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Department of Geography and Environmental studies

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*Social sustainability of golf developments in Knysna: An analysis of  
community perceptions*



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November 2013

**Key Words:** Community, golf, golf tourism, Knysna, perceptions, participation, social sustainability, social development.

## **DECLARATION**

I, Inge Voigt (student number: 2747098) declare that this is my own work and it has not previously been submitted for any degree or examination at the University of the Western Cape or any other tertiary institution. The sources which I have used for this thesis have been indicated and acknowledged with complete references.

Signature: \_\_\_\_\_

November 2013



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## **ABSTRACT**

An aspiring golfing destination has emerged along South Africa's Garden Route in the Western Cape, the town of Knysna. Also known as the oyster of the Garden Route, Knysna has blossomed with development over the past years and attracted investors, developers and residents across international borders. Rapid urbanization and development have interrupted the social sustainability of the town's local community and as this trend continues so too does the fragmentation of its social sustainability. This research has placed its focus on Knysna's biggest local employers and one of the strongest tourist attractions, namely the golf developments. However this research investigates the perceptions of Knysna's community towards these elitist establishments, illustrating that Knysna's biggest contributors to employment and tourism revenue, may just be the greatest threat to its social sustainability.





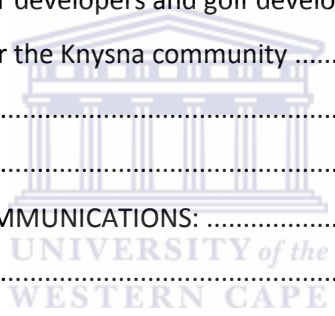
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# CHAPTER 1

## INTRODUCTION AND CONTEXT

### 1.1 Introduction

Golf establishments, which offer both golf courses and associated upmarket housing, have become a familiar feature of the post-apartheid South African landscape. They have sprung up in many parts of the country, but especially along South Africa's Garden Route coastline (Van Zyl, 2006). This thesis sets out to explore some of the impacts of new golf developments in Knysna and how Knysna's community perceives these impacts.

Golf estates are private developments that also often include gated communities that are accessible only to the wealthy. The current challenge for developers and operators of golf establishments is to validate their social and environmental responsibilities (Greenhotelier, 2010).

Golf developments have brought about many issues of concern, and there are many associated impacts related to their development and maintenance. The question arises as to why it is that there now appears to be a need to convince or demonstrate that proposed developments of this nature need to prove their sincerity associated with social and environmental sustainability. Just as there is a need for developers to prove the potential benefits that golf developments can offer, so too is there a need to improve social sustainability. In the words of Abraham Maslow, "Another peculiar characteristic of the human organism when it is dominated by a certain need is that the whole philosophy of the future tends also to change" (Maslow, 1970: 37).

This research utilizes and applies the concept of social sustainability in order to measure whether or not the existing and proposed golf establishments in Knysna, namely Pezula Golf Estate, Simola Golf and Country Estate, Knysna River Reserve and the Knysna Golf Club, can in any sense be said to be 'sustainable'. Social sustainability can be understood as development that is "encouraging social integration with improvements in the quality of life for all segments of the population" (Polese & Stren, 2000: 16), that is "a life-enhancing condition within communities, and a process within communities that can achieve that condition" (McKenzie, 2004: 12), and that it is "the quality of societies and signifies the

nature-society relationship, mediated by work” (Littig & Grießler, 2005: 72). Social sustainability is achieved through the development of societies. Littig and Grießler (2005) state that sustainable development cannot be achieved unless the three pillars of sustainable development (social, environmental and economic) are equally integrated. Hence if a society is committed to sustainability, then “the equally legitimate social and cultural needs ought to be taken care of as well” (Littig & Grießler, 2005: 67). Extensive research has been done pertaining to the environmental impact of the development of golf courses (Pauw, 2009; Yasuda & Koike, 2006; Van der Merwe, 2006) and its economic impact (Asabere & Huffman, 1996; Hudson & Hudson, 2010), but an emphasis on the impact of the social sustainability of the communities concerned is lacking.

The concept of social sustainability provides criteria to be utilized as a theoretical framework for the purpose of this study. Therefore this research uses the notion of social sustainability to investigate and analyse the current perceptions which Knysna community members associate with the present golf developments. For the purpose of this research the term ‘Knysna community’ refers to the local residents of Knysna, including members of the Knysna Municipality and committee members of the concerned golf establishments. The project aims to open up questions around the role which a large-scale establishment such as a golf resort could play in achieving social sustainability, rather than contributing to elitism and social exclusion.

## **1.2 Overview of the study area: ‘Knysna down to a tee’**

Located along the Garden Route, the Knysna region extends over an area of about 1060km<sup>2</sup>, from the Outeniqua and Tsitsikamma Mountains in the North, through a plateau region to the sea (Lombard, Strauss, Vlock, Wolf & Cameron, 2005) (refer to figure 1.1). In a conservation assessment report carried out by Lombard et al. (2005), the conservation planning approach was applied to identify natural capital in order to provide spatial recommendations on how such capital should be managed to restore and maintain environmental integrity within the Knysna Municipality. Prior to all transformation that the Knysna region experienced, about one-third of the area had been covered by indigenous forests, with the rest of the region covered by mountain fynbos, plateau fynbos and lowland fynbos. At present the Knysna region consists of one-third plantations, and almost 10% is accounted for by agriculture (Lombard, et al., 2005). However, “the remaining natural environment is becoming

increasingly fragmented and degraded” (Lombard et al., 2005: 1). Furthermore, Van der Merwe (2006) investigated the unfulfilled role which large-scale developments play as primary economic drivers in the Western Cape and stated that “A primary problem that is generally a result of poverty and inequality is the over exploitation and subsequent degradation of the natural environment and its resources” (Van der Merwe, 2006: 8).

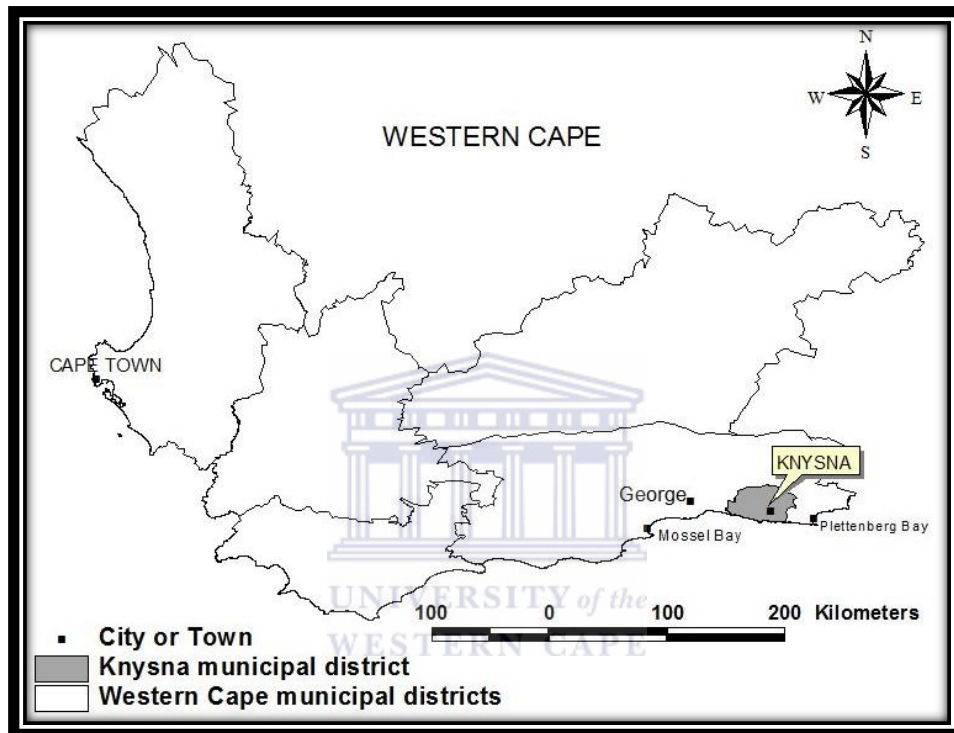


Figure 1.1: Location map of the research area (Source of map data: BGIS, n.d.)

The golf developments in Knysna, namely Pezula and Simola, currently provide the most working opportunities in the town for locals, which is partly the reason why these developments were successfully approved (Mabula, personal communication, 2012).

However, several concerned entities have emphasized the rapid increasing population within the town of Knysna in a short period of time (Marker, 2003; Knysna Municipality, 2005; Van Zyl, 2006; Pauw, 2009). The Western Cape Government Provincial Treasury (2011) recorded the population statistics of Knysna as 51 466 in 2001 (of which more than 30% lived below the national poverty line) and 65 043 by 2007 (Knysna Municipality, 2005: 79). This creates a challenge for the creation of more jobs within Knysna. In 2001 the census statistics revealed that Knysna’s unemployment rate had doubled during the years between 1996 and 2001



(Census, 2001, as cited in Knysna Municipality, 2005: 77) impacting the community's social sustainability. "Unemployment is not only an indicator of too few job opportunities, but probably also of an unskilled work force" (Pauw, 2009: 41).

Additionally, an increasing population has resulted in the expansion and formation of human settlements, transforming and degrading natural habitats. Particularly along the Southern Cape coast, the proliferation of coastal resorts and golf estates has resulted in significant habitat loss and fragmentation and simultaneously increased the pressure for water provision (Knysna Municipality, 2005). Figure 1.2 simultaneously illustrates and emphasises the rapid expansion and development of golf establishments in Knysna during the last decade of the 20<sup>th</sup> century.

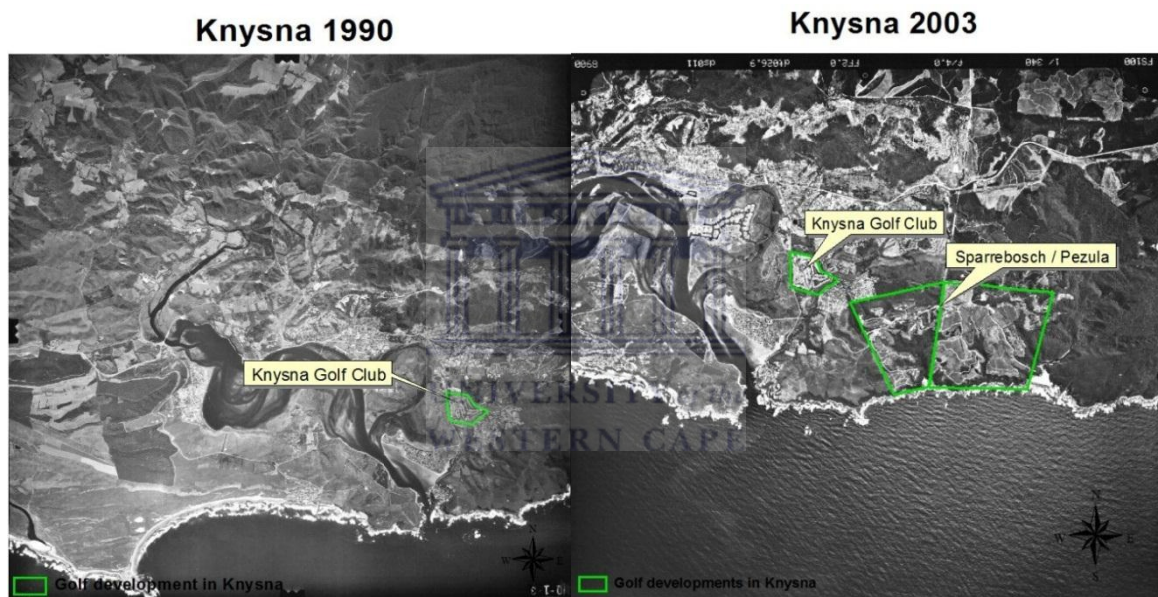


Figure 1.2: Golf developments in Knysna: historical images (Source: DRDLR, 1990; DRDLR, 2003)

The golf developments serve as a pull factor, combating tourism seasonality and making Knysna a preferred destination among golfers, attracting more golf tourists and those who seek to retire in the tranquil environment which a golf estate can offer (Coastal and Environmental Services, 2009). Pauw (2009) remarks that it is not only tourists attracted to Knysna, but migrants from the rural Eastern Cape in search of jobs, as well as migrants from a higher socio-economic class who are drawn to the lifestyle possibilities of the region.

As a result of South Africa's apartheid legacy, a great impact was made on the spatial planning and separated residential areas. Similarly in Knysna, poorer community members and 'non-whites' were located on the fringes of urban settlements, placing them further away from services, infrastructure and employment opportunities. Mike (2011) claims that the disparity in Knysna is extremely pronounced where there is a division between whites who live in richer areas and non-whites who live in the poor, informal areas. Exacerbating social exclusion and creating more secluded 'gated communities,' the development of residential areas such as golf estates in Knysna contributes to the current Gini Coefficient of 0.76 (Knysna Municipality, 2005), decreasing the chances of integration, which ultimately delays the achievement of social sustainability. Landman (2002) remarks that there are already 20 'security villages' within Knysna.

In Knysna, the residential areas in golf developments have unintentionally highlighted class divisions in society. Gated communities in golf developments openly display wealth, forming residential boundaries that benefit a certain class of society only, and otherwise contribute to racial discrimination by "validating racism" (Mabula, personal communication, 2012). If integration through housing were to be a step closer towards achieving social sustainability, then this is certainly not a reality for Knysna. The majority of home owners in Knysna do not live there (Mabula, personal interview, 2012) but are mainly second home owners who have invested in property in the golf estates in Knysna, and only occupy their dwellings during holiday periods, often for less than a month in a year.

Additionally the seclusion of the gated communities on these golf estates has divided the community, both spatially and socially. In an attempt to overcome this phenomenon, the '20% social responsibility deal' was suggested and supported by South Africa's former President, Thabo Mbeki and former Minister of Housing, Lindiwe Sisulu (Ngubeni, 2007: 26). Developers and property investors were not keen on the idea as many argued that this would result in a decrease in their property value. It was then suggested by developers that they would make provision for the '20%' by building lower income housing in lower income areas, but this is yet to materialize (Mabula, personal communication, 2012). Property values continue to escalate beyond the means of the locals, the cost of living increases, and the provision of municipal services has exceeded its carrying capacity, yet development continues (Mabula, personal communication, 2012).

The beauty of golf developments present key issues of concern which need to be addressed for the future sustainability of the town and its local community. This research places its focus on the social sustainability of the local community members of Knysna. Furthermore, the research aims to determine their perceptions towards the existing and proposed golf developments and how they have been or will be affected if mitigation measures are not put in place, considering recent trends and impacts which have occurred not only along the Garden Route, but also in other golfing destinations. Related literature composes the background upon which the research is based and proposes what could happen if on-going large scale developments in the town do not focus strongly enough on social sustainability.

### **1.3 Overview of the golf developments in Knysna**

“Golf is a curious sport whose object is to put a very small ball in a very small hole with implements ill-designed for the purpose” (Sir Winston Churchill, cited in Readman, 2003: 165).

For the purpose of this research the term ‘golf developments’ collectively describes and/or refers to the array of golf establishments such as: golf courses, golf clubs, golf estates or golf resorts (all establishments and facilities adjacent to and affiliated with golf in Knysna). The focus of golf developments in this research study area is composed of three existing golf developments and one proposed golf development, the Knysna River Reserve, which was approved on 28 March 2006 (Appel, 2008). The exclusion of an existing golf establishment in the region, Black Waters Marsh Golf Course, is due to the owners being unwilling to participate in this research. Figure 1.3 illustrates the golf developments in the research area.

The history of Knysna’s first golf development, the Knysna Golf Club, dates back to 1909 when the original 9-hole course was established. In 1935 a second course was started on Leisure Isle, and in 1953 the club located to its present site, and became an 18-hole golf course by 1960. The Knysna Golf Club is a municipal course located on the shores of the Knysna lagoon with a meandering course through tidal pools and luscious greens (Knysna Golf Club, 2012). In January 2010 the clubhouse was destroyed by a devastating fire and re-opened 15 months later as one of the most stylish and modern clubhouses in the country (Knysna Golf Club, 2012 and Knysna Golf Club committee, personal communication, 2012).

As Knysna's potential as an emerging golfing destination progressed, the 254ha Pezula Championship Golf Course was created on the cliff tops of the Eastern Knysna Head next to the Sparrebosch Estate. The course was designed by Ronald Fream and David Dale of Golf Plan USA (Pezula Championship Course, 2012). Pezula has become a multi-award winning golf course taking the title of 'Best New Golf Course' when it opened in 2001 (Pezula Championship Course, 2012). Adjacent to the sweeping spectacle of fairways and greens rolling through the pristine landscape is the Pezula Resort Hotel and Spa, which is now under the management of Hilton Hotels (Knysna Hotel joins Hilton worldwide, 2012). The uniqueness of this golf course and its amenities are the whimsical views of natural surroundings of the Knysna lagoon and Indian Ocean, and Pezula's signature accommodation at the Private Pezula Castle on Knoetzie beach, awarded 'Best property in the world' by CNBC in 2008 (Pezula Private Castle, 2012).

In 2005 the Simola Golf and Country Estate opened its 314,91ha (HilLand Associates, 2005) of fairways and facilities, nestled in the forest area of Knysna, neighbouring the Knysna River. The 18-hole championship golf course was designed by Jack Nicklaus, with views of the Knysna Lagoon and Knysna Heads, and the Knysna River. Simola Golf and Country Estate offers country club and spa facilities too including the luxurious 5-star Simola Hotel (Administrator, 2010).

Additionally Knysna will soon be the host of the already approved proposed Knysna River Reserve (Appel, 2008). This 251,1210ha (CNdV South Cape Planning and Design, 2004b) sporting and holiday resort was initially designed with the intention of constructing an Audubon golf course on a flood plain below the Phantom Pass, neighbouring the Simola Golf and Country Estate on the opposite side of the Knysna River (CNdV South Cape Planning and Design, 2004a). It was decided by the developers that it would not be economically viable to have an additional golf course in the Knysna area, as Knysna does not receive enough golfers throughout the year to sustain the industry profitably. The designated area for the design of the golf course would not have sufficed for the construction of a championship golf course. Therefore the Knysna River Reserve made a proposal to Simola Golf and Country Estate that they incorporate Simola's golf courses for the golf aspect of the sporting complex, instead of constructing a new golf course, to which Simola agreed (Metzer, personal communication, 2012). The Knysna River Reserve will be a sporting complex including more than 70 private properties for home owners, an in-door sporting arena, an in-door Olympic-size swimming pool and facilities for horse jumping, badminton, dancing and



many more popular sports (Metzer, personal communication, 2012). On sight will be the Hall of Fame, a 400-seater conference centre, a club house, retail shops, two 5-star hotels and 700 self-catering apartments to accommodate participating sportsman, forming a sports resort for local, national and international competitors (Metzer, personal communication, 2012).

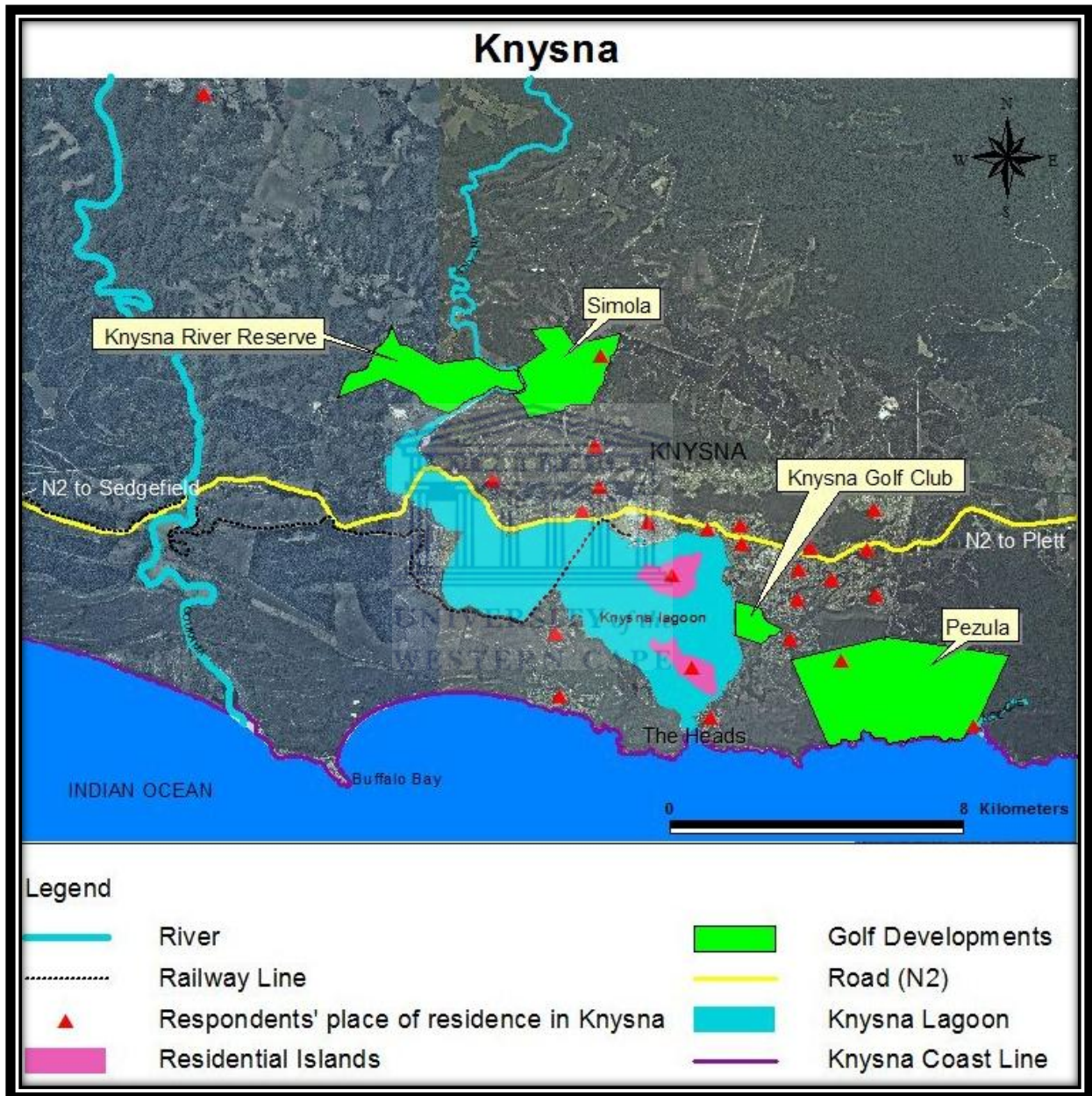


Figure 1.3: Golf developments in research area (Source of background image in the map: DRDLR, 2010)

## 1.4 Rationale

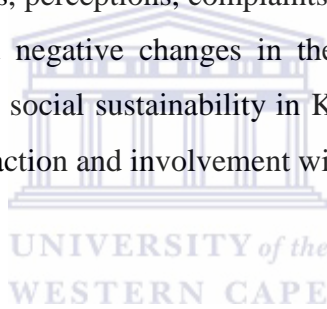
Knysna is a coastal town that has undergone a period of rapid change due to the growth of tourism and associated private development, including golf estates. Over-development may have resulted in local residents often feeling excluded, both socially (Landman, 2002) and financially (Mabula, personal communication, 2012). This research therefore is aimed at helping to build the confidence of the local community in their interactions with developers. The development of large scale establishments, such as golf courses and golf estates, has a tendency to bring about changes and alterations in the environment, economy and throughout the community in various ways. The proposed research aims to provide recommendations for the continuous public participation in pre- and post-development phases, by analysing community perceptions of existing golf establishments. This will aid in guiding future proposals with decision-making and development processes, as well as to shed light on the perceptions the community has of existing golf developments. Analysing perceptions before and after the developments of the existing golf establishments will highlight any change in community perceptions. This in turn will provide much-needed motivation to implement continuous public participation and to improve public processes linked to future golf developments. “With the help of our communities we can make a difference. Their input enables us to carefully craft a strategy to create a town that works for all” (Knysna Municipality, 2011: 6).

To increase community involvement in decision-making processes during planning and proposal phases, the incorporation of public participation meetings during the Environmental Impact Assessment (EIA) process, invites all stakeholders to voice their concerns and/or opinions in public participation meetings. Often the majority of the participating members of these meetings are accounted for by affected business owners, concerned councillors, environmental interest groups, conservationists and local authorities, that is, community members who have knowledge about the nature of these projects. It appears that a lack of knowledge about the nature of the projects puts ordinary community members at a disadvantage, and potentially could discourage them to voice their opinions. Is Knysna’s community being misled by developers? This research recognizes the need of the community members to be enlightened about the associated projects, giving them strength in practicing their freedom of speech, a useful and crucial tool for gaining social capital and working towards a sustainable society. The significance of this is that the acquired tool can then be

utilized throughout all aspects of building a sustainable society, and is not only confined to golf developments.

### **1.5 Problem statement**

There appears to be a lack of continuous community involvement, both prior to and after the development of golf establishments in Knysna, which may impact negatively on the social aspect of the overall sustainability of the affected communities. Additionally it appears that there is a need to create awareness among local people of the potential associated impacts of golf developments, as well as possible mitigation measures. Hence the need arises for community members to increase their knowledge regarding the relevant golf development projects and by doing so, encouraging them to confidently be active public participants during decision making processes. A lack of community involvement restricts the local community to voice their opinions, perceptions, complaints and concerns associated with golf developments, in order to avoid negative changes in their immediate natural, social and cultural environments. Increasing social sustainability in Knysna can be achieved if the golf developments increase their interaction and involvement with the local community.



### **1.6 Aims and objectives**

The primary aim of the research is to investigate and analyse how local community members of Knysna perceive existing and developing golf establishments in Knysna.

Secondary objectives of the research are to:

- Outline the methods of implementation of the required public participation processes during decision making regarding golf developments in Knysna.
- Outline the involvement of the community in public participation during decision making processes prior to development approval of golf developments in Knysna.
- Investigate how community inputs (opinions and concerns) have been integrated into the developmental decision making processes.
- Investigate continuous community involvement regarding the existing golf developments, specifically the questions of:
  - Whether any Monitoring and Evaluation Programs have been implemented.
  - Whether continuous public participation is encouraged and practiced.

- Investigate how community members perceive golf developments, in terms of:
  - Whether community members benefit from the existing golf developments.
  - Whether the golf developments have changed the lifestyles of community members.
  - Direct impacts of golf developments, such as pollution, the availability of resources, public access and employment opportunities.
  - Indirect impacts, for example an increase in population and in tourist numbers.
  - Cumulative impacts, including social inequality, social exclusivity, urban sprawl, visual impacts, water supply, potential ribbon development and densification.

## 1.7 Document structure

The following is a description outlining the content of the eight chapters comprising this thesis:

**Chapter 1** provides an introduction, with background information pertaining to the research and states the research problem and its significance. Included in the introductory chapter is a layout of the primary aim and secondary objectives of the research, and a descriptive overview of the research area.

**Chapter 2** introduces the relevant literature about golf as a tourist attraction and discusses interrelated factors pertaining to golf and tourism which allude to the significance of the theoretical framework applied in the research methodology.

**Chapter 3** defines the concept of social sustainability and elaborates on the origin of this concept. Additionally this chapter aims to explain the integration of socially sustainable habits within a community and demonstrates how to achieve a socially sustainable society.

**Chapter 4** integrates the notion of social sustainability and the impacts of golf developments. This chapter highlights negative disputes and positive benefits pertaining to golf developments.

**Chapter 5** explains the methodology used to conduct the research and how the perceptions analysis was formed. Firstly this chapter explains the use of primary and secondary data and



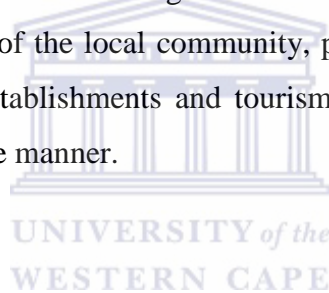
then the integration of the key interviews conducted. Furthermore, the research participants are defined and the adapted social sustainability framework is introduced.

**Chapter 6** illustrates and discusses the research findings from the primary data collected and presents a perception analysis according to the applied theoretical framework, based on social sustainability.

**Chapter 7** analyses the research findings presented in Chapter 6 and places it into context in accordance with Knysna's current condition of social sustainability.

**Chapter 8** concludes and summarizes the research findings and provides recommendations emanating from the research.

This academic dissertation puts forward an array of issues and concerns pertaining to golf and tourism in Knysna whilst defining its significance and contribution to the town, and its effect on social sustainability. The research findings and concluding recommendations provide insight into the current thoughts of the local community, parallel to recent trends concerned with the development of golf establishments and tourism, and how these thoughts can be addressed in a socially sustainable manner.



## CHAPTER 2

### GOLF AS A TOURIST ATTRACTION

#### 2.1 Introduction: the evolution of golf

Both the Scots and the Dutch claim to have invented golf (Standeven & DeKnop, 1999), but the Scots are credited as the founders of golf during the 15<sup>th</sup> century (Hudson & Hudson, 2010). “The first reference to the game in Scotland dates back to 1457 when the Scottish Parliament declared that golf was interfering with the defence of the realm practice of archery” (Hudson & Hudson, 2010: 6). On the contrary, the Dutch played a game called *kolven* which dates back to 1297 and had the same basic characteristics of golf, with the aim of the game being to hit two wooden objects with the least possible strokes (Readman, 2003). It is said that *kolven* was adopted by the Dutch who attempted to merge the style of golf played by the Scots with the game of *kolven*, during the time of trade between the Netherlands and Scotland (Standeven & DeKnop, 1999).

Similarly in 1338, German shepherds demarcated their territory by striking pebbles with their crooks, “the distance the shot covered made the boundaries of their grazing rights” (Readman, 2003: 166). Another game with similar characteristics, the Belgian game of *chole*, is still played today, but irrespectively the Scots are still accredited for the concept of starting the game of golf by placing the ball just above the ground and ending it as the ball disappears into the cup below ground level (Campbell, 1994, cited in Readman, 2003).

Golf was a popular game among the Scottish and English royalty and soon became popular with the ‘common’ people all over the United Kingdom (Standeven & DeKnop, 1999). The first golf clubs were established in Edinburgh and similarly in 1744 the first rules of the game were instituted there too (Standeven & DeKnop, 1999). “As the British Empire spread in the 19<sup>th</sup> century, so too did the game of golf” (Readman, 2003, cited in Hudson & Hudson, 2010: 7). The establishment of golf clubs soon became popular globally as one of the first clubs established outside of Britain was the Bangalore Club in India in 1820, and thereafter the Royale Calcutta Club in 1829. Later, golf clubs made their appearances in Asia: Malaya, Bangkok, Japan, New Zealand and the famous Royale Melbourne in Australia in 1871

followed by the Royale Montreal, Canada in 1873 and Royale Cape Town in 1885 (Hudson & Hudson, 2010).

Golf had only been introduced in the USA in 1888 by a Scottish businessman, John Reid, who introduced the game by forming a club (St Andrew's) at a three-hole golf course near to his home in New York (Hudson & Hudson, 2010). After the introduction of the game by Reid in the USA, the idea soon blossomed and eight years later there were over 80 golf courses around the country, and four years after that the number grew significantly to 892 courses, far exceeding the amount of British courses (Hudson & Hudson, 2010). The United States Golf Association (USGA) was founded in 1894 (Readman, 2003). Golf in the USA experienced significant growth periods as “television exposed the world and the United States to such golfing personalities as Arnold Palmer, Gary Player and Jack Nicklaus” (Beditz, 1994, cited in Readman, 2003: 169).

There are over 60 million golfers around the world, and some 44% of the market is accounted for by the USA, 25% by Japan and 12% by Europe (Tassiopoulos & Haydam, 2008; Readman, 2003). Today there are 32,000 golf courses in 140 countries, the largest golf resort being in China where 15km<sup>2</sup> of the resort is covered by the 216 holes, which form the 12 courses on the resort, one of which were designed by Ernie Els (Hudson & Hudson, 2010). In the past few years China has been known and recognized as a popular destination for the growth of golf, with a total of 600 golf courses already (Anon., 2011a; Hudson & Hudson, 2010). Ironically though, recently the Chinese government has been clamping down on hundreds of illegal golf course developments, as noted by Jack Nicklaus, “China for example, is shut down right now golf-wise” (Anon., 2011a). A golf course designed by Jack Nicklaus in China had been terminated two weeks prior to the completion of the course. However, simultaneously it was said by Greg Norman (fellow Australian golf course designer), “the future of golf is in China” (Anon., 2011a). At the time that the two designers were in disagreement about the golf industry in China, a Gary Player – designed course, Hidden Tiger Golf Club, received an award for one of the three best new courses in China by Golf Digest America (Anon., 2011a).

## 2.2 The golf tourism industry

Sports tourism is a relatively new concept, but the notion of people travelling for sport-related purposes dates back to the ancient Olympic Games in Greece as noted by Neirotti (2003), “the practice of stimulating tourism through sport has existed for over a century” (Neirotti, 2003: 1). The ancient Olympic Games took place every four years since 776BC and lasted for over a thousand years (Standeven & DeKnop, 1999). This sporting event attracted as many as 40 000 spectators. “There was probably no other occasion in the ancient world when so many people were on the road (or the sea) for the same destination at the same time” (Finely & Pleket, 1976, cited in Standeven & DeKnop, 1999: 14).

Golf tourism, which falls under the umbrella of sports tourism, is defined by Hudson and Hudson (2010) as “travel away from home to participate in or observe the sport of golf, or to visit attractions associated with golf” (Hudson & Hudson, 2010: 3). The golf tourism product has been developed for various reasons such as the improvement in quality of destination products, to reduce seasonality, to add to product diversification and improve destination profitability, as well as economic growth (Readman, 2003).

Developing countries have recognized and identified that golf tourists spend significantly more than the average tourist and thus golf tourism potentially can have a significant impact on their economies (Hudson & Hudson, 2010: 11). While the potential of golf as an incentive to travel has been recognized in Europe since the 1930s, this trend was only recently acknowledged by resort areas such as the Spanish Costa del Sol, who identified “the economic benefit to be gained from the mass migration in winter of Britain’s golf enthusiasts” (Stoddart, 1994, cited in Standeven & DeKnop, 1999: 93).

As a developing country, with the end of Apartheid in South Africa in 1994, the government embarked on making tourism one of the country’s leading industries to generate more foreign income and to create employment (WTTC, 2002, cited in Tassiopoulos & Haydam, 2008: 870). By 2004 a strategic plan released by the South African government through Sports and Recreation South Africa (SRSA), aimed to use sport as a medium for achieving positive social and economic outcomes for South African society and by doing so, contributing towards resolving challenges faced in South Africa, such as HIV/AIDS, unemployment and economic growth (Tassiopoulos & Haydam, 2008). In August 2011, the SRSA together with the South African Sports Confederation and Olympic Committee (SASCOC) hosted the

annual South African Sports Awards at Sun City, nominating the South African Golf Association (SAGA) as one of the top federations in the country (Anon., 2011b). The South African golf tourism industry was identified as an important sub-sector of the sports tourism industry, which has developed spontaneously, as at that stage not much effort had been put into the marketing of South Africa as an international golf tourism destination (Sheard & Veldtman, 2003, cited in Tassiopoulos & Haydam, 2008).

Marketing of South Africa as a golf destination to date has increased, especially with the emphasis on the Garden Route. Van Zyl (2006) highlighted that numerous media reports since the 1980s and early 1990s and the media interest shown by developers have attracted attention to the Garden Route as an emerging international golfing destination. Additionally this notion has been emphasized by internationally renowned South African golf personalities such as Ernie Els, Retief Goosen and Gary Player. Moreover the Garden Route has also been described as one of the world's leading golfing destinations (Struthers, 2003, cited in Van Zyl, 2006). According to the US National Golf Foundation, internationally, golfers in the USA spend \$24.3 billion in green fees and equipment. Research has indicated the potential which South Africa has as an international golf destination and it is expected that it will become one of the most popular destinations for golfers in the future (Hudson & Hudson 2010).

In an attempt to further market the South African golf tourism industry, the SAGA, sponsored by South African Tourism, presented this niche market in November 2011 at the International Golf Travel Market (IGTM), which took place in Belek, Turkey. In an effort "to ensure that South Africa is the talk of the town," during the IGTM, prizes were given away for a golfing holiday to South Africa which included return flights from Europe, golf and accommodation at most of South Africa's top golfing resorts such as Fancourt along the Garden Route. "The whole spirit of the South African presence will be to reflect the stunning diversity and quality of golf in South Africa to attract more international golfers to this beautiful country" (South Africa talks ..., 2011: 23). Additionally this increasing marketing of golf tourism in South Africa is being targeted at the British, Dutch and Australasian business incentive market, enticing this target group with the combination of a perfect climate, wildlife and enchanting natural scenery (Readman, 2003).

With the recognition of the overwhelming economic contribution of tourism, more specifically golf tourism, destinations such as Knysna rely heavily on the economic

contribution of this industry for revenue and development. “Trade and tourism are the strongest sectors of the Knysna Municipality’s economy” in terms of the contribution made to the GDP (Knysna Municipality, 2005: 18). If a destination becomes too dependent on tourism, it may cause indirect socio-cultural problems, whereby fluctuating seasonality demands generate an influx of outside workers. As Weaver and Oppermann (2000) explains it, “High levels of control by outside forces are problematic for several reasons, including resentment over repatriation of profits and the occupation of high status jobs by non-locals” (Weaver & Oppermann, 2000: 296). Amongst other economic concerns, leakage is also a problem, as the income generated does not always circulate within the local community, hindering the enhancement of their socio-economic wellbeing. Similarly The Global Anti-Golf Movement (2010) have also recognized the negativity of leakage in the golf tourism industry, emphasising that the benefit of foreign exchange are reaped by businessmen.

According to Shaw and Williams (2002) the disadvantages of tourism still outweigh the benefits in developing countries. This is due to the reliance on international tourism which is used as a growth and development strategy within developing countries, but this strategy has been criticized (De Kadt, 1979) because the less economically developed countries (LEDCs) who utilize this strategy are far too dependent on external sources for capital and knowledge (Shaw & Williams, 2002).

As Palmer (2004) explains, the legacy of colonialism still lingers. When LEDCs were colonized, they were controlled by the affluent countries. Today, LEDCs are still indirectly ‘the puppets on the string’ because of their investment in tourism as a growth and development strategy, implemented by approaching foreign investors (who are more than likely the affluent countries who previously colonized them) for opportunities (Palmer, 2004). Simultaneously developing tourism destinations now rely on tourists from those same regions (‘colonialists’) to visit and spend their money in these destinations. Furthermore, tourists expect luxury and comfort, and therefore prefer familiar hotels and places of accommodation, which are more than likely to be foreign owned if in a developing country. To make matters more complicated, tourists request and demand familiar beverages and cuisine, which increases the need for importing goods and reduces the utilization of locally available products, exacerbating leakage. Additionally, large-scale resorts such as golf developments ensure that all the needs and wants of the tourists are catered for by the resort, thus the tourists have no need or obligation to leave the perimeters of the resort. Therefore, most of the money spent by the tourists circulates within the foreign-owned resort, whose

profits leak out of the tourism destination, and the local community, for the most part, does not benefit (Palmer, 2004).

As tourism generates revenue within LEDCs, the little money which does infiltrate into the local economy is spent on the development, maintenance and improvement of infrastructure, prioritizing areas visited by tourists to make the destination attractive (Palmer, 2004). It therefore becomes more important to improve infrastructure leading to and from tourist hot spots such as airports, hotels, resorts, beaches, shopping malls and other places of attraction. Because these areas are prioritised, the average local resident, living in the suburbs or in the rural communities, does not receive the same degree of priority or attention. Hence local communities do not always benefit from the tourism revenue (Palmer, 2004). “The point being made here is that despite the use of tourism as a tool for the economic development and wellbeing of particular countries, those people who are supposed to benefit, the local communities themselves, often see little positive change in their lives as a result of tourism” (Palmer, 2004: 122).



### 2.3 The golf tourist

Golf tourism was and still is utilized as a tool for the reduction of seasonality impacts of tourism in destinations (Readman, 2003), extending the season holiday period in regions such as Spain for example: “The Costa del Sol is now marketed off-season as the Costa del Golf...” (Hudson & Hudson, 2010: 9). Therefore, considering the potential benefits and positive impacts which the industry of golf tourism offers, one needs to better understand the golf tourist and the industry itself.

This breed of tourist can be described in three different categories (typology of golf tourists):

1. Tourists who go on holiday principally to play golf, also referred to as *avid* golf tourists; this golfer plays 25 or more rounds of golf per annum.
2. Tourists who play golf as a secondary activity whilst on holiday or on a business trip, are referred to as *business traveller golfers* or *core* golf tourists and play 8 to 24 rounds of golf per annum.
3. Tourists who attend tournaments as spectators, or visit golf attractions are known as *occasional* golf tourists, who may play 1 to 7 rounds of golf per annum and are more



likely to consider playing golf as an activity while traveling. (Hudson & Hudson, 2010; Tassiopoulos & Haydam, 2008).

The latter golf tourist is of equal importance considering that during golf tournaments an immense amount of spectators are present. For example, the USA PGA Championship tournament attracts as much as 60 000 spectators and the British Open an astounding 200 000 spectators (DEA & DP, 2005). In 2003 the President's Cup was hosted at the Fancourt Golf Course in George along the Garden Route, which also attracted 60 000 domestic and foreign tourists, who contributed an estimate total of R285 million into the Garden Route's economy during the tournament period alone (DEA & DP, 2005). However it was criticized that there was a lack of community benefits from the President's Cup as local caddies were not used (DEA & DP, 2005). During The Masters tournament, the first annual event to be played of the 'Majors', up to U.S. \$30 million (R240 million) is generated during tournament week (Standeven & DeKnop, 1999). In addition "Surveys have shown that this tourist stays longer and spends an average of two and a half to four times the amount of other tourists" (Readman, 2003: 176).

The economic contribution made to the Western Cape by golf tourism was estimated by assuming that a golf tourist spends roughly R1 270 per day, therefore in total expenditure it was estimated that golf tourism contributes R300 million to R400million (Blij, 2003, cited in DEA & DP, 2005a: 28). Further research also recognizes the significant economic impact golf has on destinations, as golf tourists have the tendency to extend their stay in a golf destination and have their relatives or acquaintances accompany them on their next visit, suggesting that golf has a tremendous potential for providing continuous benefits through golf tourism (Kim, Chun & Petrick, 2005).

"Golf tournaments can attract thousands of spectators and can give a significant boost to the golf economy" (Hudson & Hudson, 2010: 20). In an effort to build awareness about poverty and the HIV/AIDS pandemic in Africa, the next World Golf Championships event, known as the Tournament of Hope, hosted by the Sunshine Tour, will take place as of 2012 in South Africa for a period of five years, and could mean a lot to South Africa as an aspiring golfing destination (Curti, 2011). Prior to the Nedbank Golf Challenge in December 2011, which took place at Sun City, it was said that "the fact that the Nedbank Golf Challenge still attracts the best golfers in the world after three decades reaffirms the event's status as Africa's



Major” (Vlismas, 2011: 12). “The attraction of this type of visitor can help destinations achieve an additional aim of image improvement” (Readman, 2003: 173).

#### **2.4 The duration of the visit of a golf tourist in a destination**

A study by Barros, Butler and Correia (2010) concluded that a golf tourist’s duration of stay at a destination is lengthened with an increase in covariates. Such covariates are important to incorporate into the marketing of a golf destination, as well as supplying the demand for this type of tourist. “The length of stay of the golf tourist is determined by socio-economic and destination attribute characteristics that may be captured by the survival models” (Barros et al., 2010: 14).

An increase in the following positive covariates are said to lengthen the stay of a golf tourist in a destination - nationality of the tourists and their level of education, although a study carried out in the Azores (Menezes et al., 2008, cited in Barros et al., 2010: 14) showed that a higher degree of education is associated with a shorter length of stay, age, climate, type of hotel, events and hospitality. Another covariate which is regarded as a positive factor for South African golf tourism is that green fees have remained relatively low in comparison with most international golf destinations (Van Zyl, 2006: 27). For the international tourists this acts as a pull factor, together with the good quality golf course which adds potential to the Garden Route as an international golf destination, but the question remains as to what this means for the average South African who cannot even afford to pay green fees which are seemingly inexpensive for the average tourist. In the words of Jacques (2012): “...om tot R1000 vir ’n rondte gholf te betaal is ’n bietjete erg vir ’n ou wat rande verdien pleks van dollars en ponde” (*to pay R1000 for a round of golf is exorbitant for someone who earns rands instead of dollars and pounds*) (Jacques, 2012: 12). Conversely, in Japan it is not unusual to pay several hundred U.S. dollars for a round of golf (Readman, 2003).

With the understanding of what golf tourism is about and who the golf tourists are, this information can be constructively utilized to further develop destinations such as Knysna as a golfing destination, and using this understanding to minimize and ultimately eradicate the current and/or possible negative impacts and perceptions of golf developments.

Huge amounts of money are invested in sport. Golf is an ‘elitist’ code of sport from a financial point of view (The Global Anti-Golf Movement, 2010). The poor communities of

Knysna are automatically excluded from participation. Recreational areas are almost non-existent, revealing a fragmented community, as larger portions of land are developed for smaller amounts of community members. Golf demonstrates its significant contribution to the development of destinations, but this potential development strategy should be applied in a more socially sustainable manner from which the local communities of destinations can benefit.

## **2.5 Golf and inter-related factors**

Evidently, it is not the game of golf itself that is posing a threat to the sustainability of a destination, the community or the environment, rather it is the amenities, facilities, costs and everything else associated with golf. When developing a surface upon which to play the game, one must keep in mind that golf is not a game that just supports itself. The game of golf along with its increasing popularity has become a niche market on its own in the global tourism industry. Today people travel the world to visit and play on various golf courses, their travel alone, and how they spend their money, also influences the overall impact that golf tourism has on a destination. Along with these increasing amounts of visitors, their presence increases the demand for municipal services accordingly, such as the provision of potable water.

As golf tourists demand certain products and services at destinations, so too do they increase the need for supply. Marketers go to great lengths to promote this niche market all year round, and as foreigners are attracted, so too are the prices increased to maximize profits, as the average dollar, euro or pound client finds the rand pricing very appealing (Jacques, 2012). This in turn means that the average local person's chances are decreasing in terms of affordability.

No matter what the motivation; playing golf, designing a golf course, buying property on a golf estate or just spending a night at the golf resort's hotel, it is expensive and it impacts intangible assets such as societal norms, values and beliefs (Malan, 2005), the future sustainability of the community (Landman, 2002; Brunt & Courtney, 1999) and the environment (The Global Anti-Golf Movement, 2010). Lubbe (2003) remarked that "A community often pays an enormous price for allowing tourism to operate in their territory" (Lubbe, 2003: 98). Therefore just as money cannot buy everything, so too can it not buy sustainability.

Golfing estates are said to be less about golf, instead it has widened the increasingly prevalent gap between the rich and the poor. Previously golf estates were labelled as assets used by the rich as an aggressive and destructive method to insulate themselves from what they regard as “uncomfortable realities” (Enviroadmin, 2010). This illuminates negative social perceptions and connotations which have colonized the minds of those who are not in favour of the mushrooming expansion of golf developments.

Many disputes and controversies have intensified this opposing perception of golf developments, as a result of how golf and golf developments negatively impact societies and their environments prior to the overwhelming and imposing idea of social sustainability. Examples of disputes which have previously surfaced among societies are concerned with heritage issues, restricted public access, lack of community recognition (social identity), changes in lifestyle, racial fears, ethics and spatial identity to name a few (Malan, 2005). “On the one hand there are those who believe that golf developments – golf estates in particular – have a detrimental impact on the receiving environment, both ecologically and socio-economically, with very few positive consequences” (Van Zyl, 2006: 73). Takeda, 1996, cited in Readman (2003: 188) remarked that the strong opposition towards golf resulted in the establishment of World No Golf Day on April 29, 1993 by the Global Anti-Golf Movement.

On the other hand communities have not only been impacted negatively, there have also been social benefits which have come about through golf tourism and golf developments, but which seem to have limited degrees of enhancement of social sustainability. According to Van Zyl (2006: 73) some people believe that golf developments not only benefit the environment, “but also provide sustainable employment and boost the local economy, particularly tourism.” The ‘group’ in support of the golf developments are mostly the planners and developers themselves, and the golfers who utilize the facilities provided by golf establishments. Greenhotelier (2010) further points out the benefits a golf course can bring to its host community, such as investment in the upgrade of infrastructure projects and the potential to be valued as flagships of integrated economic development, environmental protection and social equity.

Irrespective of the existence of contradicting perspectives towards golf developments, developers still need to take into consideration all elements of sustainability to reduce possible negative impacts, enhancing the future sustainability of a community and its environment, with equal emphasis on the community (Littig & Grießler, 2005). Alongside the

disputes and controversies about the environmental and economic impacts which golf has, socio-cultural concerns have also surfaced and have gained as much attention. Although the game of golf caters for an elite minority who either actively or passively participate in the sport, it occupies vast areas of land which could have otherwise been utilized in a more productive manner, benefiting those who are less fortunate (DEA & DP, 2005b). Developers of golf courses and resorts have realized the potential to buy agricultural land at a low price. This trend has proliferated in developing countries such as Thailand, where developers have acquired agricultural land around rural villages (Readman, 2003). Due to the acquisition of this land by developers and foreign investors, the value of the land escalated to exorbitant prices, financially out of reach for the local people. Simultaneously access to the land was being denied to local people, which made it more difficult for them to pursue farming practices. “Eventually those who managed to hold onto their land were forced to sell” (Readman, 2003: 188).

The existence of golf and the on-going development of golf establishments have proved its large contribution to the economy of the relative destination but have also unintentionally (or deliberately) brought about negative social impacts. Thus the need for social sustainability is necessary. Although extensive focus has been placed on the restoration and management of fragmented environments as a result of the development of golf establishments, the need for social sustainability is increasingly gaining attention. Developers have attempted to compensate for social sustainability through generous donations and charities, but this is not enough (Malan, 2005). Although monetary donations from golf clubs can improve infrastructure and provision of services within communities it does not increase social capital nor does it suffice for enhancing social sustainability (Malan, 2005). Social sustainability therefore, for the purpose of this research, is concerned with the participation, involvement, knowledge and interaction of a community and due to the surplus of resources and assets which golf establishments possess, they have the ability to amend fragmented societies which they are partly responsible for disrupting.

Thus, for the purpose of this research, the notion of social sustainability will be introduced and defined to contextualize the concept. Furthermore, debates concerned with golf establishments and the impact thereof on communities will be addressed and rounded off with ways in which to integrate and achieve a socially sustainable society in its current condition.

## CHAPTER 3

### THEORETICAL PERSPECTIVES ON SOCIAL SUSTAINABILITY

#### 3.1 Introduction

“Our notion of social sustainability is currently determined by our perception of its absence; indeed if we lived in a sustainable society, we would probably have no need for the concept of one” (McKenzie, 2005: 3). Social sustainability plays an important role in the achievement of optimal sustainability because in essence individual citizens and communities collectively make up the societies which determine economic and environmental wellbeing and sustainability (Magis & Shinn, 2009). “The necessity of community involvement in environmental efforts reflects the dawning realization that social sustainability is the only bedrock on which meaningful environmental sustainability can be grounded” (Dillard, Dujon and King, 2009: 1). As the focus of this research is based on social sustainability, this forms the theoretical framework for this research.

#### 3.2 Defining social sustainability

Providing one definition of social sustainability to apply to all societies is not possible, and the concept is constantly being debated, as not all societies function in the same way or are developed to the same degree. Societies vary in terms of geographic location, which influences ways of living, while the economic landscape spans various income brackets, determining the lifestyle of the different classes of a society. “Geographic proximity has been a source both of social stress and of social innovation – the latter is the chief strength of the city, the former its greater challenge” (Polese & Stren, 2000: 8). Demographic features, poverty and employment rates, amongst others, all have a bearing on the description of a specific society.

McKenzie’s (2004) definition of the concept aims to describe social sustainability as an already positive condition or as a goal which is still to be achieved: “Social sustainability is a life-enhancing condition within communities and a process within communities that can achieve that condition” (McKenzie, 2004: 12).

However, it is possible to isolate some of the key features or indicators used to measure this condition. McKenzie (2004) identifies some of these indicators:

- Equity of access to key services within the community such as health, education, transport and housing etc.
- Equity between generations.
- A system of cultural relations in which positive aspects of diverse cultures are valued and protected, and the practice of cultural integration supported and promoted.
- The widespread political participation of citizens. Not only political participation during elections should be encouraged but also public participation during the development processes of proposed developments.
- The awareness of social sustainability for the future generations – awareness and understanding of the concept must be spread throughout communities.
- A sense of community responsibility to maintain the system of transmitting the awareness and practice of social sustainability for future generations.
- Mechanisms for a community to fulfil its own needs through positive community interaction.
- Mechanisms for political advocacy that will ensure meeting the needs of a community when in their attempt, communities are not successful in meeting these needs themselves.

In the year 2000, the Western Australian Council of Social Services (WACOSS) formulated a model of social sustainability. To them “social sustainability occurs when the formal and informal processes, systems, structures and relationships actively support the capacity of current and future generations to create healthy and liveable communities. Socially sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life” (WACOSS, 2000, cited in McKenzie, 2004: 18). This definition is also provided with a list of principles which are similarly indicators used to describe and measure the condition of a sustainable society or the necessary characteristics a society should have in order to achieve social sustainability. The principles of this definition will be adapted to form

a theoretical framework for the purpose of this research and is further explained in chapter five (refer to Table 5.1).

Polese and Stren (2000) define social sustainability as “policies and institutions that have the overall effect of integrating diverse groups and cultural practices in a just and equitable fashion” (Polese & Stren, 2000: 3). They analysed the success of social policies in ten different cities, including Cape Town. However, in their analyses they discovered that macro-level social theory utilized for social sustainability in cities has failed to develop sufficient frameworks for social sustainability, supporting the idea that one definition for social sustainability cannot apply to the current ‘condition’ of every society’s sustainability. Their definition of social sustainability for a city concludes that development should be compatible with the harmonious evolution of civil society, fostering an environment conducive to the compatible cohabitation of diverse groups, while at the same time encouraging social integration and enhancing the quality of life of everyone (Polese & Stren, 1995, cited in Lungo, 2000: 229). Therefore “societies cannot be sustained through policy or institutional change without reference to the space (local region) they occupy, an observation that brings into play such things as the allocation of recreational and civic space, street design and the location of services in relation to population” (McKenzie, 2004: 17).

McKenzie (2005) revisited the concept of social sustainability and its meaning by applying the understanding that there is a relationship between religious beliefs, global ethics and social sustainability. It was taken into account that most individuals practice and believe in some kind of religion which contains ideas about the responsibility of individuals towards people and the environment. Social sustainability was therefore defined as “the discourse of a better society and how it might be achieved” (McKenzie, 2005: 2). It was said that the basis of society is determined by human action and therefore the progression of social sustainability cannot occur by limiting human action. Social sustainability is not about sustaining the current natural situation; rather its aim is “to alter it so that it may become worth sustaining and so that it takes a form that may be sustained” (McKenzie, 2005: 3). Additionally, Harris and Goodwin (2001) maintain that “a socially sustainable system must achieve fairness in distribution and opportunity, adequate provision of social services, including health and education, gender equity and political accountability and participation (Harris & Goodwin, 2001: xxix).



For the purpose of this research, social sustainability can therefore be understood as the process of improving the current wellbeing and living conditions of all members of a community relative to the constraints of its environment, to an equitable standard which is worth and capable of sustaining for future generations.

### 3.3 Roots of the 'social sustainability' concept

The concept of *sustainable development* re-surfaced during the mid-1960s, but the term “sustainable development” was originally utilized in the Brundtland report, *Our Common Future*, in 1987 (WCED, 1987). Literature on the subject dates as far back as 1856 when a man by the name of John Stuart Mill discussed the idea of “stationary state,” what is referred to as *sustainable development* today (Daly, 1996). Mill’s concept of the “stationary state” described a condition which had no growth in population and physical capital stock, “but with continued improvement in technology and ethics” (Daly, 1996: 3). Classical economists at the time dreaded the “stationary state” because to them that would mean no growth and the end of progression, but for those in favour of sustainability it would have meant development without growth, that is, “qualitative improvement (development) without quantitative increase (growth)” (Daly, 1996: 3).

However more recently Garrod and Fayal (1998, cited in Keyser, 2007) argues that the vision put forward by the Brundtland report was one of economic development that was not simply concerned with attaining maximum economic growth, but also with issues of fairness between individuals and groups making up today’s society, as well as fairness between the present generation and those that are to come. The Brundtland report offers the well-known definition of sustainability as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987) but “economic, social and cultural conditions, efforts and values are deemed to be resources that also need to be preserved for future generations” (Littig & Grießler, 2005: 67). This report was formulated by the World Commission on Environment and Development (WCED), upon an urgent call by the General Assembly of the United Nations, to put forward long-term environmental strategies to achieve sustainable development by the year 2000 and after that, taking into account the interrelationship between people, resources, the environment and development (WCED, 1987).



The Brundtland report recognized that environmental and economic problems are linked to social and political factors, as rapid population growth had a profound impact on the environment and on the development of many regions (WCED, 1987), exactly what Mill was trying to say more than a century ago (Daly, 1996). As Daly (1996) explains it, “environmental deterioration was held to be mainly a consequence of poverty and the solution proposed was the same as the World Bank’s solution to other economic problems, namely more growth” (Daly, 1996: 5). Daly (1996) interpreted this as both growth in the North (developed countries) and growth in the South (less developed countries) and explained that the South can only grow if it exports to the North and receives foreign investment, similarly, the North would only be able to provide foreign investment and larger markets to the South if it grew.

“Population growth and climate change impact on the environment and social systems and put considerable pressure on the available resources” (Pauw, 2009: 1). The Brundtland report also noted that environmental stress and uneven development increase social stress. “It could be argued that the distribution of power and influence within a society lies at the heart of most environment and development challenges” (WCED, 1987). Therefore new approaches which emerged involved programmes of social development so as to protect vulnerable groups, and by doing so, promoting local participation in decision making (WCED, 1987). This should be understood as the processes that generate social health and wellbeing now and in the future (Dillard et al., 2009: 4).

The role played by the ‘social’ element of sustainability is said to be governed by two assumptions. It is assumed that the success of sustainable development interventions are determined by their (in this case the Knysna community’s) ability to achieve the ultimate increase in the standard of living, measured against the least possible environmental degradation. A balance must be achieved between maximizing social sustainable development and simultaneously minimizing environmental impacts and degradation. We need to preserve the environment in which we live. If a community strives to achieve optimal social sustainability, it should be at no cost to the environment (McKenzie, 2004).

The social element is also seen as a tool which is used to promote the message of environmental stability. This reflects on Elkington’s ‘triple bottom line’ approach, stating “...that it is not possible to achieve a desired level of ecological or social or economic sustainability (separately), without achieving at least a basic level of all three forms of

sustainability, simultaneously” (Elkington, 1997, cited in McKenzie, 2004: 6). Every project and development is a social process and not just a commercial, profitable investment thus it brings into play an array of varying social factors. However, in the past this has not always been the case, hence the birth of the emphasis on social sustainable development, because the conventional approach was always to treat projects and developments as economic or technical interventions (Cernea & Kudat, 1997). “The consequences of growth-orientated development reoriented the world toward alternative goals – human-centred development, and sustainability – which accord social and environmental systems equal importance to economic systems” (Magis & Shinn, 2009: 20).

As recognized by the World Bank’s effort to enhance social sustainability in the development projects carried out, it is said that “people’s economic behaviour is generally determined not only by their economic rationality, profit-seeking, surrounding markets, or macroeconomic parameters, but also by a host of cultural variables” (Cernea & Kudat, 1997: 21). In other words, the integration of the analysis of the three components of sustainability will be more effective in guiding project planning and development, than what it would be if each component is utilized in isolation.

From the perspective of the World Bank’s interventions for development, another significance of the inclusion of the social element of sustainability is that financially induced development interventions are planned programmes for social development and social change, and not only for economic growth. Thus for the purpose of this research, these methods of interventions can be put into context: when developing a golf course or golf estate in Knysna, the development shouldn’t be prioritizing profitable economic expectations, but rather integrate social sustainability and development at the same level of priority (Cernea & Kudat, 1997).

Despite the World Bank’s claim to enhance growth and development which is not economically orientated, the International Forum on Globalization (2002) argues that the World Bank, a member of the Bretton Woods Institutions along with the World Trade Organization (WTO) and International Monetary Fund (IMF), are responsible for the unsustainable conditions of societies today. Instead of enhancing the life of people and sustaining and preserving the planet, “they (the Bretton Woods Institutions) consolidate and secure the wealth and power of a small corporate elite, the only evident beneficiaries, at the expense of humanity and nature” (International Forum on Globalization, 2002: 8). To achieve

this, the Bretton Woods Institutions have embraced all trade and foreign investment measures of economic progress which they consider as ‘development’ (International Forum on Globalization, 2002), or as Daly (1996) would put it ‘quantitative growth’.

Achieving social sustainability is thus the responsibility of societies themselves and it is their duty to come together and act as a cohesive unit to permeate equitability and eliminate issues of poverty and elitism which currently fragment societies. Polese and Stren (2000) point out that one policy and one definition is not the solution to all societies working towards social sustainability. Each society has the right to be socially sustainable, but it is their responsibility to achieve it by utilizing their available natural resources and stock of social capital, instead of exporting everything for income of which few benefit from.

### **3.4 Social sustainability as part of an integrated process**

To achieve optimal sustainability there are three cornerstones of the concept (Keyser, 2007) or three overlapping, mutually dependant goals (Dillard et al., 2009) which need to be integrated simultaneously in order to successfully achieve sustainability. “We need to bear in mind that it is not possible to achieve a desired level of ecological or social or economic sustainability (separately), without achieving at least a basic level of all three forms of sustainability, simultaneously” (Elkington, 1997, cited in McKenzie, 2004: 6).

“In principle, any community or organisation that adopts the ‘overlapping circles’ model should immediately include social sustainability as a concern equal to environmental or economic sustainability” (McKenzie, 2004: 5). This model (Figure 3.1) represents the three cornerstones of sustainable development.

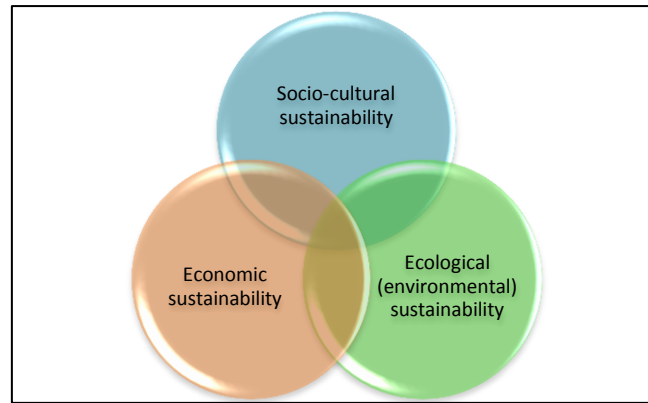


Figure 3.1: The three cornerstones of sustainable development (Source: adapted from Keyser, 2007: 374; McKenzie, 2004: 5)

The three cornerstones of sustainable development are defined as follows:

- Socio – cultural sustainability, which refers to the protection of human rights and cultural heritage (Keyser, 2007: 374), it is a manner in which to live that is socially sustainable now and in the future (Dillard et al., 2009: 2) and a socially sustainable system that must achieve fairness and equity in distribution and opportunity (Harris & Goodwin, 2001).
- Economic sustainability, which refers to the preservation of present economic productivity (Keyser, 2007: 374) and it is a way of living which is economically sustainable, maintaining living standards over the long term (Dillard et al., 2009: 2). “An economically sustainable society must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt and to avoid extreme sectoral imbalances which damage agricultural or industrial production” (Harris & Goodwin, 2001).
- Ecological sustainability, which refers to the preservation of the environment and all ecological processes, as well as the protection of biodiversity (Keyser, 2007: 374), atmospheric stability and other ecosystem functions not ordinarily classed as economic resources (Harris & Goodwin, 2001). “It is the ability to live in a way which is environmentally sustainable or viable over the long term” (Dillard et al., 2009: 2), avoiding the over exploitation of renewable resource systems and the depletion of non-renewable resources (Harris & Goodwin, 2001).

It is important to understand that in order for a community to achieve sustainability, the concept should be adhered to by everyone, as it is a shared responsibility.

Sharing this responsibility means society cannot be thought of as being contained in neat boxes, rather it should be seen as “clusters that change shape constantly as they interface with one another” (Goeldner & Ritchie, 2009: 480). Individuals have the tendency to complicate situations as each individual belongs to more than one cluster which leads to changing understandings and perspectives of different roles in society. As a wage earner the individual may have one perspective, as a parent another, and as a member of a particular religious group yet another (Goeldner & Ritchie, 2009). However each individual must share responsibility. Similarly South Africa’s tourism development White Paper states that the local community has the responsibility to become actively involved in the tourism industry and by doing so, also practise sustainable development (DEAT, 1996).

Accepting and practicing the idea of shared responsibility is well demonstrated in the concept of Corporate Social Responsibility (CSR) by companies that go beyond the existing minimum legal requirements of sustainability. Companies integrate social and environmental concerns into their business operations and into their interactions with their stakeholders on a voluntary basis (Commission of the European Communities, 2006). This refers to the responsibilities enterprises can assume in order to contribute to sustainable development (Benoît & Vickery-Niederman, 2010) and is based on the principle that sustainability cannot be achieved without corporate acceptance of responsibility to society as well as shareholders (Kalisch, 2002).

The Business for Social Responsibility (BSR) is an organisation which assists businesses to contribute to sustainable development. The BSR assists businesses with CSR, contributing to sustainable development and “achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment” (BSR, 2009, cited in Benoît & Vickery-Niederman, 2010: 3). Dillard et al. (2009) question the integration of concepts such as CSR in businesses, claiming that “most business sustainability efforts appear to construe social sustainability as charity, performed as an act of public relations” (Dillard et al., 2009: 3)

According to the Department of Environmental Affairs and Development Planning (2005) some golf developments in the Western Cape have also incorporated the CSR approach to giving back to the community by funding various types of CSR programmes, such as education in child welfare schools, local skills development, charities and local golf. The

average annual expenditure on each of these types of programmes ranged from R600 000 to R1.5million (DEA & DP, 2005: 70).

### **3.5 Debates on social sustainability**

The world is divided into two typologies of people who have seemingly contrasting visions and goals. One is driven by money and greed, the other by the achievement of equitability for all (International Forum on Globalization, 2002). The former is accounted for by corporate globalists who have inhabited a world of power and privilege suitable and applicable to an elite few. “They see progress everywhere because from their vantage point, the drive to privatize public assets and free the market from governmental interference appears to be spreading freedom and prosperity throughout the world, improving the lives of people everywhere and creating the financial and material wealth necessary to end poverty and protect the environment” (International Forum on Globalization, 2002: 5).

On the other hand citizen movements focus on people and the environment and perceive a deteriorating species whose survival is diminishing through rapidly growing inequality resulting in a failing planetary system. “Where corporate globalists see the spread of democracy and vibrant market economies, citizen movements see the power to govern shifting away from people and communities to financial speculators and global corporations dedicated to the pursuit of short-term profit” (International Forum on Globalization, 2002: 5). In other words, the citizen movements’ goals for democracies of people are being replaced with democracies of money with cultures of greed and materialism.

Therefore “The current and future wellbeing of humanity depends on transforming the relationships of power within and between human societies toward more democratic and mutually accountable modes of managing human affairs that are self-organizing, power-sharing and minimizing the need for coercive central authority” (International Forum on Globalization, 2002: 6). Thus this change in vision involves the replacement of economic growth with qualitative improvement (development) (Daly, 1996).

Dillard et al. (2009) explain that one of the most important aspects of social sustainability is the manner in which governments, organisations and citizens address and discharge duties of accountability to a range of stakeholders regarding the social and environmental impact of individuals and institutions (Dillard et al., 2009: 1). For far too long the mistake of measuring



the social wellbeing of a community by means of the Gross Domestic Product (GDP) or Gross National Product (GNP) have carried on as development which was not human – centred. It was rather economically driven and created the false illusion of growing prosperity, while a country’s real capital was being depleted and its future “sold to foreign bankers who secured luxury for the rich” (International Forum on Globalization, 2002). A region’s GDP can increase, but this does not necessarily improve its social health. Magis and Shinn (2009) refer to the GDP as an inaccurate measurement of economic wellbeing, because it is a gross tally of economic transactions which presumably add to wellbeing, but “it does not discriminate between transactions that result in social or environmental *bads* (urban sprawl, pollution and decimated inner cities) and those that contribute to social or economic wellbeing, *goods* (job creation, new housing and improved infrastructure)” (Magis & Shinn, 2009: 17).

Thus Daly (1996) differentiates between growth and development because development was always centred on economic growth and income expansion. Growth, therefore, is perceived as a quantitative increase, whereas development is a qualitative change. “Growth increases size via assimilation of resources, whereas development transitions to a better state” (Magis & Shinn, 2009: 17).

To make provision for social sustainability, or to make it a reality, the goal of development needs to be restructured and redefined. This implies that development needs to be rearticulated by reorienting it towards human development, but in the pursuit of human development the environment must still be sustained and protected. Secondly, governance needs to be revalidated so that it not only directs economic development, protects society from the vagaries of international markets and ensures that growth is sustainable, but so that its ability to protect social and environmental goals are strengthened (Magis & Shinn, 2009). Thirdly, development needs to be restructured to include human-centred processes. Human-centred development processes ensure meeting Maslow’s (1943) physiological needs, sustain human freedom and will lead to equity, sustainability, productivity and empowerment through expansion of human development (Magis & Shinn, 2009). Lastly, the indicators of success need to be redefined as tools of measurement to provide information regarding the progress of human-centred development, which then can be utilized for policy analysis (Magis & Shinn, 2009).

### **3.6 Working towards social sustainability**

In order to achieve and maintain social sustainability in communities a paradigm shift that includes and involves all members of society is required. Social sustainability therefore is concerned with human centred development, community wellbeing and public participation (Magis & Shinn, 2009; Pretty, Guijt, Scoones & Thompson, 1995).

#### **3.6.1 Public participation**

Communities need to realize the importance of participation in decision-making processes – freedoms (Magis & Shinn, 2009: 24). ‘Un-freedoms’ (or not being able to participate and engage in the economy) leads to the denial of access to labour and product markets, which in turn leads to unemployment and people’s inability to sustain themselves, causing social exclusion (Magis & Shinn, 2009). As a result of what Magis and Shinn (2009) refer to as ‘un-freedoms,’ techniques have been designed to include public participation because often it is local people who are left out of the decision-making processes including that which pertain to tourism schemes (Mowforth & Munt, 2009).

The nature of the participation of the community in tourism development or planning and management has become a concern. The debates are not about whether or not the community should be involved, but rather about how they should be involved (Scheyvens, 2002). The golf developments in Knysna have contributed considerably as a draw-card to the town as a tourist destination and have had both positive and negative impacts in Knysna. Therefore, as essential as it is to educate the local community about the nature of the developments, it is also important to include their participation in a meaningful and beneficial manner, since golf has become an important niche market in Knysna’s tourism industry, and has the ability to contribute positively towards its social sustainability.

Pretty et al. (1995) introduced a participation typology which is divided into seven levels of participation:

1. Manipulative participation
2. Passive participation
3. Participation by consultation
4. Participation for material incentives
5. Functional participation



## 6. Interactive participation

## 7. Self-mobilisation

Pretty et al. (1995) believed that if sustainability is to be achieved, then nothing less than functional participation is acceptable; hence Scheyvens (2002) applied this to community involvement in tourism managing and planning of a destination and noted a simplified dichotomy of this typology as it reflects passive and active participants. Passive participants are those who occupy menial jobs at a tourist resort or have a percentage of gate takings from a national park disbursed to them but have neither the control over the nature of tourism development nor their involvement in it (Scheyvens, 2002). On the other hand, active participation reflects the locals' accessibility to tourism development and planning information. This also implies that at this level of participation the locals are directly involved in decision making processes and are involved in the planning and managing of tourism according to how they perceive it (Scheyvens, 2002).

“The dilemma for authorities is that they both need yet also fear people's participation. They need people's agreement and support, but they fear that this wider involvement is less controllable, less precise and so likely to slow down planning processes” (Pretty et al., 1995: 62). Pretty et al. (1995) suggest that the fear which authorities have regarding the inclusion of people in planning and managing, gives them a feeling of less power and not having all the say and control in the matter. If this fear only allows for stage-managed forms of participation, “then distrust and alienation are the most likely outcomes” (Pretty et al., 1995: 62).

In rural areas the participation of local people is defined by their labour in exchange for food, money or material incentives. This form of compensation distorts perceptions, creates dependencies and is misleading. Additionally this contradicts and hinders sustainability and produces results which will discontinue once the project ceases. Giving things away to people or doing things for them disable them from solving their own problems, creates expectations as people take for granted and become accustomed to give-aways, and it destroys any possibility of the multiplier effect (Pretty et al., 1995). Development programs and developments rather continue to justify subsidies and incentives (deliberately) ‘believing’ that they can win over people who seemingly cannot help themselves. “As little effort is made to cultivate local skills, interests and capacity, local people have no stake in maintaining structures or practices once the flow of incentives stops” (Pretty et al., 1995: 62).

Often the reason for the lack of community participation in development, decision-making processes or tourism ventures, derive from existing constraints (Scheyvens, 2002) and the 'fear' of authorities (Pretty et al., 1995). Communities lack proprietorship of land and natural resources which are often owned and controlled by outsiders, and this in turn results in their participation in tourism and development being limited to co-option in ventures.

The absence of local people's appropriate and necessary skills, knowledge and resources for developing tourism ventures puts them at a disadvantage, as they may be illiterate about the nature of planning and managing tourism ventures and developments. Therefore local people are easily misled by developers and outside investors and fail to criticize them or edify themselves as a community. In the poorer communities it is more difficult to attract and accumulate the necessary capital and investment needed for the development of tourism facilities. This means that these disadvantaged communities are heavily dependent on outside knowledge, skills and capital for empowerment. Furthermore the heterogenetic nature of a community contributes to the competition and incongruity regarding the development of a potential tourism venture (Pretty et al., 1995).

The sustainability approach to tourism's carrying capacity is another tool for sustainable development. The concept of tourism carrying capacity refers to "the type and extent of tourism development and visitor use that does not result in environmental problems or destruction of ecological systems, generate social problems or loss of cultural identity, exceed infrastructure capabilities, depreciate visitor satisfaction levels, or go beyond the capabilities of resource managers to manage change" (Keyser, 2007: 392). The social dimension of carrying capacity is best defined as "the local community's perception of the desired level and type of development of tourism and the number of tourists" (Keyser, 2007: 392).

Social carrying capacity entails a destination's capability to absorb tourism before the community experiences negative impacts (Keyser, 2007: 393). In order to achieve the understanding of the local community's perceptions of the desired level of tourism development and activity, it is necessary to evaluate the social carrying capacity, which would involve consulting the community to determine their concerns about tourism and to identify what would be considered as acceptable to the various interest groups (Keyser, 2007).

The social and economic effects of tourism in destinations are just as significant, yet have received less attention than the environmental component of sustainability (Kalisch, 2002; Partridge, 2005). Similarly Dillard et al. (2009) state that the social aspect of sustainability has been relatively neglected and is by far the least developed. Sustainable tourism development embraces a community-oriented approach, encouraging community involvement and participation (Keyser, 2007) which will enhance the social sustainability condition of communities like Knysna “because engagement in the economy enables people to fend for themselves, the freedom to participate competitively is critical” (Magis & Shinn, 2009: 24).

### 3.6.2 Primary principles of social wellbeing

Magis and Shinn (2009) introduce and explain the strategies and approaches which have been implemented, working towards the development of socially sustainable societies and environmental wellbeing. These are human-centred development, sustainability and community wellbeing. These endeavours are directed by four primary principles of social wellbeing, which constitute social sustainability, namely human wellbeing, equity, democratic governance and democratic civil society.

These strategies and principles collectively, in brief, aim to:

- Designate the world’s poor as primary beneficiaries of development by focusing on the fulfilment of people’s physiological needs.
- Create an enabling environment which is equitable, sustainable, productive and empowering for people – hence the Human Development Index (HDI) was developed to measure and record this progress.
- Include human freedoms as part of human-wellbeing which relates to the people’s ability to sustain them and influence the world around them through processes of decision making (public participation).
- Expand democratic governance, a movement informed by Human-Centred development to promote social justice, equality and independence (Magis & Shinn, 2009).

To date there have been many such endeavours to implement and integrate the above-mentioned goals to reach social sustainability, such as the World Earth Summits held in Rio

De Janeiro (1992) (United Nations, 1992) and Johannesburg (2002) (Gardiner, 2002), which formulated agreements such as Agenda 21, that focused on social, economic and environmental sustainability. Even though democratic governance too was one such endeavour working towards social sustainability, encouraging citizens' participation in political decision making (to a certain degree) by having democratic elections, it still has not delivered or achieved what it should have. For example, after 19 years of democracy South Africa is still challenged with poverty, unemployment, illiteracy, housing issues, poor health etc., which are all statistics that have fluctuated these past years.

The question therefore is where is the system failing and will it deliver what is trying to be achieved? A primary problem resulting in this failure is what constitutes its key ingredients – the people. In other words, the mind-sets of people also need to be changed. Democratic governance is said to be a movement of human-centred development but their success in achieving this is minuscule. Thus it cannot be assumed that once people become self-empowered, self-motivated and confident enough that all will be well. For years the average citizens and those who live under poverty conditions have had to watch the rich minority enjoy a materialistic luxury world which others could only dream of and also work towards yet struggle to achieve. If human-centred development becomes a reality it cannot be assumed that the unprivileged majority will not attempt to achieve what the privileged minority already have. Therefore mind-sets and approaches to life need to be changed or else the culture of money and greed will prevail.

### **3.7 Conclusion**

This chapter has reviewed the literature on social sustainability and its importance. Considering all the literature available and research done on the concept since the 1800s one would have thought that our societies of today would have evolved to the sustainable condition in which it needs to be. However, in our present day we are challenged with social issues of unemployment, poverty, inequality, poor health (HIV/AIDS and malnutrition) and a lack of education. Literature has showed us that we need a shift in development and that it starts with creating awareness and realization among communities so that they can empower themselves with their stock of social capital. McKenzie (2004) refers to this as “sustainability which is also sometimes seen as an asset, occurring naturally and to varying degrees within

societies, which allows them to maintain coherence and overcome change and hardship” (McKenzie, 2004: 13).

The knowledge about the Knysna community augmented by the integration of the social dimension of sustainability can only enhance the community’s wellbeing with the enterprise of golf developments. The members of the community will be less vulnerable and become a more cohesive unit. To ensure that this happens, one needs to access the community’s perceptions, eradicate misperceptions and address their concerns. Similarly, for the development of future proposals, this too can be used to maximize social sustainability with the development of a new project and minimize negative impacts.



## CHAPTER 4

### SOCIAL SUSTAINABILITY AND GOLF DEVELOPMENTS

#### 4.1 Introduction

Working towards a sustainable society, there are many contradicting opinions towards the development of golf estates. Many disputes have emerged between the opposing and supporting parties regarding golf developments. However, social sustainability can only be fostered through mutual understanding. This chapter introduces the on-going disputes regarding the positive and negative social impact of golf developments.

#### 4.2 Perceptions of golf developments on potential agricultural land

If globalized energy systems are the primary cause of the world's environmental and geopolitical crises, the undermining of small-scale, diversified, self-reliant, community-based agricultural systems and their replacement by corporate-run export-oriented monocultures have been the primary cause of landlessness, hunger and food insecurity in the world (International Forum on Globalization, 2002). The trend of golf course estates occupying prime agricultural land in the Western Cape has become a concern (Enviroadmin, 2010). As developers concentrate on the short-term monetary value which golf estates offer a few individuals, exceeding short-term values which farming produces, they ignore the long-term consequences which may cause a shortage of food in food-producing areas, affecting all South Africans (Enviroadmin, 2010). As noted by Standeven and De Knop (1999) many golf courses have been built on valuable agricultural land areas which ultimately have caused a displacement in indigenous fauna and flora.

In the case of the Lagoon Bay golf development, between Mossel Bay and George, along the Garden Route, Anton Bredell, the Western Cape's MEC for Local Government Environmental Affairs and Development Planning, turned down the final approval for the subdivision and zoning of the 651ha piece of land in favour of the valuable agricultural potential which the land possessed (Kloppers, 2011). The two proposed luxury golf courses which were to be developed as the Lagoon Bay Golf Development, have been dropped in

favour of a smaller agricultural village which consists of a 173-unit retirement village (Yeld, 2012).

Similarly the Western Cape Department of Environmental Affairs and Development Planning (DEA & DP, 2005b) raised concerns that golf developments may deplete water resources, consume agricultural land, spoil landscapes and heritage resources, displace and divide especially rural communities, impact on access to resources, such as the coastline, contribute towards sprawl, perpetuate divisive patterns of spatial development through the segregation created by security measures, and counter social integration and integrated sustainable public service delivery.

In association with the concerns about loss of agricultural land to developments, labour issues concerning the former farmworkers on the land prior to its re-zoning for private estate development, have resulted in social fragmentation (Readman, 2003). Farm workers are often displaced as they are not employable on golf estates and are forced to move from rural settings to an urban environment, and many struggle to adapt and experience disintegration (DEA & DP, 2005a). “Golf developments can actually create unemployment, especially in labour-intensive agricultural regions” (Readman, 2003: 189).

More issues concerning the land upon which golf developments occur were recognized by Marker & Holmes (2002) when they described the sensitivity to changes which cover sands (medium- to fine-grained sand deposits that overlies and conceal the bedrock) in the Knysna region, as urban development results in vegetation destruction and dense human settlement, which aggravate runoff, resulting in higher flood peaks.

It was demonstrated when the Simola Golf Estate was being landscaped by machine, how vulnerable the sands are to water erosion and gullying from large underground pipes. The cover sands are said to be stable as long as an indigenous vegetation cover is present, but during the Simola construction, no planting was done immediately prior to the extreme flood events experienced in 1996. This caused the pipe network to collapse (Marker, 2003). Excessive runoff impacted marine life. The sediment deposited compacted on the lagoon floor. The habitat of the mud prawn, Knysna crab and worms, for example, was suffocated, and ‘dead zones’ were created. Thus the need for a slope stability assessment was noted in the second phase scoping report of this development (HilLand Associates, 2005). “The destruction and non-restoration of the Simola East Golf Estate continues to impact the estuary with sediment transfer after every rainfall” (Marker, 2003: 40).



This was also the case during the construction phase for the Sparrebosch Golf Estate (now part of the Pezula Golf Estate) on the Eastern Knysna Head. Moderate rainfall caused sand-laden runoff from extensive landscaped areas where re-vegetation was not complete (Marker, 2003). However, in the 2001 scoping report for the Pezula Private Residential Nature Estate, steep slopes and soil stability was taken into consideration and it was suggested that a slope analysis should be done (Avierinos, 2001). As development, settlement and construction of more housing continues in Knysna to accommodate the increasing population, construction mainly occurs on the slopes of the amphitheatre as the flatter terrain is already occupied. These steep slopes, covered by sands, are most vulnerable to erosion which “in turn endangers the water body and by association, Knysna’s prime tourist draw card” (Marker & Holmes, 2002: 144).

#### **4.3 The social impact of the increasing water consumption by golf developments**

DEA & DP (2005b) raised concerns that the development of golf establishments may deplete water resources. Similarly Pauw (2009) identifies golf courses and the maintenance thereof as a factor increasing the demand for water, and it is being said that if water demands cannot be met, then the consumption of water must decrease in households, as well as for recreational activities such as golf estates. In the case of Knysna, the problem of increasing water demand is of particular concern, as the town experiences its highest demands of water supply during the peak season periods, when the water supplies are at their lowest (Knysna Municipality, 2005).

In 2009 Knysna experienced its worst drought in 50 years, which resulted in the trucking-in of extra water supplies, together with strict water restrictions, which all residents and visitors had to abide by. The water demand was exacerbated by the influx of tourists, yet locals still felt that tourists and visitors to the area should be welcomed under one condition, that they keep their water usage under control (Groenewald, 2009).

In 2011 when the approval for the development of Lagoon Bay golf development was turned down, it was said that the average water consumption of golf courses ranges from 1.2 mega-litres to 3 mega-litres a day (Kloppers, 2011). This amounts to 36 mega-litres – 90 mega-litres a month, which is enough to supply 6 000 to 15 000 households with free water a month (Kloppers, 2011). Similarly during the dry months in countries such as Thailand and



Malaysia, the water consumption of one golf course is equivalent to the amount of water consumed by 60 000 rural villagers (Standeven & De Knop, 1999). Considering the water consumption by golf developments, this can be regarded as a hindering factor which contributes to the delay in the achievement of social sustainability.

Scenarios of this nature influence the perspectives of the local community negatively and alter their perceptions of the social carrying capacity dimension, which leaves the public asking questions like: “Wat bied bane soos Simola, Pezula, Pinnacle Point, ensovoorts, die gereelde, entoesiastiese gholfspeler? Absoluut niks. Hulle sal eerder hul fensie geriewe hou vir die eienaars van die *ghrend* huise, van wie baie in die buiteland woon en een keer per jaar na Suid Afrika kom” (*What do golf courses such as Simola, Pezula, Pinnacle Point, etc., offer the regular, enthusiastic golfer? Absolutely nothing. They will rather keep their fancy amenities for the owners of the grand houses, who are mostly foreigners that only come to South Africa once a year*) (Jacques, 2012: 12).

#### 4.4 Social disputes related to golf developments

“Given South Africa’s history of racial discrimination and social segregation, equal opportunities or the lack thereof to facilities are matters that fuel the golf development dispute” (Van Zyl, 2006: 10). This was demonstrated in a golf development established in the well-known city of George along the Garden Route, host of world famous golf courses and estates. When the proposal for the development of the Le Grand George Golf Estate and the Le Grand Residential Estate made its appearance, a social assessment carried out by Malan (2005) revealed disputes which often arise during the planning and developing of golf courses and estates. Issues of social identity, exclusivity, social exclusion, power and equity were of concern to residents of Pacaltsdorp and Hansmoeskraal during the introduction of the proposed development. “Ons baat nie van golf nie. Ons kannie greens eet nie” (*We do not benefit from golf. We cannot eat the ‘greens’ (golf course)*) (Arries, cited in Malan, 2005: 24). Community members feared that their property values would be increased with the presence of Le Grand, increasing their rates and taxes, which they may not be able to afford. There were great concerns with regards to the social impact which this golf estate and residential estate would have on the people of Pacaltsdorp, affecting their social identity (Malan, 2005). “The tribal, institutional and family histories of people in Pacaltsdorp have created areas of

sensitivity that have, mostly unconsciously, been touched by the development” (Malan, 2005: 16).

A compulsory process for developers to adhere to when formulating their Environmental Impact Assessment (EIA) is to include public participation meetings during the planning and proposal phases of their developments. However, the Pacaltsdorp community grew suspicious about the developer as they had not received news about these participation meetings, excluding them from raising their opinions. Their spatial identity was also threatened in the sense that they were concerned that their access to the sea would be restricted. “Spatial identity concerns the way that the collective identity of a social group is shaped around their relationship to space – in this case, the land on which they reside, and its immediate surroundings” (Malan, 2005: 24).

What made the matter sensitive was the fact that the land upon which the golf estate and residential estate were to be developed, was initially land that had been put aside for ‘coloured people’, because during the apartheid years they had requested up-market land close to the sea be made available for them to develop. The people from this community had not owned much of the land that leads to the sea, but they have had the privilege over the years to unlimited and unrestricted access to the sea, extending their spatial identity. A lack of community consultation resulted in an aggressive march opposing the developments in 2004, which led to a court case concerning the restricted access the people would have to the sea. Le Grand was being advertised as a private beach resort, with fencing around the resort and residential development, limiting access to routes which the fishermen had traditionally used to access the sea, in effect creating exclusive segregation. “Fishermen have in the past walked through this property and on to an undeveloped property on the coast, to which they have free access as per arrangement by the owner” (Malan, 2005: 21). The community won the court case and was granted all rights of access to the sea, but then the concern came about as to what the affluent residents of the golf and residential estate would think of the locals passing by. “Die ryk mense gaan nie tevrede wees as ons met ons bicycles wat *klingelingeling* en ons *krok* karre hier verby ry nie” (*the rich people will not be happy if we (local people) pass by with our bicycles and old cars that make a noise*) (Malan, 2005: 21). Similarly in Knysna the Pezula development has digested the traditional camping site of Knoetzie and the angling enclave of Sparrebosch. “We were here first, long before Sparrebosch or Pezula. It is in our culture to catch fish and eat fish, to take our children and

show them how to collect bait and put a hook on a line, and where the best fishing places are” (Noetzie, 2006).

The social exclusion and segregation formations which ignite disputes today are trends which date back as far as the 1800’s when the first golf clubs were being established globally. Then already, particularly in England, high green fees led to social exclusivity of the clubs and “attracted memberships from the newly affluent” (Standeven & De Knop, 1999: 24). “As this group took their holidays at the developing seaside resorts, courses were constructed there to cater for their needs” (Walton, 1983, cited in Standeven & De Knop, 1999: 24). In essence, it could not be more appropriate to say that ‘history is repeating itself,’ considering the development of golf courses and estates all along the Garden Route, with one of the most famous courses being on the cliff of the Eastern Head in Knysna, overlooking the ocean. “English aristocrats ensured their privacy by creating private clubs, exclusive membership systems, dress codes, etiquette standards, and a strict adherence to the first rules created by the Honorary Company of Edinburgh Golfers in 1744” (Green, 1993, cited in Readman, 2003: 167).

In an attempt to alleviate disputes and misperceptions, various guideline documents and sustainable development strategies have been put in place. Following the promulgation of the National Environmental Management Act (NEMA) of 1998 (DEAT, 1998), proposals for future large-scale developments, including golf developments, in South Africa, legally require approval from competent authorities. Information required for the decision making for the approval of the proposed development is obtained through an Environmental Impact Assessment (EIA) (DEAT, 2002).

#### **4.5 The social impact of golf developments on cultural life**

The Global Anti-Golf Movement (2010) regards the golf industry as one which aggressively promotes an elitist and exclusive lifestyle. Golf course and estate development illuminate disputes regarding the adaptation to a new lifestyle. This may have an effect on the understanding of ethics which the new affluent residents of the estates might not understand about the local people. When new wealthy residents move into the newly developed estates, they bring along with them a new ‘upper class’ lifestyle, to which the local people cannot afford to adapt to or might not be familiar with. This brings about concerns as to how the new

residents will perceive the local people and whether or not they will adjust to the ethics of the locals, raising the concern about cultural arrogance. For example, local residents of Pacaltsdorp traditionally slow down their vehicles and drive on the opposite side of the road when they see a fellow local pedestrian, in order to minimize the generation of dust on gravel roads or to offer a ride (Malan, 2005).

The interaction or cultural exchange between the two groups demonstrates cultural differences, and problems may erupt as neither understands the way of life of the other. It may also be that different patterns of verbal or non-verbal communication may lead to misinterpretation and form a barrier between the two social groups (Reisinger & Turner, 2003). “Tourists and natives are in diametrically opposite positions. The one is at leisure, the other at work” (Krippendorf, 1987: 87, cited in Ryan, 2003: 277).

The exclusive nature of golf estate development is a deliberate one and thus some residents may have the attitude of being superior to those outside the walled boundaries of this exclusive and isolated development. This attitude which may surface can evolve into a cultural impact referred to as ethnocentrism. “A belief in one’s own cultural superiority that customs, traditions, beliefs and behavioural practices of one’s own culture are better than those of other cultures” (Reisinger & Turner, 2003: 172). This in turn may lead to cultural arrogance (Keyser, 2007).

On the contrary, not all cross-cultural communication or contact is of a negative nature. Depending on the attitudes, morals and value systems of the individual, some may take these occasions as opportunities to broaden their understanding of ‘the other’. This is demonstrated through a more positive process of enculturation which can be understood as “the process of learning the accepted norms and values of the culture or society in which the individual lives” (Reisinger, 2009: 77). Simultaneously this illustrates first stage, euphoria, of Doxey’s (1975) tourist – host inter-relationship theory, which is when a destination only receives a small number of visitors who seek to merge with the local people, who are enthusiastic and thrilled by tourist development and welcome the tourists.

#### 4.6 The social dispute between developers and land owners

The controversy about the land which golf developments occupy has caused interferences amongst landowners. It is not only the potential of the land that causes disputes, many community members of developing golf destinations have been requested, as the land owners, to sell their property to the developers, which causes social disruption. “Farmers have been pressurised into selling their land to golf course developers with the obvious consequence of there being less available land from which to produce food for local communities” (Asia Golf 2000; JAPGOLF, 2002, cited in Palmer, 2004: 127).

A golf resort which was developed on the Caribbean island of St. Eustatius for the purpose of increasing the island’s self-sustainability, posed the threat of having families uprooted. This was to be resolved either by providing the families with new homes or with money. In the surrounding area on the island, neighbourhoods were said to increase in property value with the presence of the new golf resort (Versluys, 2006).

Similarly in the case of Malta, during the development of one of the approved proposals at the time (in 1998), land owners of the site of the development were given options to either receive a cash payment for their land, keep their fruit trees or to become employees of the company in the maintenance of the golf course (Marwick, 2000). The government therefore presented a policy paper concerning the development of golf courses, which consisted of numerous guidelines for the prospective developers, including having to carry out an environmental and social impact assessment for any new applications made, as well as a cost-benefit analysis to determine the overall net benefit or lack thereof, of the proposed project (Marwick, 2000).

With the development of Le Grand in George, community members were also approached by the developers and estate agents wanting to buy property and offering the land owners up to R2 million. A community member from Pacaltsdorp who had been approached claimed that her property had much more heritage value than R2 million. “Die sentimentele waarde van my eiendom, is meer as R2 miljoen werd. As jy ’n Pacaltsdorper is, waar gaan jy weer ’n plek kry wat eie is aan jou? Dit was my oupa se grond waarop ek nou bly. Moet nie underdeveloped societies abuse nie!” (*The sentimental value of my property far exceeds R2 million. If you are a resident of Pacaltsdorp, where would you find a place that is your own again? The property on which I live, belonged to my grandfather. Do not abuse*

*underdeveloped societies!*) (Malan, 2005: 25). Ironically, in 2011 the development of Le Grand was said to have failed, as a large part of the properties were auctioned for 50% less than what they could have fetched in 2007. This was as a result of the George region experiencing a depreciation in property value along with stricter access to mortgage finance, which led to a decrease in property sales on golf estates (Kloppers, 2011).

Similarly in the Philippines, Schradie and Devries documented *The Golf War (1999)*, a conflict between the local community of Hacienda Looc, the government and the developers (Fil Estate) over a proposed golf course. The government and developers argued that the development would benefit the local community and Fil Estate even promoted the development as ‘eco-tourism’, though it would mean that the locals would have to be evicted. Following the killing of three local people who attempted to protect their land from the developer, peasants jointly formed the New People’s Army to prevent further killings and their land being taken away from them (The Golf War, 1999).

The land for the development (including the farmers’ agricultural and residential land) had been sold illegally to the developer by the Philippines government. The proposed development known as Harbour Town would consist of a marina, residential areas in the form of canal or marina housing and four 18-hole golf courses (one designed by Jack Nicklaus and another by Greg Norman). The plains upon which the local people farm and reside were proposed to be flooded in order to create the marina for yachts. Fil Estate claimed that the jobs created by the development would help develop the area. These jobs included golf caddies, groundkeepers, maids and GROs (Guest Relations Officers, in other words prostitutes). However the local women refused these jobs as they felt it would degrade their status (The Golf War, 1999).

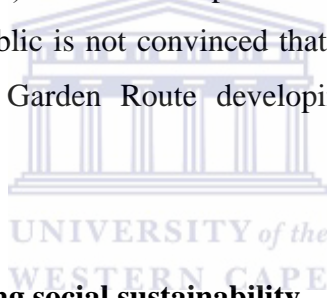
As farmers and fishermen, the locals believed that their current way of living would keep them happy and that they would always be able to survive. Although, should the development progress, they would have no guarantee for survival, as they would be evicted and have no place of their own in which to live, and no land to produce their own food. They are not skilled enough to be employed in professions other than farming and fishing (The Golf War, 1999).



#### **4.7 Marketing strategies' influence on perceptions**

Despite disputes which have caused a negative perception to grow amongst those who oppose golf developments, it is clear that the press publishing factually incorrect and biased information plays a significant role in influencing public perceptions about the Garden Route golfscape (Van Zyl, 2006: iii). This is due to the fact that media reports lack the specialist information input one would read about in an EIA report, hence the public's perceptions and misconceptions are also accounted for by what they are exposed to in advertisements and not knowing what is stated in the EIA reports. (Van Zyl, 2006).

Advertising of a golf development prior to its approval has been declared illegal; as such advertising subtly influences the perceptions of the public, as they are persuaded to accept the development prior to its approval. In addition "public perceptions about a development are very much influenced by personal expectations and what an individual gains from a particular development" (Van Zyl, 2006: 10). "The lack of public support for the golf developments is as a result of the fact that the public is not convinced that either the natural environment or tourism, will benefit from the Garden Route developing into an international golfing destination" (Van Zyl, 2006: iii).



#### **4.8 Social benefits: Enhancing social sustainability**

Golf developments offer many investment opportunities for local infrastructure, community upgrades in terms of water and electricity supply, establishment of mutually beneficial relationships between local environmental bodies and schools, they increase self-sustainability of a destination, and provide employment opportunities during both the construction phases of the development, and when the development is up and running. On average, an 18-hole golf course can employ about 30 people, the majority of whom are employed in the labour category, but "the general pattern is that the high-income management level occupational categories are staffed predominantly by whites and that labour category are staffed generally by blacks (Africans and Coloureds)" (DEA & DP, 2005a: 34) (refer to Figure 4.1). "It must be remembered that the economy must serve the people and therefore economic growth that does not bring along job opportunities for the common man, is an economy that only serves a certain portion of the population" (Pauw, 2009: 40).

However, the majority of the jobs made available only last as long as the construction phase of the development, and therefore raises concerns about the long-term impact on the community which these short-term employment opportunities may offer. It is during the construction phases of these developments that migrant workers are attracted, increasing the population, which is the case in Knysna. Once construction has been completed, those who came in search of opportunities, exacerbate the unemployment figures in the region.

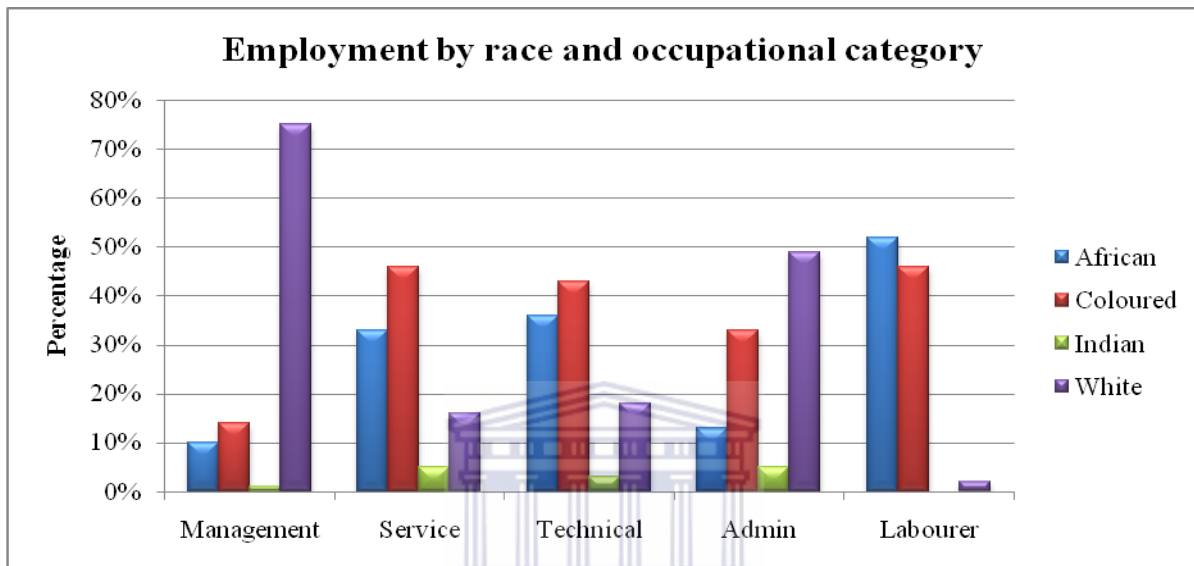


Figure 4.1: Employment by race and occupational category for golf developments in the Western Cape (Source: DEA & DP, 2005a: 35)

Analysing these job titles, the majority are accounted for by caddies, cleaners and gardeners. What does this mean for the development of a society? Can community members who occupy these jobs develop to a greater and more sustainable degree? Are the workers being uplifted or empowered by the work opportunities provided, when considering those who come from a previously disadvantaged background? Does it provide them with the necessary skills and knowledge required to move up the socio-economic ladder? As positive as the contribution made to employment by golf developments may be, one needs to take into consideration the long-term impacts on the community as a whole (Greenhotelier, 2010).

Consequently the communities also question the authenticity of these work opportunities. “Community leaders have expressed concern that the developer will, as has been done in similar developments, use employment projections as a *carrot* to enlist the support of the community” (Malan, 2005: 32). Readman (2003) alludes to the fact that golf developments may aggravate unemployment in labour-intensive agricultural regions, which is “far from



creating employment as proponents of golf advocate” (Readman, 2003: 189), as well as reducing the need for personnel as new technologies are utilized such as computerized, water sprinkler systems.

In an effort to contribute to the community, trusts are established which are funded from various sources. These trusts are viewed with the same scepticism as the apprehension with regard to promises of employment opportunities. “There are differing views on such trusts, which some community members perceive as beneficial and others believe that they are being used to manipulate support for golf estate developments” (DEA & DP, 2005a: 70).

The perspective of the implication of employment opportunities is magnified during the construction phase as, although preferable, the locals lack the required skills. Intermittently it becomes necessary to import foreign skilled artisans. This defeats the purpose of attaining and maintaining social sustainability envisaged by the golf development. Due to the dependency LEDCs have on foreign investment they are at a disadvantage and therefore economic growth is more limited and restricted than expected. Big companies in the tourism industry such as the Hilton Hotels or common investors like the World Bank, when investing, take precautions to ensure that profits are generated from their investments. This is partly why these big organizations implement foreign employment, so that they know that their money is invested with employees who are experienced, knowledgeable and capable of making a success.

In the case of the development of the golf resort on St. Eustatius Island, local labour was not skilled enough for the construction phase of development and there was a need to hire foreign contractors which resulted in demoting the local companies to sub-contractors (Versluys, 2006). To reduce the amount of foreign labour needed, provision for the training of local people was made by the developer, teaching them the necessary skills needed and ultimately eradicating the need for so much foreign labour (Versluys, 2006).

Incorporating social sustainability, the National Environmental Act (NEMA) declares that during the development of establishments, environmental management must prioritise the needs of people by serving their physical, psychological, developmental, cultural and social interests in an equitable manner. Furthermore NEMA ensures that development is socially, environmentally and economically sustainable and states that all negative impacts on both the environment and on the people are anticipated and thus prevented (DEAT, 1998).

## 4.9 Conclusion

Literature has documented the prevailing trends pertaining to the development of golf establishments, particularly those concerned with the impacts on communities. Evidently golf establishments do impact the concerned local community either negatively or positively. The development of golf establishments are motivated by the potential attraction such an establishment can be, not only to golf enthusiasts but to tourists, investors and property owners too. This attraction hosts an array of intellectual misunderstandings which result in disputes. Golf establishments therefore are not only renowned for economic growth but also for the provision of employment, however the nature of these jobs has been viewed sceptically. Additionally disputes among land owners and developers have aggressively occurred and it is being perceived that golf establishments are uprooting remaining agricultural land areas, impacting the lives of many. Furthermore issues of accessibility have argued that large-scale establishments of this nature tend to privatise what were previously communal areas. Therefore this suggests and supports what could potentially become a reality in Knysna and evidently social disputes of this nature have already erupted.

In the researchers attempt to address these issues and concerns, a research methodology has been devised and implemented to obtain substantial information from the Knysna community to review their thoughts and concerns and to investigate how their lives have been and/or will be impacted as a result of the development of golf establishments in Knysna.

## CHAPTER 5

### RESEARCH METHODOLOGY

#### 5.1 Introduction

The methodology used for the purpose of this research includes the collection and analysis of secondary as well as primary data.

The secondary data accumulated and compiled into a literature review consists of desktop data, “grey” literature, journal articles, academic literature (theses) and books. The compiled literature review reveals background knowledge about related topics and also introduces new research findings to the field to which this research contributes.

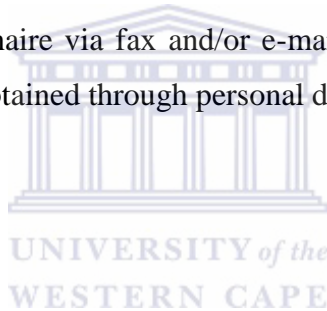
To produce a perception analysis, Knysna’s community members would require a more qualitative research questionnaire as opposed to a predominantly quantitative one which would yield limited information (Brunt & Courtney, 1999) and subtly influence the research participant’s response if questions were in a multiple-choice format. Yin (1993, cited in Brunt & Courtney, 1999: 498) suggests that qualitative data can be presented by perceptual and attitudinal dimensions including real-life events or experiences which otherwise could not easily be converted to quantitative values. Therefore, for the purpose of this research, a questionnaire was utilized as the principal instrument for primary data collection to record and analyse qualitative data which consisted of the perceptions of community members towards the golf establishments in Knysna (refer to Appendix 1).

The questionnaire was divided into seven sections, posing both qualitative, open-ended questions to capture the perceptions of research participants, and quantitative questions to produce relative figures:

- Section A of the questionnaire posed demographic and geographic location questions.
- Section B consisted of questions pertaining to the experiences at a golf development in Knysna.
- Section C targeted golfers.
- Section D put forward public participation related questions.
- Section E was composed of both qualitative and quantitative questions with regards to opinions about golf developments.

- Section F appealed to residents of golf estates.
- Section G incorporated social, environmental and economic impact related questions, forming a broad horizon of perceptions.

The questionnaires were personally distributed by the researcher at the community libraries in Hornlee and on Leisure Island, to residents in the various residential areas and at the related golf developments of the research area. The distribution of questionnaires and data collecting process was carried out during the peak holiday season months between November 2011 and January 2012. This time period took into consideration the time respondents would have available to be research participants, and took into account that second home owners were more than likely to be present during that vacation period. On Wednesday 4 June 2012, an article creating awareness of the research was posted on *The Knysna Keep* (a website initiated by Mike Hampton aimed at confronting challenges which Knysna encounters). The research questionnaire was available to download from the website for interested participants who returned the completed questionnaire via fax and/or e-mail communication. However more completed questionnaires were obtained through personal distribution.



## 5.2 Key interviews

Five key interviews were conducted by the researcher to obtain primary, qualitative data (refer to Appendix 2). The interviewees consisted of a personal interview with Mr Jourdan, the golf co-ordinator at Pezula Championship Golf course; a personal interview with Dr Marr, former committee member and a current member of the Knysna Golf Club; a meeting with the Knysna Golf Club committee members including Quinten Webster, the manager of the Knysna Golf Club; a personal interview with Mr Metzger, the developer of the Knysna River Reserve and a personal interview with Mr Beaumont, the director of golf at Simola Golf and Country Estate. Similarly the interview questions were also divided up into various sections:

- Section A obtained information regarding golf club memberships and the utilization of facilities.
- Section B related to the history of the golf development prior to and post development of the establishments and raised the question pertaining to public access or the restriction thereof.

- Section C illuminated the issue of public participation and whether or not the golf developments provide mediums for continuous communication with the public to avoid and relieve misconceptions and public concerns.
- Section D provided information pertaining to how the community benefits from the golf developments.
- Section E produced additional information such as water and energy consumption which raised environmental concerns.

The information obtained from the key interviews assisted the researcher by clarifying encountered misconceptions, from unreliable sources and provided inaccessible information, such as: Are golf establishments created as a playground for the rich only? What do golf establishments offer the local people to include them in the facilities and amenities which are otherwise financially out of reach of the average local man? Have these establishments really created employment for local people? Are the gated communities built on golf establishments intentionally dividing social groups in the community? Why does the development of a golf course devour the natural scenic beauty of a location for the rich minority and then restrict the poor majority by making the premises ‘private’ and inaccessible?

All interviews were scheduled by the researcher with the various interviewees prior to the interview, either telephonically, electronically or personally. All interviews were held in Knysna on the respective premises of the golf developments.

Two additional interviews were conducted with municipal officials at the Knysna Municipality pertaining to ‘social sustainability’, to gain perspective on the integration or focus on social sustainability in Knysna. These interviews included personal conversations with Mr Mabula, the environmental manager of the Knysna Municipality and Mrs Boyce. Similarly these interviews were also scheduled prior to the interview appointments. These interviews were, however, mainly composed of ad hoc questions relevant to the topic.

All research participants were issued with an information sheet which informed the participant about the researcher and the research being done. Research participants were made aware that participation was voluntary and that the interview or questionnaire would be conducted only with their consent. It was required of the research participant to sign a form as proof of having read and agreeing to what had been stated in the information sheet provided (refer to Appendix 3).

### 5.3 Research participants

A sample of 100 participants was proposed and targeted of which 89 questionnaires were returned and utilized for analysing. Targeted research participants for the questionnaires consisted of Knysna community members. These research participants were targeted according to their place of residence being in close proximity to the golf developments in the research area. It was assumed that residents in closest proximity to the golf developments would be able to provide more appropriate and applicable perceptions.

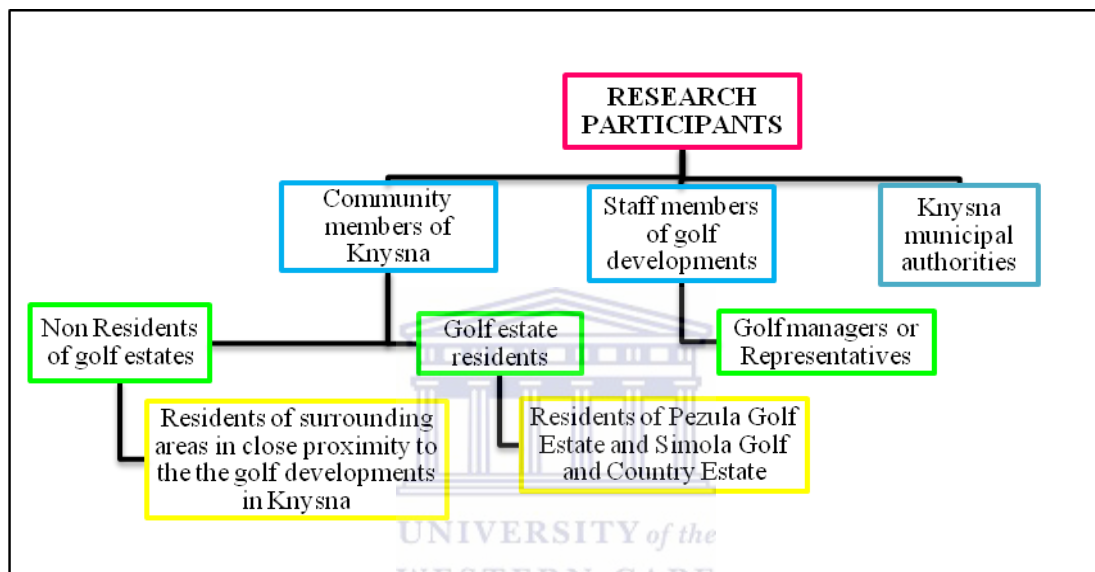


Figure 5.1: Hierarchy representation of research participants

The research outcomes and the responses of research participants reflect the uncertain nature and lack of confidence amongst community members. Just as locals were hesitant to be research participants, giving them an opportunity to safely express themselves, so too are they afraid of voicing their opinions to developers and authorities. The nature and number of responses to the questionnaires emphasize the point this research illuminates, the community members' lack of self-confidence and courage, a characteristic of a society that is not socially sustainable.

Encouraging people to voice their thoughts and perceptions and to be active research participants by completing a questionnaire was very challenging. Most individuals who were approached felt that they could not contribute or comment about the research topic because they were not knowledgeable about golf. When it was explained that the nature of the study was to shed light on their perceptions, they still felt hesitant to comment. The reluctance of

community members to participate in this research correlated the assumption that Knysna's community members possess a confined and insular mind set, an oppressed school of thought which seemingly restricts research participants.

#### **5.4 Method of analysis**

The data collected via the questionnaires was captured on a database using the SPSS statistics program. Utilizing the statistical output generated on SPSS, graphs were drawn using the Microsoft Excel program, illustrating data graphically. Furthermore tables were composed on Microsoft Word, tabulating relevant figures and percentages. Responses to qualitative questions answered in the questionnaires and interviews were recorded and analysed in categories accordingly. The analysed data was then presented according to the adopted framework of social sustainability which classifies the recorded data into various categories: (1) Quality of life – this section produced analysed data regarding the enhancement or detractor to the quality of life, as a result of golf developments, of Knysna's residents as perceived by the research participants. (2) Equity – this section analyses the perception of equity in and amongst community members of Knysna and how the golf developments have either aggravated or eliminated the issue of equity. (3) Diversity – this section explains the provision for and accommodation of a diverse community made by the golf developments. (4) Social cohesion – this section aims to elaborate on the extent to which golf developments have contributed towards forming a cohesive society and illuminates elements of social exclusion which hinders the achievement of a sustainable society. (5) Democracy and governance – this section introduces the topic of public participation and includes the perceptions of research participants pertaining to the attendance of such meetings.

Additionally the ArcView GIS 3.3 program was utilized for the drafting of maps of the research area, displaying relevant geographic locations of the golf establishments included in the research relevant to the place of residence of the research participants in Knysna.

#### **5.5 Theoretical framework for social sustainability**

To contextualize the research findings according to the notion of social sustainability, the WACOSS (2000) social sustainability framework has been adapted and applied to the research findings. The simplified outline of this model should ideally be utilized throughout



all the planning and development processes of proposed projects, but for the purpose of this research it is used to analyse, measure, sketch and understand the current ‘social condition’ of the Knysna community, in terms of how they perceive these golf developments.

This model of sustainable development shows its concern with the people of the community, how their lives and wellbeing are or have been affected, influenced and/or enhanced. It is a demonstration of the reoriented strategy of development, which is concerned with qualitative development and not quantitative growth of the economy and is aimed at enhancing social sustainability.

Table 5.1: Theoretical framework for social sustainability (source: adapted from the WACOSS (2000) social sustainability model)

1.	<b>QUALITY OF LIFE</b>
	To what extent will the applicable golf development improve employment opportunities for the Knysna community?
2.	<b>EQUITY</b>
	To what extent will the applicable golf development: <ul style="list-style-type: none"> <li>• Reduce disadvantage for the Knysna community?</li> <li>• Identify and resolve the causes of disadvantage and inequality in the Knysna community?</li> <li>• Assist the Knysna community to have more control over their lives, socially and economically?</li> <li>• Identify and aim to meet the needs of any particular disadvantaged and marginalized people within the Knysna community?</li> <li>• Reduce biased and prejudiced approaches within the Knysna community?</li> </ul>
3.	<b>DIVERSITY</b>
	To what extent will the applicable golf development: <ul style="list-style-type: none"> <li>• Allow for diverse viewpoints, beliefs and values to be taken into consideration?</li> <li>• Promote understanding and acceptance within the broader community of diverse backgrounds, cultures and life circumstances?</li> </ul>
4.	<b>SOCIAL COHESION</b>
	To what extent will the applicable golf development: <ul style="list-style-type: none"> <li>• Help the Knysna community to develop a sense of belonging in the broader community?</li> <li>• Increase participation in social activities by individuals in the community?</li> <li>• Improve the Knysna community’s understanding of and access to public and civic institutions?</li> <li>• Build links between the Knysna community and other groups in the broader community?</li> <li>• Result in the provision of increased support to the Knysna community by the broader community?</li> <li>• Encourage the Knysna community to contribute and provide support for others?</li> </ul>
5.	<b>DEMOCRACY AND GOVERNANCE</b>
	To what extent will the applicable golf development: <ul style="list-style-type: none"> <li>• Allow for a diverse range of people to participate and be represented in decision making processes?</li> <li>• Make the processes of decision making clear and easy to understand for stakeholders?</li> <li>• Ensure that the use of volunteers is appropriate and properly governed?</li> <li>• Consider the consequences should the golf development cease?</li> </ul>

With its origins from the Western Australian Council of Social Services (WACOSS) (2000) the outlined social sustainability framework illustrated in Table 5.1, has been adapted for the purpose of this research and applied as follows:

Firstly the quality of life is measured according to how the golf establishments in Knysna have been able to enhance the quality of life through the provision of job opportunities and eradicating unemployment within the community. Secondly, the degree of equity within the Knysna community is assessed with the assumption that golf establishments have the ability to reduce inequalities and therefore with the preamble of social sustainability, it is considered whether or not golf establishments in Knysna indeed contribute to the resolution of inequality and the reduction of disadvantages. Thirdly, the level of diversity is integrated with the concept of social sustainability and investigates how the golf establishments in Knysna promoted diversity. Furthermore, working towards a more socially sustainable community, the degree of social cohesion is considered by taking a look at whether or not the golf establishments in Knysna have cultivated a culture of working together in and amongst the community. Lastly democracy and governance is measured against the background of public participation and attempts to determine whether or not the golf establishments in Knysna have fairly integrated this concept.

With the aid of a social sustainability framework, the research findings were then put into context to form a perceptions analysis of the Knysna community towards the golf establishments in Knysna.

## **5.6 Perceptions analysis**

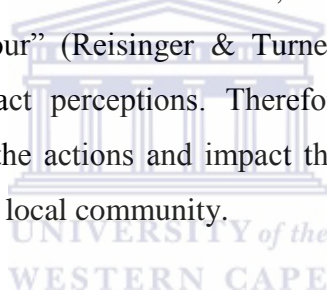
For the purpose of this research the concept of 'perception' with specific reference to the tourist-host contact (Reisinger & Turner, 2003) has been adapted to 'community perceptions towards golf developments'.

“Perception represents the process by which meaning is attributed to an object, event or person encountered in the environment, whereas attitudes represent a predisposition to think and act in a certain way towards an object, event or person” (Kurtz & Boone, 1984, cited in Reisinger & Turner, 2003: 148). The difference between attitudes and perceptions is that an attitude is created on the basis of experience during the process of learning and acquiring

knowledge whereas perception can be created without experience and knowledge of the object (in this case a golf development) or person (Reisinger & Turner, 2003).

Additionally the local community may attribute meanings to the golf development(s) without having previous experience or knowledge about golf, therefore they develop a perception, rather than an attitude, towards golf and golf developments. Furthermore not all community members participate in or have experienced golf related activities or have visited either of the golf developments in Knysna. Those who do have a very limited experience or knowledge about golf and have not acquired a complete and accurate knowledge relating to golf therefore developed an attitude.

One's perception may also be defined as the impression one forms of golf developments and anything related to or associated with golf and how interpretations are made as first impressions are particularly important. Reisinger and Turner (2003) define perception as "the process of attributing meanings to the environmental, internal experience, impression and interpretation of others' behaviour" (Reisinger & Turner, 2003: 173). This definition is related to the tourist-host contact perceptions. Therefore the "interpretation of others' behaviour" can be described as the actions and impact thereof stemming from golf related activities or developments, on the local community.



## **5.7 Doxey's Irritation Index**

The concluding chapter of this research adapts Doxey's (1975) Irritation Index theory and applies it to the perceptions analysis which was measured against the notion of the adapted social sustainability framework.

Doxey's (1975) theory states that host communities of tourism destinations experience a sequence of reactions and varying perceptions and attitudes towards tourists as the impacts of a growing tourism industry in the host destination becomes more pronounced.

Doxey's (1975) theory is divided into developmental stages which change as the experience, perceptions and attitudes of the host community changes towards the presence of tourists:

- The first stage is the stage of Euphoria. This can be described as an exploration and involvement stage where visitors are welcome to the destination and there is little planning involved.

- The second stage of Apathy is a developmental stage. During this stage visitors are taken for granted and the tourist-host contact becomes more formal.
- The third stage of Irritation or Annoyance is characterised by saturation, when destinations have reached their carrying capacity and local people have misgivings. During this stage planners attempt to control the carrying capacity by increasing and improving infrastructure in the destination rather than limiting growth.
- The final stage of Antagonism is reached when there is an open expression of irritation and planning is remedial. However promotion of the destination continues to increase in order to offset the deteriorating reputation of the destination.

This theory illustrates the change in perception and attitudes of host communities towards tourists with the continued development of the tourism industry in the host destination. Similarly, this research aims to adapt this theory by applying it to the change in perceptions which the community of Knysna has towards the on-going development of golf establishments in Knysna.



## **5.8 Conclusion**

This chapter has outlined the research methodology and the various techniques applied to procure data in order to attain empirically researched findings. Qualitative research questionnaires used as the primary tool, enabled the researcher to obtain primary data. The questionnaires were distributed to various respondents from the Knysna community, providing insight on their perceptions towards golf establishments. Furthermore, key interviews were conducted with authorities of the golf developments and officials of the Knysna Municipality to gain a balanced view. The theoretical framework for social sustainability contextualized the perceptions of respondents towards golf establishments.

This research methodology has enabled the researcher to graphically illustrate and tabulate the data collected. The research findings not only illustrate demographic and geographic information, but also discuss the frequency and purpose of visits to golf establishments in Knysna, the respondents' participation in golf and overall perceptions of golf developments in Knysna.

## CHAPTER 6

### RESEARCH FINDINGS AND DISCUSSION OF RESULTS

#### 6.1 Introduction

With the implementation of the research methodology presented in chapter five, the research findings were captured, analysed and graphically illustrated and tabulated. This in turn has led to the analysis and discussion of the data captured against the background of social sustainability. Furthermore, the research findings have provided critical information from which useful recommendations have derived in support of achieving a socially sustainable society.

#### 6.2 Demographic information and geographic location

The demographic overview of the respondents reflects that 93% of respondents are South Africans and 7% non - South Africans. A bad social trend in Knysna is: “The creation of more rich areas with part-time occupiers” (HillLand Associates, 2002: 138). A group of foreign investors in the property market, or second home owners, have contributed to the exacerbating fragmentation of the local Knysna community by occupying gated communities for short periods of time, which does not encourage community interaction, affecting the overall social sustainability of the society. The geographic location and layout of the golf developments in Knysna have formed the focus of this research. Therefore targeting respondents who reside within close proximity to these golf developments created a viable research target group of respondents, whose perceptions, input and opinions were of the most relevant in the research area. These respondents are more than likely the community members of Knysna whose lives have been affected or influenced, directly and/or indirectly, to various degrees as a result of the establishment of golf developments in a rapidly urbanizing town (refer to Table 6.1).

#### 6.3 Visits to golf developments

Only 75% of respondents had visited one or more of the golf developments in Knysna for various purposes, with “to play golf” as the third most popular reason for the visit. Research respondents indicated that their main purpose of visit was ‘to attend a function’, which could also be interpreted as their only invitation or reason for having the opportunity to visit one of

these establishments (refer to Figures 6.1 and 6.2). Although the average duration of residency in Knysna of the respondents is 21.2 years, why is it that the remaining 25% of respondents have not visited a golf development, considering that one of the biggest golf developments in Knysna was established 11 years ago? This question poses a fundamental key issue which illustrates a lack of community involvement or interaction with large scale establishments of this nature. Golfing establishments in Knysna are meant to improve the wellbeing of the local community and are regarded as Knysna's most contributing factors to the town's GDP and tourism industry yet it is only serving a portion of the town's population. Figure 6.1 graphically illustrates the respondents' purpose of visit to a golf development in Knysna.

Table 6.1: Demographic information and geographic location

Average length of residency in Knysna	21.2 years	
	NUMBER OF RESPONDENTS	
Nationality	Non South African	7%
	South African	93%
Age group classification	<20	2%
	21 - 40	40%
	41 – 60	40%
	61+	18%
<b>Respondents' place of residence in Knysna</b>		
Brenton on Sea		1%
Costa Sarda		1%
Fisherhaven		6%
Fraaisig		5%
Green Pastures		1%
Heads		1%
Heuwelkruin		1%
Hornlee		32%
Hunters Home		5%
Khayaletu		1%
Knysna CBD		9%
Lake Brenton		1%
Leisure Island		4%
Nekkies		3%
Noetzie		1%
Old Place		6%
OuPlaas		2%
Paradise		1%
Pezula		1%
Rheenendal		6%
Sedgefield		6%
Simola		1%
Thesen's Island		2%
Welbedag		1%

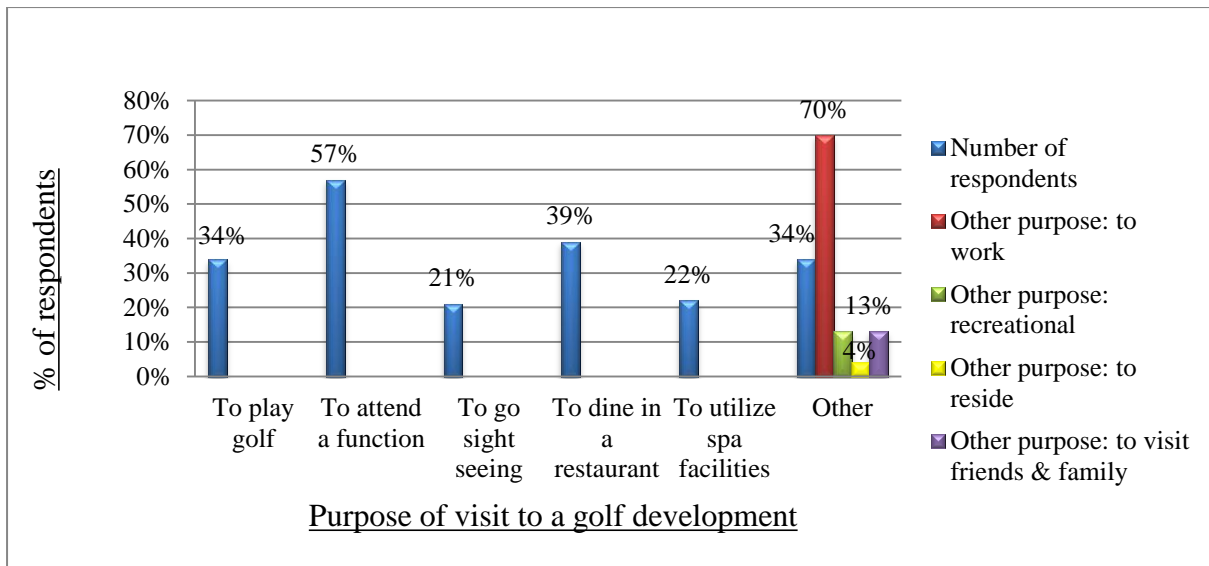


Figure 6.1: Respondents' purpose of visit to a golf development in Knysna (respondents selected multiple answers)

Figure 6.2 graphically illustrates the golf developments in Knysna which respondents have visited.

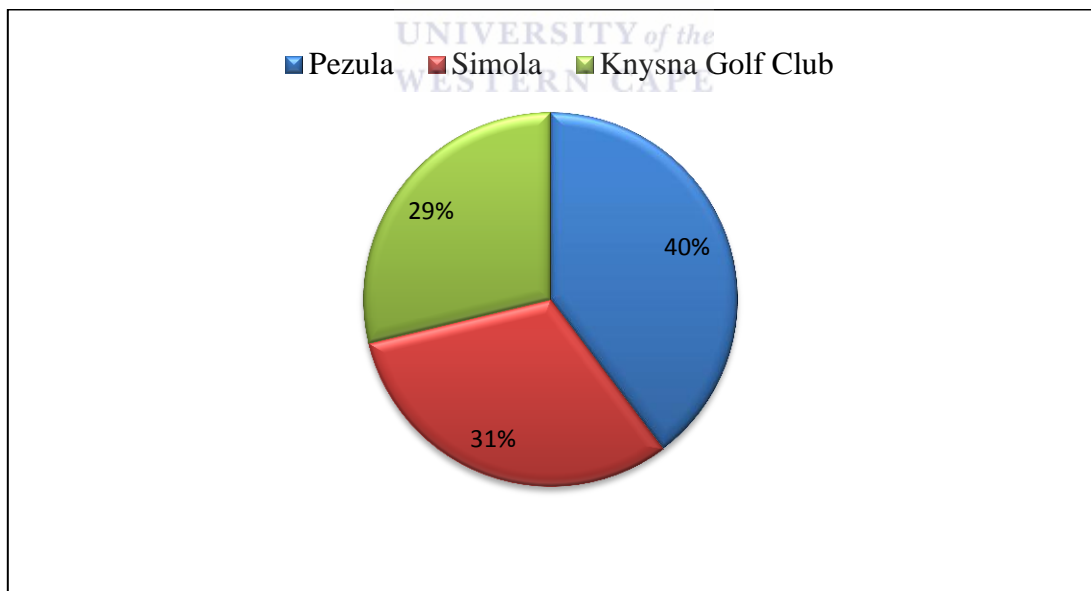


Figure 6.2: Golf developments in Knysna visited by respondents

Furthermore 43% of respondents indicated they make use of the facilities available at the golf developments of which 84% of facility utilization was accounted for by “dining”. Thus culinary facilities are the most popular attraction at the golf developments for respondents.



Additionally 57% participate in golf and 46% regularly invest in products offered at the golf shops, while 41% prefer to indulge in relaxation at the spa (refer to Figure 6.3).

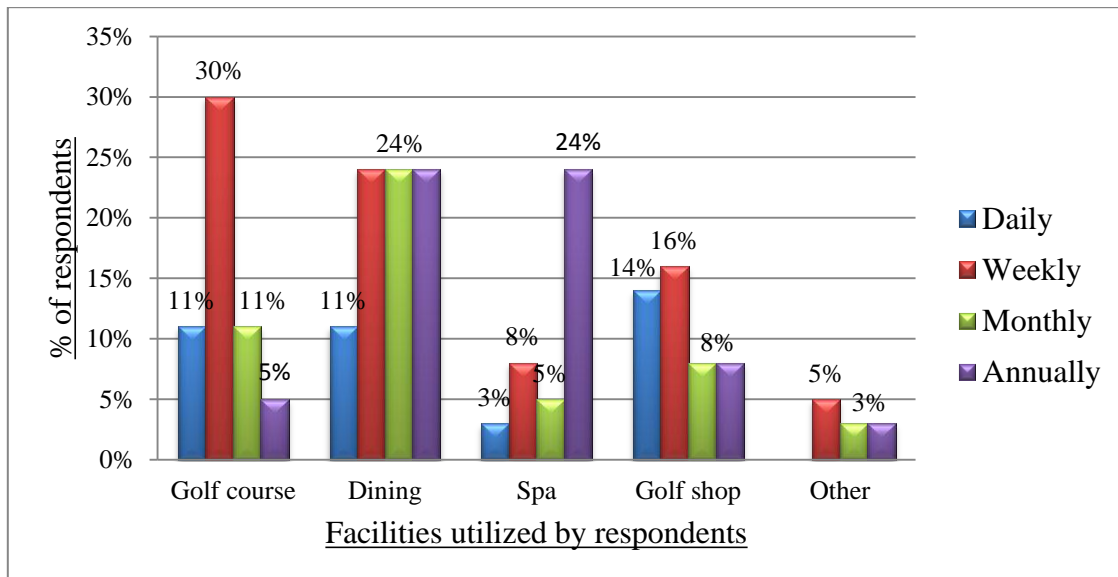


Figure 6.3: Frequency of utilization of facilities at golf developments by respondents

#### 6.4 Participation in golf

Focusing on the ‘primary’ function of a golf course, only 24% of respondents play golf, of which 38% play on a weekly basis. Ironically the majority (71%) of respondents prefer to play golf at the local municipal golf course, the Knysna Golf Club. This reason may be accounted for by the reasonable green fee rates which make it more affordable for keen golfers to have an opportunity to practice or enjoy playing golf, demonstrating a strategy to include the local community and eliminate social exclusion (refer to Table 6.2).

The fact that only 24% of respondents play golf does not only indicate that large portions of land serve a minority group of people. It also alludes to the fact that golf courses have created an environment to serve as an attraction for property investors or to set the scenery for luxury amenities which cater for a small portion of the town’s population.

Table 6.2: Participation in golf

	NUMBER OF RESPONDENTS	
<b>Number of respondents who play golf</b>		24%
<b>Frequency of golf played of the 24% of respondents</b>	Daily	10%
	Weekly	38%
	Monthly	29%
	Annually	33%
<b>Preferred golf course to play on</b>	Pezula	29%
	Simola	52%
	Knysna Golf Club	71%
	Other: outside Knysna	10%

## 6.5 Public participation

An important tool for enhancing the social sustainability of a society is to evaluate the inclusion and participation of the community in public participation processes. For the purpose of evaluating public participation, the Knysna Golf Club is not included because this golf development was established in 1953, prior to the implementation of Environmental Impact Assessments (EIA) and public participation meetings.

Taking into consideration the average 21.2 years duration of residency in Knysna pertaining to the respondents, this indicates that they were present as residents of Knysna during the development processes of Pezula and Simola. Both of these golf developments required a public participation process to gain approval for development. This was achieved through the EIA processes. However, only 5% of respondents participated in these public participation meetings during the time of development (refer to Table 6.3).

As indicated in the research questionnaires, the respondents voiced their opinions in the meetings regarding the restriction of entrance to different fishing spots, the disappearing access to the coast as a result of the development, and the availability of water. Authorities who held the meeting(s) responded to the concerns raised by saying that due to the fact that the local fishermen did not have an angling club at the time, not much consideration was given to the issue. In response to the water-related concern, it was said that there were many alternative sources of water which would not hinder the availability of water to the community. Pezula currently relies on potable water from the Knysna Municipality and the water used for irrigation purposes is supplied from rain water tanks on site (Jourdan, personal communication, 2012) and storm water detention ponds (DEA & DP, 2005a). However, although golf developments claim to source their own water for irrigation purposes on site,

that amount of water does not suffice the necessary consumption for irrigation purposes, hinting that the golf courses rely on municipal water supplies too for irrigation purposes (Mabula, personal communication, 2012).

Furthermore concerns were raised regarding the wildlife habitats in the area of the development. The concern was related to the electrical fencing which was to be put up and how this would have a fatal effect on animals such as baboons. Authorities in the public participation meetings responded by saying that the matter would be taken care of by a specialist in the field.

The response which respondents received during the meetings is perceived as not being sufficient and unacceptable and they felt that their opinions were being “quashed” by answers given from authorities.

Some 86% of respondents thought that it is necessary for their opinions, comments or questions to be raised in future continuous public participation process. Most respondents indicated that they would be willing to attend these meetings if they were to be in place. These results revealed a sense of commitment or willingness from the community to work towards a socially sustainable society. It is not only the input and commitment of authorities which is required to build a socially sustainable community. The participation of the community is of equal importance and therefore community members need to be encouraged to do so. On the contrary one can question whether or not Knysna’s community members are aware of their fragmented social sustainability condition. If they have no knowledge or concept of what a socially sustainable society is, then their failure to identify their degrading social sustainability is inevitable. Thus the community needs to be educated to avoid future proliferation of an unhealthy social trend.

Table 6.3: Public participation

<b>Number of respondents who were public participants during decision making processes of the development of golf developments in Knysna</b>		5%
<b>Number of the 5% of respondents who attended a public participation meeting for the specified golf development</b>	Pezula	75%
	Simola	-
	Other (Rotary Club)	25%

## 6.6 Perceptions of golf developments in Knysna

Golf developments have undoubtedly contributed to the development and urbanization of Knysna on the whole. With the presence of the golf developments it has attracted more visitors and tourists to the area, some of whom have now become residents of the town, investing in Knysna's valuable property. Although these golf developments have contributed to the town, what have they done for the local people of the community? This research sourced the answer to the question by analysing the perceptions of the community members themselves.

Respondents expressed their opinions about the golf developments and acknowledged the significant growth that it has stimulated for the economy and overall development of the town. Respondents also credited the provision of employment which was created but simultaneously some questioned it because many perceive the employment opportunities as being occupied by non-locals and argue that during the construction phases, employment was only temporary. This contributed to the escalating unemployment rate of the town.

On the other hand, 26% of respondents felt that the golf developments do not benefit the town and its community and that it just aggravates social exclusion. One respondent commented: "I doubt that the benefits outweigh the negatives. The developments are insular - they benefit each other within the development" (refer to Figure 6.4).

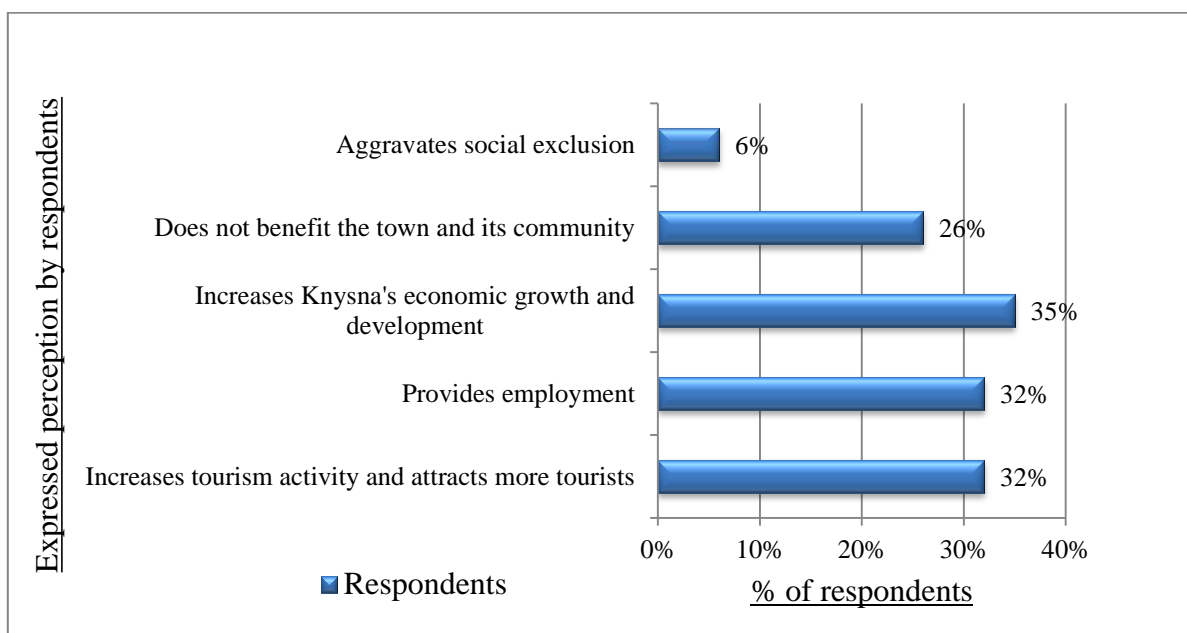


Figure 6.4: Expressed perceptions about the benefits of golf developments

As Knysna continues to grow so too does its development. Awaiting the construction of the R2-billion Knysna River Reserve development, it was fundamental to acquire the respondents' perceptions of the proposal of an additional golf development at the time (refer to Figure 6.5), considering that only 35% of respondents acknowledged the contribution made to Knysna's economic growth and development by the present golf developments. Respondents commented by saying, for example, that: "Knysna already has two large golf courses and they are just suitable, another is too many," or "It is a good thing and a bad thing because there are not enough golf players in the low season and golf courses must be championship standard."

The research results indicated that only 34% of respondents were aware of the proposal of an additional golf development which had already been approved more than six years ago. Some respondents perceived the upcoming development as a great employment opportunity and source of income for the town, while others said that "It won't employ Knysna residents, it mostly employs people from outside of Knysna." "I am against it, they should rather put up more houses for the poor people" was another comment. However, 39% showed concerns pertaining to the increase in water demand because Knysna is currently a water stressed region. Furthermore respondents seem to have environmental concerns, as one respondent expressed: "The River Reserve or otherwise known as The Drift by the community is the only river bend that the locals use for recreational purposes and it's a flood plain after heavy rains."

Social concerns about the new development surfaced as respondents fear it may aggravate social exclusion:

- "The Knysna youth does not get the opportunity to go there because it caters for those who can afford it only."
- "Golf is a game for few, paid for by many. There are much better uses for fertile land than golf courses which are not eco-friendly however they try and prove otherwise."
- "There are always promises to the community but the community continues to devolve. Additionally, Knysna has many empty beds which mean that overall, occupancy rates are likely to decrease. It may make a difference if we were made fully aware of the developers intentions."

Developers are being perceived as not having the intention to prioritize the provision of housing in the areas which they develop, it is perceived as a ‘magnet’ to generate capital which does not reach the community (refer to Figure 6.5).

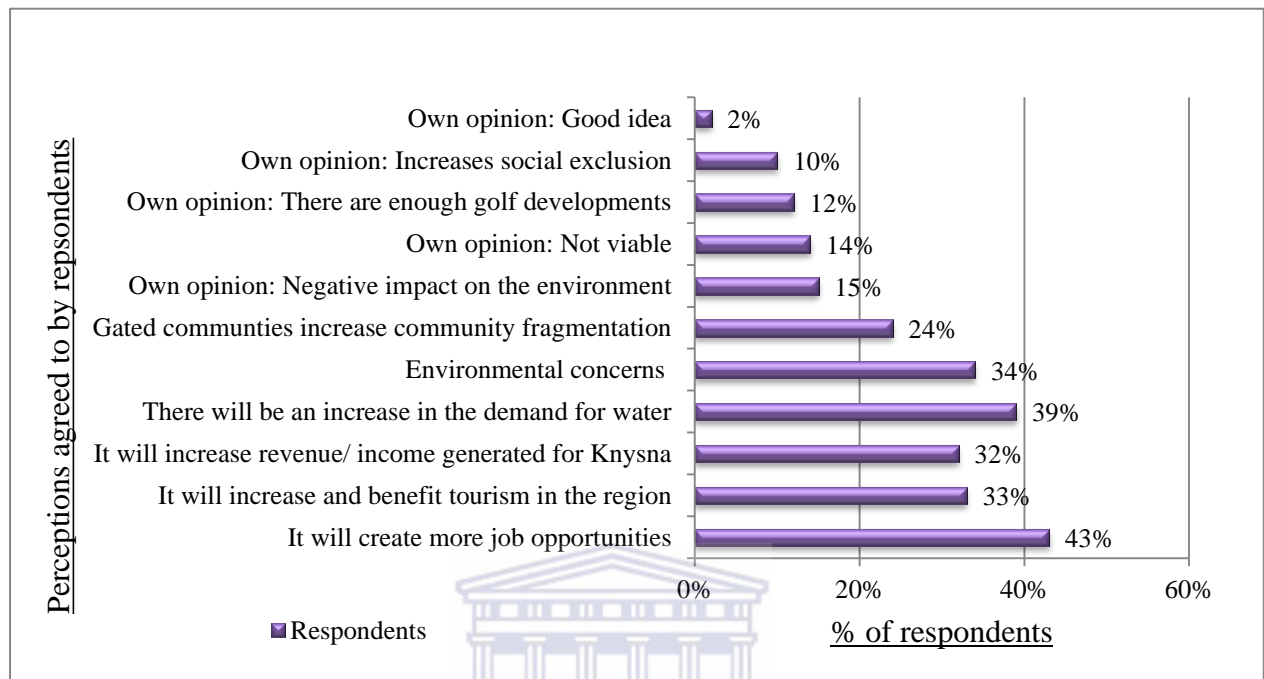


Figure 6.5: Perceptions about an additional golf development in Knysna

The developers’ decision to exclude the construction of an additional golf course, which was thought of as not being viable any more (Metzer, personal communication, 2012), may change the perceptions of Knysna’s community to a more positive one. However, the construction of more gated communities will continue to materialize as part of this development and the establishment will still be sports orientated with state of the art facilities. The development will also be host to private properties of home owners, whose investment will fund the development. If this provides an opportunity for more part-time occupiers or second home owners to invest in property in Knysna, then the condition of social sustainability will continue to deteriorate.

### 6.7 Perceptions pertaining to the impact of golf developments in Knysna

Some 40% of respondents agreed that the golf developments have negative social, environmental and economic impacts in Knysna. Respondents expressed their related views to social exclusion and community fragmentation which is caused by an establishment that

few can afford. One research participant remarked that during the 2010 FIFA soccer World Cup, Pezula hosted the French team and locals felt excluded because they required a ticket to access the resort. Whilst Pezula hosted the French team and restricted public access, Simola was hosting the Danish soccer team, who had donated money to the Knysna community to fund the construction of two community soccer fields, but which never materialised (Campbell, personal communication, 2012).

The environmental concerns raised included the degradation of the natural environment, as natural areas were deforested to create space for the development of an entity that serves a minority of its surrounding community, exacerbating water demand and simultaneously fragmenting the natural habitat of fauna and flora. Respondents mentioned that the bird life and natural habitats of the birds have been disrupted and said that the sight of the Knysna Lourie has become rare since development.

Although golf developments do contribute positively to the overall GDP of the town, it has taken away business opportunities for small businesses because money generated within the developments do not filter throughout the local economy, and this has led to the increase in cost of living for the locals, who now face escalating mundane expenses. An increase in the cost of living for the locals may also lead to unstable and more stressful domestic environments, which are unhealthy for the community's social sustainability (refer to Figure 6.6).



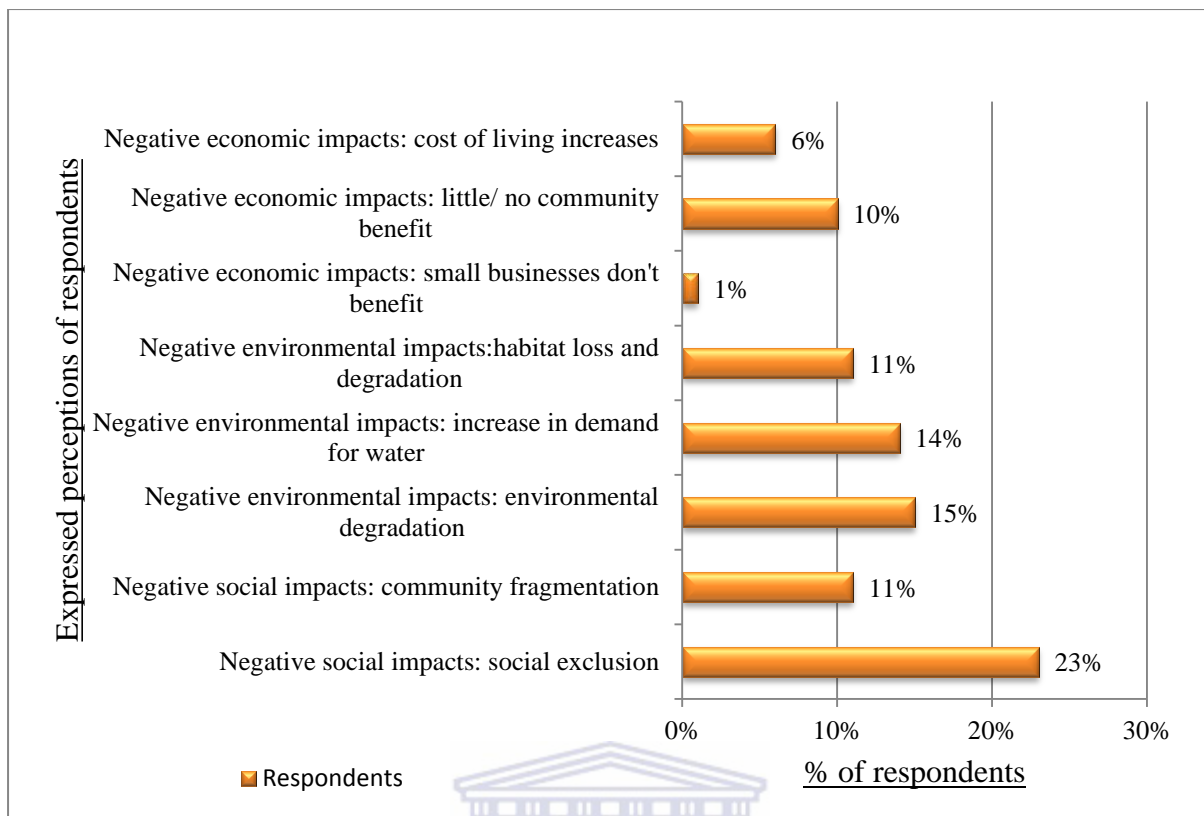


Figure 6.6: Perceptions pertaining to the negative impacts of golf developments

However, 24% of respondents have expressed that their perceptions have changed over the past 10 years about the golf developments. Of these respondents, 69% indicated that their perceptions have changed from a positive to a more negative perception because they think that Knysna is developing an abundance of golf course facilities which is not economically viable. This has caused in them a negatively-inclined perception towards developers and investors as being “greedy.” Furthermore respondents said that the limitation of the provision of jobs resulted in the retrenchment of staff members during the recession period and as development increased so too did the cost of living. Respondents explained that initially developers sketched a perfect opportunity which would have benefitted all “but when the first set of hurdles appeared, they buckled and reverted to their old habits.” This left respondents feeling “that more playgrounds were being created for the rich.” On the other hand 31% of respondents felt that they perceive golf developments now in a more positive manner than before. Their increasing positive perceptions are accounted for by the job creation, income generated and attraction of more visitors to the area. Some expressed that their positive perception surfaced after realising that the developers did take environmental conservation into consideration by implementing mitigation measures during and after development. For

others their change in perception surfaced when all positive economic effects were visible throughout the town and improvements were made by upgrading the infrastructure.

The analyses of respondents' perceptions of personal and community benefits from golf developments, revealed that they perceived the increase in visitors to Knysna as one of the most contributing factors which benefits the community but some argue that the benefits are not for all: "I doubt that the benefits outweigh the negatives. The developments are insular - they benefit each other within the development." However 40% of respondents indicated that they have not benefitted from the golf developments and explained this by saying that their living conditions have not improved. Some still walk to access drinking water and reside in wooden shacks, whereas the minority commented that the golf developments add enjoyment to their retirement.

Additionally 17% of respondents are currently or have previously been employed by one of the golf developments in Knysna. Employees from one of the golf developments felt that they were not given increases or promoted during the years that they have been working there, indicating that the working environment at the golf developments has not offered everyone an opportunity to 'grow' in the industry.

In their own opinion, respondents expressed their perceptions of golf developments as benefiting the affluent minority and felt that the benefits were diminishing. However, a more positive benefit was indicated by the 14% of respondents who felt that their personal wellbeing had been enhanced through the golf developments (refer to Figure 6.7). These results indicate that those who associate themselves with golf developments in Knysna, either by being employed by a golf establishment or utilizing the golf facilities, have a more positive perception towards these large-scale establishments. Simultaneously this demonstrates that the integration between golf establishments and the local community can have a more positive outcome and increase the wellbeing of people; socially or economically.

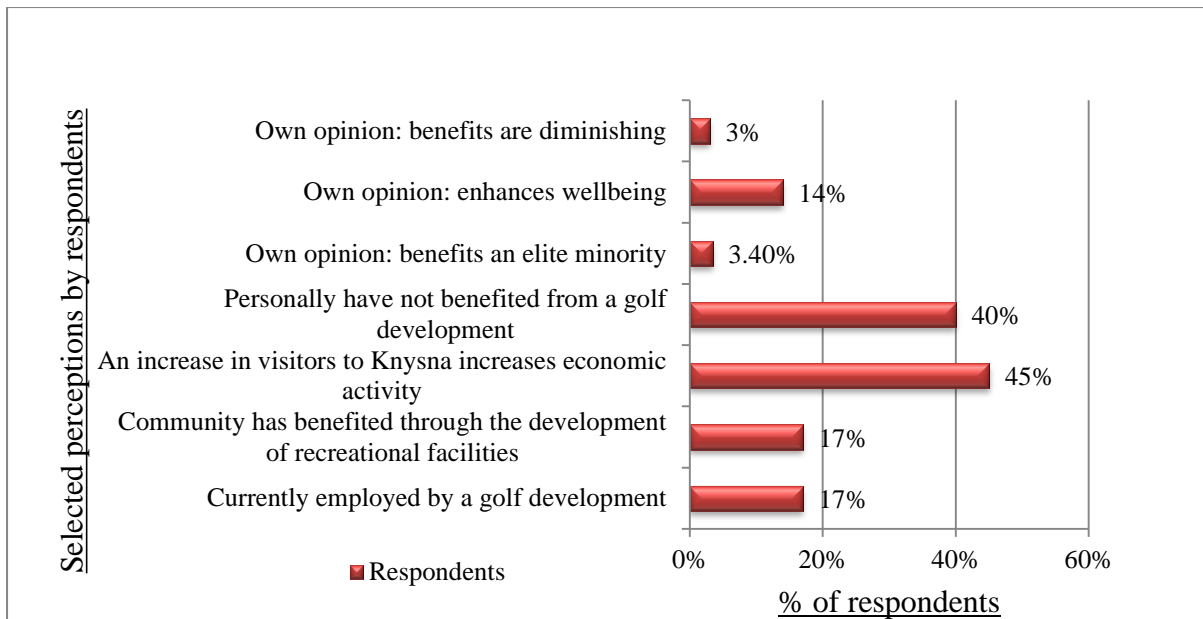


Figure 6.7: Respondents' perceptions pertaining to personal and community benefits from golf developments

27% of respondents claimed that their lifestyle has been changed as a result of the presence of golf developments. Few (10% of respondents) expressed a negative change in lifestyle of having to adhere to newly implemented public restrictions. For example, the limitation of water usage for domestic purposes, as water restrictions were implemented as a mitigation measure due to water shortages which respondents think have been caused by the presence of the golf developments. These respondents alluded to social exclusivity created by the Pezula development which “exploited portions of the Knoetzie area to their advantage.” On the contrary while few argued about social challenges they face including exclusion, the elite expressed their appreciation of “more affordable golf” and the enhancement to their quality of retirement and social life because golf accommodates social interaction with friends.

Furthermore respondents felt that their lifestyle has been changed for the better as the facilities of the golf developments have enhanced their leisure time through relaxation at the spa, while those who play golf say it is a stress reliever. Some respondents say their wellbeing has been improved through the opportunity to be exposed to an unfamiliar environment, enriching their knowledge (refer to Figure 6.8). Respondents expressed:

- “I am working so I can send my kids to school and look after my family.”
- “I was promoted while working at Pezula.”

- “I get to spend more time with my family in George compared to when I was working in Hermanus.”

Other respondents similarly expressed their gratitude from a different perspective in the sense that the contribution made to population increases by the golf developments in Knysna, has simultaneously and indirectly increased business opportunities for entrepreneurs. The interaction with international tourists has also been a “cultural eye-opener” for those who have had the opportunity of assisting international tourists in the working environment of the golf developments, promoting cultural-exchange.

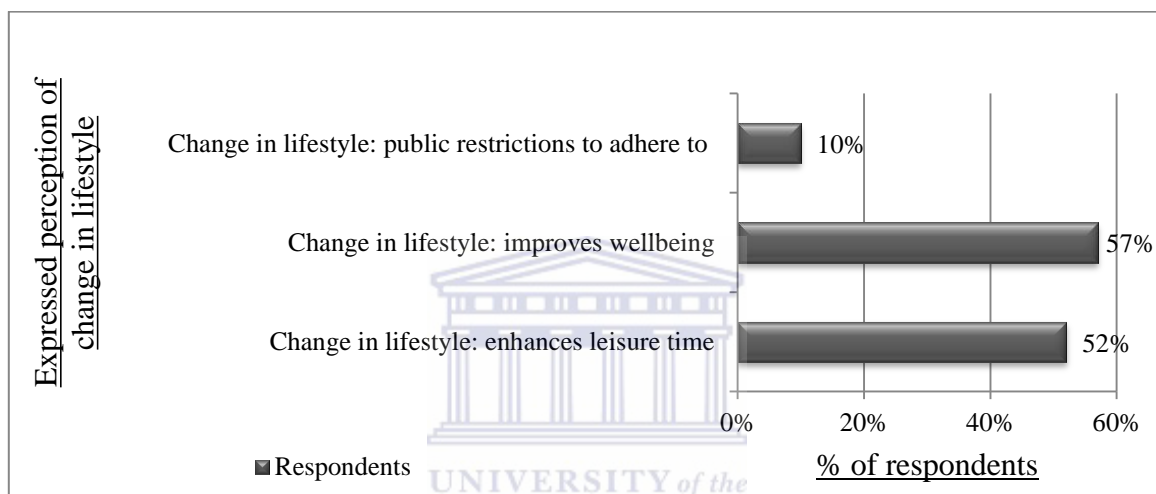


Figure 6.8: Respondents' expressed change(s) in lifestyle as a result of the golf developments

### 6.8 Direct, indirect and cumulative impacts of golf developments

In Table 6.4 the perception of direct impacts of the golf developments was categorised as pollution, restriction of public access and availability of resources or lack thereof. Research findings revealed that 25% of respondents agreed to the restriction of public access as one of the direct impacts caused by golf developments. This perception may have come about as many recreational activities such as fishing and picnicking of the local people were restricted and limited, if not eradicated as a result of development along the coast in Knysna.

Merely 38% of respondents agreed that the presence of the golf developments have resulted in an increase in population which has indirectly increased unemployment rates in Knysna simultaneously contributing to the poverty conditions of the town.

Analysing the cumulative impacts caused by golf developments 17% of respondents alluded that “unequal treatment amongst people” has proliferated as a result of golf developments while 19% similarly agreed to “social discrimination” caused by the golf developments (refer to Table 6.4). This derives from the perceptions of golf and golf developments as being an elitist entity and socially excluding members of the community through unaffordable rates or restricting the public from accessing and utilizing certain areas. Amenities offered by the golf developments are more than likely to be a luxury and not a necessity but still leaves the less privileged feeling “left out”. Through the various charity events hosted by the golf developments it demonstrates the possibility of what can be achieved to enhance social sustainability, if applied accordingly for the whole community.

Table 6.4: Direct, indirect and cumulative impacts of golf developments

<b>AGREED DIRECT IMPACTS</b>	<b>NUMBER OF RESPONDENTS</b>
<b>Pollution</b>	17%
<b>Restriction of public access</b>	25%
<b>Availability of resources or lack thereof</b>	11%
<b>AGREED INDIRECT IMPACTS</b>	
<b>Increase in population</b>	38%
<b>Increase in tourism / visitors to the area</b>	78%
<b>AGREED CUMULATIVE IMPACTS</b>	
<b>Unequal treatment amongst people</b>	17%
<b>Visual impacts</b>	27%
<b>Social discrimination</b>	19%
<b>Urban development</b>	43%
<b>Own opinion: Fauna and flora depletion</b>	3%

## 6.9 Golf estate residents

Very few respondents were residents on a golf estate in Knysna. The research results illustrate “safety and security” and “prefer the tranquil environment” as their main reasons for residing there. Only 67% of respondents who reside on golf estates indicated “enjoying playing golf” as a reason for residing there.

Table 6.5: Golf estate residents

	NUMBER OF RESPONDENTS	
	<b>Number of respondents who reside on a golf estate in Knysna</b>	Pezula
	Simola	1%
<b>Agreed reason(s) for residing on a golf estate (of the 3% of respondents who reside on a golf estate)</b>	Safety and security	100%
	Attracted to the scenic beauty of the area	67%
	Enjoy playing golf	67%
	Prefer the quiet tranquil environment	100%

Additionally these respondents are perceived by other respondents as those who contribute to the fragmentation of the social sustainability condition of the Knysna community because they reside in gated communities.

From a social perspective, the formation of gated communities, such as the residential communities on golf estates, are of concern. Research carried out by Landman (2000) focuses on the potential impact on urban sustainability in the future by gated communities, questioning whether these types of residential areas are building bridges or barriers between different social groups. “South Africa bares a legacy of segregation, which manifested in the development of separate areas for different population or race groups” (Landman, 2002: 2).

In the design and architecture of the development of residential estates such as golf estates, it seems that after the adoption of democracy, the legacy of segregation is seeping through defensive architecture and urbanism. Gated communities are categorized by enclosed neighbourhoods or security villages which are private developments and aim to secure and control spaces (Landman, 2002). In Knysna for example, Landman (2002) observed that there are already 20 established security villages and 21 in the neighbouring town of Plettenberg Bay. Thus it should be asked who are these residential areas built for and why? Residents of gated communities have expressed fear of crime and therefore build defensive spaces to secure themselves. These gated communities have shown that although there may be a reduction in the crime rate, it has led to a displacement of crime to the surrounding areas. (Landman, 2000: 3).

The crime statistics of Knysna indicate that there has been an increase in criminal activity and that burglary of residential premises constitutes the majority of the crimes perpetrated (SAPS, 2010 cited in Knysna Municipality, 2011: 89). Therefore these statistics substantiate the

argument supported by estate residents that their reason for living there is for security purposes. Gated communities are not only being perceived as a design emanating out of fear, but also seem to be a design of power and lifestyle (Landman, 2000).

Research suggests that the development of gated communities has led to social exclusion, privatization, segmentation and fragmentation of societies, and prohibits public access to a certain extent. This in turn results in less social contact, which damages the health of a nation (Blakely & Snyder, 1997). Single integrated golf resorts “are normally associated with exclusive developments and will often disassociate themselves from their host communities through the erection of perimeter walls and security systems” (Readman, 2003:178).

Evidently such communities are only host to those who can afford it. The cost of living on golf estates is generally associated with a higher social class, for example, Wimbledon champion Roger Federer and doubles champion Jonas Bjorkman own property on the Pezula Golf Estate in Knysna, as do Nick Price and Proteas captain Graham Smith (Nevill, 2006). “Gated communities have the potential to impair the rights of fellow residents and to be detrimental to long-term urban sustainability and political stability. It could just be that the very measure that is implemented to address crime and instability after a while becomes a major source of conflict” (Landman, 2000: 4).

In the Environmental Impact Report for the Pezula Private Estate, the addition of 255 upper-income residents in the form of a gated and secure estate complex was a great concern to the Knysna community. When the proposal came about at the time it had sparked and exacerbated frustration regarding access to resources and social economic empowerment. The development of more affluent areas with part-time occupiers is an unhealthy social trend in Knysna (HilLand Associates, 2002).

## **6.10 Conclusion**

The research findings have statistically illustrated the respondents’ perceptions of golf developments in Knysna. These statistics have revealed contradicting perceptions and evidently this is as a result of the direct or indirect impact which the golf establishments have on the lives of the individual local people of Knysna. It can be gathered from these research findings that the overall perception and opinion of respondents are positive if they have some form of connection with the golf development, be it in the form of employment or playing



golf. On the other hand negative perceptions and opinions have seemingly derived as a lack of interaction and indulgence between the respondents and the golf establishments. To put this into context, these statistics and perceptions have further been analysed and discussed in the context of social sustainability forming a perceptions analysis of the social sustainability of golf developments in Knysna.



## CHAPTER 7

### SOCIAL SUSTAINABILITY OF GOLF DEVELOPMENTS IN KNYSNA

#### 7.1 Introduction

The following perceptions analysis of the research findings is presented according to the adapted WACOSS social sustainability model (refer to Table 5.1). This framework categorizes community perceptions regarding social sustainability. The information provided derives from the primary research findings which were obtained through questionnaires and interviews.

This research has utilized the concept of social sustainability as a basis upon which to analyse and contextualize the perceptions of Knysna's community. In other words, the analysis of perceptions pertaining to golf developments in Knysna has provided a social perspective of the current condition of social sustainability. In investigating the condition of social sustainability, one needs to consider the geographic environment of the respondents, since their environment plays an important role in determining the contribution the golf developments have made towards social sustainability. Apart from the size of the town, its main functions also need to be considered when determining the social sustainability impact of the golf developments.

In the past Knysna would have been perceived as a small town, although in recent years there has been rapid growth. Therefore, considering that Knysna has a population of about 60 000 people, the social impact that a golf development like Pezula or Simola would have in a town like Knysna should be much higher, relatively, compared to a city with a population of, for example, 4 million people. When these golf developments proposed working opportunities for 1 000 people per development, the local municipality considered this as one of their reasons for approving the developments. Additionally the income that would be received from rates and taxes of golf estate home owners also motivated the municipality's approval for these large-scale developments (Mabula, personal communication, 2012).

## 7.2 Quality of life

The enhancement of quality of life, or lack thereof, needs to be considered on a macro (community) level, and on a micro (individual) level. The impact which the golf developments in Knysna have had on the quality of the life of locals individually differs in comparison to the perspective of the overall quality of life of the Knysna community as a whole.

The Knysna Golf Club, a municipal golf course, currently employs 42 permanent full-time employees and no temporary employees (Knysna Golf Club Committee, personal communication, 2012). All staff members are local community members of Knysna (Marr, personal communication, 2012). Additionally the golf club hosts 50 caddies and provides them with necessary facilities, but they are not employed by the Knysna Golf Club. The caddies work on a freelance basis for golfers who require their services and are paid directly by the golfers. “In times when the course is closed for prolonged periods (e.g. during flooding) a collection is taken from the members to provide caddies with financial assistance” (Knysna Golf Club Committee, personal communication, 2012).

During 2005 the Pezula golf development created 484 employment opportunities for the local community, of which only 101 were permanent (Van der Merwe, 2006). To date Pezula collectively employs over 1000 people, making it the biggest employer in the Knysna area (Nevill, 2006). However, only 95% of the employees are locals and some are from the neighbouring town of Sedgfield. Many of the ‘locals’ currently employed at Pezula are individuals who are not originally from Knysna, but came to the area in search of working opportunities and settled in Knysna (Jourdan, personal communication, 2012).

In 2004 Professor Richard Tomlinson carried out an economic impact study of the Knysna River Reserve development (Rank, 2007). This study revealed that on-site 1000 jobs would have been created during a 4-year construction phase, together with an additional 678 off – site jobs during the same period. However the predicted economic impact increased when developers aimed to have the establishment completed before the 2010 FIFA Soccer World Cup. This raised employment numbers to 1500 on – site jobs during a three year construction phase, and an additional 1670 off-site jobs (Rank, 2007), which to date have not materialized. Additionally it was predicted by Tomlinson that the development would increase the annual tourism contribution to the Gross Geographic Product (GGP) by 23%, which would increase Knysna’s Gross Domestic Product (GDP) by 5% (Rank, 2007). Currently the development is

still not under construction although its approval was obtained in 2006 (Appel, 2008), which indicates that predicted employment numbers would have changed again since developers have decided to do away with the construction of an additional golf course. It has been said that whilst the development is in operation approximately 900 full-time jobs will be available for the local community (Metzer, personal communication, 2012).

Analysing the impact of these working opportunities, the type of menial jobs available which make up the majority of the employment positions have been criticized. For the community on the whole menial jobs such as gardeners or kitchen and cleaning staff may not seem enriching for the enhancement of growth for these employees. On the other hand most of these employees are not skilled enough to occupy higher positions in their working environments and lack the necessary educational qualifications. An analysis of what these work opportunities have done for these employees individually, who on average earn approximately R3000 – R4000 monthly, reveals that their lives have improved considerably. These jobs have supplied these employees with capital means which they otherwise would not have had and have enabled them to make a living, not only for themselves but for their families too. This in turn improves the community's social sustainability to a certain degree, because there is a decrease in the number of people begging on the streets, and people do not have to opt for criminal activity as a means of survival. An employee from one of the golf developments who earned R3000, 00 per month, was able to feed her family of four at home, and send her children to obtain an education (Mabula, personal communication, 2012). Therefore, scenarios like these bring about positive perceptions individuals have towards the golf developments in Knysna, because for them the golf development has added quality to their lives.

On the contrary, analysing the quality of life of the community as a whole on a macro scale, the impact of the golf developments may not be as positive. Many respondents have alluded to the social exclusion that golf developments have created, because they are unaffordable for the majority of locals. Furthermore the gated communities on the golf estates have created more division in the community. Affluent people have barricaded themselves from their surroundings to enjoy the natural surrounding beauty of the environment, alone. This in turn has created an “us and them situation”, which restricts social integration. If one is not a member of the golf club, you may not utilize the golf course; if one is not a resident on the golf estate, you are denied access unless you are visiting somebody specific. However these golf developments do openly welcome the public, who can afford it, to engage in what is on

offer, but the challenge is for those who cannot afford it. They feel discouraged and have no reason to visit what they consider to be an entity they cannot afford to be a part of. Instead this group faces challenges such as increases in the cost of living caused by the golf developments, and this does not add quality to their lives. This is the plight of those who have negative perceptions towards the golf developments in Knysna, which accounts for the majority of respondents. As one respondent commented: “It has widened the gap between the rich and the poor”.

### **7.3 Equity**

The theme of equity proliferated throughout the perceptions and opinions of the respondents regarding the golf developments in Knysna. Knysna is an extremely divided town with a Gini Coefficient of 0.76. The golf developments themselves have not done much to reduce or eradicate the equity issue. In fact, they appear to have done the opposite and aggravated it. Previously disadvantaged people in the community still find themselves living in the same poverty conditions, if not worse, because during construction phases of these developments, workers from the rural Eastern Cape came to Knysna in search of work and remained there ever since, exacerbating the deprivation. The golf developments have by no means resolved inequality, as their enterprises openly display their wealth.

Whilst some respondents commented that “golf developments have benefitted the community in that they have brought additional cash flow to our sleepy hollow”, others’ perceptions were seemingly contradicting as they expressed “clients of golf developments are like a gold mine. They treat every single guest like royalty just to keep them loyal to the establishment”. This highlights the theme of inequality that residents of Knysna perceive the golf developments as being strong magnets for income to the town, but in reality, as noted by respondents, the money generated by these large-scale establishments circulates and multiplies within the perimeters of the developments only. Thus the town and its community cannot depend on the success of the golf developments, but rather depend on the tourists who are attracted to the golf developments and who hopefully will spend their money in the broader community, creating a multiplier effect and reducing leakage.

Many respondents raised the point about exclusivity associated with the golf developments, which in turn diminishes equity, as it is not an enterprise which all can afford to take part in. Few respondents thought that the golf developments “provide a luxury service to people”.

This contradiction in perception displays the meaning which the golf developments have for individuals, but for the community it illuminates division and more inequality. What may seem as a stress reliever and a form of entertainment to a few, is perceived by others as a social divider.

From the perceptions of Knysna's residents it can be deduced that the community does acknowledge the contribution made to the town as a whole, but not necessarily to individuals of the community. Respondents have contradicting perceptions regarding the golf developments. Some oppose the current contribution made to the town and its community, whilst others feel that Knysna's golf developments have impacted positively in many ways. Negative perceptions seem to allude towards the larger golf estates which offer various facilities, compared to the municipal golf course whose main focus is just golf. Thus it can be deduced that the perceptions about lack of equity and exclusivity is not a generalized perception of golf, rather it is a perception associated with attached exclusive housing estates and exorbitant prices of spa, gymnasium and/or restaurant facilities.

Reviewing the diverse perceptions illustrates the diversity of the town. The birth of the diverse perceptions of the community is also accounted for by the indirect or direct impact on individuals' lives. For those who have been fortunate enough to be employed by the golf developments and for those who play golf, their perceptions generally are more positive than negative. Although employees had commented with complaints and gratitude about their working situations, they still fail to see the broader possible negative impact which the golf developments may generate. This places emphasis on their illiteracy regarding social sustainability, because as individuals who have secure incomes, they are appreciative for being employed by the golf development and diverge from 'an inconvenient truth'.

On the other hand, those who have more negative perceptions towards the golf developments are those who have not received any direct benefit from the establishments, who hoped for an improved status to be granted unto them as a result of the proposed opportunities promised to the whole community. Instead, some feel that their heritage and rights to public access have been taken away from them as fences and boom gates were erected. These individuals acknowledge few positive contributions made to the community, with a few exceptions, and their perceptions can only be changed if the golf developments indeed can deliver a positive change to the community as a whole.

### 7.3.1 Perceptions of golf directors

Reviewing the issue of equity from the perceptions of the golf club directors, managers and/or developers, their perceptions are nothing less than positive with regards to the contributions which they have made to the community as a whole.

Each golf development explained the efforts which they make to give back to the community by donating money to charities or providing sponsorships and hosting charity events. For example, Simola gives back to the community by providing donations to different charities annually, including the SPCA and local schools. Other annual events hosted by Simola for the community include a Hospice Day, the Mayor's Golf Day and a SPCA Golf Day (Beaumont, personal communication, 2012).

Similarly Pezula also gives back to the community through generous donations and vouchers to local charities, including charities from the George and Mossel Bay area and they host golf days for charitable organizations such as Rotary (Jourdan, personal communication, 2012). In 2010 Pezula hosted a free rugby coaching clinic for the local children (Anon. 2010b), demonstrating the versatility of available facilities which could be made available more often to the community, as everything is not confined to golf only.

The Knysna Golf Club gives back to the community by honouring its lease agreement with the Knysna Municipality, and by providing the community with a golf facility which is open for use to the public. For several years the Knysna Golf Club has supported the Knysna Sports School, promoting sport in the local community. The club purchased a minibus for the Sports School to enable children from around the community to have adequate transport and access to and from sports coaching. The club continues to help in these initiatives by paying for children from the disadvantaged sector of the community to practice golf at the local driving range, and to play on the Knysna golf course free of charge on selected days.

Furthermore, the Knysna Golf Club hosts fund-raising golf days for charitable organizations such as Rotary, Round Table, Lions, Hospice, Sages and Nomads. Annually the club hosts a fund-raising day for the Vermont Centre in Hornlee and donated money to the disaster fund created to raise money for the victims of the 2011 Rheenendal school bus accident (Knysna Golf Club Committee, personal communication, 2012).

Additionally, in an attempt to avoid restriction of public access and to alleviate the issue of exclusivity and enhance equity, all the existing golf developments expressed that all facilities



are open to all members of the public. Pezula currently occupies a land area which was previously an open forest area, now owned by homeowners who live on the golf estate. The golf course is reserved for golfers only and because the estate is the private property of residents, entrance access is controlled by a boom gate. Cyclists are given the privilege of cycling along the routes of the golf carts in the early hours of the morning, and access to the Knoetzie area is prohibited to the public through the golf estate, but an alternative, longer access route is open to the public (Jourdan, personal communication, 2012).

Simola Golf and Country Estate occupy a land area which, prior to development, was a cattle farm and private property. The previous owner of the property sold the land to Simola after failing in an attempt to develop the property. The only area which is restricted to the public is the fenced residential estate, which is private property (Beaumont, personal communication, 2012).

Similarly the Knysna Golf Club occupies land which was unused prior to development and is part of the Knysna Lagoon flood-plain. This land area previously consisted of no roads or public footpaths, and therefore the establishment of the golf development did not hinder any public access. The lease area of the golf course is private property and the general public does not have access, although the course is not fenced off (Knysna Golf Club Committee, personal communication, 2012).

Overall the golf developments have not been able to eradicate the issue of inequality. Neither have they enabled or encouraged the community in any way to achieve active participation and have more control and input in the decision making processes which determine their lives. Furthermore the golf establishments have not reduced biased and prejudiced dispositions within the Knysna community.

#### **7.4 Diversity**

In an attempt to create a socially sustainable society, the concept of diversity is equally important as it allows for the acceptance and the provision for the needs of a diverse, heterogenic society.

In the analysis of the purpose of visit to golf developments, from the 75% of respondents who have visited one or more golf developments in Knysna, it can be inferred that these establishments provide amenities which appeal to a diverse group of people, in other words it

is not confined to golfers only (refer to Figure 6.1). However the varying purpose of visits is contrasting and suggests a seemingly socially divided society. On the one hand there is a group of the community who utilizes or visits the golf developments for leisure purposes, and on the other hand, the rest do not 'visit' the golf developments, rather they are there to work and earn a living, making it their duty to see to the comfort of the visitors' leisure time. The diversity of reasoning exemplifies an intangible social division amongst the community to which the golf developments contribute.

Thus it cannot be said that the golf developments, especially Simola and Pezula, have promoted an understanding and acceptance within the broader community of diverse backgrounds, cultures and life circumstances. If that were the case then part of the community would not perceive the golf developments as exclusive or elitist. Respondents expressed that:

- “It has divided the community and has created exclusivity for certain people”.
- “It has attracted an elite, part-time resident”.

While research participants perceive the golf developments as entities which portray diversity, there are exceptions. The golf developments do offer an array of facilities to the general public, catering for the needs of the non-golfer too. Promoting the acceptance of a broader, diverse community, golf developments make various efforts to give back to the community and to the disadvantaged members of the community. This, however, does not reach all community members and not all the needs of those who are less privileged are able to be met by the golf developments alone, nor can it be expected of the community for that to happen.

However, there are sections of the community which do feel that there is a degree of social discrimination and unequal treatment amongst people. This derives from the perceptions of golf and golf developments as being an elitist entity and socially excluding members of community through unaffordable rates, or restricting the public from accessing and utilising privileged areas. Amenities offered by the golf developments are more than likely to be a luxury and not a necessity, but still leaves the disadvantaged feeling excluded. The various charity events hosted by the golf developments demonstrate the possibility of what can be achieved to enhance social sustainability, if applied equally to the whole community.

Charity does not impart knowledge and skills, but make communities dependent rather than self-sufficient.

## **7.5 Social cohesion**

The next step towards social sustainability is to ensure the cohesiveness of a community, acting together as one unit. In order to achieve cohesiveness, the community's understanding of and access to public and civic institutions need to be improved, links need to be built between the community and other groups in the broader community (social capital), and the community needs to gain more support from the broader community as well as among themselves.

In an analysis of the responses of the research participants regarding whether or not they play golf provides an understanding of how the sport of golf has contributed to or lacked in contributing towards developing social cohesion in and amongst the community. Few respondents have expressed that golf is a great opportunity for social interaction and therefore adds quality to their life, however only 24% of respondents play golf. Golf may be a good opportunity to build a cohesive society. Many sport activities encourage cohesiveness when a group of people need to learn how to work together as a team, but the hurdle is that although golf might teach people discipline and encourage social interaction, the marginalised members of the community cannot afford to participate.

Three research participants indicated that they reside on a golf estate in Knysna, none of whom are in retirement. One research participant was an annual visitor from Germany, who owns property at Pezula and on the Knysna Heads and visits Knysna on an annual basis for a period of a week or two. This is a negative trend in Knysna and if it proliferates it will further cause division amongst the community as these part-time occupants do not reside long enough in their 'holiday homes' to form relationships with their neighbours outside of the perimeters of the golf estates, hindering social cohesion. These residents have chosen to reside on the estates for safety and security purposes, they are attracted by the scenic beauty of the area and tranquillity of the environment, and enjoy playing golf. However, only 66.6% of the research participants who reside on golf estates actually play golf.

It is evident that the golf developments in Knysna do not promote social cohesiveness. Instead the community has been further fragmented by the restriction of public access,

forming gated communities and implementing exorbitant prices, factors which all hinder the idea of a community coming together and working towards social sustainability.

## **7.6 Democracy and governance**

The social sustainability framework (refer to Table 5.1) utilizes democracy and governance as part of the process of building a socially sustainable society.

With regards to the golf developments, the theme of governance and democracy is one which surfaces during development phases, and includes decision making processes of which the community is also a part. Participation resurfaces in this theme where the analysis of participation in golf is also investigated, as the success of achieving the level of participation determines the achievement of social sustainability.

During the development phases of Pezula and Simola, EIA processes ensured that provision was made for public participation meetings, a process in partial fulfilment of an EIA. However, as mentioned before, only 5% of respondents took part in these meetings (refer to Table 6.3), indicating a lack of community participation. Furthermore during the development of the municipal golf course, EIA processes had not yet been implemented, suggesting that at the time no provision was made for the input of the community.

Additionally the research results (refer to Table 6.2) have demonstrated that participation in golf is also minimal. In order for a community to work towards social sustainability, public participation in activities and decision making processes need to be encouraged and emphasized. This is not to say that it is necessary for everyone to play golf, but for those who have an interest, it would be an opportunity of enhancing social integration and participation. It is necessary to inform and educate the community about the importance of their participation in decision making processes, encouraging them to do so, to encourage social integration.

Golf developments initially have created the opportunity for community participation through the EIA processes, but during the post-development and operational phases there has not been a continuation of public participation processes or monitoring and evaluation programs. This suggests that the golf developments have no direct line of communication with the public, which is necessary so that the public always has the opportunity to raise issues and/or

concerns. It takes the input of both the community and authorities to work towards achieving social sustainability. However some respondents expressed that they feel discouraged from raising their opinions and concerns with authorities of developments. Only 86% of respondents indicated their willingness to raise their issues and concerns if continuous public participation processes were implemented. One respondent commented: “People are threatened with lawyer’s letters when they go to the press or try and raise awareness of issues. Ordinary people cannot afford to pay legal fees, whereas the developers and investors have all the legal expertise, financial backing and public relations machinery”.

In an attempt to encourage continuous community involvement and communication, the Pezula golf development advertises golf days and golf specials in the broader community, inviting all golfers and non-golfers. However there is no direct communication between Pezula and the public although Pezula does have direct communication with the local municipality (Jourdan, personal communication, 2012). Similarly the Knysna Golf Club lacks a formal or structured forum to facilitate continuous community involvement or communication. Both the Knysna Golf Club and Pezula do not have monitoring and evaluation programmes in place for issues involving the local community. It is only with the local municipality that direct communications are in place (Knysna Golf Club Committee, personal communication, 2012).



Handling complaints directly from the public, Pezula was formally challenged with environmental concerns stemming from home owners on the golf estate with regard to the presence of baboons. However complaints from residents on the estate are handled by the Home Owners Association who receives a levy paid by all residents. Should there be any visitor complaints related to the utilization of the golf course, Pezula personally alleviates the complaint and sometimes offers golfers a round of golf free of charge (Jourdan, personal communication, 2012).

The Knysna Golf Club had also been previously challenged with public complaints related to racial discrimination and exclusive social issues. Public complaints alluded that the golf club was ‘for white people only’ and that their rates were too exorbitant. However the Knysna Golf Club “has always gone out of their way to include all people” (Marr, personal communication, 2012) and are not racist. The golf club is open for discussion to the public and any form of complaint, if any, should be addressed in a letter to the committee (Marr, personal communication, 2012).

## 7.7 Conclusion

This chapter has contextualized the social sustainability of golf developments in Knysna by analysing the quality of life of the respondents on a macro and micro level. Research findings illustrates that for some, the golf developments have indeed improved their wellbeing however, this is only true for individuals who directly integrate with the golf developments by playing golf or by being employed at a golf establishment. Furthermore the issue of equity was also measured against the notion of how golf developments cultivate equity within the community. Although it is assumed that the golf developments have the capacity and ability to enhance equity, most respondents perceive golf developments as increasing inequality within their community. Similarly diversity was also used as a component of the social sustainability framework to determine the manner in which golf establishments enhance diversity. It was concluded that although golf establishments do facilitate social diversity by inviting the public to use their facilities, it is still financially out of reach for the majority of the local community. Golf establishments were also identified as a manner to enhance social cohesion but social exclusion prevails as not everyone can afford to play golf. Therefore the issue of governance and democracy is just as important whereby public participation is the key component yet respondents were neither active public participants during the developmental stages of these golf developments nor are there any monitoring and evaluation programs put in place.

The research findings illustrate contradicting perceptions based on the respondents' experiences, or lack thereof, related to golf and golf developments. One must take into consideration the heterogeneous nature of a community when encouraging the achievement of social sustainability and therefore golf developments, having such a huge influence on the overall economic and social development of Knysna, have the ability to contribute to the enhancement of the current social sustainability condition.

## CHAPTER 8

### CONCLUSIONS AND RECOMMENDATIONS

#### 8.1 Conclusions

The research findings have concluded that the analysis of perceptions of golf developments in Knysna can be narrowed down to a typology of perceptions: Euphoria, Apathy and Antagonism. This typology has been adapted from Doxey's (1975) Irridex model and defines the current perceptions which the community of Knysna has towards the golf establishments in their surrounding environment.

The first type is Euphoria. This refers to that group of respondents who perceive the golf developments in Knysna positively and who are in favour of the golf developments. Respondents with a euphoric perception are most likely to be individuals who either have an interest in golf or who participate in golf, who have been employed by at least one of the golf developments and/or who regularly utilize facilities available at the golf developments. Their positive perceptions of golf developments in Knysna are accounted for by:

- The large amount of employment opportunities provided by the golf developments.
- The economic contribution made to Knysna's GDP enhancing economic growth.
- The increase in tourism activity in Knysna and the increase in number of visitors.
- The increase in attraction and international recognition for the town.
- The added value to personal lifestyle and wellbeing.
- The positive direct impact, influence or change the golf developments have made to their lives.

The second type is Apathy. This refers to respondents who come across as disinterested in the topic of golf developments in Knysna, and who do not have much concern about the impact which golf developments have made, whether it is a positive or negative impact. However, irrespective of their lack of interest and concern, they do acknowledge and comment about golf developments, but in a casual manner. This apathetic perception is accounted for by:



- The acknowledgement of employment opportunities created by golf developments but with an exception: although this group of people acknowledges the employment opportunities made possible by the golf establishments, they argue that the jobs are seasonal, limited, temporary or menial in nature.
- The acknowledgement of the contribution made to the economy of the town, again with an exception, is accounted for by their perception of the lack of infiltration of income generated. The golf developments create a limited multiplier effect throughout Knysna's economy. The local municipality profits from rates paid by people who live on the golf estates. However, this money does not appear to be ploughed back into the community through improvements in infrastructure, for example, and that part of the community who live in poorer conditions still do not experience the benefits.

The third type is Antagonism. This refers to that group of respondents who oppose golf developments and have a negative perception thereof. Respondents with an antagonistic perception are individuals who do not play golf and who have no interest in golf. Furthermore they are those who have never visited a golf development in Knysna before or those who have not experienced any positive impact from the golf developments. Their negative perceptions can be accounted for by:

- The lack of benefits for the local community and the town. They perceive that the golf developments confine all profits within the perimeters of the development and that it is ensured that guests have no need to neither leave the perimeters of the development nor spend money elsewhere in the town.
- It is perceived by the antagonists that the golf developments have contributed to a fragmented community, creating more gated communities and reducing the chances of social integration and community involvement.
- The golf developments are perceived as establishments for an elite, affluent group of people, which creates social exclusivity, eliminating the locals who cannot afford it.
- The golf developments are also perceived as causing environmental degradation and destruction, interrupting of natural habitats of fauna and flora.

The research results have showed that the majority of the respondents can be classified in the Euphoria and Apathy typology as the positive remarks and perceptions of the golf establishments in Knysna far exceed the overall negative perceptions. Furthermore the minority of the respondents are characteristic of the Antagonism typology.

## **8.2 Recommendations**

From the analysis of the research findings, this research puts forwards recommendations aimed at the municipal officials and authorities as well as the developers of golf establishments and the local community. Furthermore, the purpose of these research findings has been suggested to advise the Knysna community as a whole to work towards achieving a socially sustainable condition which is worth maintaining.

### **8.2.1 Recommendations for municipal authorities**

The Knysna Municipality plays a very important and leading role in the lives of its community. They regulate the town and are responsible for approving developments whilst simultaneously solving problems. To date there is no legal documentation which protects, encourages or ensures the social sustainability of the local community. During developments, if the community potentially can be affected by any project or development, their wellbeing is considered based on tangible occurrences or impacts. To build a socially sustainable society those considerations do not suffice, as this research has illustrated. During the development and construction of the golf developments in Knysna physical impacts on individuals in the community were prevented through safety precautions. However, the community still suffered from intangible impacts such as the negation of their social identity when they were restricted access to what previously were accessible areas to the locals as well as social exclusion and a division among classes in society through barriers formed by gated communities. It is therefore recommended that Knysna's municipality:

- Makes an effort to draft and implement a policy document specifically for the protection of the community's social sustainability, which should be utilized as part of a compulsory Social Impact Assessment (SIA), should any developments be proposed and considered. This document should include consideration of all the cultural and heritage rights and values of the community. It should also take into consideration the perceptions of the

local community. This implies that an extensive perceptions analysis is carried out which will determine the social carrying capacity of the community. This document should also be constructed using a community based approach, which utilizes public participation meetings for all sectors of the community to have an input in the document. Upon constructing a document of this nature authorities should make provision for translators and interpreters for any community members who have difficulty in understanding the nature of the topic. Language must be utilized that is easily understood by all.

- The Knysna Municipality should also take the responsibility of encouraging and educating the local people about proposal/development processes, EIA documents and public participation processes. The local community needs to be educated about:
  - The value of property and how to interpret the property market.
  - The processes of public participatory meetings during the EIA processes.
  - The understanding of the role of large-scale developments and their contribution towards the GDP.
  - The understanding of the value of land and how large-scale developments influence the value of property and subsequently increase rates and tax.
  - The regulations and environmental laws as stipulated in NEMA.
  - The conditions and criteria utilized by the municipality when approving proposals of large-scale developments.
  - The Knysna Municipality should also embrace a human-centred development approach, one which considers the social element of sustainability and does not focus on economic development only. Therefore when the municipality considers and/or approves developments, economic benefits should not take precedence over social sustainability.

### 8.2.2 Recommendations for developers and golf developments

Golf developments need to apply the concept of sustainability to its fullest and most meaningful potential if they want to succeed. This means that all mitigation measures need to be considered to provide an opportunity for those golfers who are interested in playing the

game, without the expense of negatively impacting non-golfers and other stakeholders. This should be done by integrating all three components of sustainability, namely social, environmental and economic. Golf developments should encourage social sustainability by:

- Creating more affordable prices which will attract more locals. This strategy can be an alternative, for example, it can be decided that certain days of the week or certain time periods green fees can be made more affordable.
- Create or develop an environment that does not restrict or hinder anyone from utilising the facilities on offer nor cordoning off previously accessible areas and privatising communal land areas.
- Implement a continuous monitoring and evaluation programme which will create the opportunity for continuous direct communication between the golf development and the surrounding local community. This will ensure that community members have the opportunity to raise related concerns or issues, and similarly the golf developments will have the equal opportunity to address matters of concern and alleviate misperceptions.
- Implement voluntary programmes that give local community members who are willing to volunteer a few hours of their time the opportunity to engage in any social activity, creating an environment of social interaction.
- Create more community-friendly opportunities for the local people to take part in, such as the current golf days which are hosted by various golf developments for fund raising. An additional example of how this could be done is to offer local schools or community care centres the opportunity to have for example their end-of-year functions at a golf development, at a reduced price.
- Create more programmes in association with the local schools which will create an opportunity for offering golf as an extracurricular sporting activity at the school.
- For future golf establishment proposals, the inclusion of locals in public participation meetings must be encouraged and emphasised. This implies that a notification advertisement in a local newspaper does not suffice for notifying the public that a meeting will be held.
- Avoid the occupation of potential agricultural land areas.

- Avoid building gated communities.

The above mentioned recommendations have been formulated and based on the issues raised during the data collecting process of this research.

It can be deduced that golf developments have an elitist class as their target markets. However, this should not be a constraint or excuse for not contributing towards or enhancing the social sustainability of the community. Golf developments should create opportunities that will encourage social integration throughout the community. An example of how this has been achieved internationally is provided by the Victorian Golf Association, an organization to which all golf clubs are affiliated within Victoria, Australia.

These golf clubs have partnerships with community groups. The types of community groups include service groups, schools, charities, sporting clubs, church groups, hospitals, community radio stations, business and government. “These partnerships provide value to the broader community through reciprocal schemes and the sharing of space and facilities, which can reduce claims on government for infrastructure grants” (Victorian Golf Association, 2006: 8). This means that community groups such as schools and charities are allowed to use golf club facilities free of charge and have free access for both tournaments and fund raising. Social and public groups pay a small fee.

Victorian Golf Clubs have volunteers who dedicate their time to maintenance and improvements on golf developments, e.g. mowing, weed spraying, gardening, landscaping, tree-topping and general green keeping activities. The majority of Victoria’s golf clubs are run entirely by volunteers, giving the community the opportunity to interact and get involved. “Local events provide an opportunity for social contact and support, foster inclusiveness and build community morale” (Victorian Golf Association, 2006: 11). The non-golfing events which these golf clubs host in support of their local community account for the majority (58%) of the total events hosted throughout the year by the golf clubs themselves. Such events include social dinners for fundraising, shows, Christmas parties, dances and trivia nights.

Furthermore developers need to re-orientate their approaches and embrace a human-centred development approach, and not one which aims to maximize profits. Their role in the establishment of golf developments is important and has a huge impact on the social sustainability of the community because they introduce and propose these developments.

The hunger for power and money should not result in over exploiting and degrading certain land areas. For example, golf developments do offer facilities for the non-golfer to enjoy such as spas, hotels and restaurants, but when it costs R15 000, 00 per night to sleep in a suite (Pezula Resort Hotel and Spa, 2012) or R1 700, 00 to get a hand massage (Pezula spa and gym, 2012), the question is once again raised: “Who benefits and/or who can afford it?”

### 8.2.3 Recommendations for the Knysna community

Passive participants in society need to be motivated and encouraged. They find themselves in a comfort zone, in a position from which they see what is happening and knowing that there is something that can be done. The small-town mentality of Knysna residents appears to just accept things the way they are instead of becoming active public participants and voicing their opinions. Residents in the deprived ‘suburbs’ have failed to accept responsibility. They recline and vegetate in a state of ‘Unresponsive Wakefulness Syndrome.’

Societies of today have been discouraged to voice their opinions and concerns which cause individuals not to act upon their issues of concern. This discouragement has been cultivated by the elite minority creating a disempowered society.

It is recommended to the members of the community to:

- Become more active members of their community, by engaging in public participation processes and meetings advertised in the local newspapers, such as the *Action Ads* or *Knysna-Plett Herald*.
- Not to be discouraged to air their views.
- Inform one another about developments and the nature thereof and all processes involved in approving a proposed development.

When South Africa has elections, political leaders and parties go to great lengths to get each citizen of the country to vote. If authorities can go to such great lengths to encourage a whole country to vote, then why is it that they do not make the same effort to encourage society members to become engaged? If the whole society reaches such a profound level of participation, then what authorities ‘fear’ will occur and therefore they will never encourage it. Therefore it is the responsibility of the community members to embrace the opportunities lawfully afforded to participate in public participation processes. Thus what needs to be done

is to encourage the local community and boost their confidence and empower them because as a unit they have the ability of becoming a pro-active, cohesive, self-motivated organism.

The necessity of these developments is not what is being questioned rather what will the outcomes be of the trends? How do local people feel when their hometown is marketed as the best and award winning golfing destination when the majority of locals have never even set foot on these premises? Even though an individual is not interested in golf, it should not imply that his exclusion should be entertained. If a golf development wants to create social sustainability then local non-golfers must be offered the opportunity to be part of an enterprise they can afford. And if this cannot happen, then it just goes to show that these up-market developments are not primarily focused on the game of golf itself and that golf is just a magnet to attract investors ultimately to generate profits.

When comparing municipal golf courses to the private developments, there are vast differences in prices of green fees, availability of amenities and the overall costs of the establishments. Municipal golf courses place their focus on playing the game only. And after the 'rat race' to establish all these golf developments which offer so many opportunities, it is now being said that "it is public knowledge that the market for luxury leisure developments on the Garden Route has collapsed" (Gericke, 2012, cited in Yeld, 2012: 10) and that "golf estates in South Africa are without a doubt under tremendous pressure – as they are in the rest of the world" (Anon., 2010a).

Contradicting social sustainability, the trend of selling South African land to foreign investors continues as noted in Knysna and elsewhere along the Garden Route, hindering the growth of South Africans in general but diminishing the social sustainability of Knysna. As mentioned before, the lack of proprietorship of resources and land prohibit a community's involvement in decision making processes, preventing the achievement of a socially sustainable society.

### **8.3 Concluding remarks**

This research has defined the concept of social sustainability and applied an adapted social sustainability framework as a basis upon which to analyse the perception of respondents from Knysna towards the golf establishments. Furthermore it has illuminated the social sustainability issues and concerns regarding golf developments in Knysna, and has outlined the current social sustainability condition of Knysna, and possible consequences of an



unsustainable society. This research targeted the golf developments because of their profound impact on Knysna's residents, and the possible changes and enhancements they can make to the overall social sustainability of Knysna.

The golf developments in Knysna have the ability to improve or enhance the social sustainability condition, because of the large scale at which they operate. The community seeks a state of cohesiveness and the feeling of being part of a whole and having meaning or purpose. With improved social integration, which golf developments are capable of, it will teach the community life skills and discipline and the meaning of having purpose and being responsible in life. This in turn will reduce the current increasing criminal activity, such as drug and alcohol abuse. It is up to the local community of Knysna to ensure their social sustainability by coming together and acting as a cohesive unit. This includes all members of the community: municipal authorities, golf developers and ordinary citizens.

Furthermore it became clear that in general the research participants are too afraid or hesitant to voice their opinions and this emphasizes the need to encourage them to participate for the sake of their own upliftment. People from Knysna have often been ridiculed for having a small-town mentality; however this characteristic was evident in that they have the tendency to accept the way of life as it currently is. Therefore this research concluded in its recommendations by illuminating the need to encourage local people to voice their opinions and concerns because there is a need to create awareness among local people of the potential associated impacts of golf developments in Knysna. Additionally it is evident that there is a lack of continuous community involvement both prior to and after the development of golf establishments in Knysna. However, this research has shed light on the ability of golf establishments to enhance this, thus cultivating a sustainable society.

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## REFERENCES OF PERSONAL COMMUNICATIONS:

NAME	COMPANY	POSITION	TOPIC	DATE	MEDIUM
<b>Beaumont, A.</b>	Simola Golf & Country Estate	Director of golf	The impact of golf developments in Knysna	23 January 2012	Personal interview
<b>Boyce, M</b>	Knysna Municipality	Municipal official	Social sustainability in Knysna	22 October 2012	Personal conversation/ interview
<b>Campbell, S.</b>	Knysna Environmental Forum		The impact of golf developments in Knysna	18 October 2012	Telephone call
<b>Jourdan, S.</b>	Pezula Golf Estate	Golf co-ordinator	The impact of golf developments in Knysna	25 January 2012	Personal interview
<b>Knysna Golf Club Committee members</b>	Knysna Golf Club	Golf Club Committee	The impact of golf developments in Knysna	February 2012	Personal group interview
<b>Mabula, J.</b>	Knysna Municipality	Environmental Manager	The impact of golf developments and social sustainability in Knysna	19 October 2012	Personal Interview
<b>Marr, J.</b>	Knysna Golf Club	Member of Knysna Golf Club	The impact of golf developments in Knysna	February 2012	Personal interview
<b>Metzer, G.</b>	Knysna River Reserve	Developer	The development and impact of the Knysna River Reserve	23 January 2012	Personal interview

## APPENDICES

### Appendix 1 Research questionnaire



UNIVERSITY of the  
WESTERN CAPE

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Department of Geography and Environmental studies

### *Golf Developments in Knysna: An Analysis of Community Perceptions*

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Research questionnaire number: \_\_\_\_\_ Date: \_\_\_\_\_

*(Please note: for the purpose of this research, the term “Golf Developments” is being used as a collective term for the various types of golf courses, golf clubs and golf estates.)*

#### **SECTION A:**

1. For how long have you been a resident of Knysna? \_\_\_\_\_
2. Please specify your nationality: \_\_\_\_\_
3. Please mark the appropriate age group: <20  21 – 40  41 – 60  61+
4. Please indicate your current residential area in Knysna: \_\_\_\_\_

#### **SECTION B:**

5. Have you visited a golf course or estate in Knysna? YES  NO
- 5.1 If you answered “Yes” to Question 5, please indicate which of the following golf development(s) in Knysna you have visited:
  - Pezula Golf Estate
  - Simola Golf and Country Estate
  - Knysna Golf Club

5.2 If you answered “Yes” to Question 5, please indicate the purpose of your visit to the golf development(s) mentioned above:

To play golf	<input type="checkbox"/>	To eat in a restaurant	<input type="checkbox"/>
To attend a function	<input type="checkbox"/>	To utilize spa facilities	<input type="checkbox"/>
To go sightseeing	<input type="checkbox"/>	Other (specify)	<input type="checkbox"/> _____

6. Do you ever make use of the facilities of the golf establishment(s)?

YES  NO

6.1 If you answered “Yes” to Question 6, please indicate which facilities you regularly utilize: (Please select the appropriate option in the table)

<b>FACILITIES REGULARLY UTILIZED</b>				
	Daily	Weekly	Monthly	Annually
Golf course				
Dining (Restaurant / Bar)				
Spa				
Golf shop				
Other				

**SECTION C:**

7. Do you play golf? YES  NO

7.1 If you answered “Yes” to Question 7, how often do you play golf? (Please select the appropriate option)

<i>Times per...</i>	1X /	2X /	3X /	4X /	More than 5X /
<b>Day</b>					
<b>Week</b>					
<b>Month</b>					
<b>Year</b>					

7.2 Which golf course(s) do you play on? (Please mark the appropriate option with “X”)

	<b>X</b>
Pezula Golf Course	
Knysna Golf Club	
Simola Golf Course	
Other: (Please specify)	

**SECTION D:**

8. Prior to the development of the new golf establishments in Knysna, were you a public participant during decision making processes? YES  NO

8.1 If you answered “Yes” to Question 8, which public participation process were you involved in (for which golf development)? (Please mark the appropriate option with “X”)

	<b>X</b>
Pezula Golf Course	
Knysna Golf Club	
Simola Golf Course	
Other: (Please specify)	

8.2 If you answered “Yes” to Question 8, do you have any comments, opinions, concerns or questions regarding the development of the above mentioned golf development?

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8.3 (Only to be answered if Question 8.2 was completed) What was the response given to your comment, opinion, concern or question raised?

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**SECTION E:**

9. In your opinion, has the existence of the golf developments in Knysna benefitted the town and its community? If yes, how has it benefitted the community?

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10. Are you aware that there is an approved proposal for the development of the Knysna River Reserve Golf Course and Estate?      YES       NO

10.1 What is your opinion about the development of an additional golf course and estate in the Knysna region?

- Positive, it will create more job opportunities
- Positive, it will increase and benefit tourism in the region
- Positive, it will increase revenue or income generated for the town
- Negative, there will be an increase in the demand for water
- Negative, there are environmental concerns
- Negative, an additional golf development will increase the amount of isolated gated communities that further divides the community
- Your own opinion:

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**SECTION F:**

11. Are you a resident of a golf estate in Knysna?      YES       NO

11.1 If you answered “Yes” to Question 11, which golf estate do you reside on? (Please mark the appropriate option with “X”)



	<b>X</b>
Pezula Golf Estate	
Simola Golf Estate	
Other: (please specify)	

11.2 What is your reason for residing on a golf estate?

- Sense of safety and security
- Attracted to the scenic beauty of the area
- Enjoy playing golf
- Retirement
- Prefer the quiet, tranquil environment
- Other: (please specify) \_\_\_\_\_

**SECTION G:**



12. In your opinion, has the presence of the golf developments in Knysna brought about any negativity socially, environmentally or economically? YES  NO

*Please comment*

Socially: \_\_\_\_\_

Environmentally: \_\_\_\_\_

Economically: \_\_\_\_\_

13. Do you think, as a community member, your opinions, comments, concerns or questions regarding golf developments in Knysna, should be raised in a continuous public participation process? YES  NO

13.1 If you answered “Yes” to Question 13, would you be willing to raise your opinions, comments, concerns and/or questions if such a forum were in place? YES  NO

14. Have your opinions or perceptions of golf developments in Knysna changed over the past 10 years? YES  NO

14.1 If you answered “Yes” to Question 14, how have your opinions or perceptions changed?

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15. As a member of the Knysna community, how have you benefitted from the existing golf developments?

- I am currently employed by one of the golf developments in Knysna
- The community has benefitted through the development of recreational facilities
- The golf developments have attracted more visitors to the area, which in turn increases economic activity
- As a community member, I feel that I have not benefitted from the golf developments
- Your own opinion:

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16. Has your life style (way of living) been changed in any way as a result of the golf developments in Knysna? YES  NO

16.1 If you answered “Yes” to Question 16, please specify how your life style has changed:

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17. In your opinion, has the local community experienced any of the following direct impacts due to the presence of golf developments?

Pollution

(please provide an example) \_\_\_\_\_

Public access

(please provide an example) \_\_\_\_\_

Availability of resources or lack there of

(please provide an example) \_\_\_\_\_

18. In your opinion, has the local community experienced any of the following indirect impacts due to the presence of golf developments?

Increase in population

Increase in tourism / visitors to Knysna

*Please comment:*

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19. In your opinion, has the local community experienced any of the following cumulative impacts due to the presence of the golf developments?

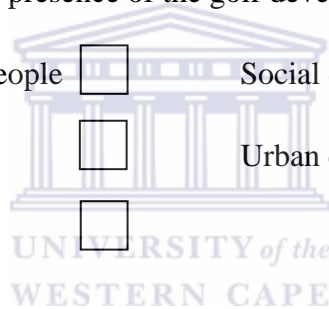
Unequal treatment amongst people

Social discrimination

Visual impacts

Urban development

Other



*Please comment:*

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*Thank you for your participation and time*

## Appendix 2 Interview questions



UNIVERSITY of the  
WESTERN CAPE

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Department of Geography and Environmental studies

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**Golf Developments in Knysna: An Analysis of Community Perceptions**

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Interviewee: \_\_\_\_\_ Date: \_\_\_\_\_

Name of golf development: \_\_\_\_\_

*(Please note: for the purpose of this research, the term “Golf Developments” is being used as a collective term for the various types of golf courses, golf clubs and golf estates.)*

### SECTION A

- For those who are interested in playing golf, how does one go about to be eligible to utilize the golf course and facilities and what are the costs involved?

### SECTION B

- When was this golf course or estate established?
- Prior to the development of the golf course and/or estate, what was this land area previously used for, or was it undeveloped?
- Have any mitigation measures been put in place to avoid the restriction of public access to open public spaces which were accessible prior to development?
- Are there any restricted areas on the property which does not allow public access if one is not a member of the golf club?

### SECTION C

- What methods are used or have been used, to encourage continuous communication and community involvement?

- Is there a monitoring and evaluation program in place for issues involving the local community?  
Or, what methods are or have been used to encourage continuous communication and community involvement?
- Has the golf establishment received any public complaints prior to and during the existence of the golf development? If so, how were these complaints addressed?
- Are there or was there social related issues acknowledged and approached with regards to the golf development?
- Should a public comment, opinion, concern or issue be raised, how does the golf establishment approach and address the comment, opinion, concern or issue raised?
- How have community inputs or remarks been integrated into the development or maintenance of the golf development? (during development phases)
- How is public participation being encouraged so as to avoid any negativity or misconceptions associated with golf establishments?

#### SECTION D

- In what way has or is the golf establishment making an effort to give back to the community of Knysna?
- How many local people are currently permanently employed at this golf development? And how many local people are temporarily employed?

#### SECTION E

- What are the main sources of water used for potable and irrigation purposes?
- How much potable water is consumed daily on the premises?
- How much water is used for irrigating the golf course daily?
- Have any conservation measures been put in place to reduce the amount of water consumed for both irrigation and potable purposes?
- What source of energy supply does this establishment make use of?
- How much energy does the golf establishment consume daily?
- Have any conservation measures been put in place to reduce the amount of energy consumed?

### Appendix 3 Research information sheet



## University of the Western Cape

Department of Geography and Environmental Studies

Research conducted by:	Inge Voigt <i>Geography MA student</i>	(Cell: 072 300 3318)
Research supervisor:	Dr M. Boekstein	(Tel: 021 959 2421)
Co-supervisor:	Prof. S. Brooks	(Tel: 021 959 2425)

The following questionnaire / interview is part of a data collecting process for research which is being conducted by *Inge Voigt*, a Masters student in the Department of Geography and Environmental Studies at the University of the Western Cape. The research project being done by the student is titled: *Golf Developments in Knysna: An analysis of community perceptions*. The golf developments which are being focused on in this research project are as follows: Pezula Golf Estate, Simola Golf and Country Estate, Knysna Golf Club and the proposed Knysna River Reserve Estate. The proposed research aims to provide recommendations for the continuous public participation in pre- and post-development phases by analysing community perceptions of existing golf establishments.

If you are willing to agree to be a voluntary participant in this research, your input will contribute to the understanding of the research being done and in doing so, forming the perceptions analysis. It is being asked of you to take part in this questionnaire or interview by providing honest answers to the given questions to the best of your ability. You are assured that the following questionnaire / interview will be completed with your consent, if you do not want to complete the entire questionnaire or discontinue the interview, please inform the researcher and your wishes will be respected. You are not obliged to be a research participant, your participation is voluntary. Please inform the researcher if you have any requests regarding the use of your input in the research project.

**To be completed by the research participant:**

Please check box to confirm

- I have read and understood the above written overview, regarding the research conducted by Inge Voigt.
- I voluntarily agree to take part as a research participant

Participant: \_\_\_\_\_ Date: \_\_\_\_\_ Signed: \_\_\_\_\_

Researcher: Inge Voigt Date: \_\_\_\_\_ Signed: \_\_\_\_\_

