

## CHAPTER 8

### CONCLUSIONS AND RECOMMENDATIONS

#### 8.1 INTRODUCTION

In the previous chapter the research findings of the study were discussed. This chapter focuses on the conclusions and recommendations. The research objectives of the study are revisited. The limitations and further areas for research are also identified.

The induction and deduction processes are used in research for reasoning in sequential manner. *Induction* occurs when facts are observed and the question is asked, "Why is this?" A tentative explanation is then derived. *Deduction* is the process by which we test whether the tentative explanation is capable of explaining the fact and it is also the final step in the research process (Cooper, *et al* 2001:35).

During the *induction* process the literature was being explored to find out more about the barriers and constraints that exist and the extent of these barriers and constraints to tourism entrepreneurs. The conclusions derived from the literature and empirical study are as follows:

#### 8.2 LITERATURE REVIEW

The literature review was covered from chapter 1 to chapter 5. The following is a short overview of the literature:

Governments are involved in tourism mainly for economic reasons. Tourism is seen as a major industry and a boost to the economy. In the economic developing world, tourism is especially attractive to Governments because of the opportunities in tourism. Governments are responsible for policy regarding tourism planning, development and growth. Clear structures should

therefore be in place for tourism as various role players are involved in a complex tourism domain. The Government is ultimately responsible to ensure regulation and co-ordination of the tourism industry.

The economy has a direct influence on tourists as they are affected by the price of foreign currency. High interest and inflation rates squeeze the discretionary spending of tourists.

Entrepreneurship is important in the linkages that tourism forms as it create income and employment, while creating social mobility. Income and employment generation result from expenditure by foreign tourists along with increases in investment. However, the expenditure of domestic tourists should not be under-estimated.

It is important to determine travel patterns and opinions of international tourists towards South Africa as a tourist destination. In this way, marketing strategies are facilitated, while enabling the various (9) provinces to obtain information regarding their respective markets.

Tourism and its markets should be seen in a global context as international problems have an affect on tourism. Compared with global estimates and forecasts, South Africa is lagging behind, as there have not been great leaps in tourism growth. South Africa, like the rest of Africa, has various obstacles to overcome in order to develop a viable tourism industry.

Data deficiency in tourism leads to uncertainty regarding the job creation strength of the tourism industry in South Africa. The tourism industry is also defined in various ways and contributes to the complexity to establish the number of people employed in the South African tourism industry.

South Africa is associated with problems that occur on the African continent. Therefore, the Government is responsible to ensure a safe and stable tourism environment.

Many South Africans still lack a tourism culture. This could only be rectified if local communities experience some of the benefits that are generated from tourism. Social and environmental matters also impact heavily on tourism. These impacts could only be reduced and rectified by proper action, planning and development.

Many people in South Africa have no access to finance or find it difficult to obtain finance. Without finance, no tourism enterprise can grow, expand or prosper.

In a rapidly changing world, education and training are essential for tourism entrepreneurs. The overlapping of various sectors that exist in the tourism industry require it more than ever for entrepreneurs to function in multi-skilled ways.

The literature review assisted the researcher in particular to structure the survey instrument (questionnaire) and the questions and statements in respect of tourism entrepreneurs.

### **8.3 RESEARCH OBJECTIVES REVISITED**

#### **8.3.1 Primary objective revisited**

The primary objective of the research was to determine the barriers and constraints that entrepreneurs are facing in the tourism industry in South Africa.

The primary objective of the research was achieved as barriers and constraints to tourism entrepreneurs were clearly identified in the literature study. Through factor analysis, the following 3 factors were identified as the 3 main factors regarding the barriers and constraints that tourism entrepreneurs face, namely:

- Factor 1: Government policies and support;*
- Factor 2: Tourism industry products and services; and*
- Factor 3: Perceptions about South Africa.*

For the purpose of reliability, a "scree test" was conducted to support the number of factors used in this study. The "scree test" clearly supported a "3-factor" analysis.

### 8.3.2 Secondary objectives revisited

The secondary objectives of the study were:

- To analyse the tourism industry in providing a better understanding of how it is functioning in the South African context.
- To analyse the role and structure of the Government in tourism.
- To analyse the role of other stakeholders in the tourism industry.
- To investigate the size of the tourism industry in South Africa.
- To investigate the employment opportunities that exist in the tourism industry.
- To analyse how the tourism sector links and is conducive to SMME development.

The secondary objectives of the study were met as follows:

The tourism industry was analysed by investigating the history of tourism and the involvement of Governments in tourism. The importance of tourism to Governments were also presented. Government policy was described and special initiatives by nations were referred to.

The structure of the tourism industry in South Africa was presented. The role of the Government in tourism was investigated and involved various Government departments, National and Provincial Tourism Organisations,

Non-governmental Organisations, Statutory bodies, South African Tourism and tourism Authorities.

The role of other stakeholders in the tourism industry were discussed such as the public and the private sector, tourism producers, tourism intermediaries and associations for tourism. Role players that are involved in the quality and standards of tourism in South Africa were also presented.

The size of the South African tourism industry was investigated and tourism markets and forecasts were presented.

Employment opportunities in the tourism industry were investigated. The various definitions of tourism, and travel and tourism statistics were analysed as it impact on the employment opportunities that exist in the tourism industry.

The link that exists between entrepreneurship and tourism were discussed from an international and national perspective. An overview was also given on entrepreneurial activity in South Africa. Small, medium and micro enterprises were discussed while opportunity driven entrepreneurship was investigated.

From the above it is clear that the primary and secondary objectives of the study as outlined within the scope of Chapter 1 were met, where possible.

### 8.3.3 Hypothesis revisited

- The null hypothesis ( $H_0$ ) was: Tourism entrepreneurs in South Africa are faced with certain constraints.
- The alternative hypothesis ( $H_a$ ) was: Tourism entrepreneurs in South Africa do not have any constraints.

The alternative hypothesis ( $H_a$ ) was rejected in this particular study. The null

hypothesis ( $H_0$ ) was accepted as it became clear that tourism entrepreneurs in South Africa are faced with certain constraints.

From the literature study, 36 problems, barriers and constraints to tourism entrepreneurs were identified. The problems, barriers and constraints were classified into 9 critical constructs. This enabled the researcher to develop the hypothesis as it searched for the problem being addressed. The hypothesis guided the construction of the questionnaire. It determined the information needed and specified the relationships that were investigated.

The null hypothesis ( $H_0$ ) was tested by a random sample from the population. The sampling distribution supported the probability that such a sample could be drawn. The null hypothesis ( $H_0$ ) could not be rejected as a high reliability was obtained.

The null hypothesis ( $H_0$ ) was tested through various statistics. Some of the questions (statements in Section B of the questionnaire) were also changed to reflect in a positive form. The mean in the item analysis represented the sample data and there were clear interval levels of measurement. The deviation between the obtained values of the sample mean and its expected values were determined. The relationship between variables was described and reliability occurred. It implicated a means by which the null hypothesis ( $H_0$ ) could be evaluated.

It can be assumed that the null hypothesis ( $H_0$ ) used for this particular study was adequate for its purpose because it was properly testable.

#### **8.4 CONCLUSIONS**

The following conclusions relating to the overall objectives of the study are derived from the empirical research conducted in Chapters 6 and 7.

#### 8.4.1 Demographic information

Although this information does not directly contribute to any of the objectives of the study, it is interesting to note that the entrepreneurs were equally representing male and female, mainly white and mainly between the age 40 to 49.

Respondents were required to be the owner of the business. It gave the researcher an advantage above the average business response rate in the sense that the majority of owners are usually present at their business locations while the opposite happens at larger firms.

#### 8.4.2 Business information

The majority of SMME's researched are between 2 and 5 years in operation. The most popular form of business is close corporations. Entrepreneurs operate mainly in urban areas, while private homes are the most popular business location. Accommodation accounted for the highest percentage product or service offered.

The majority of firms have an annual turnover of between R150 000 and R1,0 million per annum. Most firms have less than 5 full-time employees and less than 5 part-time employees.

The most important factor for their business success is "care for customers" with the least important factor "public and private transport". One would assume that "care for customers" is important as the tourism industry is perceived to be a "service" industry.

Entrepreneurs rated themselves the highest with "commitment" as a business skill, while the lowest business skill was "marketing skills". If one would consider the marketing related comments from entrepreneurs (Appendix B), it is no surprise that tourism entrepreneurs feel they lack "marketing skills".

The following section presents a framework for future tourism entrepreneurs, namely suggested recommendations.

## **8.5 RECOMMENDATIONS**

The purpose of this section is to make a contribution to the literature by referring to specific actions and recommendations to successfully exploit the problems, barriers and constraints faced by tourism entrepreneurs.

### **8.5.1 Recommendations regarding the Government**

The Government acknowledges the importance of tourism entrepreneurs to the South African economy. However, the Government needs to raise public awareness of entrepreneur's economic role through information dissemination, awareness campaigns and education. The Government cannot by itself make firms grow and employ staff, but it can work towards making the environment more conducive for entrepreneurship by implementing a favourable institutional and regulatory environment.

Investment in tourism speeds up development, raise standards in the industry and bring in new ideas, contacts and markets. Therefore, the Government should attract investment, both domestic and foreign that will stimulate the economy.

The Government could consider tax policies that have a minimal effect on travel and tourism. Taxes should be simple to pay and to administer. The Government should also encourage funding to support travel and tourism development projects.

Some entrepreneurs felt that Government bureaucracy exists. Bureaucracy impacts negatively on tourism and should be avoided. Border formalities and visa requirements should be revised and too much "red tape" needs to be cut to a minimum.



**Policy:**

The setting of rules by which tourism policy is carried out, is a major function of the Government. However, some policies might constrain certain groups of the population (e.g. entrepreneurs who feel that they are discriminated against). The Government should therefore act consistent, coherent, cohesive and decide what is best in the nation's national interest.

**Infrastructure:**

The Government should focus on infrastructure priorities to be tourism related, such as public transportation, road infrastructure and liberalisation of airspace. Poor international flight frequency and cross-border access difficulties should also be looked at.

The Government should create the legal frameworks within which the transport industry operates. Infrastructure should be concentrated infrastructure where its impact could be managed.

Transport operators (providers) need to play a more sustainable role to reduce and control their contribution to international pollution and waste.

### **8.5.2 Recommendations on standards, co-ordination and regulation**

**Standards:**

The evaluation of standards could innately special qualities of an enterprise. An example is that environmental practices could be built in as part of the criteria for the classification and grading. Standards also need to be continuously monitored.

Owners of establishments should be better informed about the standards and requirements that are used as criteria. Feedback will have to be given to

owners soon after evaluation. It could be investigated to offer special certificates, awards or incentives for superior compliance.

**Regulation and co-ordination:**

Registration procedures and requirements that apply to tourism entrepreneurs should be revised to be more effective. For example, some tour guides complained that they had to register every now and then to operate as a guide. Clear structures should be provided in this regard as tour guides were requested in the past to register with the DEAT. This function was then moved to the provincial tourism Authorities. There is a need for improved co-ordination and regulation as the DEAT seems to be responsible for the registration (and record-keeping) of travel agents, while provincial tourism Authorities handle tour guides, tour operators, accommodation providers, etc.

A common complaint of tourism entrepreneurs is that there are too many "fly-by-night" tourism providers who damage the industry in South Africa. For this reason, accreditation of all travel and tourism providers could be an option.

Proper databases should be kept for all tourism enterprises as the researcher experienced that no proper (or complete) databases exist for tourism entrepreneurs by either the DEAT, provincial tourism Authorities or SAT. It seems if the DEAT keeps record only of black tourism entrepreneurs. On the other hand, some professional bodies and associations keep record, but only of affiliated members.

**Tourism data and statistics:**

Better co-ordination is needed regarding tourism statistics such as between Statistics South Africa, the DEAT, SAT, professional bodies, associations and tourism industry specialists. Local and cross-border African tourism statistics are neglected, as little information is available for these groups. Incorrect and outdated tourism statistics tend to mislead the general public and therefore lead

to arguments that the press exaggerates the possibilities and opportunities that exist in tourism.

One set of standards on tourism statistics could be agreed upon for use by the media. It should also be clearly stated which measurement is used such as according to travel and tourism consumption, travel and tourism demand, travel and tourism industry or travel and tourism economy. Alternatively, guidelines should be provided when to use which set of results or estimates.

#### ***Definition of the tourism industry:***

As some entrepreneurs felt that they are not part of the tourism industry, the need exists to define exactly what products and services fall in the definition of "the tourism industry". For example, some accommodation providers argued that they cater only for business travellers.

Close to the definition of the tourism industry is the perception amongst locals of when is someone perceived to be a tourist. Guidance should be provided in this regard as some local people (and entrepreneurs) feel that they are only a tourist if they travel overseas. Therefore, it implicates that some South Africans don't perceive themselves as tourists when they travel and tour their own country!

As the complex tourism industry presents conceptual difficulties, newcomers to the field need to be aware of these problems.

#### ***8.5.3 Recommendations on tourism development***

##### ***Tourism planning:***

The tourism industry is very competitive and changes all the time. The Government (and entrepreneurs) needs to be aware of this. The Government should be flexible and responsive when planning for tourism, while sub-national tourism plans should complement the national tourism plans.

Tourism should be organised and developed according to a strategy constructed on sound foundations. Domestic tourism development could be an effective means to redistribute income between different areas and populations.

#### *Local communities:*

Tourism development should be continuously monitored in order to detect deviations that may occur. Deviations should be analysed in order to assess how it will affect development plans and its objectives. Report-back and recommendations should also be given on how the development could be modified.

#### ***The environment:***

Natural resources need to be protected and include inter alia areas of beauty, historic sites and buildings. Practical measures could be introduced to demonstrate the negative impact of issues on tourism such as littering and pollution. Awareness should be created of the socio-cultural and environmental impacts of uncontrolled tourism.

#### ***Large tourism enterprises:***

Some entrepreneurs felt that large enterprises dominate tourism in South Africa. It should be investigated if their dominance could be reduced. Policies could be introduced to require or force large operators to adopt practices such as operator accreditation systems. Tourism Authorities could provide a context in which tour operators' operations can be viable such as to have exclusive access to suitable sites and attractions. Non-competition agreements could be implemented where operators are guaranteed exclusive use of a site/attraction for a specific number of years only.

Concessions and competitive tendering for tourism attractions and sites could be considered. One of the criteria for assessment of tenders could be the extent to which the business voluntarily meets the criteria for sustainable tourism and the extent of its sustainable practices. It would give smaller businesses that are more likely to be genuine sustainable tourism businesses, a

better opportunity to win the tender. (However, the researcher is unsure if this might be "politically" correct).

#### ***Local communities:***

Some entrepreneurs felt that local people don't realise the benefits and opportunities that tourism bring to an area or development. Therefore, South Africa still needs to develop a "tourism culture". The fullest possible participation of local communities should be obtained in tourism planning and development. Regular dialogue with local communities needs to take place to ensure that their aspirations and ideas are taken into consideration.

#### ***Networks and partnerships:***

Networking and partnerships are important for tourism entrepreneurs as it allow the sharing of positive and negative experiences. The exchange of information allows entrepreneurs to educate and support each other. It helps to develop confidence and provide encouragement in tourism entrepreneurs themselves and allow entrepreneurs to get advise, moral support and contacts for information. It also provides constructive ways of dealing with barriers and constraints and ensure more access to "role models", while creating business opportunities.

#### **8.5.4 Recommendations on tourism demand**

A variety of tailor-made tourism products and services need to be on offer and new niche areas could be identified. Tourists might have the desire for new experiences and a growing concern for things like health, fitness and environmental issues. There is also a growing trend for tourists to visit places associated with aspects of popular culture. Tourism entrepreneurs could consider national and cultural differences in relation to their products and services.

Time pressure is crucial, particularly to business travellers and working women. It will lead to more often, short-break holidays. Travel and tourism product/service providers will have to offer a "stress-free", "no hassle" service.

### **Seasonality:**

Seasonal and part-time jobs in the tourism industry lend itself to a lack of career development and a lack of staff motivation. The benefits of a cheap and plentiful labour market in the tourism industry can no longer be accepted. It could lead that a destination like South Africa fails to compete with high-quality tourism destinations.

Prices could be lowered during off-seasons with the aim to maintain staff. Strategies could be extended during these times to attract interest by means of special activities or events.

Seasonality affect airline capacity, especially with regard to Europe with its difference between low and high seasons. It could be aimed to increase the volume of airlines (and seats) during off-peak periods to manage seasonal fluctuations.

### **8.5.5 Recommendations on product/service quality and price**

The products and services that tourism entrepreneurs offer need to be unique and distinct. Therefore, it is necessary to study the tourism market and its competition. Products and services should be seen especially from an international perspective while striving to improve it all the time.

Prices in the tourism industry are extremely price sensitive and internationally competitive. Tourism products and services should be priced competitively. However, differences in currency should never be allowed to be over-exploited.

Currently, local tourists might be more budget-conscious because of increased interest and inflation rates. An important factor to consider is the general perception of price in relation to quality and value for money.

#### 8.5.6 Recommendations regarding marketing

##### **National:**

Inter-provincial joint venture marketing initiatives need to be promoted. Joint marketing efforts could be established between various Government departments such as the DEAT, DTI, Arts and Culture and Foreign Affairs.

A general perception of the tourism industry is that "Tourism Month" (September) is not getting enough exposure. National marketing strategies need to be revised. The travel and tourism industry should also be more involved in marketing activities such as during "Tourism Month".

Personal marketing is very important for tourism entrepreneurs because tourism products and services involve a high degree of face-to-face selling. Tourism entrepreneurs need to add "tangible" benefits to their products and services. It could be achieved through the use of promotional activities such as videos or CD-ROMS that produce an image of the product/service. The possibilities of multimedia promotion and advertising could be investigated. Alternatively, marketing and promotion could be done through membership of a collective organisation (body), or through joint marketing efforts.

Word-of-mouth influence should never be under-estimated, as this is a common means through which customers hear of the tourism industry.

##### **International:**

South Africa has to distinct itself from the rest of Africa. Ex-patriot South Africans who live abroad needs to be targeted to influence and promote tourism to the country.

International exposure to successful tourism entrepreneurs serves as a positive motivator. However, clear guidelines should exist on the criteria which is used as some entrepreneurs felt that they are discriminated against.

#### 5.3.7 Recommendations regarding finance

Niche markets that could be investigated to increase tourist numbers to South Africa include opportunities such as beach tourism, medical tourism (surgery), leisure activities, gambling and shopping.

#### **South African Tourism:**

SAT should aim to act as a "shop window" where potential visitors (local and international) obtain information and brochures about the country. Some entrepreneurs felt that they don't get any support from SAT as SAT places too much emphasis on international tourism. Entrepreneurs don't get promotional material from SAT, while many local people don't even know the attractions in their own towns or cities. Therefore, the role and functions of SAT should be clearly defined.

SAT also needs to revise their national and international marketing strategies and target groups.

#### **Image and perceptions:**

Unfortunately, perception is reality. Political instability of a region affects tourism flow and patterns. Events that are associated with political instability reinforce negative images. Therefore the perception about Africa (and South Africa) to be "dangerous and to be avoided" must be rectified.

#### **Safety and security:**

The image that locals present about the country is important especially with regard to the international market. Therefore, an assessment of image should be key to design an effective marketing strategy.

Perceptions need to be changed especially with regard to certain provinces such as Gauteng that is believed to be a "crime jungle".



A proper and efficient media communication strategy is also essential to ensure that misleading and contradictory information is not disseminated.

### **8.5.7 Recommendations regarding finance**

The current situation indicates that entrepreneurs may not be able to develop, expand or survive due to a lack of financial resources available to them. A large number of respondents experienced financial constraints. This impression may impact negatively on aspiring and emerging entrepreneurs in the future and potentially viable businesses may not be created because of this. The Government needs to encourage financial institutions, credit facilitators and lending institutions to make capital available to entrepreneurs.

In situations where entrepreneurs cannot fund the operation from their own resources or obtain bank finances, it could be necessary to invite other shareholders to participate in the business. It could be individuals with experience in the industry or which operate already in the industry. However, it might not be easy to locate them or to convince them of the merits of an investment.

The use of home-stays could be a method of accommodating tourists as it does not need additional capital. An alternative could be to purchase assets that tend to be ones and that can be readily sold or moved to another area if the venture is unsuccessful, i.e. vehicles or equipment.

### **8.5.8 Recommendations regarding social impacts**

#### ***Safety and security:***

The Government needs to provide the basic law and order which is required, for without stability there cannot be a viable tourism industry. Safety and security provision must be build into national, provincial and local tourism strategies and practices. Special emphasis needs to be placed on travel and tourism in the overall policing strategies.

Like in any location in South Africa safety and security can be a problem for SMME's. Even though the results of the study did not show exactly how crime or violence affected tourism entrepreneurs directly, tourism entrepreneurs and/or their clients could be a target. It is therefore essential for SMME's to safeguard themselves, their property and their clients with the necessary security measures.

#### **HIV/Aids:**

HIV/Aids is a major concern of travellers when they plan their itineraries. As travellers are increasingly confronted with potential risk of HIV/Aids, the tourism industry needs to assess its impact. The Government needs to obtain sufficient funds to protect their own citizens as well as foreign travellers.

It is important to promote a healthy tourism industry. The tourism industry needs to provide clear guidelines, policies and strategies how to manage HIV/Aids in the workplace. Employees must be educated about HIV/Aids. Workplace prevention programmes could be developed and employees should be encouraged to participate in HIV/Aids prevention and care activities.

#### **8.5.9 Recommendations on education and training**

It is important for tourism entrepreneurs to have an understanding of how the natural and human environment works in tourism. Tourism managers are expected to be masters of the business world more so than ever. Tourism entrepreneurs need to know how to use technology as tourists already venture onto the Internet to purchase products such as airline tickets. Technological skills are becoming quickly obsolete, and tourism entrepreneurs will be forced to learn new skills constantly.

Tourism entrepreneurs need to think in an inter-disciplinary manner. They should realise that the tourism industry is getting more competitive, dynamic and complex and is subject to global forces. Therefore, they need to know and understand how to add value in a complex, dynamic business environment.

An entrepreneurial culture needs to be fostered through relevant education and management training. Tourism entrepreneurs should understand inter alia tourism operations, finance, marketing and leadership. Constant information should be accessible to entrepreneurs if the need arises to upgrade their skills.

The quality of skilled manpower in the tourism industry needs to be improved. Therefore, education and learning associated with careers in tourism will have to change. Student's knowledge is not always transferred and/or combined with other parts (units) of knowledge when it comes to putting it to work in a real-world setting. Training programmes could be introduced to travel and tourism educators. It is essential for tourism education and training providers to be multifunctional managers themselves.

#### **8.5.10 Recommendations on customer service**

A major challenge in tourism evolves from the diverse nature of customers. Customer care programmes should be designed to improve the quality of service to tourists and it should be continuously monitored. Staff needs to communicate well, feel confident and should act professional when handling tourists in different situations. "Customer-contact" employees are required to know and recognise an increasingly diverse range of languages, customs, symbols, non-verbal messages, etc. in order to provide higher levels of service.

The value systems of various cultures differ. Differences exist in tourist expectations in relation to quality standards such as food hygiene, safety, public transport, etc. This is especially important when dealing with international tourists.

Some entrepreneurs experienced customer service related barriers in their dealing with tourism departments, tourism Authorities and airlines. It is therefore essential that the skills of front-desk staff should be on international standard as it is assumed that these people might also deal with international tourists. The "empowerment" of employees could be implemented to encourage staff to take more responsibility for satisfying tourists' needs.

## 8.6 FINAL COMMENTS

The research objective was to determine whether there were specific constraints that tourism entrepreneurs face. Although there were a multitude of barriers and constraints faced by them, through factor analysis in this study it became apparent that these constraints could in essence be grouped into 3 major categories as indicated in 8.3.1 (Chapter 8).

The researcher attempts to contribute to the science of business management by giving the above framework and recommendations as guidelines to current as well as prospective entrepreneurs.

## 8.7 LIMITATIONS OF THE STUDY

This study is only a starting point for investigating constraints that tourism entrepreneurs face. It is thus not suggested that the concepts, findings, conclusions and recommendations as discussed in the study are definitive. It is therefore acknowledged that further research is required to address this subject sufficiently. Given the exploratory nature of the research, the reader should be aware of the following limitations of the study, namely:

- The sample frame that was used in the study was concentrating on the Gauteng and Mpumalanga provinces. It is thus important to be aware that any references made in this study regarding any part of the universe should not be read to be representing the population, but rather seen in context of the sample frame that was used.
- Nearly 93 percent of the respondents in the study were white entrepreneurs. It was therefore difficult to make a proper comparison and generalisations between the various ethnic groups.
- The sample consisted of 184 respondents, which was relatively low if one considers the numbers of questionnaires that were sent out. This could be to specific reasons relating to the study. Reasons could be inter

alia that some entrepreneurs work under tremendous pressure, don't find the time to complete questionnaires or dislike some of the questions.

- As the study was conducted amongst local SMME's operating under South African local authorities' rules and regulations, the results pertain to the South African situation and should be interpreted as such.

## 8.8 FURTHER RESEARCH

Collecting data on tourism entrepreneurs has a very clear importance and further research in respect of tourism entrepreneurs is still required. Hopefully, the study has contributed results and research approaches that could stimulate further research on this important issue. It should be kept in mind that this research study could be incomplete and may have deficiencies.

The following opportunities for further research were identified during the course of this research, namely:

- A comparative study between male and female tourism entrepreneurs and the constraints that they face.
- A thorough study of tourism entrepreneurs concentrating more on other ethnic groups (excluding whites).
- A comparative study with regard to the age of tourism entrepreneurs, the age of the business, the form of the business (e.g. sole proprietorship, partnership, etc.) and its annual turnover (sales).
- The majority (28,26%) of the respondents in this study had been in business between 2 and 5 years. If "successful" tourism entrepreneurs experienced barriers in some way, the barriers or constraints experienced by those no longer in business or just starting the business could reveal some invaluable information. Perhaps this could also be an

area of research, although finding the necessary sample might be difficult.

- A comparative study including other provinces of South Africa or between provinces. One could also investigate any similarities and/or differences between the South African market and an international market(s).
- A comparative study between urban and rural tourism enterprises and the problems, barriers and constraints that they face.
- A comparative study between the choice of a specific location, such as to operate the tourism business in a shopping centre, a formal shop or from a private home.
- A comparative study between the main products and services that are rendered by tourism entrepreneurs. An example could be to compare the constraints that the accommodation provider experiences with those of a tour operator.
- A thorough study on the combination of tourism products and/or services that are offered by the same entrepreneur. For example an entrepreneur who is a tour guide and also an accommodation provider.
- It seems there is no clear definition in South Africa of what "the tourism industry" exactly entails. A study could be undertaken to establish how entrepreneurs interpret the definition of "the tourism industry". As explained, some tourism providers feel that they are not part of "the tourism industry". The researcher experienced this problem especially with regard to conference providers, accommodation providers as well as providers of adventure and recreational facilities (e.g. scuba diving, bungi jumping, white-water rafting).

Related to this is the perception regarding when is one perceived to be a tourist. A perception that exists is that someone is classified as a tourist only when the person travels overseas. Therefore, a large majority of locals don't recognise and/or perceive a vacation in their own country as a holiday - and therefore not being a tourist.

- Research could also be undertaken on factors that determine the success of a tourism enterprise, such as managerial and/or marketing skills.
- The effect and implication(s) of some of the major problems, barriers and constraints on tourism entrepreneurs, such as safety and security.
- Research could also be undertaken on behalf of the Government as a large number of barriers and constraints to tourism entrepreneurs seemed to be Government-related. The existence, effectiveness and coherence of tourism policies, control, support and regulations could be investigated.
- A study on formal and informal networks and partnerships with a special focus on the support they provide to the tourism entrepreneur is another area for further research.
- In fact, a large number of the statements in section B of the questionnaire lend itself to valuable further research opportunities in the South African tourism industry.

## 8.9 CONCLUSION

The results of this study have both positive and negative elements. The tenacity and drive of tourism entrepreneurs in Gauteng and Mpumalanga display a group of people who are willing to confront the barriers and constraints head-on and succeed as entrepreneurs. Furthermore, the potential of tourism entrepreneurs to contribute to the process of economic growth has

largely been accepted by the South African Government. This is evident from the changes in current legislation in support of entrepreneurs.

However, the experiences and perceptions of the majority of the respondents in this study indicate that while certain legislation guarantees equality towards entrepreneurs in tourism in principle, it does not ensure effective mechanisms for its implementation or for achieving it.

A paradigm shift and a combined effort by all those involved in the tourism industry in South Africa are required to eradicate the existing barriers and constraints that entrepreneurs face. Hopefully the identification of some of the constraints in this study and the recommendations suggested will go some way towards alleviating the plight of tourism entrepreneurs.