TOURISM AND DESTINATION MANAGEMENT: DETERMINING THE VIABILITY OF TOURISM DEVELOPMENT IN LOCAL REGIONS

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Abstract: Throughout the world, tourism is perceived as a viable tool to help alleviate poverty by enhancing employment and equality in many underserved countries such as South Africa. However, tourism may not be established in all regions since each region has diverse industrial potential, which makes it difficult to quantify and develop the appropriate planning and execution of beneficial development strategies. Moreover, tourism development and management, local economic development (LED), and destination management require a systematic local analysis and strategy to establish full implementation and sustainability protocols. The primary aim of this study is to contribute to the enhanced knowledge and expertise associated with the comprehensive ability to determine if a specific region should develop its tourism industry in order to optimise the acquisition of tourism's enormous benefits. This study utilised a quantitative approach methodology in collecting data from the community, businesses, and government within the region of the Vaal Triangle in South Africa. Moreover, our research used SPSS to analyse the robustness of the statistical data. This study should also augment the extant literature relating to the overall potential of various industries within local regions and expand on the challenges tourism confronts in the development of LED and destination management. The results of the study could also establish a framework for scholars, destination managers and policymakers to determine a region's ability to compete by incorporating all three ranges of LED, which will confirm that strategies and development proposals are tailored to the specific region.

Keywords: tourism; sustainability; local economic development; destination management; strategy

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Introduction

The universally acknowledged potential of the tourism industry is now becoming more prominent across the world and has prompted tourism's economic share to increase in both developed and developing countries (Peters, 2010; Seghir *et al*., 2015; Kallmuenzer, 2019; Kallmuenzer, 2021). The tourism industry currently delivers services for a broad spectrum of global and domestic business tourists and

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leisure tourists based on its proximity and relationship with a wide range of industries. A variety of previous studies have demonstrated that the tourism industry is labour intensive, which contributes a significant number of employment opportunities to a workforce that may be relatively low or unskilled; it offers the regional people jobs while developing their occupational skills (Ashley *et al*., 2007). Hence, tourism is recognized as having the potential to promote local economic development (LED), which helps ensure regions share in the overall economic prosperity (Cárdenas- Garcìa *et al*., 2015).

However, it needs to be acknowledged that tourism may not be established in all regions (Hayakawa & Rivero, 2009); thus, policymakers representing a particular destination should assess whether tourism should be considered as a viable option for LED. Andrades and Dimanche (2017) express that effective destination management is vital in developing tourism products, as tourism is often based upon the use of core resources. Also, literature regarding tourism emphasises the importance of comprehending a specific region's strengths and weaknesses, which is required to develop appropriate strategies that encourage tourism and LED (Lee & King, 2009). For example, Wang and Ap (2013) posited that most studies relating to understanding and developing tourism strategies tend to focus on a bottom-up approach (Jackson, 2006) and/or a top-down approach (Xiao, 2006).

The overall enhancement of tourism and LED in a specific region is made even more complex due to the perception of the community that tourism products and services are intangible or nebulous (Hong, 2009). Moreover, studies concerning the capacity of certain regions to be competitive in developing their tourism market, particularly South Africa and its extensive tourism destinations, have been extremely limited (du Plessis *et al*., 2015). As Hofisi *et al*., (2013) affirmed, the accessibility of related local data required for LED policymakers to develop appropriate decisions concerning regional policy implementation has deteriorated substantially in recent years. Moreover, it is crucial that the strategic management process is predicated on a thorough understanding of where such strategic decisions are going to be implemented. Additionally, such strategic management policies must be pragmatic and focus on important issues associated with the management and planning of a destination (Blancas *et al*., 2011). In accordance with Mazanec and Ring (2011) to ensure the effective and sustainable management of tourism in destinations, it is imperative that a set of specialised criteria are tailor made to the specific region, which could further improve destination competitiveness.

Therefore, the primary objective of this research is to contribute to the current lack of information regarding how to systematically determine if a region is compatible with the development of its tourism industry, which could allow the destination to capture a broad range of benefits from developing its tourism operations. To achieve our objective, we collected data from the community, businesses, and government entities within the region of the Vaal Triangle. This was done to ascertain whether the tourism potential could be developed among all sectors of the area to improve the current tourism setting as well as any possible obstacles that might mitigate

successful implementation. Furthermore, this research may also be used by tourism strategy developers as a reference point for other regions interested in advancing a tailored framework for the enhancement of their LED and destination management practices.

Literature Review

Tourism development is being applied as a tool to encourage economic growth and development, which includes revenue sourcing (Phiri, 2016). Moreover, tourism has the tremendous advantage of promoting a socio-economic environment that can develop work-related opportunities through enhanced local investments that also improve the infrastructure and increase import revenue (Pedrana, 2013). However, it is vital to consider that economic development and economic growth should not be confused as being one and the same. For example, Van den Berg (2012) proffered that economic growth is the result of a rise in the aggregate production (GDP) of a region or country or regarded as the measurable output per capita (average GDP per individual). Contrariwise, economic development can be described as aberrations in the normal social environment where people live and work; thus, as a result of economic growth, economic development is determined by the overall standard of living of the populace in a specific region that is actually being developed by economic growth (van den Berg, 2012).

In specific areas around the globe, such as Europe, tourism has become synonymous with LED (Brouder, 2012), but there remains some debate regarding the impact of tourism on the global abatement of poverty (Medina-Muñoz *et al*., 2016). Consequently, Mitchell (2013) deduced that the idea that tourism development can ensure the increase of benefits throughout local communities has, in many cases, become a reality. The UN-HABITAT and Epi (2005) define LED as a pro-active process wherein the entire community, such as businesses and residents, collaborate in an effort to stimulate local economic activities, thereby enhancing their standard of living while creating sustainable employment prospects. Concerning the relationship between LED and tourism, the industry can be highly beneficial to those of low-income status when all the available opportunities are sustainable, whereby the resulting benefits are spread to all levels of the local community (Ashley *et al*., 2001). Furthermore, local tourism development and LED are more frequently reliant upon micro-enterprises and small-and-medium-sized companies that contribute substantially to the development and sustainability of the local population (Campón-Cerro *et al*., 2017). The innovative characteristics of the tourism industry can also be predicated on the fact that it frequently crosses various changing boundaries between the formal and informal economy (one example is when local crafters and guides increase their contribution to profit-driven opportunities (ILO, 2010)). Moreover, the tourism industry provides for the redistribution of wealth among the low-income population and, therefore, tends to enhance the economic growth of the local community (Spenceley & Meyer, 2012). These findings demonstrate the vital contribution and connection between tourism and LED. Similarly, families within

2022
Vol.25 No.2

POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

the community are also supported by local procurement, which contributes to the growth of economic benefits throughout the local community (Ashley *et al*., 2007). Thus, it is vital to ensure that, prior to developing plans focused on the implementation of activities that incorporate tourism in LED protocols, decision-makers must have a significant understanding of the competitive advantages of a particular region as well as the opportunities and linkages that may be present within the local community.

Furthermore, Pedrana (2013) concluded that if a region pursues sustainable development of its economy, it is important for a cooperative relationship to exist between both the public and private sectors so as to successfully achieve LED strategies and objectives. Moreover, Butler and Rogerson (2016) posited that in order to fully optimise the overall potential of tourism, the region must encourage inclusive economic development and growth, while decision-makers and policy developers should comprehend and improve various economic linkages that are present within a specific region. Thus, it is important for leaders to have a systematic understanding of aspects related to the cultural, environmental, and economic advantages of a region that will ensure a successful LED strategy implementation. Moreover, as highlighted by Wang and Ap (2013), a meticulous study of the local area is necessary since policy outcomes are delivered based upon such research. Obviously, the economic profile and available resources of a region provide a significant indication of a region's successful economic development (Pedrana, 2013) and will help ensure that the region's positive attributes are promoted, while its limitations should be diminished (Ascani *et al*., 2012). Nevertheless, it is frequently noted that with all economic activities, negative effects could arise within a community, which is especially true if there are inadequate planning and management systems. Therefore, when there are no, or few, pragmatic and systematic policies and management systems in place, the promotion of tourism could produce certain negative impacts on the natural environment, including loss of habitat and biodiversity, which promote pollution and soil erosion (Creaco & Querini, 2003; Seetanah & Fauzel, 2018). Furthermore, when local communities are excluded from decision-making processes, this could result in rising criminal activity and conflict, whereby the community would not share in the beneficial aspects of tourism. For instance, a similar situation occurred in Barcelona; residents formed a negative attitude towards the tourists because of the overwhelming influx of tourists in the city (McMah, 2016). Therefore, it is vital for local policymakers and governments to request input from locals as part of the decision-making process so as to ensure both the approval of the local community and consider environmental issues as a top priority. Nevertheless, we must be aware that when appropriate and pragmatic policies and management systems are established, many of these negative aspects can be mitigated or avoided.

Moreover, it should be mentioned that the tourism industry confronts a significant number of challenges in the developmental stages, such as political instability, natural catastrophes, terrorists' attacks as well as health-related crises such as the

POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

2022
Vol.25 No.2

recent COVID-19 pandemic, which has resulted in the near destruction of the global economic system (Thitthongkam & Walsh, 2011; WTTC, 2017). Concerning South Africa, the country currently faces various challenges: high crime rates; limited infrastructure management and maintenance, which include insufficient road networks, especially around rural areas that limit accessibility; and a decrease in commodity prices as well as the depreciating Rand. All these factors tend to hinder efforts to enhance domestic tourism spending, which has also led to the bankruptcy of South African Airways (SAA), which further stagnates tourism growth (BMI, 2016). With the South African government's disregard for making tourism a priority, local government entities and tourism policymakers have been unable to adequately develop, implement, and promote profitable tourism activities; thus, LED plans and strategic methodologies are put on hold (Rogerson, 2016). Ultimately, the multi-layered nature of the tourism industry, along with its fragmented nature, highlights the necessity for developing inter-organisational collaboration and coordination.

Research Methodology

As previously mentioned, this study is focused on the Vaal Triangle region, which is composed of two local municipalities, namely, the Emfuleni Local Municipal area (Gauteng Province) and the Metsimaholo Local Municipal area (Free State Province). The Vaal Triangle is geographically situated approximately 120 km from Pretoria and 80 km from Johannesburg (Local Government Handbook, 2016), while both municipalities are situated along the banks of the Vaal River. This region was carefully selected for this research due to its geographical location and its numerous opportunities for economic growth and tourism development.

The target population of this research consisted of the three areas of LED, namely, the local government, local community, and its private sector. Moreover, the three groups were made up of members of the business chambers, general community, tourism operatives, and the local government of the Vaal Triangle. These groups were selected so as to encompass the entire spectrum of the region in an effort to garner comprehensive local data. The study followed a quantitative research approach using a self-administered questionnaire to gather the applicable data. The questionnaires received from the community members (55%), business stakeholders (29%) and local government (16%) also fit with the local economy seeing that the community represents the largest segment of the Vaal Triangle region, followed by businesses and then the local government. The data was collected over a three month period during 2020.

The questionnaire was developed to include structured questions, which consisted of nominal (demographical information) and ordinal data acquired from the Likert scale survey method. The questionnaire included three sections, with Section A determining in which sphere the participants were representatives (community, private sector or local government), Section B was used to establish the region's potential for developing tourism as a prime driver for future economic development, while Section C was utilised to determine specific challenges that tend to hinder

2022
Vol.25 No.2

POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

tourism and economic development in the Vaal Triangle region. Microsoft Excel was used to capture the data; next, the data went through analysis using the Statistical Package for Social Sciences (SPSS) Version 25.0. A variety of statistical protocols were employed to ensure accuracy; for example, reliability, validity and descriptive statistics were utilised to carefully analyse the captured data. The primary reason for using these techniques was to confirm the adaptability of the methodologies to determine a region's potential as well as challenges related to tourism development, which allows researchers and policymakers to utilise the same protocols in their respective regions.

Research Results

The outcome of the quantitative analysis will be discussed in this section. After reviewing the feedback, 231 questionnaires qualified to be used from the sample. The first step was to group the different elements of the measuring instrument (Scale B and C) into several factors so as to simplify the interpretation thereof and offer more clarity. According to Yong and Pearce (2013), this protocol is normally utilised when too many variables are present; thus, when these variables are regrouped into a limited set of factors, it assists the researcher to isolate important concepts and categories. Therefore, the elements of the B scale were classed into eight factors: Services; Location; Economic; Attributes; Entertainment; Stability; Natural Environment; and Branding. Next, the C scale and its independent elements were classed into six factors: Safety and Security; Infrastructure; Natural and Cultural Sustainability; Awareness; and Variety of tourism products and Cooperation.

After the various factors were grouped, the scales' reliability and validity were evaluated as per the final data. Table 1 depicts the results attained from this activity.

Table 1. Reliability results

Factor Name	Number of items	Cronbach's alpha	Average inter-item correlation
Services	15	0.820	0.291
Location	4	0.656	0.330
Economic	12	0.900	0.481
Attributes	11	0.867	0.380
Entertainment	10	0.819	0.318
Stability	4	0.732	0.439
Natural environment	8	0.808	0.350

POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

2022
Vol.25 No.2

Factor Name	Number of items	Cronbach's alpha	Average inter-item correlation
Branding	6	0.783	0.240
Safety & security	*3*	***0.142***	*0.361*
Safety & security (excluding C2)	2	0.531	0.361
Infrastructure	4	0.872	0.633
Natural & cultural sustainability	10	0.879	0.419
Awareness	2	0.711	0.553
Variety of tourism products	3	0.595	0.320
Cooperation	13	0.842	0.286

Furthermore, Cronbach's alpha was utilised to confirm the reliability of the instrument. According to Heale and Twycross (2015), Cronbach's alpha test ascertains the internal reliability of a measuring instrument by establishing the mean of all the correlations in every combination of split-halves of the variables. At first, the Safety and Security factor registered a low Cronbach alpha of 0.142, which fell below the recommended cut-off value of 0.3 (Hajjar, 2018). However, upon deleting the C2 element, Cronbach's alpha increased to 0.531, which resulted in C2 being excluded from further analysis. The remaining factors all had a Cronbach alpha deemed acceptable; therefore, no additional actions were required. With regard to construct validity, the average inter-item correlation values of the factors all had recommended levels of 0.15 to 0.50 as per Clark and Watson (1995), except for Infrastructure and Awareness that had marginally higher values. Since the other factors were within the confines of the suggested parameters, it was considered appropriate for additional analysis. The next section elaborates on the results from the descriptive analysis.

Descriptive statistics allow for the data to be described in order so as to allow researchers to better evaluate and interpret these descriptions (Cohen *et al*., 2018). Table 2 lists the values of the different factors' means, standard deviation, skewness, and kurtosis. In order to measure the feedback from the respondents, a Likert scale was utilised where participants could select an option ranging between 1 (Strongly disagree) to 6 (Strongly agree). This would mean that a higher average would infer a stronger, more positive feeling towards the topic or subject in question.

Table 2. Descriptive statistics

Factor name	Number of items	Mean statistic	Standard deviation	Skewness	Kurtosis
Services	15	4.91	0.594	-2.232	7.731
Location	4	4.86	0.705	-1.341	3.981
Economic	12	4.95	0.724	-1.943	5.934
Attributes	11	4.71	0.704	-1.370	4.265
Entertainment	10	4.66	0.690	-0.983	2.597
Stability	4	5.16	0.756	-1.989	6.798
Natural Environment	8	5.04	0.649	-1.928	6.148
Branding	6	4.84	0.623	-2.364	9.006
Safety & security	2	4.67	1.054	-0.981	1.066
Infrastructure	4	2.39	1.151	1.047	0.548
Natural & cultural sustainability	10	3.15	0.903	0.676	0.299
Awareness	2	5.05	0.851	-1.814	5.444
Variety of tourism products	3	4.06	0.868	-0.659	0.553
Cooperation	13	3.34	0.720	0.689	0.870

As can be ascertained from Table 2, two measures of normality were used in this study, namely, Skewness and Kurtosis. According to Kline (2011), variables indicating a skewness value exceeding 3 can be categorized as extremely skewed and necessitates further analysis. None of the results from Table 2 had a skewness value exceeding 3, meaning all the values were viewed as being acceptable. With regard to Kurtosis, Aminu and Shariff (2014) posited that, generally, kurtosis values of up to 10 are considered acceptable. Once again, none of the factors in Table 2 registered kurtosis values above the cut off value of 10. Thus, these values were acceptable and necessitated no further action.

POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

**2022
Vol.25 No.2**

After evaluating and collating the feedback, Table 2 indicates a general positive feeling concerning the potential of existing services in the Vaal Triangle region. The factor, Services, was selected to determine if a variety of accommodation, restaurants and other tourism amenities were available and whether these could be improved and if new tourism experiences, infrastructure and tourism information availability could be developed. With a high mean of 4.91, it shows that all three groups strongly shared the viewpoint that the Vaal Triangle region has various tourism resources which need to be further developed and enhanced. Lee and King's (2009) findings also maintained that the variety and quality of restaurants and dining experiences serve as essential contributors when it comes to a region's tourism industry. As pertaining to the Vaal Triangle's potential, due to its location, the participants concurred that the region exhibits potential in this regard due to its close proximity to major cities. In other words, it is easily accessible and can provide a much-needed escape for some from their busy city life ($\bar{x}$ = 4.86). The findings from Campón-Cerro *et al*. (2017) indicate that when regional tourist destinations are in close proximity to major cities, they are easily accessible, which means they have the ability to benefit from tourists longing to enjoy a weekend getaway and over-night stays. There was also a full consensus from the participants (strongly agreed; $\bar{x}$ = 4.95) that tourism development in the region could facilitate economic growth, development, increased living standard, educational opportunities, business prospects, and skills development in the Vaal Triangle region.

For the Attributes factor, the selected elements involved the availability of quality medical facilities, technology, telecommunications, financial institutions, and educational institutions, as well as elements exploring if a region can provide authentic and memorable experiences. The results, once again, recorded a high mean of 4.71 for the Vaal Triangle's potential by taking into account the above-listed attributes. The next factor, Entertainment, was selected to establish the participants' awareness of the various entertainment facilities, historical and cultural resources and sports festivals in the region and whether opportunities were available to host more exhibitions, shows, festivals and adventure experiences. Since the results yielded a lower mean ($\bar{x}$ = 4.66), it infers that participants were of the opinion that the region is not tapping into its avaliable resources to fully utilise its potential to provide entertainment activities and that other avenues were certainly available to develop entertainment facilities and activities in the Vaal Triangle region. "Stability" was selected to ascertain whether participants were of the opinion that safety and management could be enhanced, in conjunction with viable strategies for development and collaborations with some of the primary manufacturing companies in the region, all contributing to the economic and political stability of the Vaal Triangle region. With a mean of $\bar{x}$ = 5.16, it was clear that the participants strongly agreed that stability could be enhanced. Blanke and Chiesa's (2013) study determined that instability threatens both economic and tourism development. The factor Natural Environment was chosen to ascertain the potential of the Vaal Triangle's natural resources and climate, and to determine whether additional

improvements could be implemented in terms of responsible planning, making better use of the Vaal River as well as its natural scenery and aesthetic potential. Once again, all the groups were in strong agreement ($\bar{x}$ = 5.04) that the region's natural environment could be better showcased and marketed to draw tourists. This result also showed that the participants felt the region could make better use of the Vaal Dam and Vaal River and its natural scenery, while resources should be responsibly used. This corroborates Bahar and Kozak's (2007) findings that determined that environmental resources function as one of the key attractions for tourists. The last factor, Branding, was chosen to determine the possibility for tourism development. This factor explored if the region's image (including self-image) and branding could be enhanced and whether opportunities were available to generate and guarantee viable destination marketing organisations. The feedback showed that the participants agreed ($\bar{x}$ = 4.84) that the image and branding of the Vaal Triangle region could be better developed.

In order to ascertain any developmental challenges for the Vaal Triangle region, the first factor, Safety and Security, explored whether crime is preventing visitors from getting full enjoyment from the region's tourist attractions. Unfortunately, the high mean ($\bar{x}$ = 4.67) recorded infers that safety and security in the region represent a challenge and/or threat that must be illiminated so as to achieve the full development potential of tourism and, naturally, the economy as a whole. The lowest mean was Infrastructure ($\bar{x}$ = 2.39), which poses the most prominent barrier concerning development in the Vaal Triangle. In other words, participants feel that the Vaal Triangle region has not properly maintained nor cleaned its infrastructure. It would also appear that there are no proper waste management and sustainable practices in place. Next, Natural and Cultural Sustainability ($\bar{x}$ = 3.15) scored the second-lowest mean and, thus, the second largest barrier for the Vaal region. The feedback involving this factor infers that the environment requires more adequate protection, and it is evident that reliable policies, which are currently inadequate, need to be drafted and implemented to preserve the natural and cultural environment and offer protection. It seems that businesses and the community have not been promoting nor observing sustainable principles, nor is there a sense of pride in safeguarding the region's assets. Moreover, this paper examined if sustainable development was being promoted by the local government and whether assessments involving environmental and social impacts formed part of the basis for local development. The negative response rate would, therefore, suggest that the aforementioned is not being actively pursued. With regard to "Awareness", the participants all strongly agreed ($\bar{x}$ = 5.05) that they were cognizant that tourism carried significant benefits and that sustainable development is a crucial element. The second last factor, Variety of tourism products, requested participants to reveal if they thought the Vaal Triangle regions offered a sufficient variety of tourism products and services and if they experienced limited product innovation. When examining the recorded mean value of 4.06, it was evident that most of the participants were in agreement that a variety of tourism products and services are available; however, when evaluating product

POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

2022
Vol.25 No.2

innovation, most of the participants felt that the Vaal Triangle region offered limited product innovation. A study completed by Weidenfeld (2018) identified that diversification and innovation represent crucial elements in generating a competitive edge for tourism destinations. Lastly, with the third-lowest mean value of 3.34, Cooperation's result indicates limited coordination and collaboration amongst the various stakeholders within the Vaal Triangle region. Research conducted by scholars such as Beaumont and Dredge (2010) highlighted the significance of cooperation and coordination amongst businesses, local governments, and stakeholders within a region. In addition, authors like Kohon (2018) and Falcone (2019) states that effective collaboration and coordination amongst stakeholders in a local economy could not only endorse social inclusion but stimulate sustainability too.

Conclusion

This research was conducted to contribute to the present gaps of knowledge to determine how to comprehensively assess whether a region should develop its tourism industry in order to optimise a wide range of benefits resulting from effective tourism operations. This was accomplished by ascertaining the capacity for success and the challenges confronted within the tourism industry in a specific local region. The three study groups, namely, government entities, business participants and community members located in the region of the Vaal Triangle, all form part of the three pillars of LED; thus, they can only succeed as a cooperative and collective model. Based on this study, successful tourism development, LED and destination management definitely support the hypothesis of conducting an accurate and comprehensive local analysis. Therefore, questionnaires were utilised to garner empirical information regarding (and record) the potential and challenges facing the tourism industry in the Vaal Triangle region. This was accomplished by including the Vaal Triangle's local government, business stakeholders, and community.

Statistical indicators provide evidence of numerous factors (Location, Attributes, Entertainment and Natural Environment) which demonstrate that the Vaal Triangle region has the potential for developing its tourism industry; however, some areas are in need of improvement. Various participants posited that there remain certain challenges facing tourism development in the region; these include factors regarding Safety and Security, Infrastructure, Sustainability, Awareness and Cooperation. This study further contributes to extant literature, which is aimed to better evaluate a destination's competitiveness through the integration of all three spheres of LED. This integration method ensures that various strategic methods and development plans are tailored to a specific region. Additionally, this methodology contributed to the literature as it explored the potential of the industry capacity within local regions, and included potential challenges that tourism may confront in developing and contributing to LED and destination management.

In terms of managerial implications, this study offers policy and destination managers an approach to effectively and systematically collect comprehensive local

data and turn it into practical and implementable development information, strategies and policies. As is the case with all studies, this study also has some limitations, such as not utilising the most advanced statistical methods available. However, the aim of the study was to provide a method to ascertain how to effectively assess and efficiently determine a region's potential for tourism development. This method and the results could be used by other researchers and policymakers in establishing a more comprehensive local database, which would ultimately contribute to tourism and LED as well as the management of destinations. As LED and tourism development require a partnership involving all spheres of a local economy, this study offers a method by which to effectively and systematically gather comprehensive local data and transfer it into practical and implementable development information, policies, and strategies.

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POLISH JOURNAL OF MANAGEMENT STUDIES
de Bruyn C., Meyer N.

2022
Vol.25 No.2

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ZARZĄDZANIE TURYSTYKĄ I DESTYNACJAMI: OKREŚLANIE REALIZACJI ROZWOJU TURYSTYKI W REGIONACH LOKALNYCH

Streszczenie: Na całym świecie turystyka jest postrzegana jako realne narzędzie pomocy w łagodzeniu ubóstwa poprzez zwiększanie zatrudnienia i równości w wielu zaniedbanych krajach, takich jak Republika Południowej Afryki. Jednak turystyka może nie być prowadzona we wszystkich regionach, ponieważ każdy region ma zróżnicowany potencjał

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przemysłowy, co utrudnia określenie ilościowe i opracowanie odpowiedniego planowania i realizacji korzystnych strategii rozwoju. Ponadto rozwój i zarządzanie turystyką, lokalny rozwój gospodarczy (LED) i zarządzanie destynacją wymagają systematycznej lokalnej analizy i strategii w celu ustanowienia protokołów pełnego wdrożenia i zrównoważonego rozwoju. Podstawowym celem tego badania jest przyczynienie się do poszerzenia wiedzy i doświadczenia związanego z wszechstronną umiejętnością określenia, czy dany region powinien rozwijać swoją branżę turystyczną w celu optymalizacji pozyskiwania ogromnych korzyści z turystyki. W badaniu wykorzystano metodologię podejścia ilościowego do zbierania danych od społeczności, firm i rządu w regionie Trójkąta Vaal w Afryce Południowej. Ponadto w naszych badaniach wykorzystano SPSS do analizy odporności danych statystycznych. Badanie to powinno również uzupełnić istniejącą literaturę dotyczącą ogólnego potencjału różnych branż w regionach lokalnych i rozszerzyć wyzwania, przed jakimi staje turystyka w rozwoju technologii LED i zarządzania destynacją. Wyniki badania mogą również ustanowić ramy dla naukowców, menedżerów destynacji i decydentów politycznych w celu określenia zdolności regionu do konkurowania poprzez uwzględnienie wszystkich trzech gam LED, co potwierdzi, że strategie i propozycje rozwoju są dostosowane do konkretnego regionu.

Słowa kluczowe: turystyka; zrównoważony rozwój; lokalny rozwój gospodarczy; zarządzanie destynacją; strategia

旅游和目的地管理：确定当地旅游发展的可行性

摘要：在世界范围内，旅游业被视为一种可行的工具，可以通过在许多服务不足的国家（例如南非）促进就业和平等来帮助减轻贫困。然而，并非所有地区都建立了旅游业，因为每个地区都有不同的产业潜力，这使得难以量化和制定适当的规划和执行有益的发展战略。此外，旅游开发和管理、地方经济发展 (LED) 和目的地管理需要系统的地方分析和战略，以建立全面的实施和可持续性协议。本研究的主要目的是提高与综合能力相关的知识和专业知识，以确定特定地区是否应该发展其旅游业，以优化获得旅游业的巨大利益。本研究采用定量方法从南非瓦尔三角地区的社区、企业和政府收集数据。此外，我们的研究使用 SPSS 来分析统计数据的稳健性。本研究还应增加与当地各行业整体潜力相关的现有文献，并扩大旅游业在发展 LED 和目的地管理方面面临的挑战。研究结果还可以为学者、目的地管理者和政策制定者建立一个框架，通过整合所有三个 LED 范围来确定一个地区的竞争能力，这将确认战略和发展建议是针对特定地区量身定制的

关键词：旅游；可持续性；地方经济发展；目的地管理；战略