: Ensure ideal use for development of the green economy.

Step 6: Ensure faster tourism development.

Step 7: Ensure development opportunities in informal sectors.

Step 8: Supporting entrepreneurship and small business development.

Step 9: Develop educational training and skills development.

Step 10: Ensure infrastructure development.

Step 11: Provision of the basic needs and social development.

Furthermore, Pike *et al.* (2007) state that the fundamental principle for LED strategy emphasises the achievement of sustained economic growth and make local economy to compete in global economic scales. Rodrigues-Pose (2001) aver that LED has multiple advantages including the emphasis of empowering and ensuring community participation. According to Pike *et al* (2007), community participation plays an imperative role in determining the needs for future development, ensuring that local businesses are involved in the process of development and are more open to play an active role in to enhance communities around them. Meyer (2014) further states that another advantage of LED is that it ensures that local development is community based and it permits strong local economies to create opportunities so that it can the improve the lives of people.

LED planning policy remains to be a most important policy for achieving sustained LED. The adoption of its principle in South African government has been widely acknowledged by different government sectors. For this reason, Rogerson (2010) argues that LED has attracted substantial policy attention regarding the support of service delivery in local communities. As such, it can be generally discussed that the industry of tourism has long been seen as offering opportunities to achieve major objectives of LED in most local economies as it assists in addressing socio-economic problems.

A study conducted by Ramukumba *et al.*, (2011) reveals that tourism is a growing economic segment which has become the world's largest industry. According to Nurhssen (2016), most governments in Africa have shown interest in tourism as a source of potential increase to economic progress and diversification, since tourism also promotes international markets which offer diverse skills in most trading sectors.

#### **2.2.4 Tourism and Economic Development**

Linking tourism to economic development has always been the South African government's priority. In 2015, the Department of tourism re-aligned its tourism policies to suit new international trends (NTSS, 2017). Then, in December 2017, the cabinet approved a ten-year strategic plan (NTSS 2016-2026) aimed at positioning tourism towards economic development. An intensive collaborative-research based planning and implementation was agreed upon and action objectives were set. According to NTSS (2017), the target set include, to:

- Increasing the sector's direct contribution to the GDP from R118 billion in 2015 to R302 billion by 2026.
- Increasing the number of jobs directly supported by the sector from 702 824 in 2015 to 1 000 000 by 2026.
- Increasing the sector's export earnings from R115 billion in 2015 to R359 billion by 2026.
- Increasing capital investment in the sector from R64 billion in 2015 to R148 billion by 2026.

A strategic framework was compiled, and it was guided by five action pillars, namely to: facilitate ease of access, improve visitor experience, set destination management, increase broad-based benefits, and promote effective marketing (Abrahams, 2018). Many stakeholders which include inter-governmental representatives and private and public sector representatives intervened and conceived an integrated plan, together with an implementation plan, to push start the tourism motive (Rogerson, 2019). Strategic coordinating mechanisms according to Mbaiwa (2016) were established at provincial and local government levels to synergise efforts and optimise the allocation and use of resources.

However, setbacks brought about by COVID-19 such as restrictions in international and domestic travelling due to lockdown were acknowledged (Rogerson, 2019). This did not stop the South African's tourism economic objectives which are cast and stoned in numerous interconnected policy documents such as the New Growth Path (NGP), Medium-Term Strategic Framework (MTSF), the National Development Plan (NDP) as operationalised by the annual State of the Nation address, the Nine Point Plan to revive the economy, and fiscal policy (Frenzel, 2018). This study, therefore, acknowledges the role being played by tourism to promote economic development and attempts to add more empirical evidence necessary to sustain this cause.



## 2.3 LITERATURE REVIEW

### 2.3.1 OVERVIEW OF TOURISM: GLOBAL AND REGIONAL PERSPECTIVES

Global and regional perspectives on tourism and its contribution towards economic development, is still debatable among different scholars (Cooke & Lazzeretti, 2008). Mol (2003) assumes that tourism remains to be a decisive economic sector which promotes globalisation process and has increased significantly. She insists that tourism plays a pivotal role in global and regional economics (Mol, 2003). In the view of Cooke and Lazzeretti (2008), tourism fosters the socio-economic transformation of infrastructures including railways as well as roads which consequently results to the better way of transporting goods and services leading to the increase in economic growth.

Many European countries have recently taken a turn to consider tourism as a major key economic sector (Nylander & Hall, 2005). This implies that the benefits of tourism in the global and regional economy need to be highly taken into consideration, mostly consciousness as tourism has an affirmative impact in direct foreign exchange and generation of employment opportunities and regional revenues (Bellini, 2007). In addition, it can be generally put into contention that when large number of the population is employed, the tax they pay, has a direct impact on the economy (Nylander & Hall, 2005). According to Bellini *et al.*, (2007) tourism economy has increased and is quickly spreading all over nations.

Nylander and Hall (2005) mentions that policies formulated in Western countries have started to prioritize the promotion of tourism as it is assumed that tourism impacts positively on economic development, by creating employment and improving the socio-economic status of the country. Therefore, tourism worldwide remains imperative as the primary aim is to achieve sustained economic development.

In Nicaragua, Shan *et al* (2003) found that there is a relationship between tourism and poverty eradication. In their study, the researchers observed the relationship between variables under study through their relation to “democratisation of dollar”. They revealed that tourism brings in employment and income opportunities through transactions from the people of developed countries compared to less-developed

countries. In the work of Shan *et al.*, (2001) China and Australia were prompted to take advantage of tourist international travel and trade. In Korea also, Kulendran *et al.*, (2000) detected that tourism expansion and trade can lead to economic development.

In Sri Lanka, Srinivasan, Kumar and Ganesh (2013) examined the impact of tourism on economic advancement. They used an Autoregressive Distributed Lag (ARDL) approach to observe and analyse movements and business from 1969 to 2009. Their results showed that tourism has a positive bearing on economic expansion in as far as Sri Lanka is concerned, both in the long term and short term.

In the view of Akinboade and Braimoh (2010), the tourism trade has proven to be a successful driver of fiscal growth, enabling local economies to diversify and attract foreign investment that improves the global economy and boost employment, small business, and the imports of foreign goods to promote globalization. As tourism contributes up to 12% of the world's GDP, it implies that there is a substantial association between tourism and fiscal development on a global scale, according to several studies conducted by Akinboade and Braimoh (2010). This is because tourism facilitates the foundation of new businesses. However, during the past 20 years, it has been noticed that the value of tourist exports has increased, and in 2014, those exports surpassed \$1.5 billion.

In Malaysia, they introduced a homestay campaign in 1995 to fuel rural development through tourism (Pusiran & Xiao, 2013). These Homestay would reflect upon local culture, tradition, and heritage of a diverse communities in Malaysia (Pusiran & Xiao, 2013). They then trained the homestay groups to portray the country's vision and mission to the visitors (Kaur, Jawaid & Othman, 2016). Findings from this project suggest that tourism allow indigenous people to earn foreign currency, have employment opportunities and emancipate communities (Pusiran & Xiao, 2013).

In Thailand, Chulaphan and Barahona (2018) examined foreign tourist arrivals from several countries to determine which country brings in much revenue for Thailand economy. They utilised a series of techniques cointegration and Granger causality testing (Chulaphan & Barahona, 2018). Results showed South Asia and Oceania was leading in tourists' revenue contribution to Thailand's economy (Chulaphan & Barahona, 2018). This triggered policy makers in Thailand to place more emphasis on the Oceania and South Asian markets.

In Pakistan, Manzoor *et al.* (2019) explored the impact of tourism on economic growth and job opportunities. Findings in this study indicated that tourism has a positive and substantial impact on Pakistan's economic growth and employment sector. The key recommendation for the study was that legislators should focus on finding measures to promote tourism, due to its observed potential in boosting the country's economy. More so, the study shared policy implications and the need to pay attention to these implications (Manzoor, 2019).

Africa, according to Rogerson (2007) is slowly an expanding region in as far as tourism and global economy is concerned (Rogerson, 2007). In the view of Saarinen and Rogerson (2015) cultural tourism is indeed a blue ocean full of opportunities for economic development in Africa. In the Southern African region, Saarinen and Rogerson (2015) insist that cultural tourism is of expanding significance for both tourists and policy makers. Christie *et al* (2012) and Novelli (2014) support that in sub-Saharan Africa, cultural tourism offers unexploited potential for yielding opportunities leading to tourism expansion and inclusive growth. African countries such as Mauritius, Mali, Ghana, Botswana, Kenya, Tanzania and Mozambique have refocussed their attention on cultural tourism as a niche product to diversify their tourism economies (Rogerson, 2012).

South Africa, in the Sub-Saharan region, has taken a step ahead from not only focussing on cultural tourism, but has shifted towards LED projects (Frenzel , 2018). This trajectory has been informed by several government policy documents and acts of parliament (Rogerson, 1997). Ever since the introduction of LED in tourism, there has been a significant growth in tourism in the largest Metropolitan cities such as Cape town, Durban, and Johannesburg. The question which still lies is what impact this has brought to LED.

### **2.3.2 URBAN REGENERATION AND ITS IMPACT ON TOURISM AND LOCAL DEVELOPMENT**

Globally, there is rapid shift towards urban regeneration as countries re-examine their urban policies, planning, and practices (Massey, 2020). Urban regeneration, as

defined by Roberts and Sykes (2000), is simply an action done to solve urban problems by improving infrastructure to allow for economic, physical, social, and environmental refurbishments. Massey (2020) and Roberts and Sykes (2000) assume that urban regeneration is mostly guided by principles, namely: the need to establish clear and measurable objectives of urban regeneration process according to the objectives of sustainable development; adequate analysis of local conditions; the need to efficiently use natural, economic and human available resources; desire to participate and cooperate among stakeholders, leading to an improvement in the physical condition of buildings, social structures, economies and environments. Alpopi and Manole (2013) affirms that urban regeneration is an attempt to revitalise urban areas, through a process of rehabilitating historic areas; improving the living conditions in residential people; redevelopment of public spaces: squares, parks, urban furniture, and modernization of urban infrastructure, which include water, networks, gas, electricity, transport, and infrastructure.

In most parts of the world, urban tourism regeneration has caught the attention of researchers. For instance, in Turkey, Yumaz and Ganay (2012) examined urban tourism regeneration and its importance to cities in Turkey. One of their research objectives also was to evaluate the contribution of regeneration to the image and economy of Turkey (Yumaz & Ganay, 2012). Findings of their study revealed that the city of Turkey need regeneration so that migration, illegal settlements, the problem of urban centres, natural disasters and the old city parts become a thing of the past (Yumaz & Ganay, 2012). It was also found that regeneration (Yumaz & Ganay, 2012) process will improve the city of Turkey. They recommended that the government should consider tourism regeneration as a strategic plan to facilitate social and cultural developments.

In South Africa, Mbizha (2014) conducted a similar study as Yumaz and Ganay in Turkey, which led to the regeneration of NCP in Johannesburg. In his study, he stressed that urban regeneration at NCP has the potential to produce economic benefits, improve physical environment, together with the welfare of residents (Mbizha, 2014). His study also, became part of district, provincial and national economic development strategy frameworks for major cities in South Africa, for example Cape Town, Johannesburg, Durban, East London, Port Elizabeth, and Bloemfontein (Mbizha, 2014). To get a holistic view of the regeneration process, it may be necessary

also to unpack, through literature, the contribution of tourism to social and economic development in South Africa.

### **2.3.3 TOURISM CONTRIBUTION TO ECONOMIC AND SOCIAL DEVELOPMENT IN SOUTH AFRICA**

Vaugeois (2000) and UNWTO (2002) indicated that in the local economy, tourism has long been seen as an important mechanism as it contributes to ameliorating poverty as well as unemployment as an alternative traditional economic sector. Nevertheless, UNWTO (2014) went further to articulate that tourism contributes more than 30% of the export component of the service sector whereas in the sub-Saharan African region, the total contribution was noted to be nearly 60%.

UNWTO (2014) revealed that Sub-Saharan Africa received almost 38 million tourists while South Africa received approximately 9.5 million or 25.6% of the number of tourists between the years 2010 and 2014. The growth rates are anticipated to increase due to the new development of infrastructures such as railways, roads, offices, heritage sites as well as mines which attract tourists in Gauteng, Western Cape and Mpumalanga, South Africa. The study conducted by Mustafa (2010) indicated that the association between tourism and LED ascend from the observed reality of which tourism enables both skilled and unskilled workers to participate in economic activities which lead to the local economic expansion.

However, different studies conducted by Mustafa (2010) and Zampoukos and Loannide (2011) revealed that there are multiple means in which tourism reduces poverty in local economy including the use of direct influence such as wages, employment, and training, whereas indirect influence include value chains from small economic sectors such as food, construction, and transportation. Mustafa (2010) furthermore, revealed that indirect influence of tourism tends to add roughly 65% on top of the direct impact of tourism as tourism has extensive variety of active influences which include income approaches per household as well as improving conducive environment to develop small businesses.

Tourism in South Africa remains one of the key sectorial drivers for economic development and transformation (NTSS, 2017; Rogerson, 2004; Olode *et al*, 2017). South African economy and employment relies much on tourism, as it contributes about 9% to the country's gross domestic product (GDP) (South African Yearbook, 2016/2017). Today's international debates revolves around inclusive tourism development (Butler & Rogerson, 2016), and local governments in South Africa are converging towards tourism and LED, in their quest to achieve their sustainable development goals (Abrahams, 2018).

In the post-apartheid era, tourism has emerged as a crucial economic and social development option (Binns & Nel, 2002). This promotion of tourism has conceived economic and social upliftment, community development and poverty relief in South Africa (Binns & Nel, 2002). Even though tourism is now the main driver of local economy, social and physical development, it is surprising that in small towns and peripheral areas, municipalities often struggle to undertake effective tourism due to financial constrains (Rogerson, 2016).

Several scholars including Sharpley (2009) and Kotler (2002) have postulated that in the contemporary world accompanied by modernised technologies, tourism is perceived as one of the foremost economic sectors which attract a lot of economic activities to increase LED. In many countries, tourism continues play an important role in addressing multiple social problems such as unemployment, poverty, and gender discrimination (Sharpley, 2009). Tourism allows people to participate in economic activities which assist them in identifying their needs (Kotler, 2002). A study conducted by Crouch and Ritchie (1999) revealed that the imperative role which is played by tourism is precisely significant and represents rapid growing sector in the local economy as the needs for people are achieved through community development participation approach which is fostered by tourism.

Various researchers in South Africa have conducted studies linked to significance of tourism in economic and social development. For example, Ramukumba *et al*. (2011) explored the local entrepreneurial support given to achieve LED goals in George municipality in Western Cape. The study used both qualitative and quantitative methods. Friedman two-way analysis of variance (ANOVA) was employed to analyse the data, which was a non-parametric test (Ramukumba *et al*, 2011). According to the

report by Ramukumba *et al* (2011), 47.5% of respondents consider the municipality's overall support to be bad, while 50% of respondents stated that they did not receive any support from the municipality.

The role and influence of tourism on economic and social growth in Metsimaholo and Emfuleni Municipality was studied by Meyer and Meyer (2015), through utilizing tourism statistical data from these two South African municipalities. The writers used secondary data from the Global Insight data. They found that tourism excursions in Metsimaholo and Emfuleni grew steadily from 2001 to 2013 respectively (Meyer & Meyer, 2015). Business tourism in Emfuleni, according to Meyer and Meyer (2015), has expanded at an annual pace of 8.36 percent, while holiday tourism has grown at a slower rate of 3.31%. However, for Meyer and Meyer (2015) tourism growth in Metsimaholo Municipality has been substantially slower. When the percentage contribution of tourism to the gross domestic product (GDP) of the two study areas is compared to international norms, the Emfuleni area compares well with a 7.7% contribution and Metsimaholo with only a 2.2 percent contribution, it implies that tourism contributes between 8% and 10% of global GDP (Meyer & Meyer, 2015).

Ramukumba (2019) explored community views on the role of tourism in local development in Mquma Municipality in Eastern cape province in South Africa. The study adopted a quantitative design and questionnaires were used to collect data. Results in this study indicated that community members felt that tourism now does not contribute to poverty alleviation and create employment opportunities within the community. A similar study by Rogerson and Rogerson (2019) assessed the inclusion of local community members in LED in Overstrand Local Municipality in South Africa. Evidence from the study revealed that tourism ownership is mainly dominated by white entrepreneurs and is not inclusive of black residents.

The afore-mentioned discussion shares critical insights in as far as tourism is concerned. On one hand there is gross literature supporting that tourism indeed contribute to economic and social emancipation. It seems that on the macro level, tourism has a positive bearing on GDP, revenue generation, employment, and infrastructure development. It is indeed crucial is and every country seeking to revamp its economy should consider investing in tourism. On the other hand, questions about its contribution to social development at a micro level since remains unclear.

Researchers mentioned above, coin at the same argument that community members feel that tourism is not benefitting themselves. There are two sides to this speculation; one it could be that they only look at individual perspective and turn a blind eye on other people who could have been employed due to tourism in their area. Two, it is true that tourism is in the hands of white people, and by so doing it benefits them a lot? The small wages paid to them cannot be compared to the income contributed by tourism. In some areas, businesspeople in tourism do not even take part to build infrastructure such as roads, schools, or clinics, which in turn questions: who exactly is benefitting. However, it seems that research is being done to other municipalities and will continue to interrogate this subject. In this vein, this research sought to explore the NCP, since this subject has not been investigated there.

## **2.4 CHAPTER SUMMARY**

It appears that tourism has a massive influence on economic and social development as described in the literature review. Most African countries so far, including South Africa, have been focussing more on cultural tourism as a tool for economic development and emancipation. However, in recent times, the widening gap between the poor and the rich have sparked a paradigm shift towards LED. Worldwide, governments, development practitioners, policy makers and stakeholders are now recognising the need to re-align cultural tourism towards emancipation of local communities through job creation, poverty alleviation and improvements of their quality life. As such, this chapter discussed the overview of tourism from a global, regional, and national perspective to ascertain the new tourism trajectories currently at stake. It was found crucial to interrogate the nature of tourism first before the regeneration of tourism and how it enhances local development. The chapter extensively discussed the economic and social contributions of tourism towards LED. This was done to consolidate enough literature to filter objective themes and compare or mirror empirical findings. Starting from a model of LED, institutions have to be aware of the problems and risks of a not well organized and sustainable program of intervention on the territory. Government intervention has to declare routes for the LED, especially for what concerns sustainability (Pedrana, 2013). Globally, academics, development



practitioners and stakeholders recognize the important role of LED to create jobs, alleviate poverty and improve the quality of life. The next chapter unpacks the research design and methodology underpinning this research.

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

### **3.1 INTRODUCTION**

This chapter discusses the methodology used in exploring the nature of tourism at Newtown Cultural Precinct (NCP) as well as its contribution to the local economic development (LED) in the city of Johannesburg. It outlines the study area, research paradigm, research design and approach, methods of data collection, as well as the data analysis process followed.

### **3.2 THE STUDY AREA**

NCP was chosen as the study area because it is a cultural precinct whereby cultural tourism operates within the context of LED. Nonetheless, tourism is perceived as an inception mechanism for LED in Johannesburg. The NCP is in the West Area of Johannesburg, and it formerly started around 1890s as a genealogically diverse working-class district well known for brick manufacturing (Mbhiza & Mearns, 2014). Furthermore, the government renovated Johannesburg's inner city as it was deteriorating and devastating. The renovation became the most pivotal intervention in attracting tourists in order to improve the socioeconomic well-being of the city and refurbish its physical outlook. Minty (2018) reveals that the NCP was an artists-led initiative in the 1976, and this cultural inclination developed naturally. Various arts bodies are clustered around the Market Theatres, thereby creating an exceptional area for cultural vitality of artists deep entrenched in anti-apartheid and non-racial ethnicity. Minty (2018) further states that in 1990, the NCP project was absorbed municipality's Arts and Culture Department. Subsequently, it became an investment site which positively contributed to social heritage in Johannesburg.

Mbhiza and Mearns (2014) in their study reveal that the NCP, due to its rapid local economic growth and increasing tourist activities, attracted attention for the then urban regeneration strategic plans, and was earmarked for development. Mbhiza and Mearns (2014) articulate that the NCP centre was then face-lifted through an urban regeneration motive, and Newtown was converted into an innocuous, secure, exciting, and friendly environment. Its new physical aesthetic image created a positive outlook

for local residents and tourists, and it attracted businesspeople too (Mbizha & Mearns, 2014).

Läuferts and Mavunganidze (2009) pointed out that the process of renovating Newtown became inevitable for LED, and it became the utmost plausible reason why the city and heritage structures preserved the longstanding structures and allocated new meaning to the infrastructures. As such, the reason for preserving those structures was to form a part of the new identity of the area and this contributed towards economic growth as it attracted tourists (Läuferts & Mavunganidze, 2009).

Moreso, the project conceived a massive 650-unit apartment made of blocks at the Brickfields and this milestone became one of the important housing developments for low-income community dwellers. This housing project provided all the benefits of safe, convenient and well-maintained housing and access to the city. As if it's not enough, the local government appointed a community development officer whose job was to ensure that the socio-economic development activities, such as people and tourists were protected around the area. As such, Virasamey (2010) indicates that Newtown is however a strange example of a well-management district as it has tenants and property owners. The following map (figure 3.1) provides a geographical picture of the NCP area.

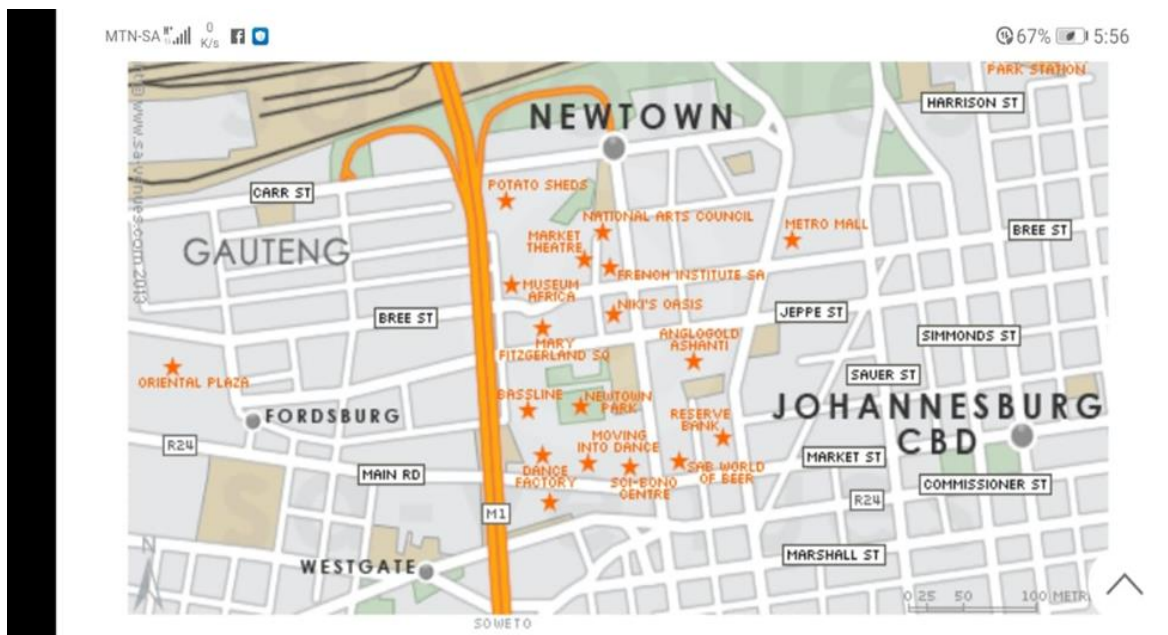


Figure 3.1: NCP Map

### 3.3 RESEARCH PARADIGM/PHILOSOPHY

The term research paradigm or philosophy is described differently among different scholars and researchers. For instance, MacNaughton, Rolfe & Siraj-Blatchford (2001) explain that a research paradigm constitutes three elements, namely: an agreed belief, strategy and method contributing to a research design. Whereas Neuman (2000) & Creswell (2003) mention that a paradigm is simply epistemologies, ontologies, or even research methodologies. Rehman and Alharthi (2016) concur with Neuman (2000) and Creswell (2003) and refers it to ontology, epistemology, and methodology. For this research, therefore, a paradigm can be described as a philosophical assumption which help us to understand the world we are studying. It determines the knowledge and methods in which we collect data, analyse it and interpret the findings.

Therefore, the research paradigm, belief or worldview for this research is based on the interpretive paradigm or perspective. The interpretive paradigm assumes that human life is best understood from within (Maree, 2010). Interpretive paradigm is linked to the social constructivist world and utilises a qualitative approach which does not involve statistics or figures (Oosthuizen, 2009). Interpretivism in the view of Maree (2010:59) focuses on people's personal experiences as well as how they construct their own social world through sharing meanings, interactions and relations among themselves (Maree, 2010:59).

Theoretically, interpretive paradigm permits researchers to view the world through the discernments and experiences of participants (Thanh & Thanh, 2015). In other words, the researcher investigating a phenomenon uses interpretive paradigm to create meaning from participants' constructs and meanings (Thanh & Thanh, 2015). Through the interpretivist paradigm, this research seeks to examine the nature and role of tourism at NCP as well as its contribution towards LED in Johannesburg in South Africa, through a case study method.

### **3.4 RESEARCH DESIGN AND APPROACH**

A research design according to De Vaus (2001) is an attempt to integrate the diverse components of the study into a logical and articulate way necessary to address the problem being studied. He further simplifies that a research design establishes the plan for data collection, and how it will be measured and analysed.

Nevertheless, this study employed exploratory research design as it has capabilities in assisting researcher to have wide-ranging understanding of the events occurred as it seeks to answer the questions such as why, how, and when in order to obtain in-depth knowledge. This can be sustained by the statement mentioned by Visagie (2010) which revealed that an exploratory research design assists researchers to develop concepts precisely and understand the phenomenon of study. As such, a researcher chooses exploratory research design to explore different ideas and research themes. Terre-Blanche *et al.*, (2011) indicates that the need to employ exploratory research design is also important in assisting researcher to understand why the events have occurred.

Nonetheless, the data collection process which was scheduled from March-April 2022 took place on the 2nd of October 2022. It initiated by observing all necessary protocols of seeking permission from the gatekeepers and getting formal consent from potential participants- such as people who were working, shopping, busking in the sun or trying to make ends meet in NCP. Before a researcher visited the research site, familiarization tour was taken to acquaint herself with the area before data collection. A mind map was then drafted to give guidance on where to start, what to observe and which group of people to engage with.

### **3.5 RESEARCH METHODS**

#### **3.5.1 Social Survey Method**

Jamshed (2014) indicates that interviewing is one of the utmost common qualitative research methods and there are many diverse techniques in which they can be

conducted. A qualitative interview refers to the tool for data collection technique through which participants are asked questions related to the demarcated research topic in order to elucidate an identified research problem through which responses from participants are recorded either using a telephonic devices or questionnaires (Maree, 2010). This study conducted *face-to-face* in-depth interviews with many chosen participants such as business owners and employees of various companies, tourists, artists as well as the residents of Newtown to obtain an understanding of the extent to which tourism contributes to LED in NCP. The interviews followed one-on-one in-depth interaction with the participants, and this approach enabled the participants to express their knowledge without hesitation or provocation.

### **3.5.2 Observation and Participant Observation**

General observation of the site, physical buildings, and general movement of people was done evaluate the tourism regeneration done at NCP. This helped the researcher to respond to objective 3 mentioned earlier in chapter 1 of this study. The objective was sought to evaluate the tourism regeneration and its impact on LED at NCP area.

For triangulation purposes, Participant observation approach was employed to establish what was happening naturally at the study site so as to compare and verify data collected using interviews. In addition, the interactions with the participants at the precinct were used to help the researcher to understand how tourism contribute to the LED in the NCP.

### **3.6 POPULATION OF THE STUDY**

Research participants included business owners and employees of various companies, tourists, artists (creatives involved in arts) as well as the residents of Newtown. As such, researcher asked participant what the Precinct signifies to them as some articulated that the development which was brought by tourism meant a lot to them because their lives changed in the process. However, among interviewees, researcher had a cashier, a consultant from a particular company and a man who came from another province to seek employment and became a Newtown resident.

However, after a long discussion with the participants, the researcher went to the Workshop in Newtown in which a researcher met countless business owners and employees and interviewed them as the intention was to determine the economic benefits that came with the NCP. The place is no longer vibrant as before and it has grown to be a place for the homeless.

### **3.7 SAMPLE**

The total study sample included 20 interviewees, of whom 5 were business owners, 5 residents, 5 tourists and 5 employees. Each interview lasted between 20 to 25 minutes with an allowance for participants to continue sharing their views, if they needed to do so, even after the set time has lapsed. The data which was obtained from the 20 participants was analysed using thematic analysis whereby themes and patterns were gathered which allows researcher to develop clarifications from the participant's point of view without prior expectations or judgments.

#### **3.7.1 Sampling Technique**

Elfil and Negida (2017) indicated that sampling refers to the selection of population units which represent the entire population. However, there are two foremost categories of sampling methods which include probability sampling and non-probability sampling method (Shorten & Moorley, 2014). Whilst the probability method

uses scientific methods to select units from targeted population with equal likelihoods of being selected, non-probability sampling method does not guarantee equivalent likelihoods for each unit in the target population (Shorten & Moorley, 2014).

This study implemented a non-probability sampling technique to select only participants with an in-depth information on the study topic. Convenience sampling was therefore used to determine the sample from the target population. This sampling technique allowed the researcher to select only participants believed to have rich information linked to research objectives. Convenience or judgmental sampling technique according to Maree (2014) permits the researcher to be less biasness since it is based specifically on population units who have knowledge about the subject being studied; in this case how tourism contribute to the LED in the NCP.

### **3.8 RESEARCH INSTRUMENT**

A research instrument in the view of Bastos *et al* (2014) is a device used to conduct scientific work and gather data. Opie and Brown (2019) state that there are various instruments used when conducting research; and the common ones include questionnaires, interviews and observation instruments. However, this study adopted interviews. Jamshed (2014) content that interviews can be either structured, where participants are guided through a set of questions, or unstructured, where responses are unlimited and not guided. For the purpose of this study, structured interviews were adopted and an interview schedule was designed as a data collection instrument.

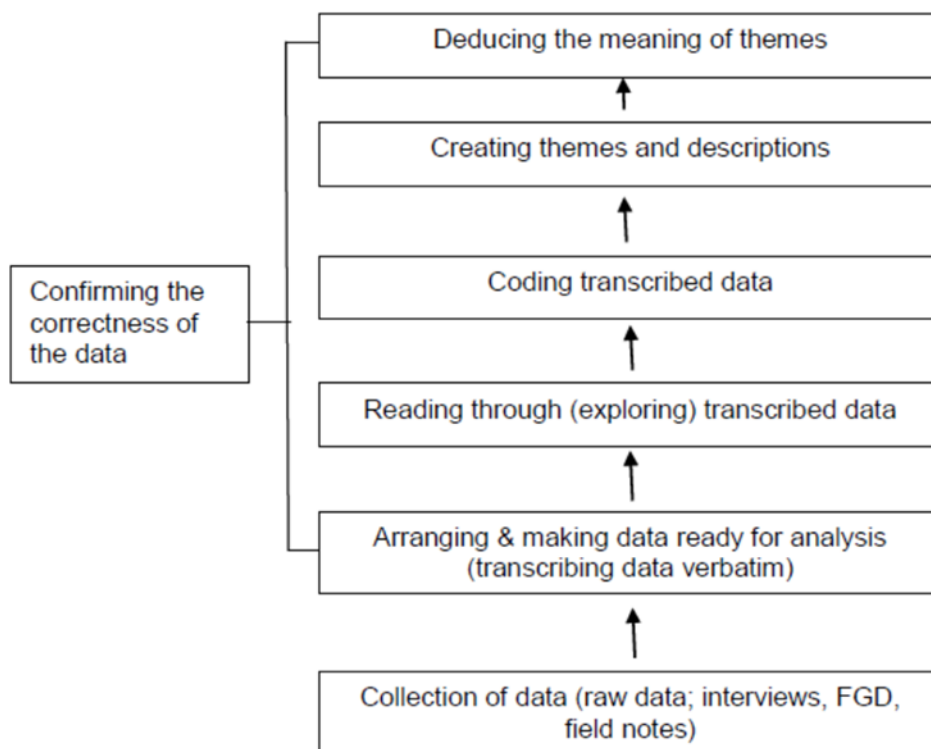
### **3.9 DATA ANALYSIS**

Maree (2010:297) defines data analysis as:

...the process of observing patterns in the data, asking questions about those patterns, constructing conjectures, deliberately collecting data from specifically selected individuals on targeted topics, confirming and refuting those conjectures, then continuing analysis, asking additional questions, seeking more data, furthering the analysis by sorting, questioning, thinking, constructing and testing conjectures, and so forth.



In this study, a thematic Microsoft word analysis was done and the following steps suggested by Braun and Clarke (2006) were followed.



- Collecting arranging and reading through data

In this study, all the raw data collected through interviews and observations were typed on a piece of paper. The researcher then read through the data to have a clear overview and to confirm whether the data obtained was linked to set objective themes. After this, the following processes of categorisation, coding, and creating themes were done as follows:

- Categorization

Categorisation according to (Kruger & Van Schalkwyk, 2011:5) is a process of labelling data by giving a name to characterise a phenomenon. In addition, categorising data is simply assembling all the data belonging to a particular theme, bracket or category (Kruger & Van Schalkwyk, 2011:5). In this study, a word table was formulated with 3 rows and 3 columns. The columns headings were categories, coding and themes, while the rows were labelled objective theme 1, 2 and 3 respectively. All data from participants which fell under a particular objective theme was placed in that column. It

is crucial to also note that symbols such as (Teacher 1, Teacher 2 or Teacher 3) were used to represent teachers' data, while (Principal 1, Principal 2 or Principal 3) symbols represented principals' data.

- Coding of Data

In the view of Maguire and Delahunt (2017) coding entails identifying patterns, ideas, similarities, differences and connections within and between categories in the way participants responded.

In the present study, the researcher first identified key words in the 3 objective themes as to stand as filters in grouping the data. For instance, on the first objective to explore the nature of tourism at NCP, the key was 'nature' and so all responses talking about the nature or describing the NCP were highlighted. Microsoft word tools such as text highlight colour and font colour were used to distinguish all data responses belonging to a particular key word or theme. All responses under a particular key theme were highlighted using a particular colour, say red, blue, pink or yellow.

- Creating Themes

In creating themes, all the responses highlighted with a similar colour were grouped together and the researcher had to come up with a common theme or meaning coming from those responses. Thus, many themes were formulated and used in reporting the findings obtained.

### **3.10 TRUSTWORTHINESS**

Maree (2014:113), describes trustworthiness of the research as a point in time when the research data or process has been filtered through criteria of credibility, inter-coder reliability, dependability, and confirmability.

#### **3.10.1 Credibility**

Credibility of data is only realised if that the data was drawn from the participants' original data (Maree, 2010:114). In this study, the researcher data used were taken

directly from participants' views, expressions, and responses. To confirm this, participants were asked to verify their own data after typing and consolidating the data.

### 3.10.2 Inter-coder reliability

Inter-coder reliability involves the process of seeking assistance from an experienced and reliable person to code the data for you to ensure reliability (Maree, 2014:114). For this study, the researcher asked a friend who is a Doctor to code the data for her.

### 3.10.3 Dependability

Dependability measures the quality of the process of data collection and data analysis (Maree, 2010:115). This was made possible through continuous consultations with the researcher's supervisor who checked the instruments before administering them to participants.

### 3.10.4 Confirmability

Confirmability entails verifying that the findings are supported by the data (Maree, 2010:115). To achieve this, the researcher asked a peer researcher to verify that the findings were derived from the original data.

## **3.11 ETHICAL CONSIDERATIONS**

This study adhered to the following ethical considerations:

### **3.11.1 Informed Consent: Ensuring Participants are Informed About the Research**

All participants in this study were clearly informed about the study in advance. First participants were made aware about the purpose of the study and the reasons for undertaking the study of such nature. Second, the aims and objectives of the study were clearly articulated to participants. Third, participants were told that they are free

to participate or opt out of the study and they have a right to withdraw at any given time if they so wish to do so. Participants were given the choice of either participating or not participating. Fourth, they were told that the study was voluntary, and no monetary gains, gifts or bribes will be given.

### **3.11.2 Ensuring no Harm Comes to Participants**

Participants were made aware that research of this nature do not inflict any harm to participants, since it is not scientific nor requires any blood samples or tissues whatsoever.

### **3.11.3 Ensuring Confidentiality and Anonymity**

All participants were ensured that their names or identities will be protected. To accomplish this the researcher did not indicate the names of participants when reporting findings, but instead, used anonymous language such as Teacher 1 or Teacher 2 and Principal 1 or Principal 4. The researcher also assured participants that their views or expressions will be treated with utmost confidentiality. Instead, all recorded interviews were kept in a password protected cloud to ensure security and privacy. All written data and transcriptions will be destroyed through burning and deleting from the server.

## **3.12 CHAPTER SUMMARY**

The chapter initiated with an overview and description of the study area. It unpacked key considerations such as the research paradigm followed, and the design and approach guiding this study. Research methods which include the survey and observation method, population, sample and sampling techniques were fully described. Research instruments used were elaborated as well. A detailed explanation of the data analysis process followed was given. Trustworthy issues such as credibility, inter-coder reliability, dependability and confirmability were detailed and fully elaborated. In the last segment of the chapter, ethical considerations followed were

fully described stage by stage. The next chapter presents and discusses literature and empirical findings obtained herein.

## **CHAPTER 4: DATA PRESENTATION AND DISCUSSION**

### **4.1 INTRODUCTION**

This chapter presents and discusses literature and empirical findings obtained from the present study. The section initiates with a brief sample description to re-orientate the reader on the numbers and kind of participants who undertook the empirical study. In the presentation section, all findings are categorised using the study objective themes. Necessary explanations will be done and both direct and indirect quotations will be highlighted. Then the discussion section makes meaning of the findings by comparing literature and empirical findings. This is done to confirm or disconfirm previous findings as well as to outline any new knowledge emerging from this study.

### **4.2 SAMPLE DESCRIPTION**

The total number of 20 interviewees were included in this study with the discussion which lasted for approximately 25 minutes. Researcher interviewed multiple number of business owners, residents of Newtown of which some came to seek employment, tourists and artists. The study was dominated by black population over 18 years old not older than 60 years. However, 13 of the respondents were living in Newtown, 1 in Pretoria and 6 in Soweto. Business owners were located in the workshop whereas artists were hanging around the NCP and residents were on duty, others running their errands whilst others were busking in the sun.

### **4.3 LITERATURE AND EMPIRICAL FINDINGS**

The following literature and empirical findings are presented. It is crucial to note that all findings were categorised according to set objective themes identified in chapter 1 of this study. This made it easier to consolidate and relate literature and empirical findings. Therefore, objective literature and empirical findings under the same category are presented together. Interpretation of findings or unpacking the similarities and differences will be done in section 4.4 under the heading discussion of findings.

#### 4.3.1 Objective Theme 1: The Nature of Tourism in Enhancing LED.

For this objective, data was obtained through observation method as indicated in chapter 3. A general observation of the site which include observing physical buildings, and the general movement of people consolidated the findings on the nature of tourism at NCP and its contribution to LED. Observation data was triangulated with participant observation data to compare and verify the findings as well as to counter any possible biasness. Thus, the following observation findings were then recorded:

*The Newtown Junction was no different from other malls, but the calmness gave it a different feel. A woman calmly sat on the sitting area and breastfed her baby while another young lady sat there just relaxed and staring at her phone. I observed how people felt secure and how others looked so artistic. I came across people that were very interesting, just by their dress codes and hairstyles, I could pick that they are either deep rooted in their culture or creative.*

*NCP is a cultural hub, something different from many towns, a thing that many towns long for. I saw two worlds in one, the other part is full of life, whilst on the other sphere, homeless people are busking in the sun. Even though in my eyes, the NCP presented a lot of opportunities for tourists and job seekers such as selling crafts, the place looked like it needed a face lift. Some spaces looked so deserted, and it seemed like the Precinct lacked the vibrancy to bring the entire space to life. However, there was no way in which so many different types of tourists would not be excited to be in such a space.*

*What I saw and experienced in NCP was as a space full of opportunities, either for your own creative mind or to indulge in various activities, an accessible management for obtaining a rental space for your business in the Workshop, a safe atmosphere in which you could lie back on a bench and listen to the sound of a melodic sound coming from a guitarist or a saxophonist hanging in the Precinct. I witnessed city residents appreciative of the space they are in and embracing the opportunities that came with the redevelopment of the NCP. This was evident in them saying they are free to walk around in the night with no fear of harm and they enjoy their space.*

*Moreover, the NCP is recognized as homebased to three theatres, two art galleries, and a flea market with other spots of interest being the Horror Café, Songwriter's Club, and Carfax, one of the respondents indicated that: When I am in the precinct area, all that I do is play music when people are just standing around and whatever it is that they have, they just give me. It is fairly about eating, having a slice of bread in a day which is not as beneficial as one would have thought it would be.*

In as far as literature data is concerned, the following 3 key findings on the nature of tourism and its impact on local development were realised.

1. According to Cooke and Lazzeretti (2008), tourism...

*...fosters the socio-economic transformation of infrastructures including railways as well as roads which consequently results to the better way of transporting goods and services leading to the increase in economic growth.*

2. Nylander and Hall (2005) contend that....

*.....when large number of the population is employed, it tends to contribute to the economy of the country through the payments of taxes. ....when large number of the population is employed, it tends to contribute to the economy of the country through the payments of taxes*

3. Makochekwana (2002) alludes that...

*Tourism contributes significantly to GDP, export earning, employment, human and physical capital investment.*



#### 4.3.2 Objective Theme 2: The Role of Cultural Tourism in Boosting LED

This objective theme was set to interrogate the role of tourism in boosting LED. Participants, particularly artists were interviewed to gather rich data about the role of cultural tourism in impacting local community members and development. As such, the following empirical findings were gathered:

Various responses were obtained from respondents. Some confirmed that organisers and managers at times involve them in planning for events, but in the end returns only go the organisers, and worse they are also told to buy tickets. Others said they are never involved or recognised at all, and it seems the government has neglected them. This is confirmed by the following views from respondents....

Responded 1:

*Because it is my residential area, yes. However, we never get involved in the planning but whenever there is an event, we buy tickets and attend.  
Back in the days I could say I could identify myself in Newtown but now things have changed. People are starving in Newtown.*

Responded 2:

*No. I just come to work and whatever happens around I am never involved.  
If you cannot be limited in your creativity, I think it's the ultimate freedom of expression. My culture is anything that embraces or defines South Africa therefore, I can proudly say I lay my own footprint.*

Respondent 3:

*I think that the government does not care about us because they have neglected us and does not consider us in anything.*

Respondent 4:

*Before we used to have a lot of events happening here and now nothing better is happening.*

Respondent 5:

*It has however, we as entrepreneurs do not get enough support in terms of advertising because our clients are people that already know the store and as a way come directly. We are not getting tourists but rather our usual clients.*

Respondent 6:

*Events such as La Fetet and La Musique have left Newtown, and these are events that used to give us clients.*

Respondent 7:

*I have stayed in Newtown for 5 years now and I am self-employed as an artist. I think that the NCP has impacted negatively on the artists, the activities that used to take place are not there, the flea market is non-existent and events that are hosted no longer recognize local artists.*

Cultural artists had their say on how cultural tourism impacted LED. One respondent indicated that:

*When I am in the precinct area, all that I do is play music when people are just standing around and whatever it is that they have, they just give me. It is fairly about eating, having a slice of bread in a day which is not as beneficial as one would have thought it would be (Respondent 18)*

Whereas another respondent indicated that:

*When there are functions around the Precinct, it is another opportunity to expand business as one of the interviewees was glad that he can still play a guitar by the street and people can give him money. (Respondent 20)*

Another artist showed his painting work which looked like the statue of Brenda Fassie and he indicated that...

*... the improvement of Newtown has increased the chances of showing his talent to the world whereas another artist said that Newtown was no longer about culture and expression of talent but rather a shopping space for the rich (Respondent 19)*

Literature findings acknowledge cultural tourism as one of the most developmental opportunities in Africa. Its duty is to utilise untapped cultural potential which attract tourists. This is evidenced in the following quotes:

Saarinen and Rogerson (2015) stipulate that...

*...cultural tourism is highlighted as one of the most important development opportunities for Africa. They further add that in the southern African region, cultural tourism is of rising significance both for tourists and policy makers.*

Moreover, across sub-Saharan Africa, cultural tourism is identified by Christie *et al.* (2012) and Novelli (2014) as...

*... offering untapped potential for generating opportunities for tourism expansion and inclusive growth.*

### **4.3.3 Objective Theme 3: Tourism regeneration and its impact on local development**

After revealing how tourism contributed to LED, another imperative question asked in the study included how tourism regeneration in the NCP contributed to the LED in Johannesburg. To answer this question, business owners within the precinct shared

their sentiments on how they benefited. However, they also expressed that as much as there was a business, in terms of running it, the profits attached to the business were not so reasonable.

An interview held with one of the business owners who indicated that:

*I opened my business in 2017 and I did employ 1 person however, running the store and making a profit are two different things. It is delightful that I managed to open my business here but only if I had more support to attract clients it would have been much better (Responded B1)*

The respondent further elaborated that:

*Yes, there are benefits. Business is running but with regards to profit, that is something else. The profit that is being made is used to buy the product and pay rent (Respondent B1).*

Whereas another respondent stated that:

*Since 2017, I have seen developments because we opened a family store here. Even though, we do not make+ enough profit, I can say that the store is running (Respondent B2).*

Another business owner stated that:

*I opened my store in 2018 and I was thankful to have received an opportunity to express my creativity and sell products. However, I must be honest that business is extremely slow (Respondent B3).*

Literature findings on urban regeneration were skewed much on the impact of regeneration. For instance, Rogerson (2006) indicated that...

*...the important benefits include job creation, improved quality of life for local residents and economic development, balancing urban economic development, improving the city image, attracting public and private investors; improving environment and attract new businesses.*

However, four of the interviewees mentioned that high unemployment rate, corruption and the state of the economy made their lives more difficult than they expected. Some artists indicated that due to high competition for resources in Newtown, some artists indicated that they became disappointed in the precinct because they had much hope in what the precinct will provide for them in terms of jobs opportunities. However, now is a different light to them as one of the artists mentioned how corruption from various funders gets them discriminated and just thrown away whilst in pursuit of their dreams. As such, they indicated that they now see NCP as a space for the rich. Most entrepreneurs expressed that the precinct has as a matter of fact taken business away from independent artists- its only big brands that saturate the space.

#### **4.3.4 Objective Theme 4: To outline the Economic and Social Contributions of Tourism Towards LED in NCP in Johannesburg**

The aim of this section was to establish the economic and social contributions of tourism towards LED in NCP from the perspective of participants.

Respondents expressed that tourism at Newton Cultural Precinct in Johannesburg was imperative to their lifelong development as it generated multiple job opportunities. The findings were demonstrated:

Respondent 1:

*Most definitely. I started living in Newtown from 1997 and it was nothing like this, where you see the mall, it was a forest and we had to always be looking at our back. Currently, Newtown is a world class space in which it is safe and beautiful. I can go out for a drink at a bar and not have to worry about going home early as shops are also accessible.*

Respondent 2:

*Yes, because I love shopping and the mall is extremely safe. I love the atmosphere and I can be comfortable.*

Respondent 12:

*I come to Newtown to shop. I stay in Meadowlands, and I feel this is the safety space for me to shop.*

Respondent 13:

*I come from Pretoria and more often I visit the Precinct to come and shop. I enjoy here because it is interesting, and you get to see interesting people and possessions.*

Respondent 14:

*I cannot remember when I started staying here but it has been long, and I just love it here because we are developed unlike before where we would be worried about safety.*

Respondent 15:

*I cannot remember when I started staying here but it been long, and I just love it here because we are developed unlike before where we would be worried about safety.*

However, even though tourism played an imperative role in assisting other business owners to benefit, some respondents in the study indicated that they were anticipating receiving even more from the precinct from what they already have. The excerpt below expresses the sentiments of some of the respondents.

Respondent 3:

*Yes and No. I come from Free State, and I was hoping to get a better job since I could not get anything from home. It has been a year, and I am still employed as a security guard. So, it helped me when I got the security job, but I just thought I would find something better.*

Respondent 4:

*No. I am only a security guard. I wish there were more opportunities.*

#### **4.4 DISCUSSION OF FINDINGS**

#### **4.4.1 Objective Theme 1: The nature of tourism in enhancing local development.**

Objective theme 1 was sought to explore the nature of tourism in enhancing LED at Newton Cultural Precinct. Literature findings revealed that effective tourism can only enhance LED if it has safe, secure, and harmonious socio-economic infrastructure. The project should aim to achieve local economic emancipation of people living within that community. The observation of tourism site at Newton Cultural Precinct in Johannesburg brought in rich findings which confirm literature findings stated. For instance, the socio-economic infrastructure was seen not only to be harmonious but full of developmental buildings such as two theatres, flea market, various food outlets, song writers club and Carfax as well as enough space. This potential infrastructure is conducive for development and to enhance fruitful local development if it is fully explored. This could bring more opportunities for employment as well as artistic opportunities which in turn will emancipate local people. Moreso, observation findings confirm literature findings that the place must be secure, safe, and inviting. The researcher realised that the place is indeed safe, secure and full of life.

What was outstanding and unique during observations is the rainbow people surrounding the tourist site. The observer realised that there are different kinds of people within the site for instance artists, rich people, and homeless people from different ethnic groups. This confirms the expression that South Africa is indeed a rainbow nation. The people in the eyes of the observer were very interesting, cultured, and creative which is the new knowledge about the nature of tourism at Newton Cultural Precinct in Johannesburg.

#### **4.4.2 Objective Theme 2: The Role of Cultural Tourism in Enhancing LED**

Objective theme 2 assessed the role of cultural tourism in LED at Newton Cultural Precinct in Johannesburg. It was interesting to note that literature findings for this objective were different from empirical findings, as noted in table 4.1:

Table 4.1: Role of cultural Tourism - Differences

Role of cultural tourism	Differences	
	Literature Findings	Empirical findings
	<ul style="list-style-type: none"> <li>• <i>Tap cultural potential.</i></li> <li>• <i>Attract tourists.</i></li> <li>• <i>Capitalise inclusive growth and diversity.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>No planning</i></li> <li>• <i>No engagement</i></li> <li>• <i>No conscientizing</i></li> <li>• <i>No motivation (feel neglected)</i></li> <li>• <i>No marketing &amp; advertising</i></li> </ul>

On one hand, literature findings outlined that the role of cultural tourism in LED is to tap cultural potential, attract more tourists, and capitalise on inclusive growth and diversity. This entails that the government should re-look into local cultural potential as national heritage and harness it towards LED. They should attract more tourists through these heritages. It is also crucial to capitalise inclusiveness which entails engaging and nurturing different local potentials. On the other hand, it emerged that respondents stated that they are not included in planning and there is no engagement at all from organisers or the government. They mentioned that there is no conscientization, motivation nor marketing and advertising beings done to them. This jeopardises the motive of LED and responsible people should intervene and address these concerns no sooner than later.

#### 4.4.3 Objective Theme 3: Tourism regeneration and its impact on local development

Empirical findings for this objective carried mixed feelings between the have and have nots. For example, business owners mentioned that tourism regeneration positively impacted their life for they were able to open businesses. It therefore improved their lifestyle and standard of living. The have nots who include artists and general people around the site viewed tourism regeneration at Newton Cultural Precinct negatively. To them the regeneration brought a lot of discrimination and segregation between the rich and the poor. Some mentioned that tenders were only awarded to the rich and



others stated that the big companies snatched their jobs. They felt the revamp of the Newton Cultural Precinct did not create any employment for them. Probably it is because they do not look at the bigger picture or the potential this regeneration can bring. Maybe if they start to be creative and sell their ideas and creations, they can even generate employment themselves.

Literature findings revealed different perspectives which are more positive in nature. From literature standpoint, it emerged that tourism regeneration is a great idea and undertaking since it brings more job creation. According to literature findings in this study, regeneration also improve the quality of life for local residents and brings about economic development. It balances urban and LED by improving the city image. There is great possibility that it attracts private and public investors, improve environment, and attract new businesses. Based on these differing viewpoints, it is deemed crucial to conscientize people to look at the bigger picture of things and to take advantage of such projects and create work or employment.

#### **4.4.4 Objective Theme 4: To outline the Economic and Social Contributions of Tourism to LED in NCP in Johannesburg**

Economic and social contributions of tourism to LED are over-emphasised. Both empirical and literature review agree on the positive social and economic contributions of tourism. For instance, empirical findings stated that the development of the centre brought about a beautiful and safe place to their community. It reduced their travel expenses since they can now shop at the nearby shops within Newton Cultural Precinct. The establishment also conceived job creation as some participants confirmed that they are now working there. Literature findings stated that economic and social contributions of tourism include boosting the economy and providing employment. It boosts the countries' GDP, fosters community development, assists in poverty reduction, and providing business opportunities. More so, inner-city leisure places such as casinos, museums, conference centres and sports stadiums will have a positive impact on the local economic and social status of the country.

## **4.5 CHAPTER SUMMARY**

This chapter presented and discussed literature and empirical findings emerging from the present study. It initiated with a brief sample description of the number and description of participants who took part in the empirical study. The chapter presented both literature and empirical findings which were categorised using objective themes mentioned in chapter one. All direct quotations were emphasised and italicised to ensure validity. Discussion of findings was done extensively not to only make meaning of the findings, but to be able to compare literature and empirical findings; and to outline new knowledge emerging from this study. The next chapter summarises findings and concludes the study. It also shares recommendations emanating from the present study.

## **CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.1 INTRODUCTION**

This chapter concludes the present research. It initiates with a summary of findings to have a clear overview of what emerged from the study. This is followed by literature and empirical conclusions. The last segment provides an insight for further investigations and gives recommendations.

### **5.2 SUMMARY OF FINDINGS**

#### **5.2.1 Brief Summary Literature Findings**

The primary objectives of the study were four-fold namely: (1) To assess the nature of tourism in NCP in Johannesburg (NCP); (2) To establish the role of cultural tourism in enhancing LED at NCP in Johannesburg; (3) To evaluate tourism regeneration and its impact on LED at NCP in Johannesburg; and (4) To outline the economic and social contributions of tourism in NCP in Johannesburg. Literature findings were then grouped according to the afore-mentioned objective themes. The first objective theme; to assess the nature of tourism in NCP in Johannesburg yielded 3 major findings. First, it emerged that the nature of tourism is such that it fosters the socio-economic transformation of infrastructures including railways as well as roads which consequently results to the better way of transporting goods and services leading to the increase in economic growth. Second, it creates employment which contribute to the economy of the country through the payments of taxes. Third, it contributes significantly to GDP, export earning, employment, human and physical capital investment. The second objective which was to establish the role of tourism in enhancing LEDs in NCP in Johannesburg generated 4 key findings. It emerged that the role of tourism is to tap cultural and unique potential, attract tourists, foster inclusive growth, and promote diversity. The third objective to evaluate tourism regeneration and its impact on LED generated 8 key findings. It surfaced that tourism regeneration positively impact LED through job creation; improving the quality of life for residents; promoting economic development; balancing urban and LED; improving city image;

attracting private and public investors; improving environment; and attracting new business. The fourth objective to outline the economic and social contribution of tourism to LED conceived 9 findings. These findings suggest that tourism positively contribute to local economic and social development through boosting the economy and creating employment opportunities. It boosts the gross domestic product; facilitates community development; alleviates poverty; provides business opportunities; conceive inner-city leisure places – such as casinos, museums, conference centres and sports stadiums.

### **5.2.2 Brief Summary of Empirical Findings**

Similarly, to literature findings, empirical findings were grouped according to set objective themes. The first objective theme to assess the nature of tourism at NCP in Johannesburg provided 4 major findings. The first objective theme; to assess the nature of tourism in NCP in Johannesburg yielded 3 major findings. First, it emerged that the nature of tourism is such that it fosters the socio-economic transformation of infrastructures including railways as well as roads which consequently results to the better way of transporting goods and services leading to the increase in economic growth. Second, it creates employment which contribute to the economy of the country through the payments of taxes. Third, it contributes significantly to GDP, export earning, employment, human and physical capital investment. The second objective which was to establish the role of tourism in enhancing LEDs in NCP in Johannesburg generated 4 key findings. It emerged that the role of tourism is to tap cultural and unique potential, attract tourists, foster inclusive growth, and promote diversity. The third objective to evaluate tourism regeneration and its impact on LED generated 8 key findings. It surfaced that tourism regeneration positively impact LED through job creation; improving the conditions of living for residents; promoting economic development; balancing urban and LED; improving city outlook; attracting private and public investors; improving environment; and attracting new business. The fourth objective to outline the economic and social contribution of tourism to LED conceived 9 findings. In summary these findings suggest that tourism brought about positive changes such as having a beautiful, safe, and secured place; reduced travel expenses for some community members and promoted the creation of jobs locally.

### **5.3 CONCLUSION**

Chapter one of this study introduced the study and shared a brief background thereof. A brief description of the study area was done to acquaint the reader about the nature of the study area. A problem statement was clearly outlined through unpacking the gaps in literature, as well as explaining how the present study tried to fill these gaps. Guiding objectives and research questions were set as road maps for the entire study. The rationale and significance of the study was fully explained in detail. In the last segment of chapter one, the structure or outline of the research was given. Chapter two conceptualised the key terms in this study and explored literature related to key objectives. Literature findings in this study were explored through multiple sources, namely: peer-reviewed research articles, research manuscripts, books, online articles, conference presentations and proceedings, online books, and google books. Various research websites such as google scholar, research gate, Jstor, library of congress, social science research network, directory of open access journals, google books, and national centre for education statistics were used. The purpose of this chapter was to explore gaps in literature and to suggest the theoretical lenses for filtering research findings. Chapter three initiated by detailing the research site. It explained the research paradigm guiding the empirical investigation. An exploratory research design used was fully described. Research methods such as social survey, observation and interviews were explained in detail. The study population, sample size and sampling technique used were clarified. Research instruments used, and the data analysis process followed was elucidated. Critical issues such as trustworthiness, credibility and ethical considerations followed were clearly outlined. Chapter four presented both literature and empirical findings. These findings were interpreted and discussed in the discussion section. Then the last chapter, chapter five, summarised all research findings, concluded to the research and provided key recommendations.

## 5.4 RECOMMENDATIONS

This study recommends that:

- Serious commitment from all role players should be done to market the centre and attract many tourists.
- The government should fully utilise and operationalise regenerated buildings at NCP, for instance: theatres, flea market, food outlets, song writers club, and all infrastructure within the premise.
- Government should continue to secure and provide a safe and harmonious tourism environment at NCP in Johannesburg.
- There is urgent need to tap into the talents of local people within the NCP in Johannesburg.
- The government should capitalise on inclusive growth and diversity if ever the NCP tourism centre is to yield maximum LED.
- Those in charge should plan events, activities and fruitful sessions contributing to LED.
- City fathers should engage all stakeholders which include community members, artists and business owners during planning and executions of set targets.
- The government should conscientize local people about the need to self-emancipate and take advantage of tourism at NCP in Johannesburg.
- Motivation should be prioritised at NCP tourism centre in Johannesburg.
- Marketing and advertising should be done to boost tourism activities at NCP in Johannesburg.
- Grassroot people should not be discriminated when opportunities arise at the centre.
- Segregation should be avoided at all costs so as to build solidarity and cohesion among community members.
- More jobs should be created at the centre through innovative business ideas and great commitment.
- Public and private investors should be engaged in planning and revamping the area.
- Inner-city leisure places e.g. casinos, conference centres and museums should be fully utilised.

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## APPENDIX

### Interview Schedule

Name of participant:

Age:

Reside/Not reside in Newtown (If yes, please give the number of years as a resident):

Employed/Unemployed (Please specify):

How often do you visit the Precinct in a month?

1. Do you think that the development of the Precinct is important to you somehow?  
Please explain.

2. Would you say that you are a part of the Cultural Precinct?

3. Have you ever participated in anything that happened?

4. What happens within the Precinct?

5. What makes you feel that you are a part of the Precinct if you answered yes?

3. In terms of Job creation, do you think the Precinct has played an important role in reducing unemployment or promoting entrepreneurship?

4. If you are an entrepreneur, has the Precinct been beneficial to you? How has it helped in promoting your business?