

**AN INVESTIGATION INTO THE CURRENT AND POTENTIAL
BENEFITS OF TOURISM-BASED DEVELOPMENT IN THE ALBANY
AND PEDDIE DISTRICTS.**

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ABSTRACT

This research considers the relationship between tourism and development, and how tourism can be used as a means of promoting development. In order to explore this relationship, two districts in the Eastern Cape province of South Africa, the Albany and Peddie Districts have been selected as case study areas. Both the Albany and Peddie Districts are in need of development which can meet the economic and social development of the districts. One such option for the two districts is tourism-based development. This research examines the current status of tourism in both districts through the use of secondary data analysis and primary data gathered from questionnaires and interviews undertaken with tourists and representatives of key stakeholders in the tourism industry. This data was used to establish the current and future potential of tourism in the districts in terms of the availability and diversity of attractions and the tourism assets and facilities in the districts. It was also used to determine whether or not tourism, by promoting infrastructural and economic development, may lead to the socio-economic upliftment of the Albany and Peddie Districts. The results obtained from this research highlight the significant lack of tourism infrastructure in the Peddie District, and the reality that the tourism potential of the district remains untapped. With the marketing and promotion of tourism to the district, and the associated tourist requirements such as accommodation, and other facilities, tourism does hold a potential key to the socio-economic development of the district. The Albany District, however, has a well-established tourism industry, but the development spin-offs are minimal, and the potential for further tourism-based development in the future would therefore appear to be somewhat limited. A GIS (Geographic Information System) was used to determine and detail possible tourism routes, a final outcome of the investigation being the proposal of two tourism routes to draw people into and through the study area, based on the current assets and attractions of the two districts. These routes highlight one of the options available in the districts to promote much needed development in the two districts through the use of the tourism industry.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The growing imperative for development, especially in developing countries, and the constant search for methods and strategies through which to achieve developmental goals has encouraged exploration of the potential of versatile industries, such as tourism, to meet these needs. In recent years, the potential of tourism to achieve these developmental goals has come into the spotlight, as the industry has the ability to offer alternative methods through which to achieve development, whether it be as a 'bottom up' or a 'top down' strategy. In South Africa in particular, since the inception of the White Paper on Tourism (1996), the role of tourism as a means for providing a source of economic income, both on a national and local level, as well as for the individual, has been emphasised. In this light, this thesis will endeavour to identify the current and potential future impact of tourism on two districts in the Eastern Cape province of South Africa in an attempt to assess the effectiveness and potential of tourism as a development strategy in these two neighbouring districts specifically and more broadly. The two districts which have been selected for this research are the Albany and Peddie Districts. The Albany District, during the apartheid years, 'remained within' the Republic of South Africa, and has a reasonably well-established tourism industry. By contrast, the Peddie District was formerly within the borders of the Ciskei Homeland, and is in severe need of development, both in terms of services and facilities, as well as in terms of education and the welfare of its residents. At present, there is no established tourism industry of any real significance in the district. As such, this research hopes to highlight the contrasts between the two districts, and in so doing, to identify the key lessons which can be taken from the experience of the Albany District and applied in the future to the Peddie District to promote and enhance the tourism industry in that district, and thereby to encourage the development of the region.

This introductory chapter highlights the framework, context, and significance of the study, before providing an introduction to the study areas and the reasons behind the choice of these two particular districts. The aims and objectives of this research are then stated, after which a brief overview of the focus of each chapter is provided.

1.2 Outline/Framework of study

The purpose of this section is to give an outline of why the research was conducted, how it was conducted, and what the background context of the research was which prompted it to be undertaken. This section aims to establish the significance of this research in terms of what contribution it may be able to make towards research in tourism and development.

South Africa's geographical landscape is characterised by great beauty, a rich cultural heritage and extensive natural resources, however, it is also marked by high levels of economic and social inequality between and within regions (SA Explorer, 2000). This research aimed at considering the tourism industry in two significantly different, yet similar districts of the Eastern Cape, with an attempt being made to understand whether or not tourism has made and can still make a significant impact on the lives of the people through its developmental spin-offs. There is a high demand for development throughout the Eastern Cape Province and the districts of Albany and Peddie are no exception to this, although the need is infinitely greater in the Peddie District than in Albany. Socio-economic conditions are better in Albany than they are in Peddie, although both areas are marked by unemployment, poverty, low levels of education and the need for local economic development, especially among their rural communities (SA Explorer, 2000). These needs, and an apparent lack of initiatives aimed at meeting them, have resulted in the consideration of alternative strategies to those currently in place. One such strategy is that of tourism.

Tourism and pro-poor tourism in particular, both internationally and within South Africa, is one strategy that has the potential to create employment and promote economic development. Tourism is a high-growth, labour-intensive industry, which is able to provide training and skills, and to stimulate local economies. Internationally, the tourism industry is acknowledged for the contribution which it makes to the world economy (Mowforth & Munt, 1998). In 1995, the tourism industry contributed 10.9% to the World Gross Domestic Product (GDP) (Department of Environmental Affairs and Tourism, 1996) and 6% of South Africa's GDP in 1999 (SABC 3 News, 3/4/2000).

Within this context, the Eastern Cape Province, and the two study districts, have the potential to benefit from the tourism boom which the country is currently experiencing, although it is apparent that the socio-economic resources and infrastructure may need to be enhanced.

An established tourism industry is already in place in Albany District, and it is believed that existing tourism assets in Peddie District, such as its game parks, coastal areas and historical sites, could, potentially, be promoted and developed in conjunction with those in the Albany District to promote development and a general improvement in conditions. This research does not attempt to compare and contrast the two districts, but rather to establish the current status of tourism and development in these districts, and consider the potential of tourism as a development strategy, taking lessons from the Albany District which may benefit the Peddie District. The research will also attempt to establish whether or not the two districts can be linked through the marketing of shared assets in such a way that a tourist route through the districts may be established to draw tourists to the area.

The research was mainly conducted through the use of interviews and questionnaires with key people involved in tourism, specific agencies involved in the industry, and tourists. The information gathered was then analysed and evaluated in an attempt to determine the status of tourism and development due to tourism in the two study areas, and the various options for the future. Further details regarding the methodology employed in this research can be found in Chapter 2.

1.3 The Significance of the Research

This thesis is intended to make a contribution to current academic and applied research in South Africa through a detailed investigation and analysis of critical variables in the study area. In so doing, the research will be able to make a contribution to geographical literature, through drawing lessons from case studies which considers the importance of the role of tourism in district level development. This study will hopefully also make contributions to literature on applying tourism as a development strategy in Third World countries, and on the role of tourism as a tool for local and pro-poor development in South Africa (Bennett, 1995; Ioannides & Debbage, 1998; Hall & Page, 1999; Nel, 1999).

1.4 The Study Area

The study area selected for this research is situated within the Eastern Cape Province of South Africa, and has had a long history of both unity and conflict (See Figure 1.1). The two districts fall on either side of the historic Frontier of the former Cape Colony, the Great Fish River, as established by the Dutch and subsequently taken over by British Settlers. This area was at the forefront of the Frontier Wars which took place between 1779 and 1878 (Beinart, 1994). Following these wars there was a period of relative peace and unity between the two districts until the apartheid years when the Peddie District was incorporated in the Ciskei Homeland while the Albany District remained within the Republic of South Africa. In 1994, with the attainment of democracy in South Africa, the Ciskei was again incorporated into South Africa, and the two districts once again held equal stature.

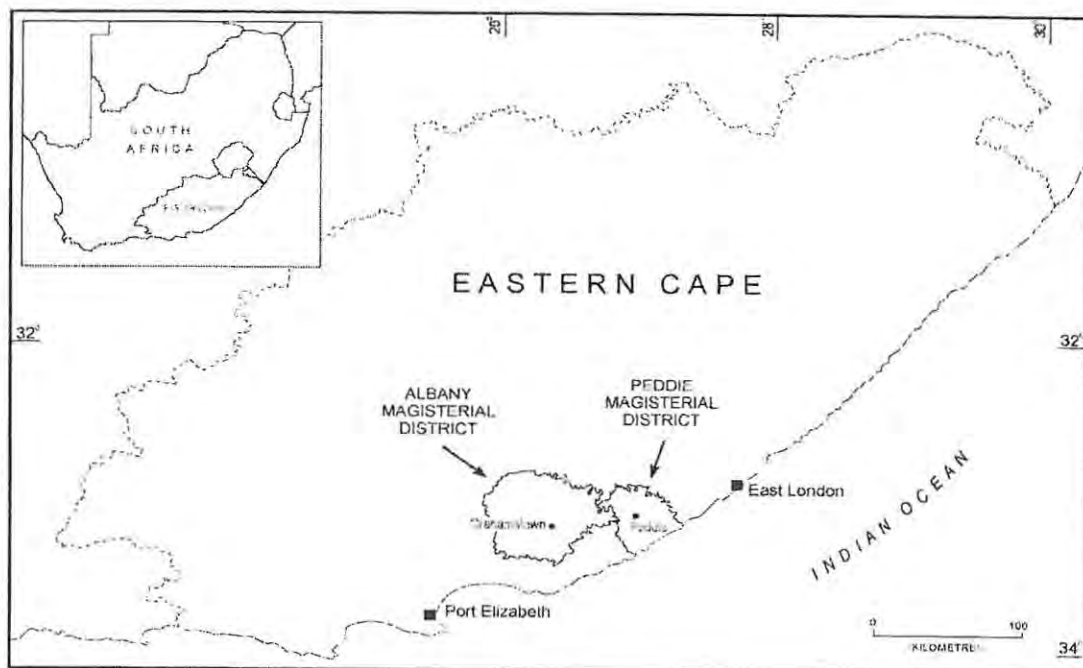


Figure 1.1: Outline map of the study area (Source: Tweedie, 2003)

The study area for this research consist of what was known, prior to 2000, as the Albany Magisterial District and the Peddie Magisterial District (also referred to as Albany or Albany District, and Peddie District), sharing a common boundary, and are situated in the Eastern Cape province of South Africa. The reasons for the selection of these two districts as opposed to any of a multitude of districts are varied. Firstly, these two districts share a common border, and a shared history up until the years of apartheid. During and after the Frontier Wars they both came to fall within the Cape Colony, sharing common Xhosa and English settler cultures and colonial settlements. Commercial farming was established in both districts, although Peddie differed in that it also had African territorial reserves allocated within it (Branch, 1994). With the enforcement of apartheid came the creation of Homelands, and Peddie became a part of the Ciskei Homeland, which later gained its nominal independence from South Africa in 1981, and was finally reabsorbed in 1994. In the apartheid period white farms were expropriated and large numbers of African people forcibly resettled to the Peddie district. Their differing apartheid histories make the two districts microcosms of the complex reality of territorial apartheid, as it was applied in the country, and thus provide us with an insight into the enforced differences and resultant and contrasting challenges which differing areas now face in post-apartheid South Africa. As such, although the two districts have much in common and share a cultural and historical legacy, they are also vastly different due to historical and prevailing political situations, and imposed development, or the lack thereof. These differences make up the second reason for the choice of these two districts. While similar, the level of infrastructure, industrial development, tourism development, and agricultural development is very different, and it is of interest to find out why they are so different and whether these historical differences can and are impacting on current and potential tourism development.

Thirdly, the two districts share one resource which is also a current and future potential tourist attraction, as well as a distinct feature of the area's natural heritage, that is the Great Fish River and The Great Fish River Reserve. It is this river which constitutes the shared boundary between the two districts, which is also a common catchment area for both districts, and the historic Frontier of their shared history. The two districts are also well positioned for the development of tourist routes to link them, especially as they have many shared assets such as their history and similar environments, which could be built on to create a common theme. Finally, the present head of Tourism Grahamstown (the capital city of Albany), which is the key tourism agency and marketing body in the combined study area, believes that the development of tourism in the region requires a new marketing format, namely that of promoting the theme of 'Frontier Country', which extends beyond the border of Albany and across the Great Fish River, as far as Peddie Town in the centre of Peddie District (Case, 5/9/2001, pers. comm.). This local recognition of the need to jointly develop and promote a shared heritage further justifies this study.

However, having provided reasons for the selection of these two districts as study areas, it must be emphasised at this early stage that the volume of tourism information available for the two districts are poles apart, and as a result, this thesis does not seek to give equal weighting to each district. Albany District was able to provide significant data on tourists' perspectives as well as that of services providers and local government, while hardly any comparable information could be collected from the

Peddie District other than from game farmers in that district and to a very limited degree from accommodation concerns on the coast. This was due to various constraints, including poorly developed facilities and the absence of dedicated officials and service providers, which will be discussed more fully in the chapter on methodology (Chapter 2).

1.5 Aims and Objectives

1.5.1 Aims:

1. To develop a socio-economic, historical and environmental profile of the Albany and Peddie Districts and their tourism assets.
2. To investigate the current status of tourism and the current opportunities and constraints which it faces in the study area.
3. In consultation with the tourism industry, tourists and key stakeholders, to identify various future tourism development options, with a specific focus on tourism routes.

1.5.2 Objectives:

1. To establish key historical, socio-economic and environmental details regarding the study area.
2. With reference to the area's history and other resources, to create an inventory of all those resources within the area which have a tourism potential.
3. To identify the current focus, scale and nature of the tourism industry and the opportunities and constraints which it currently faces.
4. To establish why tourists currently visit the area and what they are hoping to experience.
5. To establish the opinions and objectives with regards to tourism of key stakeholders, and tourists, with respect to tourism's current strengths, obstacles and opportunities. This will focus specifically on determining what lessons can be learnt from the experiences of the Albany District and applied to the Peddie District.
6. To design, with the aid of a GIS, a series of tourism routes which link key thematic or general features in the region and which can provide a basis for an enhanced tourism industry.

1.6 Thesis Structure and Chapter Content

This section aims to provide a short overview of what is dealt with in each of the ensuing chapters. Following this chapter will be a chapter on the methodology used in this research.

Chapter 2: Methodology

This chapter provides an overview of the various types of research methodology available to those doing social research. The research methods followed in this research thesis are then highlighted, and the research design discussed. Problems that were encountered during the research are also discussed in this section. The main focus of this chapter is on how the research was conducted, and

the types of methods, interviews and questionnaires which were applied. Lastly, this chapter ends off by providing an overview of what Geographic Information Systems (GIS) entails and examples are given of where it can be used and how it was used for the purposes of this research.

Chapter 3: Literature Review

This chapter aims at providing a broad overview of relevant literature, with a particular focus on issues related to tourism and development, and relevant case studies, which show how tourism can be linked to or used to promote development. Definitions of tourists, tourism, types of tourism and development are provided, as well as an overview of the status of tourism, both globally and in South Africa. An overview of what the tourism industry is and what it entails is provided, and tourist-host relationships are discussed. The significance of tourism is assessed, and development issues are discussed, following which the relationships between tourism and development are identified. Tourism legislation is also briefly discussed, and various case studies provide an example of the significant role tourism has to play.

Chapter 4: Social and Cultural History and Inventory of the Study Area

This chapter provides a brief summary of the history of the study area, and the culture of the peoples which are resident in the study area. This is followed by an overview of current tourism facilities, services, and historical and cultural attractions available in the study area. The purpose of this chapter is to aid in the identification of key social, historical and cultural tourism assets in the two districts.

Chapter 5: Nature-Based Tourism Options

One of the fastest growing sectors of the Eastern Cape is the game farming industry, and related activities, such as hunting and nature reserves, and this has become one of the province's and the study area's most significant tourist attractions. This chapter therefore covers issues relating to the game farms and the provincial government nature reserves in the study area, as well as identifying key game farms and reserves, and key natural attractions, in the forms of the fauna and flora found within the study area.

Chapter 6: Data Analysis

This chapter considers the views of key stakeholders and interest groups involved in tourism in the study area, as established through interviews and questionnaires. It also assesses and evaluates the results and the outcomes obtained from this data. Specific points of focus include what types of people come to the study area, their purposes for coming, what they regard as the attractions in the area, and what people dislike about the area.

Chapter 7: Discussion

Following on from Chapter 6, this chapter attempts to draw out and highlight key points raised in this research, to assess the validity of the results obtained and to consider the implications of those results.

Two potential tourist routes, structured around the information obtained from participants in the research, and constructed using a GIS (Geographic Information System), are also presented and discussed.

Chapter 8: Concluding Remarks and the Way Forward

This chapter looks at what has been established and what can be done in the future to promote tourism, while also providing suggestions for the future in terms of whether or not tourism can be implemented as a development strategy, and if so, how. The key conclusions reached in this study are also presented, and the aims and objectives are restated and the extent to which they have been achieved are evaluated and assessed.

1.7 Conclusion

As in all research, one begins by identifying the topic of research, and the subject which will be examined. This chapter has provided an overview of the research topic, as well as a brief introduction to the study area. It has also indicated the relevance of this research to the discipline of tourism and hospitality studies, drawing attention to its geographical implications. The need for this research has been identified, and can be briefly summarised as being that, due to the lack of efficient, successful and acceptable development strategies within the study area, which is in dire need of economic, social, and infrastructural development, the need exists to look for an alternative development strategy and in this context tourism-based development provides a possible solution. The thesis examines whether that potential has been fully realised to date.

The next step is to identify the research methodologies that were used within this study in order to achieve the results obtained. These methodologies have a human/social research focus, due to the cross-disciplinary nature of this research. The following chapter will provide insight into the methods chosen.

CHAPTER 2: METHODOLOGY

2.1 Introduction

When undertaking research, the methodology chosen provides a key to obtaining relevant and significant information, and ensures that the outcomes of the research are as accurate and valid as is possible. The previous chapter introduced the research questions, and provided the background to the research which highlighted the types of outcome which are being sought after, and which therefore determined the types of methodology which were employed. For this study, the key element was that most of the primary information needed was gathered from people and reflected their opinions, and therefore, social science and social study methodologies were more acceptable than laboratory tests and scientific research. This chapter will consider the options chosen, and provide background into the research methodology of this project.

The research methodology followed needs to be able to provide accurate, objective, valid and reliable information, and therefore it is essential that the correct approach be taken (Diggines, 1998). This chapter will provide a short introduction to the various types of research methods that one may follow in research in general, before highlighting the research methods used in this specific research investigation. The chapter begins with an overview of general research techniques, which highlights the types of data which may be used, such as primary or secondary data sources, before going on to consider the types of sampling methods which are available to the researcher. The structure of this section is such that it begins with general information on the type of sampling in use, before describing which methods were used in this research, and why they were used. The next section discusses survey techniques, which considers the different types of interview or questionnaire which one can use. Again, this section looks at the general perspective, before detailing the use of these various survey types in this specific research exercise. Following this is a brief explanation of the use of Geogrphic Information Systmes as a research methodology, and its applicability to this research. The final section considers the research design. A detailed consideration is given of the research design of this study, in order to provide an understanding of the steps followed from beginning to end in this project.

2.2 Research techniques

There are two key research techniques for acquiring data: firstly: documentary analysis, or surveys of secondary data, and secondly: survey analysis and field research, or primary data collection (Berg, 1998). Secondary data is data which some one else has collected, i.e. literature, policy papers and historical documents which the researcher uses, in other words it is data which s/he has obtained from another source. Primary data is that data which the individual has collected his/her-self through interviews, questionnaires or field research. In other words, it is data which has not yet been published or made available to anyone else, it is new data. Usually the researcher will make use of both

techniques, as the secondary data provides the basic understanding and foundations on which the primary research is built.

2.2.1 Documentary Analysis

Documentary analysis makes use of secondary data, or data that has already been interpreted and recorded. In other words, this data is no longer in its 'raw' format. According to Diggins (1998), this type of data provides the basis for the primary research methods to build on, provided the sources used are reliable. Berg (1998) emphasises that literature reviews, based on this type of research, provide a key to understanding the research topic in greater depth through the familiarisation of oneself with published material, case studies, and recent research.

Secondary data can be collected from a variety of sources including public and private archives, published books, journals, commercial media accounts such as newspaper and magazine articles, actuarial records and official documents (Berg, 1998). For the purposes of this research, use was made of books, journals, historical documents, government documents, unpublished reports and dissertations, and the internet. These sources provided background information on the tourism industry worldwide as well as more specifically in South Africa and the Eastern Cape, as well as providing policy documents for the way ahead for the tourism industry in South Africa. Historical documents were used to obtain information regarding the study area and information about the people and their experiences. Unpublished reports and dissertations were used to provide case studies of recent tourism research done in South Africa and neighbouring countries, while the internet was a source for a wide variety of information for all facets of this research.

Secondary data was also used for the purposes of creating a Geographic Information System or GIS. Spatial digital data in the form of maps of the study area were obtained to provide the basic information needed to create a GIS of the study area, following which features of relevance to tourism or tourism routes were placed on the maps, by means of filtering data already available in a digitised form.

2.2.2 Primary Data Collection Techniques

Primary data is best described by Clark and Hosking (1986:23) who view it as "raw information specifically collected for the analysis" of the research at hand, and which is obtained through "interviews, field observations, instrumental measurement, or remote recording" (1986:23). When preparing for the primary data collection phase of research, there are three key factors which need to be considered before choosing the data collection method that will be used. Firstly, one needs to bear in mind the volume or quantity of data required and the variety within that data (Martins et al, 1996). Secondly, one needs to consider the objectivity and reliability of the data required, and thirdly, one needs to consider the cost of the research and the period of time over which the research will run (Martins et al, 1996).

The primary data that was used in this research included views voiced by participants in the study in interviews or through the use of questionnaires. The GIS that was created by using secondary data in the form of digitised maps was also used as a source of primary research. The analysis of the data mapped through the GIS became a source of primary data, as the purpose for using a GIS was to enable maps to be drawn which would aid in the identification of potential tourism routes based on suggestions made by respondents and information gathered on the two districts. Therefore, by analysing a combination of primary and secondary data available from the initial phases of the research, the data that was worked with through the GIS can be classified as primary data.

2.3 Sampling

Before the primary data collection is carried out, it is often necessary, especially when the population involved in the research is very large, to use a method of sampling in order to obtain a subset of representatives of the population that is being studied (Gregory, 1978). This sample should be as accurate a representation of the larger population as possible, as this contributes to the general relevance of the results obtained in the research. There are various methods of sampling which can be applied to a large population, all of which can be classed as being either: Probability Sampling Techniques, or Non-Probability Sampling Techniques (Gregory, 1978; Clark and Hosking, 1986; Huysamen, 1994).

2.3.1 Probability Sampling

There are four types of probability sampling techniques: random sampling, stratified random sampling, systematic random sampling, and clustered random sampling (Gregory, 1978; Clark & Hosking, 1986; Huysamen, 1994). The key element of all of these designs is that the selection of participants for the study is done on a random basis, which prevents the biased selection of participants, whilst also providing an unpredictable cross-section of the total population. In other words, these are all equal probability sampling techniques, as the chance of any participant being selected is neither greater nor less than that of the other potential participants.

2.3.2 Non-Probability Sampling

The second category of sampling techniques is that of non-probability sampling techniques, of which there are also four types: accidental samples, purposive samples, quota samples, and snowball samples (Huysamen, 1994). The key to this type of sampling is that the samples are either chosen because of their location at a particular time (such as in accidental samples), or because a certain quota needs to be carried through in the research to ensure it is representative of the entire population, or because of the interviewees knowledge on a particular topic (purposive and snowball samples).

2.3.3 Sampling Methods used in this research

For this research, a stratified random sampling design together with the snowball method was used to select the accommodation establishments which would be interviewed or sent a questionnaire. Initially a list of all the accommodation establishments in the study area was drawn up. Establishments were then divided into those in the Albany District, and those in the Peddie District. Due to the small number in the Peddie District, it was decided to include all establishments in the research. However, due to the considerable number of establishments in the Albany District, it was decided to break this down into smaller categories based on their price range (per person per night, bed and breakfast). Five categories were identified, and five initial participants, one from each category, were randomly selected for an interview, while a further 10 participants (two from each category) were randomly selected to partake in an e-mail - based questionnaire. The snowball method was then used as the initial participants were requested to recommend others involved in the industry who were/are knowledgeable in the area and who might be prepared to participate in an interview or, more importantly, who could offer a unique and key insight into the issues being investigated.

In order to gather the views and opinions of the tourists to the Albany District, the method of accidental sampling was followed, as willing accommodation establishment owners were left with twenty tourist questionnaires for their guests to complete. In total 140 tourist questionnaires were distributed to seven willing establishments.

A fourth sampling technique was applied in order to acquire information from key informants, such as tourism marketing boards, the owners or managers of key attractions, the Makana City Council, and Tourism Grahamstown. Here the purposive non-probability sampling technique was applied. This technique involves the researcher targeting specific members of the research population because of their knowledge or involvement about, and in, the research topic. For example, in order to obtain the Makana City Council's views, the head of the Economic Development and Tourism Committee was specifically selected for an interview, along with the Acting Municipal Manager, Mr Steve Cridland. The same was done in Peddie District where Mr W Mzozoyana of the Peddie Transitional Regional Council (TRC) was selected, as he was at that time, the mayor of that TRC.

Questionnaires targetting the game farmers were also distributed using a two-fold sampling technique. Firstly, a list of all farms operating with a CAE or Certificate for Animal Enclosure in the Albany District was obtained, and all the farmers on that list contacted telephonically to establish whether or not they operated as a game farm, and whether or not they would be prepared to complete a questionnaire. Questionnaires were then distributed to those who were willing. The distribution of Game Farm questionnaires in the Peddie District, however, was done in a method similar to the snowball method, whereby one farmer was identified, and they were able to distribute questionnaires to other game farmers in the district who they felt were eligible and willing to complete it.

2.4 Survey Techniques

Once the research population has been selected and, if necessary, broken down into further sub-samples by the use of one or more sampling methods, then one needs to decide on what type of survey technique will be applied in order that the relevant data is obtained. Survey techniques can be broken down into interview methods, of which there are three types; questionnaire methods, of which there are three types; and field research (Huysamen, 1994; Berg, 1998).

2.4.1 Interview Methods

If one decides to conduct interviews, then there are three types of structure or format that the interview may follow. The structured interview takes the form of the interviewer asking the respondent predetermined questions in a predefined format (Huysamen, 1994; Berg, 1998). There is no deviation from the interview schedule, and the interviewer does not probe into points of interest that may be raised. The second form of interview is the unstructured interview. In this interview format the interviewer has no set questions, and the interview is exploratory in nature. Such interviews are often conducted when a researcher is trying find out more information regarding an unfamiliar topic or field (Huysamen, 1994). The third and final format that an interview may take is a combination of the structured and unstructured interview, namely the semi-structured interview. In the semi-structured interview the interviewer has a set of guidelines composed of topics, aspects or broad questions which s/he would like answered or discussed, and about which s/he would like more information and views and opinions. This interview structure is popular because it allows the researcher or interviewer to adapt the interview to the individual and their background while still ensuring that the same ground is covered in all the interviews that are held. This option is also more versatile than the structured and unstructured format, and it allows for more detail to be obtained on points that are raised and which may be of interest as directed, probing questions may be asked (Berg, 1998).

Some general pointers about conducting interviews are essential to take into consideration before beginning the interviews. Firstly, in terms of the 'content' of the interview, it is imperative that the questions be organised in such a manner that the interview flows easily between topics, this order can always be reorganised should the interview naturally follow a tangent. Secondly, the questions should be as neutral as possible so as not to offend the person being interviewed, as well as allowing for as honest an answer as possible. If the interviewers opinions are reflected in the question, the respondent may be less inclined to tell the truth if their opinions are in direct conflict (Huysamen, 1994).

Interviews may be conducted in person or telephonically, and either way any of the above mentioned formats may be used.

2.4.2 Interview Methods used in this Research

For the purpose of this research, all the interviews undertaken were conducted in a semi-structured manner, with the same guidelines being used for interviews held with members of the same interest group. For example, the same guidelines were used for interviews held with all accommodation establishment owners and managers. This format of an interview was selected as this allowed for specific areas of interest to be focussed on, while also allowing for the diverse perceptions and interests of the individual participants to be probed, as this was viewed as being more beneficial to the research as it allowed for individuals to express their opinions and for the interviewer to encourage expansion where it was necessary or of interest. Interviews were conducted with accommodation establishment owners and managers, tour guides, and representatives of the Eastern Cape Tourism Board, the Department of Nature Conservation, Tourism Grahamstown, Makana City Council, and Peddie Transitional Regional Council. All initial interviews were held in person. Where it was necessary to follow up initial interviews in order to clarify points or ask further questions, this was again done through a semi-structured interview either in person or telephonically.

Outlines of the key questions asked of interviewees participating in this research can be found in Appendix A.

2.4.3 Questionnaire Methods

A second method of gathering data is through the use of questionnaires. Questionnaires are a popular method of gaining information about the respondent, and about their behaviour, opinions, beliefs, and experiences (Huysamen, 1994). Questionnaires are also a popular means of establishing information because of the variety of ways in which they can be conducted and distributed, for example, questionnaires can either be conducted face to face, via post, via electronic mail, or left at collection points.

Questionnaires also come in three formats. Firstly, there is the open-ended questionnaire (Huysamen, 1994). This format allows respondents the freedom to construct their own answers to the questions put to them. The second format is that of the closed-ended questionnaire (Huysamen, 1994). This type of questionnaire uses rating scales, multiple-choice questions, and questions which are restricted to yes or no answers. One of the disadvantages of this type of questionnaire is that the researcher may not be able to list all possible answers, and in rating scales, people often feel that their answer falls between two choices. Finally, there is the option of a combination questionnaire, which incorporates questions which are both open-ended and closed-ended. This is the most popular questionnaire option, and it allows for a variety of answers, while limiting the possibility of irrelevant answers on key research points, as these questions can be of the closed-ended type (Huysamen, 1994).

When drawing up a questionnaire, it is essential to bear in mind some basic issues. Firstly, one must always consider the level of literacy of the respondents. Secondly, one must be careful not to offend

the respondent and to be careful when dealing with sensitive issues (Huysamen, 1994). Thirdly, it is important to aim for conciseness, and to maintain neutrality where necessary, and finally, it is important to put the questions in a logical sequence (Huysamen, 1994).

2.4.4 Questionnaire Methods used in this Research

In this research exercise, questionnaires were used to obtain information from tourists, craft centre managers and from game farmers. In the case of the tourists, the questionnaires were left at various accommodation establishments, whose owners or managers then encouraged the tourists to complete them. In the case of the craft centres and game farmers, questionnaires were posted or sent through via electronic mail due to it being more cost effective than driving out to all the scattered game farms in the area. Both sets of questionnaires were composed of a combination of open and closed-ended questions.

Samples of all the questionnaires which were distributed to various participants can be found in Appendix B.

2.4.5 Field and Laboratory Research

The final means of obtaining primary data is through field or laboratory research. One means of carrying out field research entails undertaking research in areas where the phenomena or feature being studied occurs naturally, while laboratory research entails recreating the context in which the phenomena occurs within a man-made laboratory environment (Huysamen, 1994; Berg, 1998). Another interpretation is that field research involves active research through participation or observation, in the field of study (Guy et al, 1987).

2.4.6 Field and Laboratory Techniques Used in this Research

Field research undertaken in this study included visits to all key tourism sites and attractions in the area and most accommodation establishment in order to ascertain their significance and potential and to undertake key interviews.

The analysis of the data collected by means of the GIS is also an aspect of primary information, although this gathering of information does not require sampling. Instead, the analysis of information using the GIS makes use of already available data which can be placed in a new context and re-interpreted in the light of new variables or contexts.

2.4.7 Geographic Information Systems (GIS)

2.4.7.1 Defining a GIS

A Geographic Information System, or GIS, is essentially a tool which is used in solving descriptive questions based on spatial queries (Maguire et al 1991). A GIS is used for spatial analysis ranging from basic to detailed levels, as it is able to make use of a "set of analytical methods which requires

access both to the attributes of the objects under study and to their locational information" (Goodchild, 1988 in Maguire et al, 1991:119). Apart from spatial analysis, a GIS is also an ideal tool for use in constructing models which are used to perform predictions.

The key to defining a GIS, is that it is based on spatial data, or the spatial relationship between data. Some popular definitions include the following:

- A GIS is "a system for capturing, storing, checking, manipulating, analysing and displaying data which are spatially referenced to the earth" (Dept of the Environment, 1987 in O'Riordan, 1996)
- "A system of computer hardware, software, and procedures designed to support the capture, management, manipulation, analysis, modularity and display of spatially referenced data for solving complex planning and management problems." (Antenucci et al, 1991)
- GIS is a "system which contains spatially referenced data that can be analysed and converted to information for a specific set of purposes, or application.... The key feature of a GIS is the analysis of data to produce new information." (Parent, 1988 in Antenucci et al, 1991)

These three definitions centre around GIS as a (1) a complex system, and (2) a means of analysing spatially referenced data.

2.4.7.2 Advantages and Disadvantages of a GIS

There are a number of advantages to the use of a GIS for spatial data analysis. Firstly, GIS can be used in a variety of fields and disciplines due to the broad range of information which can be placed in a geographical or spatial context (Jones, 1997). The types of contexts in which a GIS can be used are also broad and relatively diverse, including for example:

- Identification: i.e. what can be found at a specific location ?
- Location: i.e. where do specific features occur ?
- Routing: i.e identifying the best way to travel between 2 points.
- Patterns: i.e. can a spatial association be identified between 2 types of feature ?
- Trends: for example, changes over time in features
- What if: i.e. scenario and model building (O'Riordan, 1996).

Other benefits of a GIS include its ability to offer easy access to large quantities of information; it offers the user the ability to manipulate and interpret data, especially large data sets, and to present this data in a new form of maps, graphs, statistics and reports. GIS aids in describing, explaining and predicting spatial patterns, phenomena and processes; GIS also allows for quick and frequent updating of data and outputs (Antenucci et al, 1991, De Mers, 1997, Jones, 1997).

In comparison to the advantages given above, most of the disadvantages relate to potential problems rather than specific defined problems, for example, one has to be aware of the potential for inaccuracy when working with older and unrectified aerial photographs and maps, also features such as wildlife pose a problem in GIS as there is no defined way of mapping them, sometimes they are shown as an

area, and sometimes as a map (De Mers, 1997). Wildlife mapping, for example, also requires the user to define a time or date of the data capture so that the data represented is accurate. Other potential downfalls with a GIS include aspects such as hardware and software errors, human errors due to fatigue, and interpretation errors.

2.4.7.3 GIS Application Types and Examples

A GIS, as has already been mentioned, can be used in many different disciplines as a means of providing a spatial representation and analysis of data. Below are some examples of broad areas, mostly related to human scenarios, such as facilities maintenance, rather than physical aspects, such as rainfall, where a GIS may be used. For example, a GIS may be used in service planning and maintenance, such as for the monitoring of changes in the urban environment due to a large retail centre development, or a GIS may be used to aid in the planning of the required infrastructure of a town, as well to management the upkeep of the infrastructure. Table 2.1 gives some examples of areas in which a GIS can be successfully applied.

Table 2.1 GIS Applications (Source: Adapted from Antenucci et al, 1991)

Services Planning and Maintenance	Urban Environmental Monitoring Facility Location Infrastructure Planning and Management Service Delivery Planning Transport Planning Public Health and Safety
Public Administration	Local Government Demographic and Socio-Economic Surveys Development Control
Resource Management	Environmental Impact Assessments Landscape Change Analysis Renewable Resources Management Water Management Research and Education
Business Applications	Retail Outlet Planning Map and Database Publishing Marketing Tourism Management

2.5 Research Design

Huysamen (1994) describes one aspect of research design when he says it is "the plan which specifies how research participants are going to be obtained and what is going to be done to them with a view to reaching conclusions about the research problem (research hypothesis or research question)" (p 20). However, this is merely one aspect of research, and that is the human component. Research design is essentially the outline or proposed route which will be taken, and the methods and procedures which will be used during the data collection phase, as well as in the analysis of that data (Guy et al, 1987). The research design specifies what the research involves in terms of who is to be involved in the research, how many people will be involved, how these people will be selected, what methods will be used in gathering information, what field work will be undertaken, how the data will be analysed and so forth. The key to a good research design is that it should be suitable to the research proposed, so that it is able to answer the questions put forward in the research proposal (Huysamen, 1994).

2.5.1 This Research Design

The research design for this study consisted of four key steps: initially, the identification of the time period available and a proposed time allocation for each part of the study; secondly, the identification and selection of research groups and sample populations from those groups; thirdly, the information collection phase which was divided into the collection of primary data and the collection of secondary data; and lastly, the data analysis and report write-up stage. Each of these stages will now be discussed in greater detail.

2.5.2 Time Frame

The time frame for this research spanned a two-year period, which was then divided into smaller time frames, making up four key steps or phases within the research.

The initial step covered a period of approximately four months, and involved the drawing up of a research proposal. During this step, the title of the research, broad aims and objectives, general data collection methods and sources were identified. This step provided a base for the rest of the research as it enabled the researcher to establish a clearer idea as to what the research would entail, its relevance to the broader area of study, and how the aims and objectives would be achieved. The proposal also provided a guide during later phases of the research.

The second phase involved the collection of primary data. This phase covered a period of approximately 18 months, and involved the collection of data through interviews and questionnaires of various members of identified groups (to be discussed in the next section).

The third step entailed the collection of secondary data, and this took place in parallel with the collection of primary data, although over a much shorter period of time. Most of the data was collected within a period of seven months, divided into two periods, one in the first year of the research, and the second period following midway through the second year.

The final phase of the research lasted approximately eight months, part of which overlapped with the second phase of the research. This phase involved the analysis of the data collected, and the writing up of this thesis.

2.5.3 The Research Groups and Sample Populations

Before data can be collected, research groups or populations need to be identified. This was one of the key steps in the research design. Initially a broad spectrum of potential research groups or individuals was identified to allow for an overview of all the potential groups which could be considered for the research. These groups and individuals were then narrowed down into categories through grouping them according to similar interests, such as 'accommodation establishments' or 'game farming', and from these categories one or more representatives were chosen (for specific details on how these representatives were selected see the section on sampling techniques).

The research groups that were selected included tour guides, accommodation establishment owners and managers, local and provincial tourism bodies, game farmers and game reserve representatives, nature conservation officials, operators of craft centres, tourists, and the local town councillors and officials. The selection of these groups was based on their current and potential future role in tourism, and their association with the tourism industry. The table below shows the research group, the number of participants selected, and the number of active participants, i.e. the number of completed questionnaires received or the number of people who were willing to be interviewed.

Table 2.2: Selected research groups, the number of participants selected to represent each interest group, and the number of valid results collected or submitted.

Research Group	No. of Participants Selected	No. of active participants	Interview or Questionnaire
Tourists	140	31	Questionnaires
Tour Guides	7	5	Interviews and Questionnaires
Accommodation Establishments	24	11	Interviews
Game Farmers and Reserves	19	8	Questionnaires
Craft Centres	5	2	Interviews and Questionnaires
Tourism Bodies	4	4	Interviews
Nature Conservation	1	1	Interviews
Local Council	3	3	Interviews

2.5.4 Data Collection

Data collection for this research involved the use of both primary and secondary data. The primary data was collected through interviews and questionnaires with participants from the various research groups, while secondary data was collected from a variety of literature sources. The data collection was the most time consuming phase of the study, and was often hampered by a lack of or poor responses.

During the data collection phase, several problems were encountered. These included a general lack of interest by those involved in tourism to being interviewed, or to complete questionnaires; a general lack of broader knowledge beyond their establishments, farms or immediate occupations; and the poor response rate of people contacted prior to sending out questionnaires, and who had initially agreed to complete the questionnaire. Several respondents were also rude and uninterested, especially as the research did not involve any perceived monetary benefit for themselves. Another problem included the limited number of completed questionnaires, as many tourists either only partially completed questionnaires, or questionnaires were not distributed for completion by establishment owners who had previously agreed to undertake such a task. The same problem was encountered with game farmers who had telephonically agreed to complete the questionnaire, but even after a reminder was sent to them, questionnaires were not returned.

On the positive side, some of the accommodation establishment owners were very excited about being able to share their knowledge and experience, and most of the tour guides provided much valuable information and many suggestions as to the way forward for tourism in the Eastern Cape.

2.5.5 Data Analysis

The data analysis and write up stage of the research is the final stage, and entails documenting the results and drawing conclusions from the data collected. However, due to the limited nature of some responses, the data collected from some interest groups represents the opinions of a select few of that group. In the light of all responses received, however, general conclusions highlighting the views and opinions of those involved in the tourism industry could be drawn.

Data analysis was carried out in a couple of ways. Firstly, the results of interviews were analysed through identifying the key information and statements from each interview, after which these results were tabulated and compared with the results obtained from other interviews conducted with other representatives from the same sample group. In the case of questionnaires, answers for each question could be tabulated and directly compared, and the number of responses for each option were calculated and assessed as a percentage of the total number of responses. As such, analysis was both subjective (general statements were interpreted into something more meaningful) and objective (clear lists were provided or statements made, for example in questionnaires, which could not be misinterpreted), and the results reflect what really is available (particularly in terms of assets to tourism and barriers facing tourism), as well as showing how those related to, or involved in tourism, view the current position and future position of tourism and its role in promoting development in the future.

2.6 Conclusion

This chapter has detailed the different methodologies that are available to the social scientist, whilst highlighting the methods used for this research, and detailing their application. Because of the role which methodology plays in determining the value and credibility of the research, it is essential that the reader is able to understand how the data was collected, and where it was collected from. This chapter also detailed the general research design of this research, and within this, aspects such as the time frame of the research, and data analysis methods used for this research are specified. As was mentioned earlier in this chapter, reviewing the literature that was available and of relevance to the chosen research, was one of the first phases of a research design. As such, this research also involved an extensive review of available literature, relating to tourism and its role in development and this will be considered in the following chapter.

CHAPTER 3: LITERATURE REVIEW

3.1 Introduction

In recent years, there has been a significant increase in the amount of research taking place in the field of tourism. This is due, in part, to the substantial growth that has occurred in the industry over the last 20 years, both in terms of international and domestic tourism trends, and a dramatic growth in the number of visitors to Third World countries in particular (Mowforth & Munt, 1998). What is also of interest, is that it is not only the wealthy upper class who now partake in tourism, but also a new middle class with leisure time and a surplus income (Mowforth & Munt, 1998). With this emergence of a leisure society has also come alternative forms of tourism, or 'new tourism', tourism which strives to meet the varied needs of the individual (Pigram & Wahab, 1997; Mowforth & Munt, 1998).

This chapter will consider the above issues, and through the consideration of available literature relating to both tourism and development issues, and the relationship between the two, will also aim to provide a basis on which the research detailed in this thesis can be built. Key foci of this literature review will include defining various terms such as 'tourism', 'tourist', 'the tourism industry', 'development', and various development and tourism options, such as sustainable development, sustainable tourism, and sustainable tourism development. Other key focus points include an overview of the tourism industry globally and in South Africa, and a brief discussion highlighting government influence on tourism, such as the various national policy papers and programmes. Finally, this chapter will consider four case studies which provide some insight into how tourism has been successful in promoting development in other parts of the world, and what lessons can be drawn from these experiences.

3.2 Global Tourism trends

When considering the role of tourism in economic development, and in development in general, it is useful to consider global trends in this industry, although it is necessary to emphasize that while most of these trends are generally represented in statistical terms, such data is not fail-safe. Some of the most common problems experienced when analyzing data is that the figures obtained from different countries are not always comparable, as different countries have different measurement criteria, and also use the information for different purposes, therefore resulting in varying data banks for each country (Harrison, 1992a; Futter, 1997). Secondly, statistics are not always accurate due to errors such as the double-counting and/or omission of data due to aspects such as human error and misinterpretation of the relevance of data (Harrison, 1992a; Futter, 1997).

Tourism is an expanding industry, and this is evident in the increase in tourist arrivals globally in the period from 1950 to 1993, a trend which is reflected mainly through international tourism, and is particularly evident in the increase of tourist arrivals in developing or less developed countries (See Table 3.1) (Harrison, 1992a; Futter, 1997; Magni, 1999).

Table 3.1 International tourist arrivals globally, excluding excursionists (day trippers)

Year	No. of arrivals (mil)	% Change
1950	25.3	-
1960	69.3	173.9
1970	159.7	130.4
1980	284.8	78.3
1981	288.8	1.4
1982	286.9	-0.7
1983	284.2	-0.9
1984	132.4	-53.4
1985	322.8	143.8
1986	330.5	2.4
1987	356.8	8.0
1988	381.9	7.0
1989	414.2	8.5
1990	425.0	2.6
1992	472.0	11.1
1993	500	5.9

(Adapted from Harrison, 1992a; Futter, 1997)

The table above reflects the international change in numbers of tourist arrivals between 1950 and 1993, showing an average annual increase in tourist arrivals of about 7.2% (Harrison, 1992a; Futter, 1997). It is significant to note that during the oil crisis of the early 1970's and 1980's, which was a period of general economic instability across the globe, tourism felt the effects as shown in a decline in the number of people taking part in tourism (Harrison, 1992a; Futter, 1997; Magni, 1999). Within this global trend of people travelling to other countries it is significant that most of the travellers live in First World or Developed Countries, while most of the destinations are Third World or Developing Countries, and while at one time Europe was the most popular tourist destination, this popularity appears to be on the decline (Harrison, 1992a; Futter, 1997; Mohasi, 1999). Keeping the focus on international tourism and some of contributions it makes to the world economy, it is significant to note that tourism:

- in 1991 was estimated to be the world's largest industry
- in 1991 employed an estimated 127 million people which had increased to an estimated 212 million people in 1995
- in 1995 contributed 10.9% of the world Gross Domestic Product (GDP)
- had international receipts of \$324 billion in 1993, an increase of 12.5% per annum from the 1950 figure of \$2.1 billion (Harrison, 1992a; DEAT, 1996; Futter, 1997; Magni, 1999)

The significant growth in the tourism industry over the period from 1950 to 1990 has been attributed to several factors, including: economic growth in countries of origin; higher standards of living; longer annual leave periods; improvements in speed, efficiency and carrying capacity of transport and especially air transport; and decreases in the relative cost of air transport (Harrison, 1992a; Futter, 1997). It is of interest, at this point, to consider international tourist arrivals and receipts (the amount of income brought into a country through tourist spending) for a selected number of First World and Third World countries for the time period of 1985 to 1994 (See Table 3.2 and Table 3.3). The figures from the selected countries for this period show a steady increase in both tourist arrivals and tourist receipts in all countries mentioned, although it is worthwhile to note that while the increase in receipts to Third

World countries seem on a par with that of First World countries, it is significant that in the time period considered the number of tourists to Third World countries has increased more dramatically than in the First World.

While still considering international tourism, it is of use to consider how the African continent stands in relation to these trends. Up until 1995, most of the visitors to Africa focussed their travels in Northern Africa, which received 39% of all foreign arrivals to Africa, and 38% of receipts (SATOUR, 1996; Futter, 1997). However, despite political and economic instability, Southern Africa's share of tourists between 1990 and 1995 increased from 14% to 30% of all foreign arrivals in Africa and from 23% to 28% of receipts, a trend which is still continuing (SATOUR, 1996). During this period, South Africa was also recorded as being the fastest growing destination in the world, recording 24% of all arrivals in Africa, and 24% of all foreign exchange earned through tourism on the African continent (Futter, 1997). This highlights the change noted in the previous paragraph of tourist preferences moving away from developed countries and towards developing countries. In South Africa the predictions were that two million job opportunities would be created by the year 2000 due to growth in the tourism market and increasing demands for tourist services and products (DEAT, 1996).

Table 3.2: International tourist arrivals and receipts from selected First World countries.

		1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1985-1994 % Mean Annual Change
Australia	Arrivals (000s) ¹	1,143	1,429	1,785	2,249	2,080	2,215	2,370	2,603	2,996	3,354	
	% Change	n.a.	25	24.9	26	-7.5	6.5	7	9.8	15.1	11.9	12.7
	Receipts (\$ m)	1,062	1,300	1,789	2,801	3,348	4,088	4,484	4,405	4,655	4,997	
	% Change	n.a.	22.4	37.6	56.6	23.1	18.6	9.7	-1.8	5.7	7.3	18.8
Japan	Arrivals (000s) ¹	2,327	2,062	2,155	2,355	2,835	3,236	3,533	3,582	3,410	n.a.	
	% Change	n.a.	-11.4	4.5	9.3	20.4	14.1	9.2	1.4	-4.8	n.a.	4.92
	Receipts (\$ m)	1,137	1,463	2,097	2,893	3,143	3,578	3,435	3,588	3,557	3,680	
	% Change	n.a.	28.7	43.3	38	8.6	13.8	-4	4.5	-0.9	3.5	13.9
Spain	Arrivals (000s)	25,459	25,956	27,704	29,775	32,477	34,085	34,181	36,492	37,268	39,341	
	% Change	n.a.	2	6.7	7.5	9.1	5	0.3	6.8	2.1	5.6	4.8
	Receipts (\$ m)	8,151	12,058	14,760	16,686	16,174	18,593	19,126	22,180	19,741	21,465	
	% Change	n.a.	47.9	22.4	13	-3.1	15	2.9	16	-11	8.7	10.8
UK	Arrivals (000s) ¹	14,449	13,897	15,566	15,799	17,338	18,013	17,125	18,535	19,398	21,034	
	% Change	n.a.	-3.8	12	1.5	9.7	3.9	-4.9	8.2	4.7	8.4	4.4
	Receipts (\$ m)	7,120	8	10,225	11,017	11,389	14,940	13,070	13,932	14,031	15,190	
	% Change	n.a.	14.6	25.3	7.7	3.4	31.2	-12.5	6.6	0.7	8.3	9.5
USA	Arrivals (000s)	25,399	26,008	29,500	34,095	36,564	39,539	42,986	47,261	45,779	44,982	
	% Change	n.a.	2.4	13.4	15.6	7.2	8.1	8.7	10	-3.1	-1.7	6.5
	Receipts (\$ m)	17,762	20,385	23,563	29,439	36,250	43,007	48,384	54,284	57,621	60,001	
	% Change	n.a.	14.8	15.6	24.9	23.2	18.6	12.5	12.2	6.1	4.1	14.5
World	Arrivals (millions) ¹	326	339	365	400	429	456	463	503	512	532	
	% Change	n.a.	3.4	7.8	9.6	7.4	6.2	1.6	8.6	1.9	3.8	5.5
	Receipts (\$ bn)	116	141	172	200	216	261	268	305	307	337	
	% Change	n.a.	21.1	22.6	15.7	8.1	21.1	2.5	13.8	0.6	10	12.6

n.a. Not available

¹ Includes all international inbound visitors, not only tourists² 1985-1993

Source: Mowforth and Munt, 1998

Table 3.3: International tourist arrivals and receipts from selected Third World countries

		1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1985-1994 % Mean Annual Change
Grenada	Arrivals (000s)	52	57	57	59	66	76	85	88	94	109	
	% Change	n.a.	9.6	0	3.5	11.9	15.2	11.8	3.5	6.8	16	8.5
	Receipts (\$ m)	26	29	30	29	31	38	42	38	45	55	
	% Change	n.a.	11.5	3.4	-3.3	6.9	22.6	10.5	-9.5	18.4	22.2	8.7
Guatemala	Arrivals (000s)	252	287	353	405	437	509	513	541	562	537	
	% Change	n.a.	13.9	23	14.7	7.9	16.5	0.8	5.5	3.9	-4.5	8.8
	Receipts (\$ m)	67	77	103	124	152	185	211	243	265	258	
	% Change	n.a.	14.9	33.9	20.4	22.6	21.7	14.1	15.2	9.1	-2.6	16.2
Thailand	Arrivals (000s)	2,438	2,818	3,483	4,231	4,810	5,299	5,087	5,136	5,761	6,017	
	% Change	n.a.	15.6	23.6	21.5	13.7	10.2	-4	1	12.2	4.4	10.6
	Receipts (\$ m)	1,171	1,421	1,947	3,120	3,753	4,326	3,923	4,829	5,014	6,592	
	% Change	n.a.	21.3	37	60.2	20.3	15.3	-9.3	23.1	3.8	31.5	21.2
Tunisia	Arrivals (000s)	2,003	1,502	1,875	3,468	3,222	3,204	3,224	3,540	3,656	3,856	
	% Change	n.a.	-25	24.8	85	-7.1	-0.6	0.6	9.8	3.3	5.5	7.6
	Receipts (\$ m)	551	488	672	1,234	933	953	685	1,074	1,114	1,302	
	% Change	n.a.	-11.4	37.7	83.6	-24.4	2.1	-28.1	56.8	3.7	16.9	10
Zimbabwe	Arrivals (000s)	331	357	372	449	474	606	664	738	955	1,010	
	% Change	n.a.	7.9	4.2	20.7	5.6	27.9	9.6	11.1	29.4	5.8	13.2
	Receipts (\$ m)	26	29	43	54	55	64	75	105	103	114	
	% Change	n.a.	11.5	48.3	25.6	1.9	16.4	17.2	40	-1.9	10.7	17.9
World	Arrivals (millions)	326	339	365	400	429	456	463	503	512	532	
	% Change	n.a.	3.4	7.8	9.6	7.4	6.2	1.6	8.6	1.9	3.8	5.5
	Receipts (\$ bn)	116	141	172	200	216	261	268	305	307	337	
	% Change	n.a.	21.1	22.6	15.7	8.1	21.1	2.5	13.8	0.6	10	12.6

n.a. Not available

Source: Mowforth and Munt, 1998

3.3 Defining Tourism

Tourism is defined as the set of activities, including travel, that a person engages in when travelling to a place outside of his/her usual environment for more than 24 hours, but for less than one year (Smith, 1995; Fetter, 1997). When a person travels to destinations within the country of origin, then they are partaking in domestic tourism, and if their destination is outside of their country of origin, then it is termed international tourism. If a real understanding of the term tourism and associated concepts is to be achieved, then it is, however, necessary to take into consideration some other viewpoints.

According to Hall and Page (1999), tourism and travel are two words which are often interchanged, and which have come to share the same meaning. It must, however, be emphasised that there is no accepted definition of what tourism is, nor as to what constitutes the tourism industry (this will be further considered in the section dealing with the tourism industry) (Fennell, 1999). Tourism is a term which is seen to 'describe' and incorporate three main concepts, firstly it relates to the movement of people, secondly, it refers to a specific sector of the economy or an industry, and thirdly, it encompasses "a broad system of interacting relationships of people, their needs to travel outside their communities and services that attempt to respond to these needs by supplying products" (Hall and Page, 1999: 58). Burkart and Medlik (1981) add to this basic definition of tourism by highlighting that tourism consists, in essence, of two elements: the journey to a destination, and the stay and activities partaken in at the destination.

Tourism also needs to be understood in terms of issues such as the types of tourists and aspects of time, such as how long was spent travelling or at a specific destination (Hall & Page, 1999). It is also important, when considering what tourism is, to be able to draw a distinction between a commuter, i.e. some-one who travels a fair distance from his/her home town to another town or city daily to get to his/her place of work; a business traveller, i.e. some-one who may partake in domestic or international travel with the primary purpose of working or partaking in work related activities such as conferences or workshops; and a tourist, who travels for the purpose of leisure and recreation (Fetter, 1997; Diggins, 1998). While a business traveller does not travel for the sole purpose of exploring a destination, sight-seeing and so forth, they do fulfil some roles of the leisure tourist activities, and are therefore sometimes categorised as business tourists.

3.3.1 Models/Types of Tourism

There are three main categories of tourism, those of business tourism, mass or leisure tourism, and alternative tourism. Business tourism is essentially that which relates to travellers whose main priority is related to business, although there may be some form of either mass or alternative tourism included in their itinerary (Fetter, 1997). The second category relates to mass or leisure tourism, which refers to the type of tourism option taken by those who are travelling for the main purposes of leisure or recreation. Finally, there is alternative tourism, which encompasses sustainable tourism, community-based tourism (CBT), and ecotourism, which is essentially small scale tourism developed by local people, and which is based on local natural, historical and cultural resources (Fetter, 1997). Within

these categories of tourism, there can be further breakdowns relating to aspects such as the tourists income, their country of origin and purpose of the visit, and their interest in the host society and country.

In terms of the above categories of tourism types, this research investigation will essentially involve alternative tourism, including CBT and tourism routes, as these would appear to provide a means of promoting tourism within the two study districts. Unique and specialised tourism options, such as those of military history, Xhosa culture and eco-tourism have already been developed, but would appear to have considerably greater potential. The following sections will consider the two options of community-based tourism and tourist routes.

3.3.1.1 Community-Based Tourism

In recent years, community-based tourism (CBT), and the role local communities play in tourism initiatives has come to the fore, as it has been recognised that sustainable tourism is not possible without the active participation of the local people (Ashley and Roe, 1998; Mitchell and Reid, 2001). Two of the better known African countries which already have extensive CBT projects in place are Zimbabwe (the Campfire - Communal Areas Management Programme for Indigenous Resources) and Namibia (Ashley and Roe, 1998; Mitchell and Reid, 2001). Both of these projects, due to the nature of the local tourism industry in each country, focus around nature-based tourism options and conservation projects respectively. NACOBTA is the abbreviation for the Namibian Community-Based Tourism Association, which aids in promoting and encouraging both community managed tourism projects and community involvement and participation in externally controlled projects, through the Namibian Conservancy Programme (Ashley and Roe, 1998, Koro, 1999). Both of these programmes allow for the local communities to have a degree of control over, as well as a role in management decisions relating to their local resources. This increases the awareness and interest of local communities in their natural resources, and it also encourages them to participate in ensuring that they are sustainably used.

3.3.1.2 Tourism Routes

Tourism routes are another aspect of alternative tourism which is fairly new to the tourism industry, but which serves to meet a defined need. There is very little theoretical literature to be found on tourism routes, although there is documentation on several well established routes that are achieving varying degrees of success (Rogerson, 2002). Diggins (1998) sees the tourism route as the journey or area between the tourist generating region and the tourist destination region. In other words, Diggins (1998) merely sees the tourist route as being the journey between two places. Mr Brian Jackson (31/1/2000, pers. comm.) of the Eastern Cape Tourism Board, however, explains that a tourism route is something more than the travel between two places, he describes it as being a group of linked, small tourism related services in a defined area, often having a defined product or resource, which work together to market and promote themselves and their competitors as a tourism attraction. By promoting both themselves and their competition, they are able to use limited funds to advertise to the

widest possible market, starting locally and then moving outward. As tourists come in response to these marketing campaigns, once an accommodation establishment or eating place is fully booked, potential patrons are accommodated in other accommodation or at other restaurants close by that are also a part of the same 'tourism cluster' or route. As such, these routes are able to provide a suggested route for the tourist to follow in order see either general sites of the area, or sometimes thematic sites around the area, as well as to find adequate accommodation, retail outlets and eating places. Outcomes related to tourism routes may be improved physical infrastructure in the area, employment creation, and local economic stimulation directly related to tourist spending. Examples of some successful tourist routes in South Africa include the Midlands Meander, which in 1998 had a R60 million turnover, facilitating 100% employment in the *immediate* rural area, the Sani Saunter and the Boston Beat, all in KwaZulu-Natal, the Crocodile River Ramble in the Limpopo Province and the Cape Wine Route in the Western Province (Magni, 1999; Jackson, 31/1/2000, pers. comm.).

Tourism routes may be designed in such a way that they may have end points in popular urban centres, while the focus of the route is in a more rural area. In other words, it is possible to use tourism routes in such a way that they become feeders for a district, bringing tourists in to a specific district via a well structured, well designed, and well marketed route. These issues will be explored when considering the tourism potential of the study area.

3.4 Defining Tourists

The following sections will define who is a tourist, as well as considering the tourist typologies suggested by various authors. The World Tourism Organisation (WTO) defines a tourist as "a temporary visitor who stays for at least 24 hours in any country not their normal place of residence" (Harrison, 1992a). Middleton (1994: 8) offers a further definition of a tourist as "any individual who partakes in any activity that is concerned with the temporary short term movement of people to destinations outside the place where they normally live and work, and their activities during their stay at these destinations". Middleton's (1994) definition is a basic and broad definition of a tourist, and with reference to this definition, Diggins (1998) points out that it is significant to note the following:

- this definition includes people staying overnight and partaking in day trips, although these people are conventionally not referred to as tourists;
- this definition is not restricted to leisure travel;
- within this definition not all travellers are tourists, for example, commuters;
- leisure activities conducted in a persons place of residence do not classify them as tourists.

Finally, it is important to remember that trips undertaken by tourists are only temporary in nature, and therefore someone, for example, going to work in a foreign country for a year, is not termed a tourist. The following diagram (Figure 3.1) serves to identify, at some depth and within the realms of travel, who may be termed a tourist and who is not a tourist.

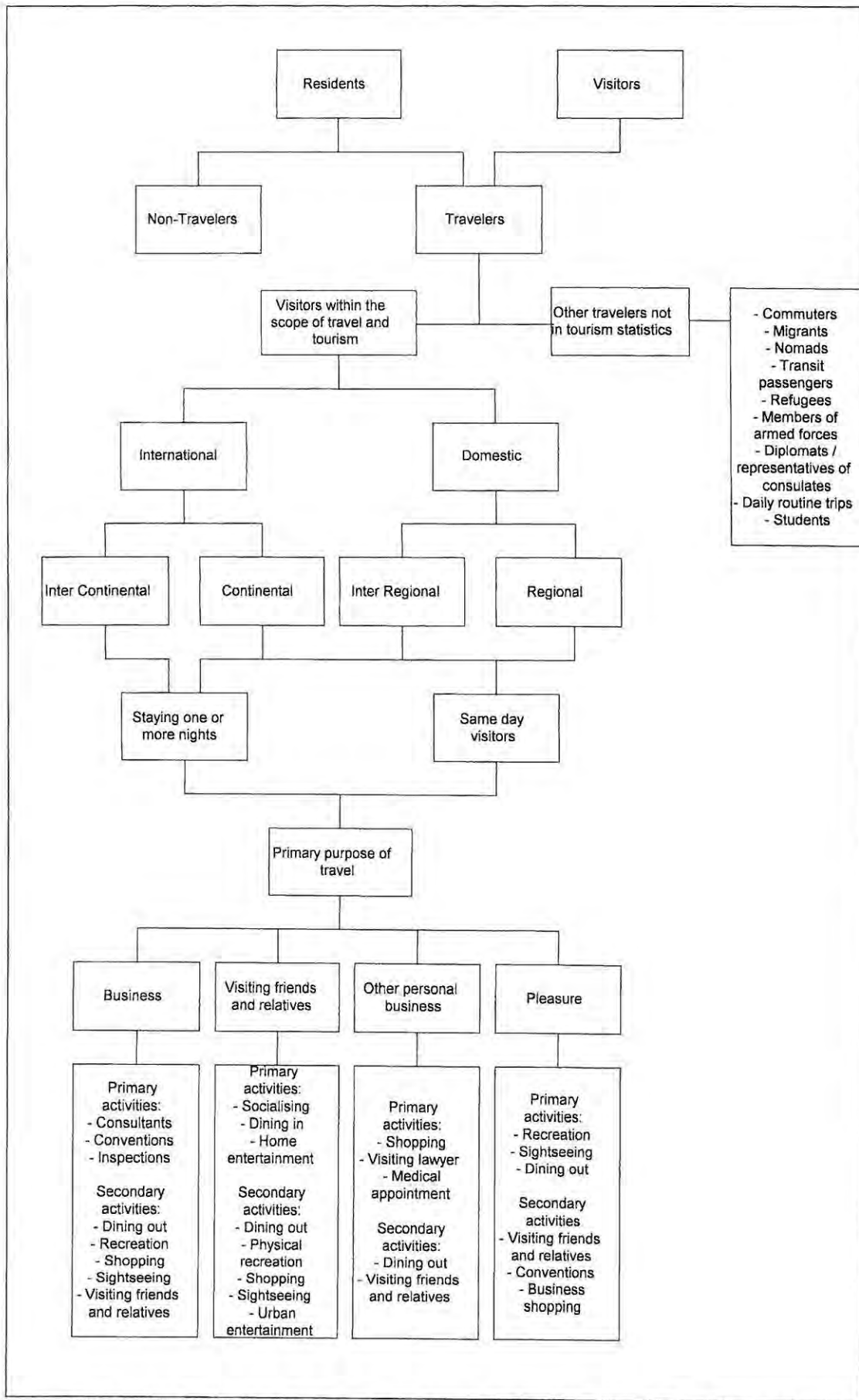


Figure 3.1: Representation of who qualifies as a tourist. Source: Diggins, 1998

Within the broad concept of what a tourist is, there can be further categorical divisions. The first categorization refers to whether a tourist travels across borders, within their own country or travels to a specific country with the purpose of exploring that country in depth. These three sub-categories can be denoted as foreign or international tourism, domestic tourism, and inbound tourism.

- Foreign or International tourism: involves travel to countries outside of the tourists' home country, often visiting only one or two towns/cities or selected attractions;
- Domestic tourism: involves travel within the tourists' home country;
- Inbound tourism: This entails the tourist travelling to a country outside of his/her home country, and partaking in extensive travel and exploration within that country (Diggins, 1998).

The second categorization of tourists also relates to the development of tourist typologies, and is based on the length and purpose of the trip taken. Valene Smith (in Lea, 1988) and Erik Cohen (in Lea, 1988) have both provided comprehensive lists of tourist typologies, which are represented here in a self-explanatory tabular format (Table 3.4 and Table 3.5). Table 3.4 below shows the tourist typologies as seen by Valene Smith (in Lea, 1988). In this table the category of tourist is identified in the left-hand column, with an outline of each categories distinct key characteristics provided in the right hand column.

Table 3.4: Valene Smith's Tourist Typologies

Category	Description
Explorer	Individuals looking for discovery and involvement with local communities
Elite	Take part in special individually tailored visits to exotic places
Off-beat	People with the desire to get away from the crowds
Unusual	Visits with peculiar objectives such as physical danger or isolation
Incipient Mass	A steady flow of people travelling alone or in small groups using some shared services
Mass	The general packaged tour market leading to tourist enclaves
Charter	Mass travel to relaxation destinations which incorporate as many standardised western facilities as possible

(Source: Adapted from Lea, 1988)

In comparison to Smith's tourist typologies, Cohen's (in Lea, 1988) typologies tend to be in line with specific tourism experiences and interests (Table 3.5). Again, the column on the left identifies the

tourist typology, while a brief description of the key characteristics of each typology is provided in the right hand column.

Table 3.5: Erik Cohen's Tourist typologies

Category	Description
Recreational	One of the most common forms of tourism where the aim is to relieve stress and tension and to have a good time, with no deeper significance
Diversiory	The purpose of the trip is to escape the boredom and routine of everyday life
Experiential	The tourist takes the role of a modern pilgrim looking for authenticity in the lives of other societies
Experimental	The traveller experiments with life-styles other than his own
Existential	This is the tourist who actually acquires a new spiritual centre as a result of a travel experience

(Source: Adapted from Lea, 1988)

3.5 Defining the Tourism Industry

There has been much debate around whether or not the tourism industry is or should be regarded as a genuine, economic industry. This section will consider these debates in further detail, as well as considering what components constitute the industry, and the economics of the industry.

3.5.1 Tourism as a Service Industry

The term industry is usually identified with manufacturing and production-based enterprises, for example, the steel industry, or the mining industry. This understanding of industry does not cater for service related industries such as tourism, however, the term industry can also be understood as referring to a commercial enterprise which is concerned with the output of a specific product, which, if one considers the complete holiday package that tourism provides as a product, then tourism is indeed an industry (Swart, 1997; Diggins, 1998). Tourism as an industry falls into the service sector, and the industry is constituted by a number of different businesses and firms, industries and organisations which are all intent on providing a service and meeting the needs of the consumer (Leiper, 1979; Diggins, 1998). The tourism industry itself does not produce a tangible product that the consumer can purchase, but rather an experience. Boyd and Walker (1990) define a service industry as follows:

"...an activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to a physical product." (1990: 406)

In tourism the end product is essentially service. As a service industry, the main objective of those involved throughout all levels and fields of this industry, is to meet the needs of the consumer of the particular product that is on offer, whether it be accommodation, a transport service, an entertainment service, or an entire package. This results in an industry that can be divided into two parts: firstly, it is equipment-based (for example vehicles and hotel rooms); and secondly, it is people-based, needing both skilled and un-skilled labour in order to deliver 'need satisfaction' to the tourist. Because of this nature of the tourism industry, it is essential that those involved in this industry are sufficiently trained and equipped to interact with consumers and to provide them with the best possible product, without these people, or with poor customer relations, the tourism industry can suffer severely (Swart, 1997; Diggins, 1998).

Lovelock (1991) also breaks the service product of tourism down into two parts, although this breakdown allows for more variation within the two parts. Lovelock (1991) sees the tourism industry as being similar to a mathematical equation:

$$\text{Service Product} = \text{core service} + \text{supplementary service}$$

For example:

$$\text{Hotel accommodation} = (\text{Hotel room} + \text{Breakfast}) + (\text{airport transfers} + \text{dry-cleaning} + \text{room-service})$$

Where in this case: Service Product = Hotel accommodation

Core service = Hotel room and breakfast

Supplementary service = airport transfers and dry-cleaning and room-service

Both of these breakdowns of the tourism industry show what constitutes the tourism industry, and what justifies its classification as a service industry, and more importantly as an industry. The tourism industry has a product on offer to the consumer, albeit an intangible product, and as such this would define tourism as an industry. However, there are still those who feel that tourism should not be classified as an industry.

Swart (1997) raises two issues which have been the centre of much debate:

- What defines the tourism industry as a distinct sector?
- What activities and / or purchases are included in this sector?

It is the long-standing inability of researchers and theorists in the past to answer these questions that has raised doubts about the authenticity of tourism as an industry. In response to the first question, it is difficult to find any defining characteristic of tourism which sets it apart as a distinct industry, but

rather there are several characteristics which are interlinked in a unique way within tourism which some feel give it the status of an industry. In response to the second question, it is often difficult to distinguish between what activities or purchases are part of tourism or part of everyday life or day-to-day business (Swart, 1997; Diggines, 1998).

There are three main arguments against regarding tourism as an industry. The first, is that tourism is not an industry, but rather, it is an enormous economic activity that covers many industries (McIntosh et al, 1995). The second argument is that tourism is a sector that impacts on a wide range of industries, and that it forms a part of a wide range of industries (Theobald, 1994), and finally, that tourism is a reaction to the social needs of the population.

Despite the various debates for and against regarding tourism as an industry, the most significant aspect of tourism is probably the way sub-sectors combine and work in conjunction to form a single sector (Maleka, 1995; Swart, 1997; Diggines, 1998; Magni, 1999). As a compromise, Law (1993) believes that even though there is so much argument for and against the existence of a tourism industry, there is some merit in keeping with the basic ideas of supply and demand and product and consumer which form the basis of any industry, even though this, may in turn, lead to the classification of tourism as an industry.

3.5.2 Components of the Tourism Industry

The tourism 'business', as discussed in the previous section, is made up of several component industries. These components can be categorised either according to size (Mowforth & Munt, 1998) or according to the type of services which they provide (Pearce, 1991; Bennett, 1995; Maleka, 1995; Diggines, 1998).

Distinguishing the various component businesses of the tourist industry by size is mostly used for the purposes of establishing how much leakage there is out of a destination area, as well as for assessing the employment value of an industry in a specific area. Tourist businesses are usually broken down into three categories: trans-national companies (TNCs), medium sized businesses and small/local businesses (Mowforth & Munt, 1998). For example, in a destination where most of the hotels are owned and managed by TNCs, there will be high levels of economic leakage as profits are repatriated to the base-country of the TNCs, and often many of the top managerial positions are also filled by people from the base country, also leading to a flow of currency away from the destination area. A second example is where there is a small destination area where most products and services are provided by small, locally owned business, which results not only in currency remaining within the local area, but also in continued or enhanced employment due to tourism where there may otherwise be no other means of providing employment (Diggines, 1998).

A second way of distinguishing and classifying the various components which make up the tourism industry is by categorising components on the basis of the type of service or product which they

provide. Bennett (1995) and Pearce (1991) provide two ways for doing this, and although they are very similar, there are some differences. According to Bennett (1995), there are four main categories of tourism business or service: attractions, accommodation, transport, and support services. Attractions are those facilities which have the ability to draw people towards them, for example, museums, beaches, botanical gardens, statues, old forts and so forth, all of which are overseen and maintained by either a private business, an individual, an organisation, or a government body. The accommodation sector includes hotels, bed and breakfasts, camping grounds, caravan parks, guesthouses, and game lodges. The transport sector relates to all those businesses which provide transport, whether public or private transport, and includes air travel, cruises, truck safaris, car rental, tour buses and so on, and finally, support services are all the back-up services such as banks, restaurants, petrol stations, tour guides and so on (Bennett, 1995; Diggines, 1998). According to Bennett (1995) these four main categories work together and are used by tour operators and brokers to create a single entity, which is promoted by travel agents to tourists as a tourist product, and it is the purchase of these 'packages' that results in the tourist industry. The following (Figure 3.2) is a diagrammatic representation of this process:

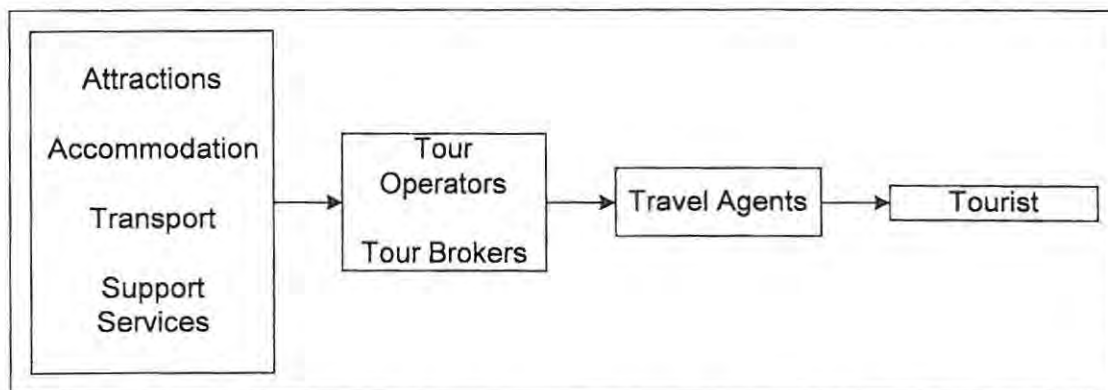


Figure 3.2: Tourism business categories and the tourism industry process. Source: Adapted from Bennett, 1995; Diggines, 1998

According to Pearce's (1991) breakdown of tourist business, there are five types of business: attractions, accommodation, transport, support services, and infrastructure. The first four types of business are the same as Bennett (1995) and Diggines (1998) identify, while the fifth category is distinct. Infrastructure refers to transport infrastructure such as the road and railway networks, public utilities such as electricity and waste disposal, communications networks, and water systems (Maleka, 1995). Many of these infrastructural businesses are not entirely tourist related industries, but also serve the resident population.

Another key component of the tourism industry is that of marketing. Marketing plays a critical role in the success of both individual tourism businesses and organisations, as well as in the tourism industry as a whole (Clarke et al, 2001). If the potential consumer is not made aware of what is available in the marketplace, then the selected businesses and organisations which are actively promoting themselves and their products will not attract their full potential tourist market. Although marketing is categorised

as a supporting service, it is of vital significance to the tourism industry as a means of ensuring continued interest and growth in the sector, and needs to be considered as a key aspect in its own right. Without good marketing programmes, it is difficult to promote the tourist market (Diggines, 1998). According to Murphy (1994), the aim of tourism marketing should be to market the destination while considering the needs and wants of both the host population and the tourist, but without exploiting either. Unfortunately, marketing principles and strategies seldom seem to accomplish this ideal, but instead promote a destination to the benefit of tourist often without considering the consequences of their actions on the local host communities (Rogers & Slinn, 1993; Diggines, 1998). Another problem identified with tourism marketing is the misuse of terms implying environmentally friendly and sustainable business practices, for example green tourism, eco-tourism, and sustainable tourism. These terms are often knowingly misused, as marketing research has shown that consumers are becoming more environmentally aware, and therefore tend to choose a tourism product advocating itself as being environmentally conscious and sustainable over a tourism product not labelled in this way (Diggines, 1998; Mowforth & Munt, 1998).

Despite these problems associated with marketing, it has to be acknowledged that marketing the tourist product is not an easy task. There are four unique characteristics of the tourism product which make marketing strategies for this product different to marketing strategies for other consumer products:

- The final product is intangible
- Perishability – the service cannot be kept in stock
- The high fixed costs of operation of tourist businesses
- Purchasing the product does not entitle the consumer to ownership (Boyd & Walker, 1990; Bennett, 1995; Swarbrooke, 1995; Diggines, 1998).

Because of these unique aspects of the tourism product, it is essential that the marketing of the product is accurate in content, effective in targeting the correct population group, and effective in placing the product in the consumers mind, as this will give the business an advantage over competitors (Diggines, 1998). Accurate content involves ensuring that all information given to the potential tourist, whether it be through pamphlets and brochures, or via the media, must be as up to date as possible. This is particularly important for aspects such as transport timetables, and prices (Diggines, 1998).

Marketing also plays a crucial role in ensuring that the preferred type of tourist is attracted to a particular destination or product, for example, mass tourism is not suited to destinations which are being promoted as environmental regions, as the core objective of these regions is often to ensure that they remain environmentally sustainable, and mass tourism is often a form of tourism where the tourist is seldom concerned for the environment, but rather wants to enjoy his/her holiday and do as he/she pleases. For this reason, it is essential to market environmental regions, such as the Kruger National Park in such a way that the majority of tourists attracted to the park are environmentally conscious (Diggines, 1998). The potential tourist destination needs to be marketed in a manner that people are led to believe that it meets all their requirements, that it has the right type of attractions, scenery and

setting, and that it is situated somewhere nearby to the type of places they are likely to visit, or close to the things they are likely to want to do (Middleton, 1988, Briggs, 1997). This begins to show why places like the Midlands Meander, where members marketed themselves not in isolation but as a homogenous entity, has been so successful. This is because accommodation was marketed in conjunction with other activities and sites in the area, which ultimately benefited everyone (Futter, 1997; Magni, 1999).

Finally, it is essential that marketing positions the product correctly in the consumers mind. This involves convincing the potential consumer that the product being offered is what they need and that it provides better facilities and services and at better rates than that of competitors. It is at this point that marketing needs to be most aware of not misleading potential product consumers (Diggines, 1998; Mowforth & Munt, 1998).

3.6 *Tourism Destinations*

The success of a tourist destination is dependent on a number of different attributes, all of which, in turn, relate to the location of the tourist destination (Magni, 1999). These factors relate to the size of the tourist establishment and the surrounding community, the desirability and attraction of the destination to tourists, the local people and their attitudes to tourism, and the accessibility of the area. Table 3.6 lists these attributes, and also shows the two ends of the spectrum, from the requirements of the mass tourist, to the requirements of the alternative or eco-tourist, however, many resorts have a combination of the two types rather than leaning towards a specific type of tourist.

Table 3.6: Attributes of tourist destinations, and some of their key characteristics.

Attribute	Mass Tourist	Alternative / Eco- Tourist
Size	Large	Small
Desirability by Tourists	Mass tourists	Eco-tourists
Local People	Involved in tourism	Uninvolved with tourism
Accessibility	Easy	More difficult

Source: Adapted from Burkart & Medlik, 1981

In some places, the success of tourism is dependent on all the attributes being present in the most obvious way, while other destinations rely on some attributes being absent, for example, adventurers wanting to experience living in the wild will not want the tourist destination to be large, easily accessible, or situated in an established community, whereas the average mass tourist would want to go to a destination in a well established town, stay in a large hotel, with good service provided by the local people, and which can be easily reached by road, air, or rail.

3.6.1 **Motivations for Travel, and Choosing the Destination**

The tourism industry relies on the desire of the traveler for the experience and discovery of places other than his/her place of residence, and it is therefore important to consider, very briefly, why people

travel, and what influences their choice of destination. Essentially, people travel to meet their own needs and desires for recreation, adventure, excitement, or to see a place that holds specific interest for them (Diggines, 1998), but they also travel in an attempt to find a place that meets their own image of a desirable place to visit and experience (Lea, 1988). To find the perfect destination however, choices need to be made by the traveler, and each person usually has his/her own criteria that the final destination needs to meet. Both Lea (1988) and Middleton (1994) offer breakdowns of the main criteria that most potential travelers will consider in deciding on their holiday destination. In Lea's (1988) breakdown (See Table 3.7), he identifies four categories of what he terms motivations of destination choice. These four categories are listed in the table below, and various examples of what type of interests or activities each include are given. It is important to note that sport is included under both the physical and prestige and status motivations. This is because, while most sports, such as running, and hiking would fall under physical motivation, the expensive sports, and those specifically undertaken because of status associations, such as golf, would fall under the final category.

Table 3.7: Lea's classification of the motivations influencing the potential travellers choice of destination.

Category of Motivation	Examples
Physical Motivations	<ul style="list-style-type: none"> • Health • Refreshment • Sport • Pleasure desires
Cultural Motivations	<ul style="list-style-type: none"> • Curiosity about foreign places and people • Desire to be part of international events and/or festivals
Personal Motivations	<ul style="list-style-type: none"> • Visiting friends and relatives • Spiritual experiences • Romance of travel to distant places
Prestige and Status Motivations	<ul style="list-style-type: none"> • Hobbies and sport such as flying, sailing • Education, conferences • 'Keeping up with the Joneses'

(Adapted from Lea, 1988)

In contrast to Lea (1988), Middleton identifies seven different categories according to the motives people have for engaging in travel (See Table 3.8)(Middleton, 1994; Diggines, 1998). Middleton's (1994) listing is a little more specific than the one Lea (1988) provides, although it still cannot explain what actually motivates people to partake in activities beyond their immediate interests. However, both of these lists of the various types of motivations behind a tourist's decision to travel do serve to remind us that it is necessary to take into consideration the variety of reasons a person has for travelling as well as the extensive impact personal interest and preferences have on a person's decision to travel as well as on their choice of destination.

Table 3.8: Middletons' classification of the motivations influencing the potential travellers choice of destination.

Category of Motivation	Examples
Business and work related motives	<ul style="list-style-type: none"> • Public and private sector business • Conferences, meetings • Travel for work related reasons
Physical/ physiological motives	<ul style="list-style-type: none"> • Sport or outdoor recreation • Health and fitness activities • Rest and relaxation • Finding warmth and sunshine
Cultural/ psychological, personal education motives	<ul style="list-style-type: none"> • Attending festivals, theatres or museums • Following personal interests such as crafts and hobbies • Visiting destinations for cultural and heritage reasons
Social/ interpersonal and ethnic motives	<ul style="list-style-type: none"> • Visiting friends and relatives • Social duties such as weddings • Accompanying others on a journey • Visiting your place of birth
Entertainment/ amusement/ pleasure/ pastime motives	<ul style="list-style-type: none"> • Watching spectator sports • Visiting theme parks • Leisure shopping
Religious motives	<ul style="list-style-type: none"> • Pilgrimages • Retreats for meditation and reflection
Status and prestige motives	<ul style="list-style-type: none"> • Travelling for the reasons of satisfying the ego and personal development needs • Attempting to gain attention, recognition and appreciation

Source: Middleton, 1994; Diggins, 1998

3.7 The Significance of Tourism

3.7.1 Impacts of Tourism

The impacts that tourism has on a specific environment are difficult to determine, and will also vary depending on the type of tourism taking place, the number and frequency of tourists to the area, the carrying capacity of an area, and the overall ability of the area to adapt to the demands and requirements of tourists and the tourism industry. Within this context, it is only possible to draw attention to the most significant and the most widely experienced impacts of tourism. The impacts of

tourism on a locality can be divided into positive and negative impacts, and further sub-divided into economic, physical, and social and cultural categories.

3.7.1.1 Positive Impacts

Despite a consistent focus on the negative aspects of tourism by various awareness groups, the positive aspects of tourism are numerous (Diggines, 1998; McGhee, 2002).

Economic Impacts

The positive economic impacts associated with tourism are considerable, and provide a starting point for the consideration of tourism as a potential aid in development. Firstly, tourism is able to provide employment opportunities to the local people at a tourist destination (Harrison, 1992a; Futter, 1997; Marien & Pizam, 1997; Vanhove, 1997; Wahab, 1997; Diggines, 1998; Ashley and Roe, 2002). The employment which tourism provides may be in terms of self employment through small and local businesses (Lea 1988; Vanhove, 1997; Kirsten and Rogerson, 2002), or it may be direct employment through various tourism services, for example employment in hotels, restaurants or tourism bureaus. As such, tourism plays an important part in promoting income creation for local communities (Lea, 1988; Harrison, 1992a; Maleka, 1995; Futter, 1997; Mariem & Pizam, 1997; Vanhove, 1997; Ashley and Roe, 2002). It achieves this not only through offering employment, but specifically through its ability to offer employment to the elderly, the uneducated, as well as offering skilled and semi-skilled labour opportunities (Lea 1988; Vanhove, 1997). Tourism is also able to promote income generation as it creates new local requirements and demands for services and goods. It also does this through the potential 'commodification' of local products, for example, traditional dress, or art forms which are produced in greater quantities for tourist consumption (Harrison, 1992a; Maleka, 1995; Wahab, 1997; Kneafsey, 2001).

Secondly, tourism provides an effective means for the redistribution of currency, both at local and regional levels, and at the international level, in the form of foreign exchange, which is particularly important in Third World countries (Lea 1988; Maleka, 1995; Futter, 1997; Vanhove, 1997, Wahab, 1997). Once this currency has been brought into the tourism region, the multiplier effect becomes significant (Lea, 1988; Maleka, 1995; Harrison, 1992a; Vanhove, 1997; Wahab, 1997). The multiplier effect refers to the way in which the currency is used within the area, for example, in the Eastern Cape, it is estimated that every one tourist Rand is used seven times before moving out of the provincial economy (Jackson, 31/1/2000, pers. comm.).

In line with the above, it is clear that tourism is able to make a substantial contribution to regional economic development (Futter, 1997; Marien & Pizam, 1997; Diggines, 1998). Not only does tourism create employment opportunities and serve as a means for the effective redistribution of currency, but it also makes substantial contributions to the Gross Domestic Products (GDPs) of most countries where the tourism industry is established. It also encourages and aids in the improvement of infrastructure in less developed areas (Lea, 1988; Maleka, 1995; Harrison, 1992a; Vanhove, 1997;

Clarke et al, 2001). A very significant economic impact of tourism, is its ability to lead to a reduction in government spending in Third World countries, due, for example, to the development of infrastructure in high demand tourism areas by international developers, as well as to increase government revenues through taxes (Lea, 1988; Maleka, 1995; Futter, 1997).

Physical Impacts

Although the negative physical and environmental impacts are often emphasised, there are some areas where tourism has a positive impact. Firstly, tourism is sometimes able to promote improvements in both the natural, and especially, the man-made environment, whether it be through conservation, or through encouraging a pollution free environment, tourism has the potential to make a positive impact (Diggines, 1998). Secondly, tourism is able to promote conservation areas, and encourage and protect species diversity within these areas (Walpole & Goodwin, 2001). Tourism is able to serve as a marketing source, and an awareness campaign for these areas (Diggines, 1998). Finally, tourism promotes contributions, and actively contributes to many non-profit organisations who are working to protect and conserve the natural environment (Diggines, 1998).

Social and Cultural Impacts

The social and cultural impacts of tourism can often be viewed as both positive and negative. Here are some of the impacts that are generally agreed upon as being positive. One of the most significant impacts of tourism is its ability to promote and encourage the preservation of social and cultural heritage, especially among dying cultures (Lea, 1988). One way in which this may be encouraged, is through the performance of certain rituals, festivals and ceremonies for visitors, which may not only please the tourists, but also increase the significance and practise of such traditions at the destination (Diggines, 1998). On the other hand, tourism is able to promote a greater understanding between cultures, which in turn may create a social awareness which could lead to modernisation and liberation from tradition (Lea, 1988; Diggines, 1998). It is arguable which of these two options is most desirable.

3.7.1.2 Negative Impacts

Unfortunately, there appear to be substantially more negative impacts from tourism compared to positive impacts. Some of these will be discussed below.

Economic Impacts

The first economic drawback of tourism is its seasonality. This results not only in seasonal employment for the local people, but also in seasonal inflation, where there are price increases in everyday commodities so that the tourists can be exploited, and also a seasonal economy, based around the tourism months (Futter, 1997; Wahab, 1997; Diggines, 1998). It is important, therefore, that towns and local communities not become totally dependent on tourism (Lea, 1988; Harrison, 1992a; Maleka, 1995; Diggines, 1998). It is unfortunate that in towns which function mostly as a tourist destination, that the local people not only suffer from seasonal inflation, but that in many Third World

countries they are also often affected by increases in certain types of taxes which are aimed at the tourist (Lea, 1988; Maleka, 1995).

Unfortunately, despite tourism's ability to bring in currency to an area, it is seldom that that currency remains within the region (Maleka, 1995; Wahab, 1997). This is largely due to necessary goods and services being imported rather than local goods and services being used. This relates to the problem of economic leakages. This includes foreign ownership of tourism assets, and refers to the movement of currency away from the destination area. For example, a hotel in South Africa may be owned by a group in the United States of America, and therefore the profit made does not remain within South Africa, but goes to America. Economic leakage also occurs through foreign employees sending salaries home, the use of services and facilities external to the destination area, and so forth (Maleka, 1995; Futter, 1997; Wahab, 1997; Diggines, 1998).

Physical Impacts

Tourism also has many negative impacts on the natural environment. The first of these is pollution, which includes, water pollution, air pollution, noise pollution and general waste pollution, or littering (Futter, 1997; Marien & Pizam, 1997; Vanhove, 1997; Diggines, 1998). Pollution, not only causes distinctive problems, such as the pollution of drinking water in remote areas and so on, but has also, in places, led to a general destruction of the scenic beauty of many areas. However, it is not only pollution that is often the cause of the destruction of scenic areas, but also the use of vehicles in sensitive environments, for example, the misuse of four-wheel drives along beaches (Futter, 1997; Marien & Pizam, 1997; Vanhove, 1997; Diggines, 1998). It is not only scenic beauty that tourism tends to destroy, but also the wildlife, through increases in poaching, especially in protected areas in Third World countries (Lea, 1988; Vanhove, 1997). Other physical impacts include increased urbanisation and the over-use of infrastructure, which is particularly significant in rural Third World destinations (Futter, 1997; Wahab, 1997; Diggines, 1998).

Social and Cultural Impacts

There are a number of social and cultural impacts arising from tourism, some have already been discussed as positive impacts, but will be mentioned in this section again as they are not necessarily only positive, but may also be seen as having negative consequences. These include the modernisation and liberation from tradition arising from social awareness brought about through the interaction between different cultures (Lea, 1988; Diggines, 1998). While this may be perceived by some as being a positive consequence, it is perceived by others as having negative impacts, as traditional ways, values, and cultures are lost or become tainted by western values. The modernisation of very rural, or poverty stricken villages may also have negative consequences as the people lose their indigenous knowledge, which allows them to survive within the conditions specific to that area, whether it be what indigenous vegetation is safe to eat and how it is prepared, or where and how they collect safe drinking water (O'Donoghue, 6/8/2002, pers. comm.). With the loss of these values come other issues, for example, water born disease may become a problem, if indigenous

knowledge, and the application of that knowledge, previously led to using water that had a smaller chance of carrying such disease (O'Donoghue, 6/8/2002, pers. comm.).

Apart from this potential impact of tourism on a community, tourism also often leads to an increase in crime and other illegal activities such as prostitution (Lea, 1988; Futter, 1997; Marien & Pizam, 1997; Vanhove, 1997; Diggines, 1998), the destruction of social and cultural heritage, changes in social structures, such as an increase in social inequalities, and changes in the local language as the people incorporate new words from foreign languages (Lea, 1988; Harrison, 1992a; Futter, 1997; Marien & Pizam, 1997; Vanhove, 1997; Diggines, 1998). Communities are also affected by tourism through the demonstration effect, which involves the adoption of clothing, habits and activities of other cultures. This may also affect communities in that in some cases the costs of the desirable goods may be beyond the means of the people, and this may result in negative social behaviours, such as stealing in order to be able to attain what is desirable. Most significantly, there is the threat that the culture and cultural traditions and arts may lose their authenticity if too many products are made, and if too many re-enactments of rituals, ceremonies and festivals are put on. There is a danger of the cheapening effect, which occurs when the people of that culture begin to feel that its worth is only that which they are paid for performances (Lea, 1988; Harrison, 1992a; Maleka, 1995; Futter, 1997; Diggines, 1998).

3.7.2 Economic Significance of Tourism

The economic significance of tourism goes beyond merely its affects on a destination areas' economy, but rather, it can be felt at a national level, i.e., it affects whole countries, and at an international level, where it affects the world economy. A brief look at the economic significance of tourism, both at an international level and at a domestic level is imperative if one is to fully realise the contribution that this industry has to make in promoting and complimenting development strategies.

3.7.2.1 At an International Level

Internationally, tourism is acknowledged for the contribution it makes to the global economy, and to the economies of individual countries. Tourism not only contributes foreign currency to the Gross National Product (GNP), but in many countries, it also plays a large role in development. In 1995, the tourism industry was considered to be one of the world's largest industries, as stated above, contributing 10.9% to the World GDP (DEAT, 1996).

3.7.2.2 Tourism in South Africa (Domestic tourism)

South Africa is a country which has a vast tourism potential, although much of this potential remains, as yet, untapped (ANC, 1994). During the years of apartheid and sanctions, the international tourism industry to South Africa slumped (Mkhize, 1994). However, in the years following the ending of that isolation, South Africa has regained its position on the world map, and is now considered, by the World Tourism Organisation, to be the 25th most visited destination world wide, compared to its position of 55th ten years ago (Daily Dispatch, 10/2/2000). International tourism to South Africa is complimented by the important role that domestic tourism plays, as this local market continues to grow (DEAT, 1996).

3.8 *Tourist-Host Contact in the Third World*

Tourism is one of the few industries which is able to bring the First World directly into contact with the Third World, and the recent surge in numbers of First World tourists to Third World destinations shows that this contact is an experience desired by many travellers (Mowforth & Munt, 1998). It is this contact between two vastly different lifestyles and cultures which often provides for the 'excitement' wanted by the tourist, and which is also responsible for many unforeseen and potentially negative consequences on the host communities (Diggines, 1998; Mowforth & Munt, 1998). This section will critically assess the impacts of tourism, in particular of tourism to the Third World, for both the tourist and the host.

The intensity of these relationships between tourists and host populations may be varied, for example, the eco-tourist visiting a game park may have considerably less impact on local communities (the hosts), than a group of tourists staying in a rural village in order to get 'a feel' for the local culture. The time that a tourist spends at a particular destination, and the quality of the interaction with the local people is also significant in determining the type and level of impact experienced by either group (Diggines, 1998).

3.8.1 The Host Population

The Host Population refers to the local community who live in a particular tourist destination throughout the year. These are the people whose characteristics, beliefs and traditions constitute the local culture (Diggines, 1998). It is the host population who have to live with tourism and who are left with the consequences of the actions of tourists and of tourism itself once the tourist season is over, or ultimately, after the decline of the area as a tourist destination (Diggines, 1998). The consequences of tourism as experienced by the host population can be both negative and positive in terms of infrastructure, economic, environmental and social consequences. Within these categories, this section will deal only with those impacts that are directly due to the interaction between the host population with tourists.

3.8.2 Types of Contact

The contact between tourists and the hosts occurs at various levels of intensity, and it is these contact situations which play a large part in determining the hosts response, in terms of attitude, towards tourists and tourism in general (Diggines, 1998). The first level of contact can be seen when a tourist purchases goods or services from a local resident, the second level relates to the shared experience of an attraction or site, for example the local resident and a tourist both visit, for example, the beach. The third situation involves tourists and local residents meeting to discuss and exchange ideas (Murphy, 1994). It is through such contact between visitors and residents, especially the first and second contact situations, that residents are likely to form the basis of their responses towards tourists, although the attitudes of local people are also determined, to an extent, by how they benefit from tourism (Diggines, 1998).

The interaction between tourists and hosts is often significant in determining the experience of the tourist at that particular destination, as a friendly response to tourists from a local community can have strong positive repercussions for future tourism to the area (Diggines, 1998; Mowforth & Munt, 1998).

3.8.3 Hosts Responses to Tourists

The responses of the local host community towards tourism plays a significant role in determining the perceived experience of the tourist, and therefore in contributing to the destinations' tourism success (Diggines, 1998; Mowfoth & Munt, 1998; Mohasi, 1999). A question that has been raised (Mowforth & Munt, 1998) surrounding the responses of host populations towards tourists regards the use of the word "Host" when referring to the local community. Mowforth and Munt (1998) suggests that the term 'Host' implies a positive and welcoming response to tourists, as well as good relationships between the local population and the visitors, although, this is not always the case. In what has become known as Doxey's Irridex (in Swart, 1997; Diggines, 1998; Mowforth & Munt, 1998), it is suggested that the attitudes and responses of the host population towards tourism alters over time, passing through four different stages, although some communities may not experience all four of the stages. Figure 3.3 is a diagrammatic representation of this irridex.

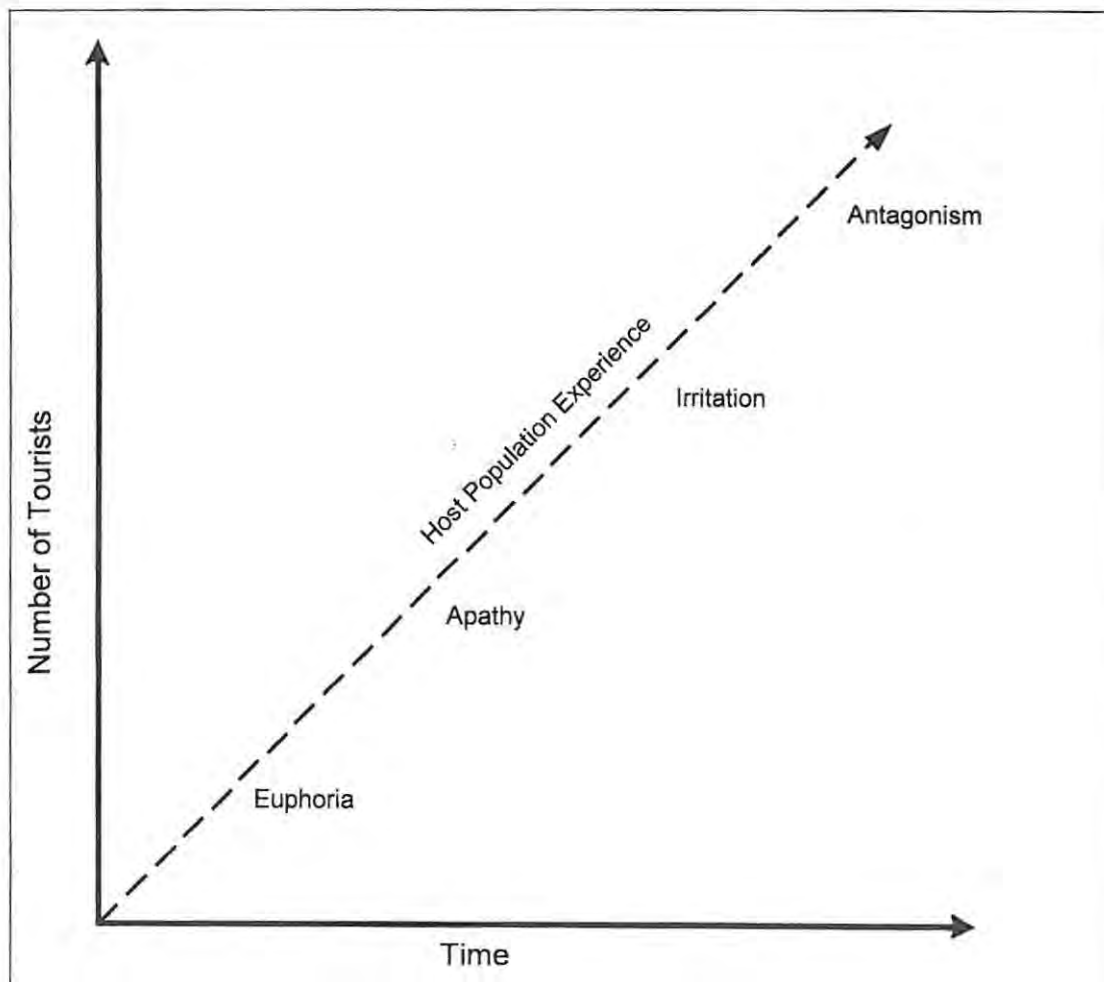


Figure 3.3: A Diagrammatic representation of Doxey's Irridex.

Source: Adapted from Swart, 1997; Diggines, 1998

Although the Irridex is a highly generalised model, it can be applied to individual communities with ease, and additional factors can easily be added into the broad categories within the two realms of Social Relationships and Power Relationships, which Doxey identified (Mowforth & Munt, 1998). A quick over-view of this figure indicates that the initial feelings of the host population towards the tourists and the experience of tourism is that of euphoria. At this stage, the tourism destination has little formal development as a tourist resort, and the local residents welcome tourists to the area. During the second stage, an attitude of apathy from the host population towards the tourists prevails, the host population are beginning to take tourists for granted, and most contacts between residents of the area and visitors to the area take place at a commercial or business level. In the third stage, the host population feel irritation or annoyance towards tourists, and efforts to improve aspects such as infrastructure take place while the local residents begin to feel concern about the effects and impacts of tourism on their local community. It is at this point that the visitor saturation point of the destination is being approached, and mass tourism usually becomes the most popular form of tourism at the destination (Mowforth & Munt, 1998). The fourth and final stage is represented by antagonism on the part of the local people towards tourists and this can take the form of open hostility towards guests, while locals attempt to limit damage done to the destination and to slow down tourist flows to the area (Swart, 1997; Diggines, 1998; Mowforth & Munt, 1998).

As was mentioned earlier, the attitudes of the host population towards tourists are also often influenced by how much the residents benefits through tourism. In the light of this, it follows that for a community to be able to respond positively to tourism, it is important that they must either be in direct control of tourism development in their area or participate meaningfully in its development, and as such, a community orientated approach to tourism is desirable (Diggines, 1998). This approach allows the local community a degree of control over tourism development, and allows the local people to benefit directly from tourism, promoting a positive attitude towards tourism, as well as a means for sustainable tourism development (Diggines, 1998). An example of a positive community orientated approach to tourism is in Lesotho, where pony trekking tourism, controlled by local communities, has been very successful (Mohasi, 1999). In his study, Mohasi (1999) found that host populations had benefited economically from hiring out horses for trekking, as well as from the supply of food and overnight accommodation, and some depended solely on this income.

3.8.4 Tourist Impacts on Host Communities

It is unfortunate that the majority of tourists visiting a destination, especially in the case of mass tourists, often pay little or no heed to the effects of their presence and activities on the host population. The host population will always be able to see the effects of tourism, whether it be in terms of an improved infrastructure and positive economic impacts for the area, or negatively through problems such as litter, rudeness of tourists, or antagonistic feelings towards tourists for 'invading' the host populations space (Swart, 1997; Diggines, 1998).

One of the greatest influences that tourists have on the host population is that of the 'Demonstration Effect' (Diggines, 1998), also termed transculturation (Mowforth & Munt, 1998), which is most apparent where tourists are visiting rural, and largely tribal communities. Transculturation refers to the process whereby the habits and lifestyles of the tourists are able to be viewed by the host population, and as a result, the culture becomes influenced by western products and perceptions. An example would be the adoption of Western clothing in place of traditional tribal clothing by a rural community (Swart, 1997; Diggines, 1998; Mowforth & Munt, 1998).

Another outcome of tourist-host interaction has been termed 'zooification', and refers to the way in which rural people are so often treated as 'objects to be viewed' (Mowforth & Munt, 1998:273). A more common way in which tourists may influence a host population comes from the host populations perceived demand for curios and experiences which they may have to offer, whether they be in the form of traditional art or the performance of a cultural ceremony (Diggines, 1998, Mowforth & Munt, 1998). In the case of traditional art, the demand for the product may lead to mass factory production of these items, resulting in the loss of work for traditional artists and authentic products. Where communities put on shows based on cultural ceremonies, the danger to the local community is that the ceremony becomes a means of employment, and the significance of the ceremony for the local people and the community may be lost (Diggines, 1998; Mowforth & Munt, 1998).

3.9 *Tourism Legislation in South Africa*

Around the world the tourism industry is guided by legislation at a number of different levels: within the boundaries of certain international agreements, at the level of national government; at the level of the provincial government; and finally, at the level of the local authority. In recent years, tourism in South Africa has come to be viewed as a 'passport' to development (Rogerson, 2002). For the purposes of this research, the focus of this section will be on the national tourism strategies for South Africa, with a brief consideration of Eastern Cape tourism policy and the role of the local authorities in the study area.

3.9.1 The National Government

Over the years the various South African governments have drawn up numerous Acts, Bills and White Papers relating to aspects of tourism and the tourism industry or parts thereof (Swart, 1997). The most significant of these is the White Paper for the Promotion and Development of Tourism of 1996 (RSA, 1996). Other legislation is not so specific in terms of dealing solely with tourism, but often deals with services and industries that are related to the tourism industry such as transport, environmental concerns, potential tourism attractions and culture, entertainment, accommodation and catering, and several miscellaneous areas (Swart, 1997). Of these strategies and Acts, the Reconstruction and Development Programme (RDP) of 1994, the New Constitution of the Republic of South Africa of 1996 and the White Paper on the Development and Promotion of Tourism in South Africa of 1996 will be

focussed on, while Table 3.9 provides a detailed list of some other legislation which also influences tourism.

Table 3.9: Additional South African legislation which impacts tourism.

Category	Legislation
Accommodation & Catering	Advertising on Roads and Ribbon Development Act 21, 1940 Housing Act 103, 1985 National Building Regulations and Building Standards Act 103, 1977 Physical Planning Act 125, 1991
Attractions & Culture	Culture Promotion Act 35, 1983 Environmental Conservation Act 73, 1989 Forest Act 122, 1984 Lake Areas Development Act 139, 1975 Mountain Catchment Areas Act 63, 1970 National Libraries Act 56, 1985 National Monuments Act 28, 1969 National Parks Act 57, 1976 Sea Fisheries Act 12, 1988 Sea-shore Act 21, 1935 Sectional Titles Act 95, 1986
Entertainment	Gambling Act 33, 1996 Liquor Act 27, 1989 Public Holidays Act 36, 1994
Miscellaneous	Currency and Exchange Act 9, 1933 Customs and Excise Act 91, 1964 Income Tax Act 21, 1995 The Constitution of the Republic of South Africa Act 108, 1996
Transport	National Roads Act 21, 1995 Road transportation Act 74, 1977

Source: Swart, 1997

3.9.1.1 Reconstruction and Development Programme (RDP), 1994

Although the RDP is no longer the primary national development strategy, it is viewed as having played a significant role in certain aspects of development and renewal in South Africa over the last eight years. One aspect which is noted in the RDP policy document is its recognition of the potential for tourism to be a major source of employment and foreign capital (ANC, 1994). Some of the points in the document include the need for community participation; the promotion of the sustainable use of resources; the need to acknowledge the tourism potential within the local mass market; and ultimately, the need for research and consultation with stakeholders, and sound planning if tourism is to be a sustainable and growing industry (ANC, 1994).

3.9.1.2 The Constitution of the Republic of South Africa, 1996

The Constitution also provides a framework for dealing with tourism, which aims at ensuring the general well-being of the public, and in so doing, it aims to ensure that all people have a 'right to (a) healthy environment', as well as the 'right to have (the) environment protected for (the) benefit of present and future generations' (RSA, 1996:11). The Constitution also states that the legislation that

will ensure these rights for the people, will do so through preventing both pollution and ecological degradation, and promoting conservation and the sustainable development of natural resources (RSA, 1996).

3.9.1.3 The White Paper on The Development and Promotion of Tourism in South Africa, 1996

The White Paper serves as both a national policy framework for tourism and the tourism industry, while also providing guidelines for the tourism industry as to how to go about promoting tourism development. The contributions of tourism to the economy in the past are noted, and while these contributions are acknowledged, it is recognised that tourism has not yet achieved its full potential (DEAT, 1996). The White Paper aims at promoting the development of the tourism sector nationally in such a way that it is sustainable and acceptable. In line with the Constitution of 1996, it is expected that the promotion of tourism will positively improve the quality of life of all South Africans (DEAT, 1996).

The White Paper also lays the foundations for responsible tourism, through encouraging the tourism industry to make the best of its competitive advantages while remaining responsible to the environment and, where relevant, to local communities who may be affected (DEAT, 1996).

In terms of guiding the development of tourism and the tourism industry, seven key principles were identified:

- (1) Tourism is to be driven by the private sector
- (2) The government must provide a framework for tourism promotion and development
- (3) The base of tourism growth is effective community participation
- (4) Sustainable environmental management underlies tourism growth
- (5) Co-operation among stakeholders is essential
- (6) The use of tourism as a development tool, focusing on the empowerment of the previously disadvantaged is needed
- (7) Tourism development will occur in line with other Southern African states

(DEAT, 1996)

The purpose of this White Paper is to help guide tourism authorities as they strive to promote tourism in their areas. The White Paper also identifies the status of tourism in South Africa as it was in 1996, and how growth in this industry should be encouraged, in order to contribute to the economic development of the country. The tourism market, in terms of which source countries make up the majority of South Africa's visitors is discussed, and the need to keep these visitors here for longer is also emphasised. Overall, the White Paper, while not defining the expected outcomes, encourages the growth of the tourism industry in South Africa, and the increased role of tourism in promoting development in the country, both in economic terms, and through improved infrastructure and social benefits.

3.9.2 The Provincial Government: Eastern Cape Tourism Policy

Within the National framework and guidelines for the promotion and development of tourism, each province draws up their own tourism policy and plan. In November 1999, the first Eastern Cape Tourism Indaba was held to discuss a variety of issues relating to tourism in the province (Eastern Province Herald, 3/3/2000). At this Indaba, 20 key issues were pin-pointed as critical for developing an integrated tourism strategy for the province. The key issues identified centre around major themes such as national government policy and intervention, tourism education and training, tourism policy and standards, communication needs, development needs, marketing and financial issues (Eastern Province Herald, 3/3/2000). These issues have been raised so that a strategic plan for tourism in the Eastern Cape province can be formulated, although to date there is no formal policy or act providing for tourism and tourism development in the province.

The provincial agency for tourism is the Eastern Cape Tourism Board, whose role is to implement provincial policy, market the Eastern Cape as a whole, and develop new means of attracting tourists to the broader region, and keeping them in the Eastern Cape for longer (ECTB, 2002)

3.9.3 The Local Authority

In some instances local communities and towns have drawn up and implemented their own tourism policies for promoting the town and attracting visitors to the area. For this study, the only local authority which has a tourism body in place is that of Grahamstown. The role of Tourism Grahamstown will now be discussed. At the current time, Peddie District does not have any dedicated tourism bodies or authorities promoting and marketing the area.

3.9.3.1 Tourism Grahamstown

Tourism Grahamstown is run as a non-profit organisation working to promote and improve tourism in and to Grahamstown. Tourism Grahamstown works with the local council, members of the community and local business to attain their goals (Anon, 2000). The mission of Tourism Grahamstown is, firstly, to profile, market and promote all facets of Grahamstown so as to attract visitors to the city, secondly, to provide comprehensive information and advice to visitors to the city, and thirdly, to inform and educate local people as to the benefits and values of tourism (Anon, 2000). As such, Tourism Grahamstown works at a lower level within the provincial tourism structure, in order to promote and enhance tourism and the tourism experience within Grahamstown. The vision and mission of Tourism Grahamstown are stated in the Draft Business Plan of 2000, where the vision is identified as: "Grahamstown – The place where people want to be" (Anon, 2000:1). The Mission of Tourism Grahamstown is:

1. "To profile, market and promote all the different facets of Grahamstown in order to attract visitors to the city."
2. "To service visitors to our city by providing comprehensive information and advice."
3. "To inform the Grahamstown public as to the benefits/value of tourism."

Budget and Financial information regarding the way forward for tourism in Grahamstown (as of 2000) can also be found in the *Tourism Grahamstown Draft Business Plan 2000* (Anon, 2000).

3.10 Tourism in South Africa

In line with the White Paper on Tourism Promotion and Development (1996), the South African Government has attempted to promote tourism and tourism development along with other forms of economic development. One focus point for both economic and tourism development can be found in areas which have been selected as Spatial Development Initiatives (SDIs), for example the Fish River SDI and the Maputo Corridor, although this is only one aspect through which tourism and economic development is being promoted (Koch et al, 1998). Some of these SDIs have been specifically earmarked to follow a tourism-led approach, such as the Wild Coast SDI, and in these areas, key objectives for development include generating sustainable economic growth and development, generating sustainable long term employment opportunities, increasing private sector input and changing the base of the economy to benefit the previously disadvantaged (Koch et al, 1998). The Maputo Corridor development is able to promote tourism in the immediate areas surrounding it, as it is being developed through an area with a rich cultural, natural and historical heritage.

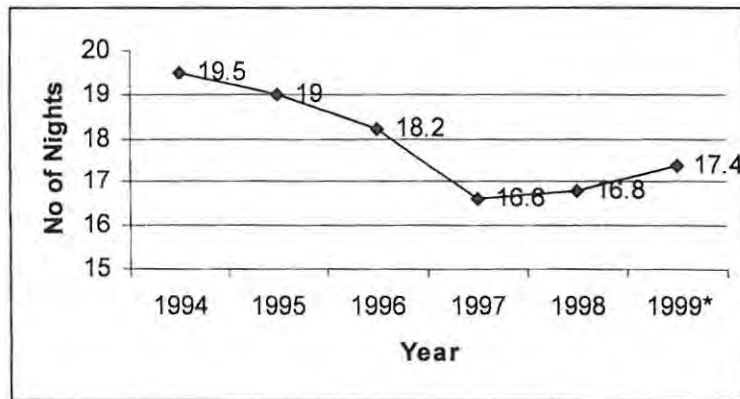
SDIs are not the only areas where tourism and development go hand-in-hand, there are also several examples of where regional economic development has been greatly influenced by the development of the region as a tourist attraction. An example of a regional district which has benefited through tourism is the Warmbaths District, which is situated on the boundary of Gauteng Province, and which has seen vast economic development as the tourist industry has developed and expanded (Ferreira & Hanekom, 1995). Another region that has benefited through tourism promotion is the Natal Midlands, which has experienced enormous economic growth since the region focused on a marketing and development campaign for tourism in the area (Futter, 1997).

In an attempt to understand what brings travellers to South Africa, how long they stay for, their expenditure while in the country, and what provinces and attractions are most popular with the tourists, the South African Tourism Board (SATOUR) has compiled data gathered through a series of interviews held with tourists leaving the country. The results of these interviews are detailed below (SATOUR, 2000).

In the summer of 1999, 41% of all visitors to South Africa came for a holiday, 27% came on business, 23% came to visit friends and relatives (VFR), and 9% came for other reasons (SATOUR, 2000). This is in keeping with the trend of South Africa being viewed primarily as a holiday destination, as in 1997 and 1998 44.5% and 41.5% of all visitors respectively came for the purpose of a holiday.

These issues relate to how long people stay in South Africa for, and how much they spend, on average, per day. Between 1994 and 1997, the number of nights visitors were staying for decreased from 19.5 nights in 1994 to 16.6 nights in 1997. However, this picked up to 16.8 nights in 1998, and in

the summer of 1999, the average length of stay was 17.4 nights (See Figure 3.4) (SATOUR, 2000). In terms of expenditure (excluding air fare), in 1999 this varied between R552 per person per day for those visiting friends and relatives, to R1114 per person per day for those on business trips (SATOUR, 2000). Those on holiday tend to spend around R1197 per person per day. Figure 3.5 shows these figures for January 1996 annually through to January 1999.



* Summer of 1999

Figure 3.4 The average number of nights spent by tourists in South Africa (Source: SATOUR, 2000)

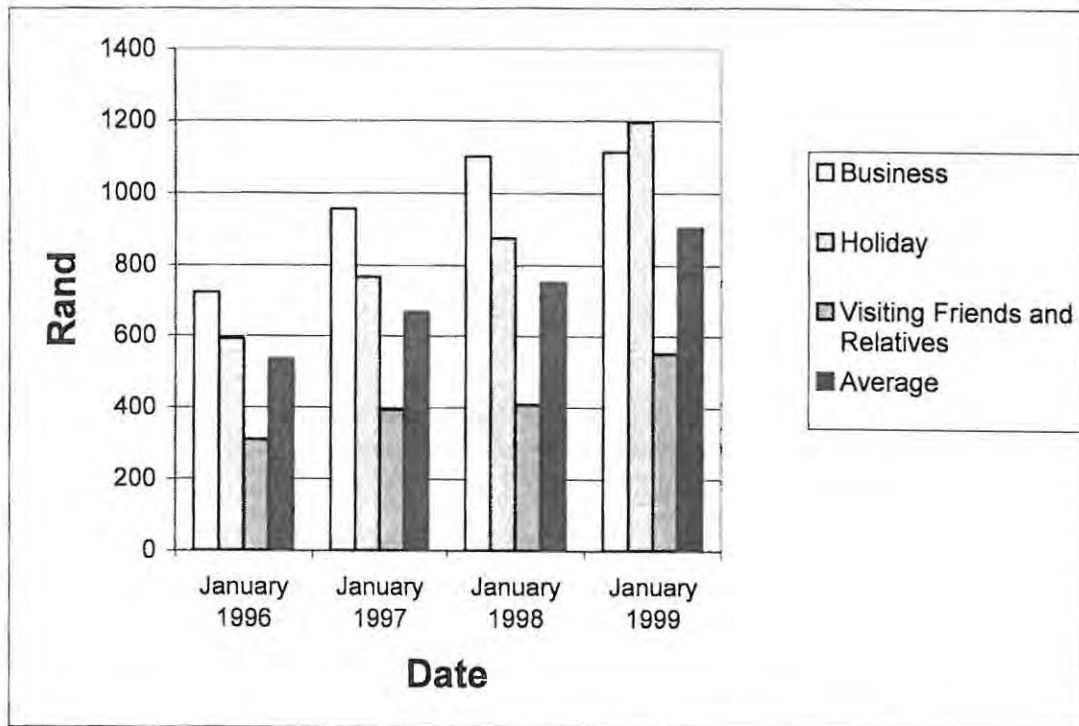


Figure 3.5 Expenditure per person per day (excluding airfare) (Source: SATOUR, 2000)

Finally, when considering which provinces and tourist attractions are the most popular in South Africa, it would appear that most tourists favour the Western Cape during summer, with Gauteng being popular during the winter months. During the summer months of 1999, the Northern Cape, Free State, North West and Northern (Limpopo) provinces were each visited by under 7% of all foreign visitors to

the country, whereas 14% visited the Eastern Cape, 19% Mpumalanga, 25%KwaZulu-Natal, 53% Gauteng, and 58% the Western Cape (SATOUR, 2000). In contrast, during the winter months of 1998, the Northern Cape, Free State, the North West, and the Northern (Limpopo) Provinces each received less than 9% of all foreign visitors, while the Eastern Cape was visited by 12% of all foreign visitors, Mpumalanga by 23%, KwaZulu-Natal by 31%, the Western Cape by 46% and Gauteng by 62% (SATOUR, 2000). Of the most popular tourist attractions, the Cape Town V&A Waterfront is top of the list, with 49% of all tourists going there in 1999, with Table Mountain second, receiving 42% of all visitors. Figure 3.6 shows the 26 most popular tourist attractions in South Africa in 1998 and 1999.

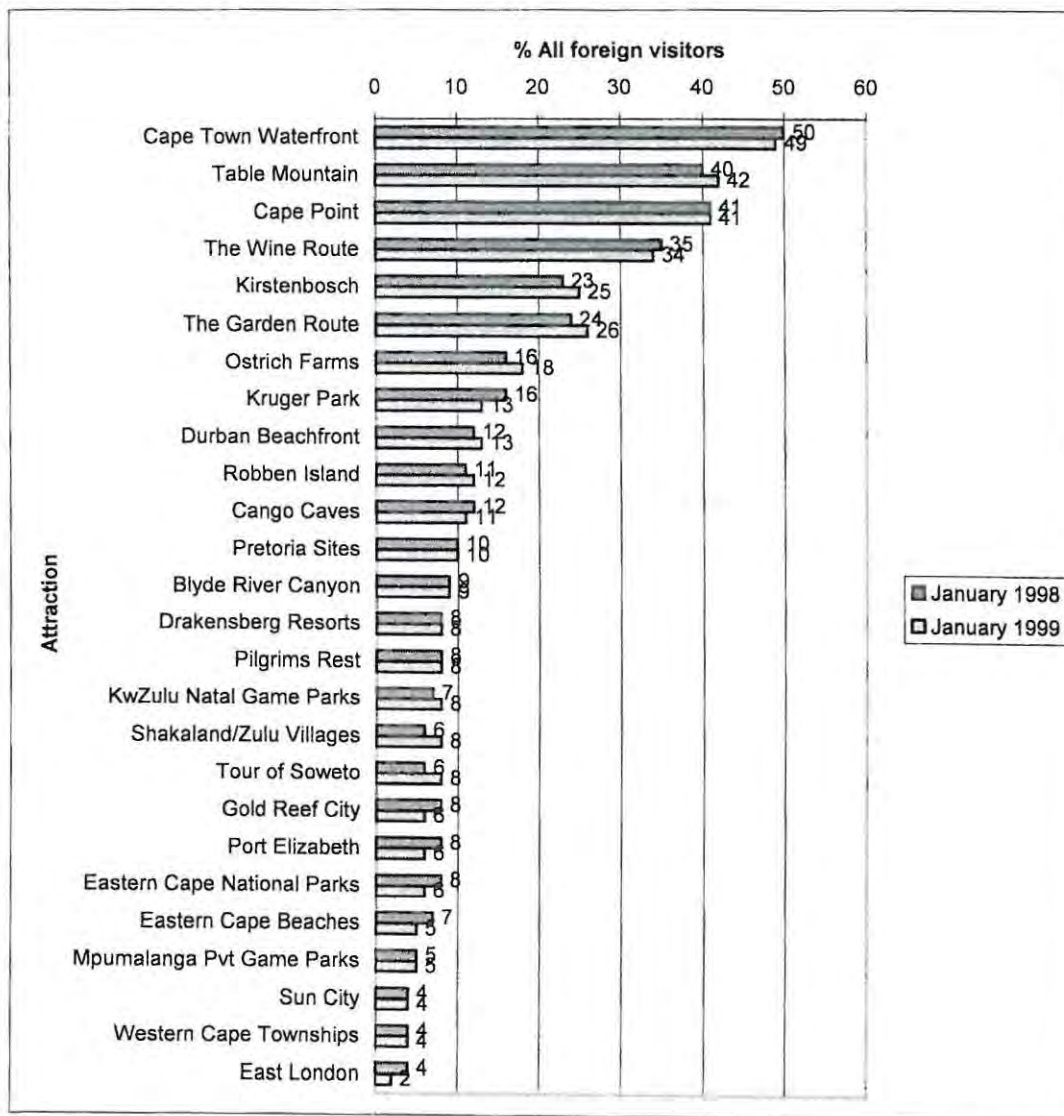


Figure 3.6: Percentage of Tourists visiting South Africa's top tourist attractions, 1998/1999.

Source: SATOUR, 2000



3.11 Tourism and Development

3.11.1 Defining the Term 'Development'

Before considering the role of tourism in promoting development, the term development first needs to be defined in relation to what it implies within the context of this study. For the purposes of this research, the term development will be defined along the lines of the three objectives which Todaro (1994) sees as being the essence of development:

1. "To increase the availability and wider distribution of life-sustaining goods such as food, shelter, health and protection;
2. To raise levels [standards] of living including, in addition to higher incomes, the provision of more jobs, better education, and greater attention to cultural and humanistic values, all of which will serve not only to enhance material well-being but also generate greater individual and national self-esteem;
3. "To expand the range of economic and social choices available to individuals and nations by freeing them from servitude and dependence not only in relation to other people and nation-states but also to the forces of ignorance and human misery" (Todaro, 1994:19)

If one considers these objectives of how development relates to the change in status of a town, area, or country, from a place where there are few opportunities, low incomes, and poor service provision, towards a place where basic services meet the peoples everyday needs, jobs are available for the people, and the standard of living is increased. In other words, development leads to a place where, to an extent, people are able to choose how they live, the conditions they live in, and the level of material wealth which they experience.

3.11.2 Development Strategies

The use of specific strategies to promote development is not a recent idea. Over the years various development strategies, focussing on different aspects and means of meeting the needs of poorer countries and their people have been proposed. The first of these recognised strategies emerged in the Post World War Two period, as an attempt to meet the needs for a restructuring of the global economy (Todaro, 1994; Potter et al, 1999). In brief, the strategies that have been applied to date in the ongoing attempts to meet the development needs of people and countries around the world are:

1. Classical /Traditional Approaches
2. Structural Change Theory
3. Dependency Theory
4. Neo-Classical Counter-Revolution (Bottom-Up and Alternative approaches) (Todaro, 1994; Potter et al, 1999)

As with all strategies, however, as one has failed to live up to expectation, a new 'better' strategy has been adopted, with the current trend focussing on alternative and bottom-up approaches. These approaches focus on and involve the local people, and attempt to have the local people provide the means for achieving development within the area, and working for themselves, rather than having

foreign people coming in and trying to achieve development through projects which are unsuitable to the area, the climate, the culture or the beliefs (Todaro, 1994; Potter et al, 1999).

3.11.3 The Role of Tourism in Development: General

The tourism industry is becoming increasingly recognised for its economic importance, and for the significant contributions it is able to make to economic development at the local level, and for its ability to promote pro-poor development (Williams & Shaw, 1995; Kirsten & Rogerson, 2002). As such, the role that tourism has to play in the economic development of a region can be seen in terms of the stimulation and promotion of the local economy, the ability of tourism to bring capital into the local economy, its ability to create employment opportunities at various levels from part-time to full-time, from short-term to long-term, and from seasonal employment to annual employment (Williams & Shaw, 1995; Fennell, 1999). The contribution that tourism has to offer is, however, somewhat variable, depending on external factors such as government support, existing infrastructure in the area and local community participation. As such, tourism can only provide economic development and growth if it has the support of key stakeholders, and if there is a base for tourism to work from (Williams & Shaw, 1995). In short, if there is no investment in tourism, there can be no benefits.

In areas where economic development is needed, and which have something to offer as a tourist destination, tourism can stimulate the local economy to benefit the local community through purchasing local products, creating jobs, using local services, and sometimes through improving existing services and facilities. However, because of the nature of tourism, focus points for tourism developments are usually in less urbanised and more rural areas, as these tend to be of greater attractions to many categories of tourists (Williams & Shaw, 1995; Fennell, 1999). This highlights the tendency for tourism orientated development to focus on selective areas. It is because of this, perhaps, that tourism is often seen as being an 'invisible' industry, an industry which appears to have little to contribute and is of little significance (Williams & Shaw, 1995; Fennell, 1999). In the light of this, it is easy to see why tourism may sometimes be overlooked as providing an answer to development needs.

It is also important to note at this point, that while no specific negative arguments have been raised, those mentioned in the previous section detailing with the negative impacts of tourism on host communities are also applicable in this context.

3.11.4 The Role of Tourism in Development: Third World and South Africa

The function of tourism in promoting development is defined mostly in terms of tourism's contribution towards economic progress (Pearce, 1992). According to Pearce (1992), there is a series of six main economic imperatives to consider when determining the potential of tourism in development, and these would be if:

- Tourism makes use of the country's own natural resources;
- Tourism aids the country's international competitiveness due to favourable term of trade;

- Tourism has the ability to provide internally many of the goods and services needed;
- Tourism is able to improve the balance of payments;
- Tourism provides employment generation and stimulates the multiplier effect; and
- Tourism promotes balanced growth.

Apart from these positive economic contributions that the tourism industry is potentially able to make towards development, the cost of developing tourism needs to be taken into account, and the direct and indirect effects of tourism on the rest of the economy, not only on the tourism destination economy, need to be considered (Pearce, 1992). In considering the relationship between tourism and development, van Doorn (in Pearce, 1992) offers the development theory of dependency and the core-periphery theory as possible explanations for the differences in levels of economic development resulting from tourism, in terms of the external factors involved. The dependency theory suggests that some tourist destinations rely solely on tourism to sustain their economy, while the core-periphery theory offers the suggestion that some areas will benefit through tourism due to their close proximity to mass and popular tourism destinations (Pearce, 1992).

Other aspects of development which may be induced by tourism come to light when one considers all the positive impacts felt by local communities where tourism is a key industry. These include improvements in infrastructure such as transport networks, sewerage and waste disposal methods, structural development, such as the building of new shops and service stores to meet the need of tourists and which also benefit the local people, the opportunity for local people to become involved and to find employment, buying of local produce for human consumption, and so forth (for a more extensive listing, refer to section 3.7: The Significance of Tourism) (Futter, 1997; Lea, 1988).

3.11.5 Sustainable Development

The history of economic development studies shows five main approaches to economic development, namely: classical /traditional approaches, structural change theory, dependency theory, neo-classical counter-revolution paradigms, and alternate approaches (Todaro, 1994; Wall, 1997). It is within alternative development that sustainable development lies, promoting a holistic approach towards development in terms of including not only social and economic processes, but also considering ethical and environmental concerns (Wall, 1997). The three major considerations comprising sustainable development are those of: considering the environment as part of an economic process and as a non-renewable resource; promoting equity, involving respecting and protecting tribal and indigenous populations and cultures; and futurity, the move from a short-term focus to a long-term goal (Diggines, 1998).

The concept of sustainable development can most easily be understood from the definition provided by the Brundtland Commission, (Mariem & Pizam, 1997; Pigram & Wahab, 1997; Wall, 1997; Diggines, 1998). The commission defined sustainable development as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development, 1987: 43). This allows for development to take place

which is concerned with human betterment, but which also remains within the natural constraints of the environment, the most significant natural constraint being the carrying capacity of the environment being developed (Wall, 1997; Diggines, 1998). It has been argued, however, that this definition is too simplistic and broad to effectively distinguish between what is and what is not sustainable development, and this has led to abuse of the concept by companies wanting to attract 'environmentally friendly visitors' while not actually partaking in sustainable development (Diggines, 1998). Essentially, sustainable development is a long term process, which aims to promote human betterment through improved lifestyles and opportunities, while minimising the negative impacts suffered by the environment (Wall, 1997; Diggines, 1998).

Diggines (1998:25) offers a definition by Schiefelbein as an alternative to that of the Brundtland Commission, which defines sustainable development as 'a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations'. This definition emphasises, the holistic approach of sustainable development in taking into account not only the environment where development is taking place, but also considering issues such as the direction of investments, and the orientation of technology.

3.11.6 Sustainable Tourism

Within tourism, especially in Third World countries and eco-tourism destinations, the notion of sustainability carries significant weight: if tourism practices are not sustainable, the industry will neither be able to grow, nor will it have a future (Pigram & Wahab, 1997; Hobson, 2001). Because of the nature of tourism and its current high rate of growth, the very nature of the industry potentially contributes to its destruction, especially if it does not adhere to sustainable principles, such as meeting current uses and demands without destroying the natural and cultural heritage of the destination (Mohasi, 1999; Walpole & Goodwin, 2001). It is due to this versatile nature of tourism that the concept of sustainable tourism arose. Sustainable tourism falls under the broader category of alternative tourism, and has its roots in sustainable development. Sustainable tourism and sustainable development stem from the same basic concepts, although it must be emphasised that sustainable tourism is not the same as sustainable development, as sustainable development is a multi-sectoral approach to sustainability and development, while sustainable tourism is a single sector approach, which may, or may not be a part of sustainable development (Wall, 1997; Fennell, 1999). Despite the distinctions made between sustainable tourism and sustainable development, Rees (1989 in Marieñ & Pizam, 1997:164 - 165) provides a definition for sustainable development, which can be aptly applied to sustainable tourism, and which emphasises the basic principles relevant to both paradigms:

'sustainable development is positive socio-economic change that does not undermine the ecological and social system upon which community and society are dependent. Its successful implementation requires integrated planning, and social learning processes; its political viability depends on the *full support of the*

people it affects through their governments, their social institutions, and their private activities.'

From this definition, it is clear that the notion of sustainable tourism can best be understood as a form of tourism which is environmentally and socially responsible. The two major aspects of sustainable tourism which arise from this definition are those of:

1. Development in tourism must be of positive social and economic benefit to the local communities, and
2. Growth and change must not undermine the natural or social systems which are already in place and on which local communities depend (Mohasi, 1999).

Despite the positive picture which the concept of sustainable tourism presents, there are arguments against sustainable and responsible tourism, which state that alternative forms of tourism result in the same impacts on local communities and environments as mass tourism does, just at a slower pace (Mohasi, 1999). The arguments opposing alternative tourism will be examined in terms of the three points of emphasis within sustainable tourism.

In sustainable tourism, emphasis is placed on three concepts:

1. The pace of development must be controlled
2. The local community should have power and authority over decision-making
3. Potential tourists should be educated about the destination prior to their arrival there (Diggines, 1998; Mohasi, 1999).

It is necessary to examine and assess these three concepts in order to understand why they are so significant in sustainable tourism. In contrast to the first point, Cater (1993) believes that small-scale development or restricted development does not provide an answer for dealing with large numbers of tourists to the destination area, and restricting the number of visitors to an area is not a viable option. Cater and Goodall (1994) also feel that while sustainable development tries to preserve an area, it also advertises new and unspoiled destinations. Ultimately, they believe that even though mass tourism has greater negative impacts on an area, it also has higher economic returns for the destination region (Cater & Goodall, 1994).

With regard to the second point, Cater (1993) believes that it would be ideal if authority could be in the hands of the local community so that they may have control over tourism in the area. However, most visitors to alternative tourism destinations are from the First World, while most of the ideal destinations appear to be in the Third World. The result of this is that the visitors tend to use the facilities available to them from First World based companies. This leads to high levels of leakage out of the destination, and this reduces the level of control that remains with the local community (Cater, 1993).

Finally, Wheeler (1991) feels that an attempt to educate all potential tourists is idealistic, and impossible to implement due to limited resources (an alternate view to point three above). He also believes that raising awareness of secluded and unspoilt destinations would only lead to an increase in demand for these destinations (Wheeler, 1991).

Mowforth and Munt (1997) suggest that the following categories should be used when trying to determine whether or not a tourism practice is sustainable, namely is it: ecologically/environmentally sustainable; socially sustainable; culturally sustainable or economically sustainable. In terms of the above categories, Mowforth and Munt (1997) believe that all carry equal weight in terms of importance, although unfortunately, the general understanding of the public is that sustainability relates only to the way the environment is used and protected.

In terms of implementing sustainable tourism, Mowforth and Munt (1997) provide a list of tools which can be used in this regard. These include:

- Area protection: for example national parks and botanical gardens
- Industry regulation: this can be at a local, national, or international level, and may involve aspects such as restrictions on development
- Visitor management techniques: for example, the restriction of vehicles on beaches, or limiting the number of people in a national park at any particular point in time
- Environmental impact assessment: this aids in identifying the potential impacts of development on the environment
- Carrying capacity calculations: can be used, for example, to measure the maximum capacity of a destination in terms of development, or people
- Consultation and participation techniques: this relates to the type of interaction between developers and local communities
- Codes of conduct: this refers to the suggested behaviour of tourists, developers and host communities to promote better relations between them
- Sustainability indicators: these are indicators which show the linkages between economic, social and environmental issues, and the power relationships behind them (Mowforth & Munt, 1997).

3.11.7 Sustainable Tourism Development

Having considered both sustainable development and sustainable tourism, it is necessary to consider how the two are linked. As was mentioned in the previous section, there is one school of thought which views sustainable tourism as a component of sustainable development, as one way in which sustainable development can be promoted and achieved (Wall, 1997). The second school of thought believes that sustainable tourism works in conjunction with sustainable development to promote something that has been termed 'sustainable tourism development' (Diggines, 1998).

Sustainable tourism development refers to the development of tourist projects, such as the development of a new tourist destination, or a new hotel and so forth, in a sustainable manner, and in such a way that the tourism initiative being developed will also aid in the development of the local community or region. This implies that sustainable tourism development promotes tourist projects which will also directly benefit the local people, while being based on sustainable principles (Diggines,

1998). Ultimately, sustainable tourism development is best defined as recognising 'the interdependency between the long term viability of economic investment in tourism projects, programmes and policies and the successful management of the natural, built and human resources bases' (Hunter & Green, 1995: 70). This definition gives sustainable tourism development the goal of finding a balance between, on the one hand, maintaining or improving the quality of life for the host population, and on the other hand, catering for the best possible tourist experience at that destination both in the present and in the future, within those boundaries (Diggines, 1998).

3.12 Selected Case Studies

The following case studies serve to illustrate the impact of tourism economically, socially and culturally on a host nation or community. All of the case studies highlight the role of tourism development in Third World countries. In each of the selected case studies, tourism has been used to provide employment and boost economies, whether at a local scale (i.e. communities immediately involved in tourism) or on a broader national scale. The first case study focuses on the use of a special interest tourist route in the mountains of Lesotho as a means of providing income and jobs for the rural people in the area. The following three case studies are of tourism in Bali, the Seychelles, and Cyprus respectively, and highlight the impacts of tourism as experienced by these three countries which opted for tourism specifically as a pathway to development. The focus in these studies is less on the economic impacts, and more on the impacts of tourism on the way of life and habitat of the local people.

These case studies were selected for inclusion for various reasons. The case study from Lesotho shows how rural people can come together under a tourism body to provide an experience which will draw visitors to the country away from the traditional key tourist attractions. Although the people involved in the initiative had little money or education, they were able to use what they already had to bring in extra income. As such, it is an example of pro-poor tourism.

In the case studies of the Seychelles and Cyprus, these show the positive and negative impacts of tourism both economically (positive) and socially (positive and negative). These studies also provide insight into how tourism may affect the local culture. In the case of Bali, this country has some interesting parallels with the study area selected for this investigation, and it is therefore possible that the impacts of tourism on Bali may be experienced by some degree in the Albany and Peddie Districts of the Eastern Cape should the tourism industry become the major focus in the two districts.

These case studies highlight the use of tourism as a means to development, and although some may be dated studies, they provide good examples of how tourism was implemented as a means for development, as in the case of Pony Trekking in Lesotho, or what the impacts of implementing a tourism for development policy were, as in the cases of Cyprus and the Seychelles. The case study of Bali highlights how a country can make use of natural heritage and culture to bring development through tourism.

3.12.1 Pony Trekking: Lesotho

Pony trekking was initiated by an Irish-Aid supported programme as a means of providing an alternative source of income for rural communities in the light of a declining agricultural sector, as more fresh produce is being imported from South Africa, Lesotho's only neighbour (Mohasi, 1999). Lesotho is a country which offers spectacular views, waterfalls, rock art, cultural experiences, and a variety of ecotourism-related activities. However, many of these attractions lie high up in the mountains which dominate the landscape of this country, and because of this, many of these tourist attraction are not easily accessible, unless by foot or on horseback (Mohasi, 1999). It is also necessary to consider that the majority of the population of Lesotho live in impoverished conditions in rural, and often inaccessible mountain areas. It is because of this that pony trekking is believed to be a viable option, both as a distinctive type of tourism, as well as a means of transport for those trying to get to various tourist attractions. The first Pony Trekking Association was started in 1978 as a breeding and training centre focussing on breeding and caring for Basotho ponies, and later also offering training for potential tour guides (Mohasi, 1999). Over the years more Pony Trekking Associations have been started, some of which are state owned, some private, and some community initiatives, all of which have experienced varying degrees of success. Many of the centres involve local farming communities in several ways, firstly, at many of the centres, farmers provide ponies for trekking for a standard fee, secondly, all the guides are from local communities, thirdly, on overnight treks, fresh produce is bought from local farmers, and finally, on overnight treks, local communities host the tourists for a sum included in the cost of the trek (Mohasi, 1999). As such, the local communities are benefiting from Pony Treks in their area, through additional income, whether it be from services and provisions directly related to the trek, or whether it be through the purchase of cultural artefacts and souvenirs by the tourist. Communities have also come to realise the role of tourism and tourists in providing additional income, and as such, the host populations are prepared to respond to both the tourist and the natural environment in the appropriate way, so as to ensure the continued success and sustainability of these ventures (Mohasi, 1999). Although there is often no apparent improvement within these communities, for example, infrastructure has not improved, this does not mean that the community has not benefited from tourism. Rather, development, in this instance, can be seen as taking place at the most basic of levels – through individual community members and families who are being able to improve their way of life, and some of whom have now come to depend entirely on pony trekking for an income (Mohasi, 1999).

This case study of pony trekking as a form of tourism highlights how a community with few economic resources, can use elements of their everyday existence to make a difference by creating a tourism attraction. The results of this have included economic benefits to the local people, although this has not been a great benefit, it has impacted on their everyday living, and increased awareness of opportunities around them; increased cultural practices, particularly with regards to souvenirs and meals.

3.12.2 Bali

Between the years of 1969 and 1975, the tourism industry in Bali increased at an average rate of 27.5% per year (Noronho, 1984). The main attractions were the natural beauty of the island, and the local culture of the Balinese. This case study considers the impacts of tourism on Bali, and on the native culture, after tourism development was pursued by the government of the island as an economic development strategy (Noronho, 1984).

Noronho (1984) believes that the benefits of tourism in Bali are to be felt at a national, regional and local level, both directly and indirectly. For example, a direct impact would be increased opportunities for employment, whereas an indirect impact for the people would be the effect of increased trade in foreign currency on the economy.

Some of the impacts of this increased tourism trade in Bali were, however, neither positive nor beneficial. Increased employment opportunities led to the migration (whether daily or permanent) of people away from their village homes and a breakdown in cultural traditions (Noronho, 1984). For example, women began to work, prostitution increased, and the family unit, which customarily remained within their traditional village, broke up and moved out of the traditional support and guidance framework provided by the village. Other impacts included an increase in the price of land, increased land speculation, the conversion of agricultural land to use for non-agricultural purposes, and an increase in foreign land and business ownership and associated organisational changes (Noronho, 1984). Cultural and social impacts included an increase in the numbers of beggars, prostitutes and beach vendors, visual pollution, the break-up of traditional and cultural social structures and the deterioration of some social norms. The potential for the commoditisation of religious and traditional ceremonies was also a threat.

However, despite what appears to be the overwhelming negative impact of tourism, Balinese culture, at the time of this case study research, had not been destroyed by the effects of tourism, Noronho (1984) notes three reasons:

- 1) Balinese customary ties are generally strong
- 2) Tourism routes in Bali are well defined, and therefore many villages are out of the direct path of tourists
- 3) The Balinese view tourism as an opportunity to profit from things that are natural to them, and which they have always done.

This study of Bali highlights the potential role of natural resources in the tourism industry. The local culture also plays a significant role in the success of tourism in Bali. This study is of significance, as it demonstrates the potential that is held by the local people of an area, and the natural resources surrounding them, provided the people are prepared to showcase their land and culture. However, this case study also warns against some of the more severe negative impacts experienced when tourism is built upon the base of the natural environment and local people. These impacts include cultural and

moral impacts, the change of land use away from productive agricultural land; foreign economic benefits through foreign land and facilities (such as hotels) ownership; cultural and religious commoditisation. However, Noronho (1984) also emphasizes that with good planning, and identified tourism zones, many of these impacts can be avoided or overcome.

3.12.3 Tourism Development in the Seychelles

The Seychelles, now a popular tourism destination, was unfrequented prior to the opening of an international airport in 1971 (Wilson, 1984). With this increased accessibility, tourism grew, and by 1983 challenged agriculture as the dominant component of the Seychelles economy. Between 1967 and 1975, the number of visitors to the Seychelles increased from 771 to 37321 per annum, bringing with it a rapid growth in accommodation, facilities and infrastructure, transforming the social and economic life of the local people (Wilson, 1984).

In the Seychelles, the impacts of tourism were varied. Positive benefits came in the form of increased employment opportunities, and an expansion in the education system to allow for more opportunities for education beyond the primary level (Wilson, 1984). This was due, in particular, to the increased employment needs of tourism service providers such as hotels and restaurants for people with higher levels of education.

Some of the negative impacts include increased land speculation, and a decline in agriculture. An increase in female workers, which led to more female workers than males, ultimately created a negative impact on social conditions, due to more family's being supported by a female bread-winner, and the reduced number of employment opportunities available to males, which led to increases in crime rates. Changes in patterns of consumption were also noted, for example, fish was a staple diet for many locals, but due to high demands for fish by the tourists, the price of fish was highly inflated, and shortages of affordable fish became a problem for local people (Wilson, 1984). Finally, the demonstration effect was experienced, whereby locals adopted mannerisms, attitudes and fashion styles from the visitors (mainly Europeans) (Wilson, 1984).

This study provides an insight into some of the effects of tourism when it is used on a large scale to promote development. Key impacts include negative social and cultural impacts, such as the breakdown of traditional family and community structures, roles, beliefs and traditions, negative demonstration effects, and on the positive side increased education and employment opportunities for local people due to the increased need for local people to manage and work in tourism attractions and facilities.

3.12.4 Cyprus

Cyprus is an island which was experiencing popularity as a tourism destination (264 000 visitors in 1973) until the island was invaded by Turkey in 1974 (57 000 visitors in 1975) (Andronicou, 1984).

This case study will, however, focus on the impacts tourism had on the island prior to the Turkish invasion.

After Cyprus gained its independence from British Colonial rule in 1960, agriculture was the largest industry on the island, and tourism was in a state of steady decline (as it had been for some years already) as potential visitors were unsure of the political situation (Andronicou, 1984). To the new government of Cyprus, it was essential to earn much needed foreign exchange, and tourism was seen as a means to achieve this, while also ensuring diversification of interests, and providing a means of restructuring the economy. Therefore, in their development plans for Cyprus over the following five years, tourism played a vital role.

With the successful promotion of the tourism industry, it was realised that there was a need for training centres for hotel and catering skills, and for tour guiding in the region, and this led to the founding of several hotel and catering schools, as well as a school for tour guides. This meant that it was possible to train local people, and equip them with the necessary skills to enable them to operate and serve in the local hotel industry (Andronicou, 1984).

A second impact resulting from the tourism industry was that of the demonstration effect, although Andronicou (1984) believes that the impacts it had were positive. Andronicou (1984:248) states that "The close and continuous contact of Cypriot youth with foreigners made them adopt a sense of values in such matters as sex, morality, and type of dress slightly different from the prevailing traditional views of their parents". However, he believes that in this instance the demonstration effect aided in enabling the older generation to learn open-mindedness and tolerance for differing social behaviours (Andronicou, 1984).

Other impacts arising from tourism include an increase in the number of jobs, high land prices in prime areas, an increase in the infrastructural development of target areas, and increased foreign investment (Andronicou, 1984). Overcrowding, due to inadequate planning prior to the growth in the tourism industry was also perceived to be a problem. However, prostitution or increases in prostitution, and increases in crime were not observed as being related to the growth in tourism in the region.

Some positive impacts arising from the tourism industry include the revival of traditional arts and crafts such as basketry and pottery, and local marketing of these wares. Despite these crafts being revived, particularly for economic gain, the revival of aspects of local culture which were previously dying was also noted. There was also an increased interest in traditional dress and costume, and local history and folklore and dance (Andronicou, 1984). Unfortunately, many of the local artists were exploited by middlemen who took the majority of the small profits made.

In more recent years, Cyprus has turned towards rural and agricultural tourism as a new option for attracting visitors to the region (Sharpley, 2002). As Cyprus sought to diversify away from traditional tourism options and coastal tourism, tourism moved towards the interior of the island, with a focus on

the natural rural beauty of the area. However, despite the viability of this 'new tourism' in terms of natural resources, the cost of developing this industry has proved to be high, and the returns, at present to be low. However, Sharpley (2002) believes that with good financial planning and management, and the correct technical support, a new age of tourism in Cyprus is beginning.

The case of Cyprus is of particular relevance to this study as it shows the impact that politics may have on a region, especially with regard to tourism. The decline in Cyprus's tourism popularity following the invasion by Turkey is similar to the impact experienced in the Eastern Cape during the Apartheid era, where tourists became fearful of visiting the area due to its proximity to areas of perceived political instability. As such, this study provides insight into promoting tourism, and encouraging industry growth, as well as highlighting some of the impacts which may be experienced as a direct or indirect result of increased tourism. In Cyprus, tourism was promoted through the implementation of a development policy which included a component specifically targeting the tourism industry. While this is unlikely to be the case in the Eastern Cape, the growth of tourism due to its promotion by various tourism bodies, is likely, and some of the impacts likely to be experienced may well be similar to those experienced by the people of Cyprus. Some of these impacts include increased education due to a demand by tourism facilities for educated employees; positive demonstration effects; increased job opportunities; and the revival of cultural and traditional arts and crafts.

3.12.5 Synthesis

All of the above case studies have highlighted how tourism has been used in different ways, and under different circumstances, to promote development. In the case of Pony Trekking in Lesotho, the development taking place occurred at a very localised level, benefiting those directly involved in the project. In the case of Bali, the Seychelles, and Cyprus, tourism was used to promote development on a national scale. In all three instances national development occurred due to tourism, but the social and cultural costs were high, with cultural values and norms being challenged, and lifestyles altered. It would appear that in the case of Lesotho the benefits of tourism outweighed the negative issues, whereas in those countries where tourism was implemented on a national level to promote development, the negative impacts were vast, if not exceeding the benefits. This reality certainly raises the question as to whether the benefits and development were worth the associated social and cultural destruction.

3.13 *The Relevance of Literature to the Study Area*

Thus far this chapter has examined various issues related to tourism, such as defining tourism, tourists and the tourism industry, global trends in tourism were examined, the significance and impacts of tourism have been overviewed, and the role of tourism in development has been considered. An overview of tourism in South Africa was provided, before several case studies were put forward. This literature has provided background into the current international status of tourism which provides a background to the tourism industry in South Africa, which ultimately plays a role in tourism to the

Eastern Cape, and therefore, in the Albany and Peddie Districts. This section provided a key to where South Africa is positioned amongst the world's countries in terms of tourist arrivals and tourist expenditure, which aided in the identification of the current status of the tourism industry in the province, as well as the potential of the province.

Having established the status on tourism internationally and nationally, various definitions were provided in an attempt to clarify what makes up tourism, the tourism industry, and who constitutes a tourist. Tourism was defined, and various models or types of tourism were further examined. Thus, the various forms that tourism may take were highlighted, and some of the options which may be most viable or suited to the study area were examined. Further insight into what constitutes a successful tourism sector was gained by defining tourists and the tourism industry. This was established through identifying the type of people who can be classified as tourists, and the specific categories of tourist according to their desire for a specific experience, and secondly, through considering the types of services and facilities, and the business cycle of tourism. This provided insight into the type of people which will come to a particular type of facilities, and therefore it is a key aspect to consider when marketing a tourist destination. If one considers the status of tourism in the study area, then by assessing what the most typical tourist typologies are, and what services they require, the study areas can target that specific group through marketing and the further development of the industry. Therefore, when drawing up tourist routes for the area, the current and potential tourist types, and their requirements, also need to be considered, and by meeting their needs, and providing the experience they require, then key elements are in place to enable them to have a positive experience.

Having identified and defined tourism, the tourism industry, and the tourist, the next step was to consider what makes up a tourism industry. This section identified why people visit the places they do, and what motivates them to travel. This is an important aspect in understand the psychology of how to get people to visit an area, and / or to make them stay for longer durations. With regards to the study area, this helps to identify what key aspects the study area may have to attract travelers to the area, whether they be mass tourists or eco-tourists, whether they want an exploratory holiday, or an organised tour. It is also imperative that when establishing a tourism industry in a particular area, that the potential impacts, both positive and negative are assessed. The impacts of tourism at a particular destination are experienced by a number of people and in a number of ways. Many of these impacts were briefly discussed in this chapter, as they provide a key as to the potential outcomes which may be expected from a growth in tourism in an area, in this case, in the Albany and Peddie Districts. Economic, social, and environmental impacts need to be carefully assessed before a tourism project is initiated, as the outcomes may negatively impact on the host population in ways which are not only detrimental to the local peoples well-being, but which may also ultimately lead to the downfall of the industry. With regards to this study, one of the questions regarding the impacts of tourism, is that of whether or not the tourism industry, in the Albany District, has in fact led to economic benefits, increased employment opportunities and so forth. On the other hand, when considering the potential role of tourism in the further development of the Peddie District, it may be necessary to evaluate and assess what the possible impacts of tourism may be, and how these may be prevented or minimised,

in the case of negative impacts, or increased and widened, in the case of positive benefits and impacts.

Having defined and examined various aspects of tourism and the associated industry, the links between tourism and development were examined, providing a broad definition of the term development, before setting out to identify the role of tourism in development, both in general and more particularly in the Third World and in South Africa. Three key concepts which are examined are those of sustainable development, sustainable tourism, and sustainable tourism development. These concepts are significant as they examine the role that tourism has played in development in the past, and whether or not it has succeeded in bringing about change, and what the key outcomes of pursuing tourism as a development option have been. In the study districts tourism stands out as an option for development as it is an industry which operates with both a high unskilled and semi-skilled labour force, and can be developed in a wide range of landscapes. However, it is also necessary to consider the negative experiences and impacts which have been experienced by other countries which have tried to implement a tourism development strategy.

It is also significant that any tourism projects initiated within the study area should be sustainable, and should, where possible, allow for sustainable development, a key issue raised in this section, and possibly one of the most challenging aspects to ensure of any tourism project, regardless of where it is situated.

3.13.1 South Africa

In the section on global tourism trends, the world tourism industry was introduced, which ultimately provides the backdrop for international tourism to South Africa. However, between September 2001 and August 2002, 67% of tourists in South Africa were domestic tourists (SABC 3, 18/9/2002). In other words, 67% of the tourists traveling around South Africa were South Africans. This points to an increased need to provide for local rather than foreign tourists while trying to attract more foreign tourists to the country, which ultimately impacts on the tourism options being selected for development in any particular region. This high domestic tourism trends also points to the need for locations, or in this case districts, identifying a particular attraction unique to the destination, which can be experienced nowhere else in the country, and which will act as a drawcard to attract visitors to that particular destination.

When considering tourism in South Africa, legislation also comes into play. Tourism legislation, as well as legislation relating to aspects of the tourism industry (for example the sale of liquor, transport, land zoning and so forth) plays a distinct role in the growth and development of the tourism industry, and also the support that the industry provides at a national, public and private scale. If there is the support of the national government for the growth of the tourism industry, it may lead to certain incentives, and aid in the initial phases, which may further enhance the sustainability of the industry and specific projects.

3.13.2 Case Studies

The case studies provide examples of where tourism has been used to promote the development (mainly economic) of a district (Lesotho) or a country (Bali, Cyprus and Seychelles). These studies indicate the positive and negative impacts experienced by the local people as a result of the promotion of tourism for development, and thus provide some insight as to what may be possible outcomes if the Albany and Peddie Districts were to follow the road of tourism to reach development.

3.14 Conclusion

Tourism, whether or not it is being officially sought after as a means for improving a country's economy, as a source of foreign exchange, and a means for development, is able to provide all of these as well as other economic physical and social benefits for the country or region. The positive attributes of tourism as a means of stimulating development in a struggling economy are numerous, although one must not ignore the negative impacts tourism brings with it, including social corruption and social and environmental degradation. However, it is up to the local community to decide whether or not they are able to support tourism, and all it brings with it, both its advantages and evils, and how they may provide a means for achieving the sustainable development of both the tourism industry and the local economy.

This chapter has sought to provide an overview of current trends with regards to tourism as a development strategy, while also highlighting the vast amount of information available on the topic. Four case studies were examined to highlight the use of tourism in promoting development, and the potential outcomes of such an approach.

The literature reviewed emphasises the potential outcomes of tourism both in terms of consequences for a region or country as well as the effects of tourism on the local population. While most of these are positive, the negative impacts can lead to the destruction of traditional society and the environment, and ultimately the industry which brought hope to the area. In terms of this study, the literature shows that tourism can lead to and promote development, and sustainable development provided the industry itself is sustainable, although it needs to be determined whether this development is desired enough by the local people that they will be willing to:

- Be actively involved in promoting the area and developing local industry; and
- Live with the social, economic and physical consequences of tourism, whether they be positive or negative.

The key issues which need to be kept in mind when considering the study area of this investigation relate to the impacts of tourism, the role of tourism in development, and the effect of tourism on Third World countries.

This chapter has established the background of tourism and development and its various facets. The next chapter will provide background to this study area, while also providing insight into the potential

tourism resources and attractions of the region and the need for development in the districts. Thereafter the tourism potential of natural resources and the heritage of the region and the results of the data collection exercises will be assessed.

CHAPTER 4: SOCIAL AND CULTURAL HISTORY AND INVENTORY OF THE STUDY AREA

4.1 Introduction

The previous chapter provided an outline of literature related to tourism and development strategies, what each involves and the links between the two. If tourism is to be used in order to provide a means of meeting development needs within the study area, then identifying the background features and characteristics of the study area is an essential component of this investigation in that it provides a basis on which to identify the current and potential assets which can serve as a basis for tourism development.

This chapter will therefore serve as a case study chapter in which the history of the Albany and Peddie Districts will be reviewed, before considering the current tourism facilities available in the study areas, and possible sites and attractions. The historical aspects which will be considered include the cultural history and traditions of the people and tribes which occupy the study areas, after which a brief general political history of South Africa will be presented. This general political history is important as it provides insight into the way the two study districts have been shaped in recent years by national policy, which has, in turn, been played out at a local level. A further key historical feature which will be considered is the role of the Great Fish River as a boundary during colonial times, and which still remains as the boundary between the Albany and Peddie Districts.

Within the historical and cultural background sections lie some of the keys as to why the districts are so different in terms of their developmental status. Information contained in this chapter will highlight the similarities and shared interests of the Albany and Peddie Districts. This chapter also aims to provide a basis from which to determine the current status of tourism in each of the study districts, through assessing the current availability of tourist facilities in each district and thereby gauging the current and potential future status of tourism. A comprehensive listing of the facilities and potential attractions as outlined in this chapter can be found in tabular form in Appendix C. Nature-based tourism options are discussed in Chapter 5.

4.2 General Situation

The study area lies in the two magisterial districts of Albany and Peddie. The Albany District was previously in 'white' South Africa, and incorporates Grahamstown and the surrounding areas, bordered in the north by the Great Fish River, and in the South by the Bushmans River (See Figure 4.1). The city of Grahamstown is the main commercial centre within the District, and also houses the High Court

of the Eastern Cape. Figure 4.1 and Table 4.1 depicts the Albany District and some of its key features as established through the 1996 (SA Explorer, 2000) census data:

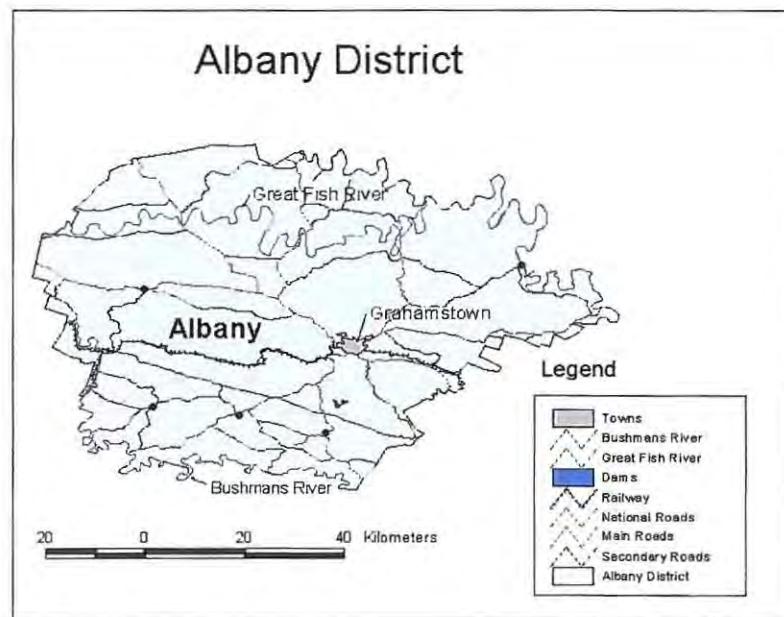


Figure 4.1: The Albany District (Source: RSA 500; South African 1:50 000 Topographical map series)

Table 4.1: Census Data showing the makeup of the population of the Albany District

Category	Details	Data	Percentage
General	Number of Households	16292	100%
Population	African	55362	72.67%
	Coloured	9281	12.18%
	Indian	806	1.06%
	White	10462	13.73%
	Other	271	0.36%
Gender	Male	36199	47.53%
	Female	39957	52.47%
Employment	Employed	16925	22.22%
	Unemployed	8912	11.70%
	Below 19 Years of age	29979	39.37%
	Over 65 Years of age	4286	5.63%
	Status Unknown	16054	21.10%

Source: SA Explorer, 2000

Peddie District borders Albany to the north-east, along the Great Fish River. This district was previously a part of the 'Black' Homeland of Ciskei, and incorporates the town of Peddie and

surrounding areas. The district is bordered to the east by the Indian Ocean, to the north by the Keiskamma River, and to the south by the Great Fish River (See Figure 4.2). As in the Albany District, the majority of the population are Xhosa speaking people, and the district is very rural in character. The map below (Figure 4.2) shows the Peddie District, and again this is followed by the 1996 census data (Table 4.2) for the district.

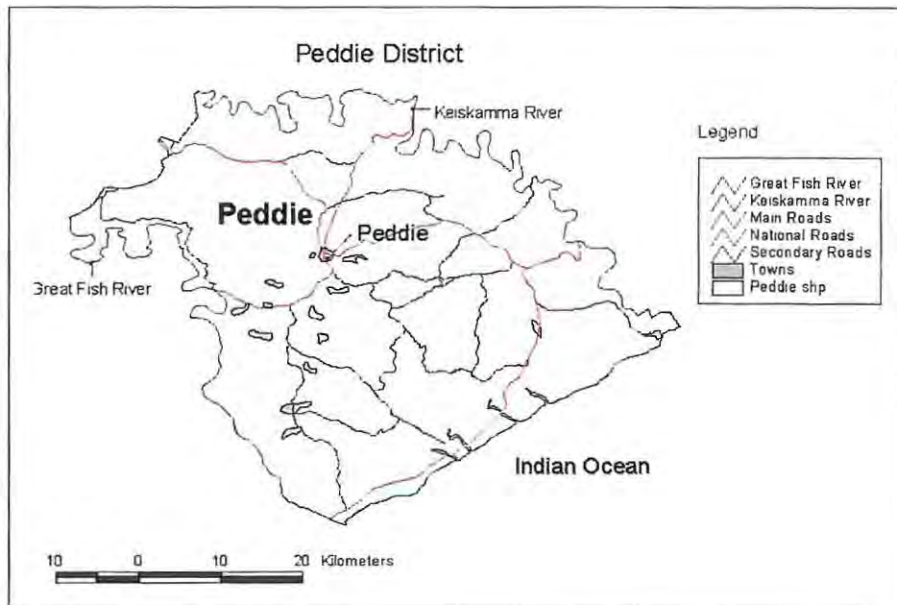


Figure 4.2: The Peddie District (Source: RSA 500; South African 1:50 000 Topographical map series)

Table 4.2: Census Data showing the make-up of the population of the Peddie District

Category	Details	Data	Percentage
General	Number of Households	20757	100%
Population	African	93443	99.41%
	Coloured	137	0.15%
	Indian	5	0.00%
	White	187	0.20%
	Other	225	0.24%
Gender	Male	43777	46.58%
	Female	50210	53.42%
Employment	Employed	5733	6.10%
	Unemployed	13296	14.14%
	Below 19 Years of age	47923	50.97%
	Over 65 Years of age	8259	8.78%
	Status Unknown	18776	20.01%

Source: SA Explorer, 2000

4.2.1 Synthesis

The previous section provides an introduction to the study area and an overview of population breakdown and the status of employment in the Albany and Peddie Districts. This provides a brief overview of the need for economic development, through highlighting the lack of employment. With regards to the number of households which were identified in the 1996 Census, both the Albany and Peddie Districts are of similar size, with Albany registering 16292 households and Peddie 20757 households. In the Albany District, however, it is interesting to note that the population consists of a number of different ethnic groups although the African population is the largest at 72.67%, while in the Peddie District it is only a very small minority of the population (0.59%) that are not African (SA Explorer, 2000). In both districts the percentage of male versus female is very similar, however, the current rate of employment and breakdown of employable persons is very different. Albany District results show that 22.22% of the population are employed, versus 6.10% in Peddie District, however, unemployment figures show that 11.70% of the Albany population is unemployed as opposed to 14.14%. The employment status of 20.10% of people in the case of Albany, and 20.01% in Peddie could not be determined. One would expect that with the Albany District registering a higher employment rate than Peddie District, that the unemployment rate of Peddie would be far higher than that recorded at Albany. The reason why it is not significantly higher, is that far more of the population group in Peddie District are either under 19 years of age or over 65 years of age, and therefore probably unemployable (59.75% of the population) compared to Albany, which registers 45% of the total population in these age brackets. The implications for this are that while unemployment rates are not showing an urgent need for development initiatives to create thousands of job opportunities, the future demand for employment is going to be far higher than that demand today, particularly in the Peddie District. It is therefore not necessarily immediate action that needs to be taken to curb an immediate crises, but long term sustainable options need to be investigated that will provide further sustainable employment opportunities as the needs arise (Wall, 1997).

4.3 The People

In an attempt to provide as thorough an overview of the two study districts as possible, a significant aspect which needs to be addressed is that of the people who live in the area. This section will consider the major population groups which are indigenous to the area, the Khoisan, and the Xhosa. These groups have been identified due to their prominent roles in the history of the area and their current status within the district. The Xhosa people are to be found throughout the Peddie and Albany Districts, and the Khoisan, though no longer identifiable as a tribe in their own right, have been absorbed by various groups, one of which is the Xhosa people.

4.3.1 The Khoisan

The Khoisan people were originally made up of two groups, the Khoi (Hottentots) and the San (Bushmen) (Elphick and Malherbe, 1989). The Khoisan were present in the southern regions of Africa prior to the arrival of the Nguni people (for example the Zulu and Xhosa people), and led a nomadic lifestyle (<http://www.artsci.wustl.edu/~anthro/courses/306/kagga.html>, 2001; SAEL, 2001).

Unfortunately, the Khoisan people are no longer found as unique and distinct tribal groupings in the Eastern Cape, as they were absorbed by the Xhosa people before and during the Frontier Wars against the British and Dutch Settlers, and those who refused to join the Xhosa were forced to flee to the Western Cape and the interior of the country. The Khoisan are also now found as a part of the Coloured population of the Eastern Cape.

The Khoisan are also known for their rock art, which can be found on rocks and in caves in areas such as Namaqualand, the Drakensberg and the Southern and Eastern Cape, and which serves today as a means of providing historians with examples of events, traditions and rituals which occurred during their lives (<http://www.artsci.wustl.edu/~anthro/courses/306/kagga.html>, 2001).

4.3.1.1 Agricultural Practices

The Khoisan were originally hunters and gatherers, who practiced little or no pastoralism, and who practiced a sustainable relationship with nature by not over-hunting or gathering (<http://www.artsci.wustl.edu/~anthro/courses/306/kagga.html>, 2001; South African Museum, 2001). Today the remaining Khoisan tribes are not found in the Eastern Cape, but live in the northwestern Cape, the Kalahari, Namibia and Botswana, where their lives are less nomadic, and they tend to be settled.

In Khoisan culture, it was the role of women to gather food, ranging from roots, to berries and fruit, and they were also responsible for collecting water. The men on the other hand were skilled trackers, and practiced hunters, using arrows with poisoned tips to catch their prey (<http://www.artsci.wustl.edu/~anthro/courses/306/kagga.html>, 2001).

As the Khoisan became less nomadic, and ownership of cattle began to occur, two major developments occurred within the group (SAEL, 2001). Firstly, being a people who tended to have a high regard for community, the acquisition of cattle meant that the community would be better off during times of trouble as all resources would be pooled together. On the other hand, those with cattle began to hold a certain status in the community, and so the cattle came to signify wealth, which led to significant differences between the wealthy and poor (SAEL, 2001).

4.3.1.2 Rites of Passage/ Family Customs

The Khoisan tribes were regulated by a clan system, with each clan being a group of families, all related through lineage, and who were governed by a chief. The Khoisan peoples believed that a person must pass through several critical phases or stages in life between the time of birth and death (Tromp, 2001). The most significant of these rites of passage was that of "Inâu", which means "transition or passage", a time in life when the child goes through puberty and becomes an adult. In the Khoisan culture, this rite of passage is held for both boys and girls to mark their man- and womanhood, and involves a time of isolation, followed by a feast shared with the clan, and to end off

the ceremony, with the coming of the next rains the Inâu person must run almost completely naked through the rain to symbolise the final cleansing of puberty (Tromp, 2001).

4.3.1.3 Religion

According to Will Boezak (quoted by Tromp, 2001), "The Khoisan faith is the oldest religion in South Africa". The Khoisan believe in God (Tsui//Goab) as the creator and giver of all things good, while it is the evil God (/Gaub) who sends all things evil such as sickness, death and famine. The most important religious feast for the Khoisan is the annual rainmaking ceremony, which also involves slaughtering all pregnant animals, as they are signs of fertility (Tromp, 2001).

The Khoisan also believe in the afterlife, although their faith has no concept such as hell. However, one can only pass through into the afterlife if you had abided by cultural and religious laws and values, and passed through all your traditional rites of passage (Tromp, 2001).

4.3.2 The Xhosa People

The Xhosa people are the predominant population group in the Eastern Cape, and in both the Albany and the Peddie Districts. During the Apartheid era, their designated homelands were those of the Ciskei, of which Peddie was a District, and the Transkei. The Xhosa people, according to their oral traditions, are believed to have descended from the Cape Nguni who originally migrated down through Africa from the Great Lakes in Central Africa (Information Branch, No Date). From this group of Nguni clans, the Xhosa clan broke away to establish themselves along the coastal belt from present day Port Elizabeth up through to southern KwaZulu-Natal (Information Branch, No Date). Xhosa oral tradition is a key source of much of Xhosa history. Some of the key events in that history, go as far back as to the great Chief Phalo who was in power in the early Eighteenth Century, and his two sons, Rarabe and Gcaleka. After an attempt by Gcaleka to usurp his brothers' power was defeated, each took their own groups of followers to establish the two groups of Xhosa, those who inhabit the Transkei areas, and those who moved down to the Ciskei (Information Branch, No Date). Thus, the story tells of how the Xhosa people were divided into two completely separate parts, and it is the culture of the Ciskeian Xhosa that will now be more closely considered.

4.3.2.1 Traditional Lifestyle and Customs: Tribal Hierarchy

The head of the Xhosa tribe is the Chief, a person who, traditionally, is shown great respect and loyalty by their people, and whose roles include protecting their people, acting as custodians of tribal lands, and upholding law and order (DFAI, 1981). The Chief is also the one who performs certain festivals and rituals in ensuring that harvests were successful and that the rains come, as well as acting as the intermediary between the people and their ancestors' spirits. Helping the Chief are the counselors, those who have proven their ability and loyalty to the Chief. In earlier times, one of their main roles was to taste the Chief's food to ensure it was not poisoned (DFAI, 1981). Xhosa tribes usually consist of groupings of a number of small households, which are overseen by a Headman, who would, in turn, report to a Councilor. In earlier times, it was the Chief's duty to serve his people, and in pursuing this

goal he would use his wealth to provide for his people, and use his stores of food in times of drought and hardship (DFAI, 1981).

4.3.2.2 Agriculture

The Xhosa people traditionally practiced communal agriculture, and all the members of a tribe were entitled to use common ground, although each family was in charge of their allotted piece of land (DFAI, 1981). It is important to note, however, that cultivation was not the main source of food, as hunting provided a primary source of food and clothing, and milk from cattle and goats was also a key food source. Cattle, goats and sheep were seldom killed for eating as they were considered a symbol of wealth, but despite this, whenever an animal was killed, be it a cow or a wild animal, a fire would be lit, and anyone who was able to see the smoke was welcome to join in the meal, a tradition that is still alive in some areas (DFAI, 1981). In terms of grains, the Xhosa people most often ate sorghum, millet or maize, either whole or used as flour.

4.3.2.3 Family Customs

A single clan, made up of a number of Xhosa households bearing the same name and forefathers, can be viewed as a component of a Xhosa tribe, with many clans contributing to the whole. In Xhosa culture marriage is not permitted between two people of the same clan, it is also not permitted for a person to marry some-one from their mothers' or grandmothers' clans, as all members of a specific clan are considered to be a single family (DFAI, 1981). Xhosa society is a patriarchal society, and to this end, children inherit the fathers name and will remain within his family for life.

Growing up in Xhosa society involves children passing through several identified and defined stages, each of which has a certain status and role attached to it (DFAI, 1981). These stages can be identified as: "birth, infancy, weaning and early childhood, childhood to puberty, initiation, marriage and adulthood" (DFAI, 1981:31). Most of these are similar to western traditions and experiences, although of significant difference is the stage of initiation. Initiation is still widely practiced amongst the Xhosa, especially that of male initiation which marks a boys 'coming-of-age' as a man. Female initiation, although not very common, is still practiced in some rural Xhosa villages (DFAI, 1981). As in the case of the initiation rites, the changes between one stage and the next are often emphasised with traditions and rituals.

4.3.2.4 Religious Beliefs

Most Xhosa people are now members of various Christian churches, although traditional religion still plays apart in the lives of many, even of those practicing Christianity (DFAI, 1981). The Xhosa believe that the world was initially created by a single Supreme Being, although it is not to this Being that prayers and rituals are offered. One of the key focal points of their belief are their ancestors. Cattle, sheep and goats are often slaughtered as offerings to the ancestors and to God, and importantly, they believe it is ancestral spirits who are in control of daily events, and who would cause ill health, misfortune and plagues to come to those with whom they were displeased. Offerings are regularly

given up to the ancestors, and assume three main forms: thanksgiving, propitiation (for example where there was death, chronic illness, and offences against customary laws), and supplication (for example in times of floods, drought or poverty) (DFAI, 1981).

4.4 History

Having established who the main indigenous peoples of the area are, this section will focus on the history of the area, and in particular the history regarding the colonisation of the Eastern Cape. The section concludes with a brief outline of the general history of South Africa from 1870 to the present day. It is of importance to include a general, mainly political history in this section, as it provides an insight into the national circumstances that have led to such differences in development in the two districts incorporated into the study area. It was due to many of the national laws, particularly those surrounding Apartheid and the establishment of the various Bantustans that ultimately led to the differences in the two districts, differences which can still be seen today.

4.4.1 The Khoisan People

Prior to the arrival of the Dutch settlers (Boers) in the Eastern Cape, the area between the Sundays River and the Kei River was occupied by Khoisan and Xhosa people (Peires, 1981; Elphick and Malherbe, 1989; Switzer, 1993). The Khoisan people were found dispersed throughout the Eastern and Western Cape (as that area is now known). With the arrival of first Dutch, and later the British settlers, the Khoisan were first allowed to remain within colonial borders as independent groups who were able to provide consumables for the settlers, but later, when they became more formally controlled by the Colony, some of the Khoisan chose to move away to as yet uncolonialised lands (Elphick & Malherbe, 1989). Many of these Khoisan who tried to move ahead of the colony's borders were pushed further up into the Eastern Cape, and into Xhosa territory. Many were killed by the Settlers, or fell victim to disease.

With the later arrival of the trekboers, and later the British in the Eastern Cape, the Khoisan were pushed further into the territories of the Xhosa, losing valuable land to the settlers. During this period the Khoisan, who had previously fled from the settlers, as well as those who were encountering the settlers for the first time, responded to the settlers in a variety of ways by either:

- choosing to work as wage labourers for the trekboers, or
- opting to serve in the missions stations, or
- signing up for military service with the colony, or
- being absorbed by the Xhosa people as either refugees or as weaker clans defeated in tribal war by the Xhosa (Elphick & Malherbe, 1989).

Ultimately, the Khoisan people were weakened and drastically reduced in numbers through the unstoppable expansion of the colony, disease brought in by the settlers to which the Khoisan presented no immunity, and through defeat in warfare, both with the Xhosa people, as well as with the Dutch and British Settlers (Elphick & Malherbe, 1989). While it may seem that the Khoisan put up no

significant resistance to the Settlers, the Khoisan did in fact attempt a peaceful relationship of trade with Settlers initially, and it was only after the attitude of the colony changed from one of acceptance and trade with the Khoisan, to an attitude of dominance over the Khoisan that a struggle began, but by that stage most Khoisan were already either in positions of service for the Settlers and trekboers, or had attempted to move inland ahead of the Settlers (Elphick & Malherbe, 1989). It was, however, during the Third and Fourth Frontier Wars (fought between 1799 – 1803 and 1811 – 1812 respectively) that the Khoisan who had fled the colony put up resistance in siding with their Xhosa allies against the colonists (Elphick & Malherbe, 1989).

At the same time (1812), however, there was a Khoisan detachment, which later became a regiment in its own right, which was fighting against the Xhosa and Khoisan for the Dutch and then the British (Elphick & Malherbe, 1989). Later, the headquarters for this regiment was moved closer to the frontier, and settled on a vacant piece of land which would later get its name from the regiment's commander of the time, Lieutenant Colonel John Graham, and the town would become known as Grahams' Town, later simply Grahamstown.

4.4.2 The Xhosa People

Up to 1850, the physical boundaries of the area inhabited by the Xhosa people extended from east of the Sundays River, to west of the Mbashe River and along the coastal strip (Peires, 1989). The Xhosa people mostly lived in the highland areas, or on the slopes of smaller mountains, usually close to rivers or streams. The lifestyle followed by these people was that of agriculturalists, with their main sources of foodstuff coming from their cattle or from maize and vegetables grown by the women of the clans. Hunting wildlife would also provide them with additional meat and skins (Peires, 1981). The Xhosa were also able to mobilise powerful and skilled fighters if they were needed, and certainly, during the period of the Frontier Wars (1779 to 1878), it was these indigenous people that put up the most resistance to the growing colony of the Cape. These people and their role in the Frontier Wars will be discussed further in Section 4.4.4 on the Frontier Wars.

4.4.3 Settler Times: the Albany District

In 1820, 4000 men women and children arrived from Britain as Settlers to the Cape Colony (Hockly, 1948). Most of these Settlers were sent to the Albany settlement to act as a human buffer zone between the Xhosa people and the Colony, a buffer zone which was created parallel to the Great Fish River, which was the established boundary between the Xhosa territory and the colony at this time. The Settlers were given small plots, out of which they attempted to make a living through agricultural practice despite the fact that the size of the land was too small to allow them much success. However, those Settlers who had trade skills were able to move to the newly established towns of Port Elizabeth and Grahamstown to try and make a living there. In 1820, the Albany District, named after the Duke of York, was included in the so-called neutral territory between the Xhosa and the Colony, placing the District in such a position that most of the Frontier Wars fought between the Colony and the Xhosa would take place in and around this District (Hockly, 1948; Turpin, 1967; Thomson, Date Unknown).

With the arrival of the Settlers in the Albany District in 1820, the portfolio of Grahamstown changed from that of military settlement (prior to 1820) to one of a commercial capital (1820-1830) (Thomson, Date Unknown). As the Settlers began to establish themselves in Grahamstown and in the District, so they began to form societies, such as the Horticultural society and the Albany Brethren both established during 1831, open businesses, churches and schools, and expand in selected agricultural practices, such as wool farming, milling, cotton farming, and later pineapple farming (Turpin, 1967; Thomson, Date Unknown).

4.4.3.1 The Establishment of Grahamstown

Grahamstown was first established as a military outpost on the Eastern Frontier of the Colony in 1812 by Lieutenant Colonel John Graham (Elphick & Malherbe, 1989; Thomson, Date Unknown). For the next eight years Grahamstown grew as a military base, providing homes and food for the regiments it harboured. With the arrival of the 1820 Settlers, the town moved from merely serving the regiments posted there, to become a commercial hub for the Settlers that had been placed along the Frontier, and so it expanded and grew into a commercial town, particularly when some of the Settlers saw the advantages of opening business and providing services for the military. By 1824 Grahamstown had over 3000 residents, and between the years of 1824 and 1828 over 400 new buildings were erected (Thomson, Date Unknown). In the following years, despite being hampered at times by the various Frontier Wars, Grahamstown continued to expand, with a municipality being instated in April of 1837, and in 1864, Parliament sat in Grahamstown, the first and only time that the national parliament has ever been held outside of Cape Town, showing the significance of Grahamstown at that time (Thomson, Date Unknown).

Today, the Settler heritage of Grahamstown is seen through monuments to the Settlers, settler homes throughout the town, the trading stores of the entrepreneurs, such as Piet Retieffs' Trading Store in High Street, and the legacy that the Settlers left behind (Turpin, 1967; Thomson, Date Unknown). (See Appendix C for a detailed listing of historical sites and national monuments.)

4.4.3.2 The Establishment of smaller towns

Apart from the city of Grahamstown, other key towns in the Albany and Peddie Districts that were established during the period from 1820 – 1857 include Peddie Town, the largest town in what is today the Peddie District, Salem and Hamburg in the Albany and Peddie Districts respectively. A brief mention of how each of these towns came into being provides further insight into the growth and development of the region.

Peddie

Peddie town was named after Colonel John Peddie who was a member of the Seaforth Highlanders, a branch of the Settler military who protected the colony and fought for the British during the Frontier Wars (Newbould, 2001). Peddie town was established when a fort, named after Col Peddie, was built

to protect the British and their allies, particularly the Fingoes, during the fighting of the Sixth Frontier War.

Salem

The town of Salem was established with the founding of a Methodist church in the middle 1820's (<http://www.makana.gov.za>; 17 December 2002). The town grew as Settlers made their home there, and many beautiful buildings were built. The town is most famous for the negotiations which took place there between a Mr Richard Gush and the warring Xhosa during the War of Hintsa. After negotiations, the Xhosa agreed to leave the small town in peace.

Hamburg

In 1857 a small village named Tooi was founded by the King's German Legion as a place for immigrants to South Africa who had done duty in the Crimean War (Newbould, 2001). The name was later changed to Hamburg, after the German city, and a small town grew. The town is now most noted for its navigable river, beaches and angling opportunities.

4.4.4 The Frontier Wars

The Frontier Wars covered a period of nearly 100 years as the Dutch/ Boers, and later the British army fought to extend the boundaries of the Colony beyond the Great Fish and Keiskamma Rivers, while the Xhosa people put up strong resistance to losing their lands (Smithers, 1973; Peires, 1981). These wars have come to be seen as some of the main events to have taken place in the history of the Eastern Cape. In total, nine Frontier Wars were fought involving the trekboers or Dutch farming settlers, the British, the Khoisan, and the Xhosa, with the majority of the wars being fought around Grahamstown and the Fish River, the area up into the Amatola Mountains, and along the coastal strip between the Amatola Mountains and the Indian Ocean as far north as the Keiskamma River. The last two wars were fought inland as far north as present day King Williams town and East London (Smithers, 1973; Peires, 1989). Each of these Frontier Wars will now be briefly considered in terms of significant dates, those involved, and points of interest or key issues relating to each war. The significant remains of these Frontier Wars, in terms of those with potential as tourism sites and attractions, will be discussed later in this chapter in Section 4.6.

The First Frontier War, 1779 – 1781

This First Frontier War involved the Xhosa and the Boer Commandos and broke out after several minor Xhosa Chiefs crossed the Fish River frontier in an attempt to retreat from Rharhabe and Ndlambe, two powerful Xhosa chiefs, after internal disturbances amongst Xhosa clans (Smithers, 1973; Peires, 1989). In response to the Xhosa crossing over the Fish River, the Boer Commando took up arms to protect the colony, resulting in a Xhosa retreat.

The Second Frontier War, 1793

As the Xhosa became more accustomed to seeing the Europeans using weapons, so they became less fearful of these guns, and this was a key feature in the Second Frontier War. The apparent trigger

for this war came when Barend Lindeque, a trekboer, joined the Xhosa Chief Ndlambe when he attacked two other chiefs and their followers, who, in turn, took their revenge on the Colony. However, when confronted by the Boers, the two chiefs did not stand and fight, but chose to retreat, and in doing so were destroyed by Ndlambe's forces (Smithers, 1973; Peires, 1989).

The Third Frontier War, 1799 – 1802

The Third Frontier War began when the British, who were now also settling in the Colony, tried to push Chungwa, a Xhosa chief, out of the Zuurveld area (Albany) (the Zuurveld being a rich cattle grazing and agricultural area) (Smithers, 1973; Peires, 1989). The British were aided by the Boers, as well as by a detachment of Khoisan soldiers fighting under conscription for the colony, while the Xhosa also had the support of some Khoisan refugees and clans, which had been absorbed by Xhosa chiefs into their own clans. The Xhosa had penetrated as far south as the Tsitsikamma forest, when a peace agreement was reached (Peires, 1989). In this agreement the rights of Chungwa to reside on the western side of the Fish River were acknowledged. Following this, the remaining Xhosa withdrew from British territory (Peires, 1989). Later, in 1802, there was brief Boer retaliation against the terms of the peace treaty, but the retaliation failed, and peace was restored.

The Fourth Frontier War, 1811 – 1812

This war lasted from 1811 to 1812, and was a dismal attempt by the British, who were now governing the Colony, to systematically and completely push the Xhosa back and out of the Zuurveld, across the Great Fish River (Smithers, 1973; Peires, 1989). The war involved the British, the Boers, now fighting under the command of the British, a Khoisan regiment, and the Xhosa. It was during this war that Lieutenant Colonel John Graham led the Khoisan regiment, and established the town, which would take his name (Smithers, 1973; Peires, 1989; Switzer, 1993).

The Fifth Frontier War, 1818 – 1819

Once again, this war was fought between the Xhosa and the British, who were now in permanent occupation of the Cape, and began as a "punitive expedition against Ndlambe [the Xhosa Chief]" (Peires, 1989:143; Switzer, 1993). A British Colonel by the name of Brereton seized 23 000 head of Xhosa cattle belonging to the people of Ndlambe, thinking that that was all that the expedition would involve. Unfortunately for him, he was wrong, and the Xhosa launched an attack on an unprepared Colony, capturing cattle and small colonial patrols. After two months the Xhosa appeared to withdraw, but in 1819 the famous Battle of Grahamstown took place, the first time the Xhosa discarded traditional warfare tactics and launched a direct attack on the British. The Xhosa chiefs had planned to attack after nightfall, but realising they had been seen by the British chose to rather attack immediately (Peires, 1989; Switzer, 1993). The attack on Grahamstown failed, and soon thereafter Ndlambe surrendered himself to the British in an attempt to protect the rest of his people. In the peace treaty signed between the parties involved in this war shortly after Ndlambe's surrender, a neutral territory or zone was declared between the Great Fish and the Keiskamma Rivers (roughly the area covered by the Peddie District), a zone which would later be partly inhabited by some of the 1820 Settlers (Hockly, 1948).

The Sixth Frontier War, 1834 – 1835

The state of affairs between the colony and the Xhosa people was relatively peaceful from 1819, until, in 1834, when Lord Charles Somerset attempted to force the Xhosa Chief Ngqika to give up his land between the Fish and the Keiskamma Rivers. This action ultimately led to the Sixth Frontier War (Peires, 1989). The war lasted for nine months, and after the Xhosa had initially succeeded in pushing the colonial forces and settlers back beyond the towns of Fort Beaufort and Grahamstown in February 1835, the colonial forces went onto the offensive. The Xhosa then adopted tactics of guerrilla warfare for the rest of the duration of the war, but ultimately the Xhosa were pushed back beyond the Great Fish River (Smithers, 1973; Peires, 1989; Switzer, 1993).

The Seventh Frontier War: War of the Axe, 1846 – 1847

The Seventh Frontier War once again started with a sudden attack on the Xhosa by the British, who thought that by striking quickly and suddenly, they would be able to settle the warring Xhosa (Peires, 1989). This attack succeeded in crushing the Ndlambe people (clans previously headed by Chief Ndlambe), but the situation seemed to change after Boer volunteers broke away from colonial forces, and settlers appeared to be only interested in protecting their own interests and not in fighting for the colony. In 1846 the British began to withdraw, and it was, ironically, when the colonial army was at its weakest that the Xhosa chiefs sued for peace (Smithers, 1973; Peires, 1989, Switzer, 1993). The terms of peace were set at unconditional surrender, and it was between the months of October and December of 1846 that various Xhosa chiefs gave themselves up to the British, viewing the situation as unilateral peace rather than defeat. Following this, the Xhosa who remained within the Colonial borders were required to register as British subjects (Smithers, 1973; Peires, 1989).

Further Frontier Wars

Two further wars took place after 1850, also involving the Xhosa and the British. However, as these wars were fought within the Amatola Mountains, and the land stretching from present day King Williams Town across to East London, which falls out of the study area, these wars will not be covered in any depth. However, it is suffice to say that these wars had ended by 1878, with peace being agreed to by all parties involved.

4.4.5 Recent History of South Africa: 1870 – 2001

This section will consider a more recent history which, although presented for the whole of South Africa, the events detailed had significant impacts on the Eastern Cape due to discoveries inland which led the Boers away from the Eastern Cape, Land Acts which influenced where people were allowed to settle and to live, and so forth.

Following the arrival of the 1820 British Settlers, the British were able to expand the Cape Colony and extend it beyond its previously established borders. In 1837 the Boers had moved further inland into the newly forming Republic Natalia, the area around what would later be the British establishment of Port Natal. It was also around this time that they moved into the Trans-Vaal and the Orange Free

State Republic, established as Trans-Oranje and which the British later annexed to the colony in 1848. Opposition to the annexure of Trans-Oranje to the Colony by Britain was strong in the Boer settlements and in an uprising against the British, they were defeated (Davenport, 1991). In 1867, the discovery of diamonds in Kimberly, and later gold on the Witwatersrand in 1886, had an impact on the Eastern Cape. It drew white and African people to the mines, provided a market for the areas agriculture produce, and encouraged supporting railway, port, and industrial development. These events helped modernise the area economically, and integrate it into the emerging South African economy (Davenport, 1991). During the period between the arrival of the 1820 British Settlers and 1908, several minor and some major conflicts had arisen between the British and the Boers, as well as between these two settler groups and different tribes already inhabiting the lands desired by these two groups (Davenport, 1991). The most significant of these conflicts include those that led to the ultimate overthrow of the powerful Zulu monarchy in Natal, as well as the second Anglo-Boer War which took place between 1899 and 1902 (Davenport, 1991). In the period following the Anglo-Boer War, while the various Colonies and their governments proceeded with reconstruction and their perceived better governance of the lands, African and Coloured political movements developed and expanded, and a revival of Afrikanerdom led to a more united Afrikaaner front (Davenport, 1991; Beinart, 1994). In 1903, Milner, Governor of the Transvaal and Orange River Colony, appointed a Native Affairs Commission, which produced a report highlighting the South African thinking regarding race relations, and which, to an extent, lay a basis to formalise segregation beyond simple labour practices. It was this report that Davenport (1991) believes had a significant impact on later political debates and policies regarding race and racial segregation.

4.4.5.1 Independence from Britain and the Establishment of the Union

The development and expansion of a rail network linking the Cape, the Orange River Colony and the Transvaal, as well as linking Natal to the Orange River Colony, Cape and Transvaal, and linking Mozambique to the Transvaal gold fields, also brought with it political and economic problems. This was mainly due to high levels of competition between the different colonies arising from increased access due to the railway system, to which access was previously limited or very difficult (Davenport, 1991). A possible solution to this impending economic disaster was to unite all the colonies into a Union with a single government, and instituting a single administration for the railways and the harbours throughout. Before the Union could be established, however, it was required that previous powers were reinstated at the Cape Colony, the Orange River Colony and the Transvaal, a condition that was met in February 1908 when the Cape Colony, the last of these to return to a previous power, came once again to be governed by the South African Party (Davenport, 1991). What is significant is that at the Convention where political leaders from the various colonies decided on a preferred route of creating a Union, there were no Africans, Coloured or Asian people present. It was on the 13 October in 1908 that a legislative Union of South Africa was accepted by those at the Convention, with all the colonies being accepted into this Union as constituent provinces. It was only in September 1909 that the Bill received royal assent from Britain, and the Bill was still strongly opposed by the African and Coloured peoples due to their exclusion from the Bill (Davenport, 1991). In 1913, and again in 1936, a Land Act was drawn up which identified where people of certain colour or race could live, and where

rural land ownership was a key focus. This directly affected the Peddie District, for example, which fell under the Ciskei area which was zoned for inhabitation by Xhosa People, while the Albany District was to be inhabited by white South Africans. Many people were subsequently relocated from other areas back to what was now their homeland.

4.4.5.2 Nationalist Rule

Over the years that followed and up until 1924, the Union and its parliament, led by Afrikaans Nationalists such as Louis Botha and General Jan Smuts, dealt with several crises, such as those regarding whether or not it was wise to involve the Union in the Great War of 1914 – 1918, local politics, and specifically the increased political activity of African, Coloured and Indian people (Davenport, 1991).

The year 1924 is viewed by many historians as a turning point for South Africa, as a new Afrikaans Nationalist government came into power with Hertzog at the helm (Davenport, 1991). This new government was particularly committed to segregation, and this can be seen by some of the Acts which were passed during their time in office, including the "Wage Act" of 1925 (designed to help unskilled and poor white workers) and the "Colour Bar Act" of 1926 (designed to protect skilled and semi-skilled white workers) (Davenport, 1991).

Continuing with the work of the previous government which had been led by Smuts, Hertzog also sought dominion status for the Union, a status which could be fully understood within the Balfour Declaration to which Hertzog's speeches on the topic were a major contribution (Davenport, 1991). Following the establishment of the role of the Union in the British Commonwealth, the government turned to creating a new national identity, a new Flag Act was passed in 1927, several more race and colour related Bills were passed, such as the Areas Reservation Bill, national policies relating to procedures on dealing with various situations were adopted, and the upgrading and updating of various diplomatic and representative posts to and within the Union (Davenport, 1991). It was these changes that marked the start of the Union's move away from Britain towards greater independence. Many of the initial policies adopted on the status and roles of Africans, Indians and Coloured people were to be enhanced over the years until separate homelands or Bantustans, such as those in the Eastern Cape, were established, and restrictions on access to areas and movement between areas were placed on all non-white people (Davenport, 1991; Beinart, 1994).

In the years between 1933 and 1939, Hertzog passed more 'native Bills', causing a strong reaction from the black people (Beinart, 1994). It was also during this time that Afrikaner nationalism experienced a split when those who were in search of a more purified form of nationalism broke away (Davenport, 1991). In 1939, with the start of the Second World War, South Africa chose to play its part in this, although within the country this provoked heated political debate, as those favouring the British felt the need to support the Allies, while those who felt a kinship with the Germans, or whose ideologies were of a similar vein to the Nazis, particularly the Broederbond, felt that support should be

shown to the Axis. As a result, Afrikaner opposition to official Allied support given by South Africa was strong (Davenport, 1991). It was also during this time, between 1939 and 1948, that the African National Congress, or ANC, grew in strength and began to develop a Youth League.

4.4.5.3 Apartheid and the Creation of Bantustans, Including the Ciskei

In 1948, the first purely Afrikaner government came into power, and again a major focal point was on segregation and racial policies, Bills and Acts (Davenport, 1991). Under the leadership of D.F. Malan, F.R. Tomlinson was appointed to lead a commission to determine the socio-economic conditions and problems within native reserves, especially in terms of considering the potential for their increased "human carrying capacity" (Davenport, 1991:336). During this time, there were also a series of ministerial and cabinet changes taking place with dedicated apartheid supporters replacing those who, for various reasons, resigned or were asked to stand down from their positions. Following the imposition of apartheid, the political struggle by the non-whites of the country, in opposition to these Acts and Bills, began to gather momentum, coming to a head at Sharpeville in 1960. Thereafter such movements were banned, and forced to continue their work through underground movements or from places of exile outside the country (Davenport, 1991; Beinart, 1994). In this era (1950's to 1980's), African homelands were established and many African people were forcefully relocated to these homelands, such as the Ciskei, which had a degree of self-governance following the passing of the Self-Governance statutes for the Homelands in the 1960's (Beinart, 1994). In the 1960's, the African political movements had begun a destabilisation campaign to try to influence government, and this reached a head in 1976, when students in Soweto took to the streets in protest against being taught in Afrikaans (Davenport, 1991, Beinart, 1994; SABC 3 News, 16/6/2001).

Shortly after the Soweto Riots, P.W. Botha came into power, and he continued with the policy of allowing the 'independence' of the homelands. It was while he was in power that Ciskei gained its independence in 1981, having been a self-governing state for some period of time prior to this.

Following an unstable period within South Africa, and the declaration of a state of emergency from 1986 to 1990 due to political unrest, F.W. de Klerk came into power in 1990 (Davenport, 1991). Shortly after becoming President, talks were held with leaders of the ANC, who were later released from prison, where they had been held due to political activity in the earlier years of Apartheid.

4.4.5.4 Democracy in 1994

After the release of political prisoners, the next step taken by F.W. de Klerk, was to hold a general election in 1994, an election designed to allow for democratic change in the Republic of South Africa (Davenport & Saunders, 2000). Although the political atmosphere in the country was tense preceding the election, the election of ANC leader Nelson Mandela as President took place without major disaster. The changes that took place under the new leadership led to the re-incorporation of the homelands, such as the Ciskei, 'back' into the country of South Africa, new provincial, and voting districts, a new flag, and new hopes for the people (Davenport & Saunders, 2000).

4.4.5.5 General History Relevance and Summary

The previous sections have examined the general political history of what began as the Cape Dutch Colony, and which is now the country of South Africa. While much of this historical overview is included to provide for a general understanding of where the country has come from, and the various types of rule which towns, colonies, provinces, and the country have been subjected to over the past several hundred years, this section also introduces some of the laws, and policies whose impacts, to this date, can be seen in the Albany and Peddie Districts.

If one goes back to the 1820 Settlers, and the time of the Frontier Wars, there was dissension between the Xhosa peoples and the settlers. Most of the fighting to protect the colony (by the settlers) and to protect their tribal ground (by the Xhosa) was fought along the Great Fish River. This river still forms the border between the Albany and Peddie Districts, and many of the forts, or remnants of the forts and fortified farmhouses which were built up along this frontier can still be seen today (Walwyn; no date).

When the initial settlers arrived in South Africa, the Cape Colony was the area they inhabited first, before exploring beyond these boundaries to establish frontiers and districts which extended the existing colony. This colony later came to be known as the Cape Province, and shortly after 1994, was divided into the Eastern, Western Cape and Northern Cape. It is the Eastern Cape which is of interest in this thesis, as this is the province into which the study area falls, however, much of its history is tied into that of the Western Cape, and indeed the Cape Colony prior to that. Once the Republic of South Africa had been established, and the Nationalist Party came into power, certain key policies were passed which have had great impacts on the divisions and inequality reflected in the differences between the Albany and Peddie Districts. These policies were all part of the broader Apartheid Policy. During the years of Apartheid, the Albany District remained within South Africa. This meant the district was relatively well maintained, infrastructure and social service facilities were kept up to standard, and there was high employment of the local white people. However, during this time Peddie was incorporated into the Ciskei Bantustan, which later became independent, and during this time, the land was generally overcrowded, with resettlement occurring, there was little commercial agriculture taking place, few industrial initiatives were successful, and the general standard of living was low, along with an infrastructure that was in a poor state of repair. These differences can still be seen today, as soon as one crosses the Great Fish River from Albany into Peddie District or vice versa.

4.5 General Tourist Facilities

The previous sections have considered the predominant groups of people currently and previously inhabiting the study area, their cultures, and their history, which encompasses not only the Eastern Cape province, but also the two districts of Albany and Peddie. This section will now provide a brief overview of the types of tourist facilities that are available in the two districts, followed by an overview of significant and interesting attractions and sites. (See Appendix C for comprehensive listings).

4.5.1 Albany District

When considering the facilities and attractions which might bring tourists to an area, it is not only facilities such as hotels or upmarket accommodation that a tourist is looking for. It is often of equal importance for a prospective tourist to know that their destination of choice also has adequate facilities for obtaining local currency (particularly for foreign tourists), a place where they might hire a vehicle, and has adequate medical services in case of an emergency. These facilities may therefore play as important a role as the unique attractions and sites of the district when a tourist makes a decision on a destination. This section will therefore consider, very briefly, some of these services and facilities which a tourist might take into consideration when selecting a holiday destination.

Medical Services

Grahamstown has most general medical services available, although for specialist doctors and surgeons one would need to go to Port Elizabeth or East London. However, all emergency services can be found in Grahamstown, either at Settlers Hospital, the day hospital in town, or from a private doctor on call from one of the local practices. There is also always a dentist on call for emergencies

In the rural areas of the district, there may be a doctor in one of the small villages, otherwise, depending on how close to the Bushmans River one is, Port Elizabeth or Grahamstown provide the closest emergency services. This is because Bushmans River is the southern boundary of the Albany District, and it runs approximately half-way between Grahamstown and Port Elizabeth.

Safety

The police in Grahamstown provide community policing, and are always accessible at the police station. There are also smaller rural stations in some of the villages or close farming communities throughout the District (Burgess, 22/3/2000, pers. comm.).

General

For general tourist facilities such as car hire and foreign exchange one would need to go to Grahamstown. A comprehensive listing of all services and facilities available in the city of Grahamstown can be found in Appendix C.

Places of Worship

In Grahamstown itself there is a choice of 81 different places of worship, most of which are open to the public, and which hold regular services. In the surrounding rural district, there are also places of worship to be found in the centres of farming communities, some are of key historical interest such as the Methodist Church in Salem village. See Appendix C for a comprehensive listing.

Accommodation

Accommodation in the Albany District is readily available, varying widely in quality and accessibility. Away from the towns and villages, accommodation can be found on farms either as Bed and Breakfast

type accommodation or in the form of sites for camping and caravanning. Some of the farms also offer luxury guesthouse style accommodation.

In the smaller villages, bed and breakfast accommodation is most likely to be found, with most places offering an option of dinner at an extra charge. In Grahamstown, there is a wide range of accommodation, with the town having four hotels, one caravan park, five guesthouses, and 43 bed and breakfasts. Budget accommodation can also be found at the 'backpackers' in Grahamstown.

Dining

One of the requirements of a tourist destination is that there not only needs to be adequate accommodation, but that there should also be easy access to meals or places to eat. In the Albany District, should one choose to stay at a game farm or reserve, there is usually the option of full board, which includes all meals, or of camping and taking one's own supplies. In the town of Grahamstown, however, it is possible to either stay in a hotel where one or more meals are served, or to camp, and take all your own supplies, or to stay in Bed and Breakfast accommodation, where breakfast is provided, but lunches and suppers are not. As most accommodation in Grahamstown is of the Bed and Breakfast type, there is a demand for a range of eating places, and one can find anything from take aways, to Italian food, to formal 3 or 5 course meals.

4.5.2 Peddie District

In stark contrast to the Albany District, the Peddie District is somewhat lacking and under-developed in terms of tourist attractions and facilities. This relative underdevelopment has been partially attributed to apartheid, which resulted in Peddie District falling under the Ciskei, and therefore being an area which was neglected by the then South African government. This helps account for the lack of services and facilities in the District. Another major blow which has recently been dealt to the Peddie Districts was in June 1999 when the Fish River Casino's gambling licence was withdrawn. This led to a loss of approximately 200 jobs at the neighbouring Mpekweni and Fish River Sun Hotels, and many of these people have not been able to find other employment (Mbambatho, 24/8/2002, pers. comm.). Where once these hotels used to have exceptionally high occupancy rates, they are now never more than half full at weekends and over conferences, and often there are as few as three (3) or four (4) people staying in the accommodation that is designed to cater for over 400 guests (both hotels combined).

Facilities and Services

In terms of tourist facilities in the District, there are some basic services, but the safety and quality of these is often questionable. There is a missionary hospital at Peddie, as well as some banks, and petrol stations. Foreign exchange services are not available, and it is unlikely that travellers cheques would be recognised or accepted.

There is some accommodation in the District, such as a run-down hotel in Peddie, although this is not recognised (by the Eastern Cape Tourism Board) as being a safe place to stay at (ECTB Rep, 16/8/2001, pers. comm.). Alternative options include the Breakfast Vlei Hotel, although this is extremely dilapidated, and accommodation in the form of self-catering chalets at the Great Fish River Reserve Complex. Accommodation can be found at the coastal resorts of Mpekweni (hotel), Fish River (hotel and self catering), and Hamburg (hotel and backpackers), although the latter is only accessible via a narrow gravel road, which is in a very poor condition. The owners of the Hamburg Hotel were not able to provide much information with regards to the numbers of tourists who visit the area or what other attractions people may wish to visit in the area (Respondent 8, 12/7/2000, pers. comm.). The Mpekweni Sun, and the Fish River Sun, both along the Peddie coastline, were previously very popular hotels, this was until the Fish River Sun lost its casino license in June 1999. Now it is only weekend visitors and conferences that keep the two hotels running, and the Fish River Sun is currently being renovated and downgraded to cater for self-catering experiences (Mbambatho, 24/8/2002, pers. comm.) (see Plate 2, pg. 99). Other accommodation can be found at Bira, where there are six houses available for rental through Bira Crafts at the beach. However, these are mainly used by fisherman during the holiday season, and each house is limited to 4-6 beds each (Roux, 20/11/2000, pers. comm.).

4.5.3 Summary

When considering the availability of basic tourist facilities and services, Albany District is able to cater for most needs, whilst facilities in Peddie are limited. This would imply that currently there is less demand for these services in Peddie, while there is a higher demand in the Albany District. This is a possible indication of the lack of tourists visiting the Peddie District area, or the preference of tourists to base themselves in other districts and undertake day trips to visit the Peddie District. It is also apparent, therefore, that tourism in the Albany District is in a more advanced and better established state than the industry is in the Peddie District.

4.6 Tourist Attractions

Having considered what tourism and facilities and services are available in the Albany and Peddie Districts, this section will highlight some of the key attractions in the study areas which have the potential to draw visitors to the region. (See also Appendix C).

4.6.1 Albany District

Albany District has much to offer the potential tourist, ranging from sporting opportunities to game viewing and historical attractions. Along with these activities, as discussed above, the town of Grahamstown offers a comprehensive range of facilities for the tourist, ranging from health and emergency care to accommodation and restaurants and eating places, while some facilities can also be found in smaller villages or on farms throughout the district.

4.6.1.1 Historical

Due to its rich history, as discussed in the previous chapter, the Albany District has a number of historical attractions, varying from Frontier Posts and war memorials, to settler homes and shops. There are also a number of museums to be visited in the town of Grahamstown, which portray, through displays, various aspects of the district's history.

Earlier in this chapter an outline of the history of the study area was provided. Many of the forts and signal towers which were built during the Frontier Wars still exist. Some have been restored, while in the case of others, the site where they once stood is identified by a mound of rubble and stones. The table below (Table 4.3) identifies some of the forts which can be visited today, with some information of interest about each.

Table 4.3: Forts and Military Buildings of the Albany District

Fort	Points of Interest
Fort Selwyn	Built between August 1835 and June 1836, this fort played a key role during the Sixth Frontier War. The fort has been fully restored and was declared a National Monument in 1936.
Fort Brown	Originally known as Hermanuskraal, this fort is situated along the Great Fish River, and was renamed towards the end of 1835 (the exact date of the ceremony is unknown). The gun tower or Picket tower of this fort still stands, and is a national monument.
Fort Trompetter's Drift	Named after a Hottentot Leader, Hans Trompetter, this Fort can still be viewed today.
Fort Double Drift	Established in 1835 along the Great Fish River boundary. Watch/guntower of brick and stone is visible and has been preserved. It gets its name from its location at the point where the Great Fish River divides in two, thus making it necessary for the river to be crossed twice when travelling on the old military road.
Other Key Sights include:	
Old Cape Corps Barracks/Fort England	This was built between 1816 and 1817, and was known as the Cape Corps Barracks.

	This name was later changed to Fort England after the then new commander of the Frontier, Lieutenant-Colonel Richard England. These barracks are now the site of the Fort England Hospital
Drostdy House, Barracks and Lodge	Built between 1822 and 1835, Drostdy house has been replaced by the main administration building of Rhodes University, but the barracks and lodge still exist.
Scott's Barracks	Built at the same time as Drostdy House, parts of this complex can still be seen in Scotts Avenue.
Heatherton Towers	Fortified Farmhouse, now part of Kwandwe Nature Reserve

Source: Adapted from Coetzee, 1995; Walwyn, No date; Burgess, 28/11/2002, Pers. Comm.

Apart from the forts, there were also many posts or lookouts which played a vital role during the Frontier Wars between the Xhosa and the settlers. Some of these posts are within the borders of the Albany District and include:

- Fraser's Camp: Originally a tented camp in 1818, it became an official camp in 1838, and can still be visited today;
- Cypherfontein Post: This post is situated 4.5km north-west of Grahamstown;
- Blaauwkrantz Post;
- MacNiels Post;
- Assegaaibos;
- Sidbury; and
- Clay Pits Post: Erected in 1822 in Coombs Valley, this became a trading post between the Xhosa and the Settlers until it was handed over to the Xhosa. Some remains can still be seen (Coetzee, 1995).

Of final interest in the Albany District for military historians and tourists is the chain of signal towers which were used to relay semaphore messages during the Frontier Wars, although they failed to perform as well as was anticipated due to weather conditions and poor visibility (Coetzee, 1995). The signal towers formed a line running north and east from Grahamstown along the frontier line. Fort Selwyn was identified as the head quarters of the signal chain in Grahamstown. The next tower was at Governor's Kop, which held the key position in the chain. This tower is also sometimes referred to as the Collingham Tower, and was restored between 1940 and 1950 (Coetzee, 1995). It was situated within easy viewing range of Fort Selwyn to receive and relay messages, and has a good view over the surrounding valleys on a clear day. From Governor's Kop the signal towers either followed the northern line or the eastern line. In the northern line were the towers known as Dans Hoogte, which

can still be seen today, Botha's Post Tower, which is crumbling but still visible, and Grass Kop, of which there are still substantial remains (Coetzee, 1995). On the eastern line following Governor's Kop came Fraser's Camp, Piet Appels, which was named after Piet Appel, the leader of the coloured location placed in the vicinity, some of that tower's remains still exist, and Peddie Tower (Coetzee, 1995). One final signal tower was that of Woest Hill, also known as Signal Hill in Grahamstown, and the tower was located where the current toposcope is to be found.

4.6.1.2 Natural Attractions

The Albany District has a number of nature-related attractions to offer the potential tourist, ranging from opportunities for hunting, to bird watching and game viewing. There are several private -game farms and reserves to be found in the District, as well as some provincial and national parks. The following chapter will look more closely at what is available for the enthusiastic game viewer or hunter. There are also a number of easily accessible dams for those who would prefer to go sailing, fishing or just have a quiet day by the water, such as New Year's Dam, a popular attraction at Alicedale, and Settlers Dam, a popular recreation, sailing and fishing spot at the Thomas Baines Nature Reserve just outside of Grahamstown. (Further details on nature-based tourism are provided in Chapter 5).

4.6.1.3 Sporting Attractions

There are opportunities within the Albany District for some of the more "extreme sports". For example, there is the opportunity to go skydiving or micro-lighting, or for those who prefer to stay on the ground, there are several places which offer rock-climbing and 'bouldering' opportunities.

With the recent growth in the game farming industry, the sport of hunting has also become very popular in the District, and there are many farms which are prepared to host hunters for both short day expeditions, as well as for longer expeditions (Burgess, 22/3/2001, pers. comm). (See Appendix D)

More traditional sports, such as golf and athletics can also be enjoyed in the District, as the Grahamstown golf club hosts several competitions throughout the year, and the District is also home to several annual fun-runs, and road running challenges.

Other sporting attractions to the area include the annual horse-riding show held in Grahamstown, and the annual dog show, also held in Grahamstown,

4.6.1.4 General Attractions

For those whose focus is not restricted to history or nature, there are also other places of interest in the District, such as a mohair factory in the village of Alicedale, the vast array of schools and places of education in Grahamstown, and the churches of Grahamstown and the surrounding District (See Appendix C). There are also several arts and crafts centres, as well as cultural attractions such as the National Grahamstown Arts Festival which has been running for 26 years now, and which is a key event on the annual calendar in Grahamstown. Other festivals held in Grahamstown annual include

the Festival of Christian Arts, the Sanlam Future Business Leaders Week, and the Sasol Science Festival. Other experiences in the town include township tours and the experience of Xhosa tradition and customs.

The National Arts Festival

The National Arts Festival is the main festival which takes place in Grahamstown annually. This festival attracts people from all over South Africa and the world, to Grahamstown for a period of, normally, eleven days (Snowball & Antrobus, 2001). The festival offers visitors the 'Village Green', and a large tented area for crafters and small stalls to display and sell their wares; live performances of dance, music and drama; a cinema component; tours of the city; and exhibitions. A brief overview of the type of people who come for the festival, their duration of stay, and so forth provides an outline of the festival's significance in attracting people to the city.

Of the people who attended the 2001 festival, the majority (91%) are from South Africa, with 48% of those coming from the Eastern Cape (Snowball & Antrobus, 2001). The remaining 9% are made up of visitors from all over the world. Most of these visitors stay for, on average, 6 days and 5 nights, although 12% of all visitors are day trippers to the festival. It is of interest to note that 40% of all visitors to the festival have been five (5) times or more (Snowball & Antrobus, 2001). On average visitors spend R470 per day at the Arts Festival, although many stated that the majority of this pays for accommodation, followed by shopping, and lastly money spent on tickets to shows.

This information highlights the festival's significance in drawing people to the city of Grahamstown, and it is clear that the festival provides a key tourism drawcard, attracting people to the city. While the other festivals are smaller events, they too attract people to Grahamstown for a specific reason, and also help to boost the local economy, by the visitors spending money on both necessities and luxuries during their stay.

4.6.1.5 Community Projects

Dakawa Art and Craft Community Centre

The Dakawa Art and Craft project began in 1987 in the town of Dakawa, Tanzania, where it was started by the African National Congress at one of their refugee camps (Burgess, 22/3/2000. pers. comm). The aim of this project was (and still is) to empower people by equipping them with basic and more advanced artistic and entrepreneurial skills. In 1991, a decision was made to relocate the project to Grahamstown, where the project was converted into a more general, community-based project to provide training and work for people from historically marginalized communities. The centre also has a small shop which provides an opportunity for participants to market their produce, and anyone interested can go on a guided tour of the project.

Umthathi Garden Project

The Umthathi Garden Project began in 1992, and aims to aid in the continued development of the local community through providing opportunities to primarily learn gardening and cooking skills, as well as other self-sufficiency skills (Masterson, 30/8/2001, pers. comm). Tours to the centre are available, and include a traditional Xhosa meal at the centre.

4.6.2 Peddie District

The most significant attractions in the Peddie District are probably the Great Fish River Reserve, and Double Drift Reserve, both of which support a significant amount of wildlife. There are also several historical and cultural features in the district, for example, the Officers Barracks and the Fort at Peddie (see Plate 1), and probably the most famous and significant cultural site in the district is the "Milkwood Tree" under which meetings were held between Xhosa Chiefs, and where requests for rain were and often still are made to the Ancestors. Probably the most significant attractions in the district are those of cultural and social history, such as the Frontier posts, forts and history, places of Xhosa cultural significance, mission stations, and then recent historical reminders such as the results of 'betterment schemes' and the now defunct Tyefu Irrigation Scheme, both of which provide insight into previous attempts at 'developing' and uplifting the district under Apartheid (Mzozoyana, 17/1/2000, pers. comm.; Manona, 17/1/2000, pers. comm.). In the town of Peddie, one can also see the statue of an unknown soldier, which is a war memorial situated within the cemetery (see Plate 3)

If one considers the historical forts and posts in more detail, as indicated above, several can be found in the district. For example, many posts were established to guard the Frontier boundary during the Frontier Wars between the settlers and the Xhosa after the Frontier moved east from the Fish River. Some of these posts are Line Drift Post, which was established in 1835, and Committee's Drift Post which was on an important road between Grahamstown and Fort Willshire further north (Coetzee, 1995). Apart from posts, there were also some significant forts. Fort Willshire was built in 1820, and there are five key sets of ruins which can still be seen today relating to the fort. Fort Peddie has already been mentioned, and is estimated to have been built around 1838. The barracks and Picket tower of this fort can still be seen today (see Plate 1).



Plate 1: Fort Peddie (Photograph by Author)



Plate 2: View across the Fish River Sun Golf Course (Photograph by Author)



Plate 3: Memorial to an Unknown Soldier: Peddie (Photograph by Author)

In terms of arts and crafts attractions, there is a craft shop on the Bira River, known as Bira Crafts (see Plate 4). The Bira Craft centre was once the biggest craft market under one roof in the southern hemisphere, but this also been adversely affected by the closure of the nearby Fish River Sun Casino, as well as a deterioration of the roads as a result of potholes. Where once two to three tourist buses stopped per day, they now see only one bus per week (Roux, 20/11/2000, pers. comm.; Pretorius, 20/02/2002, pers. comm.). The second craft centre is one that was funded by the Department of Public Works, called Amazizi Craft Centre (Plate 5). Unfortunately, this latter centre appears to have closed its doors after having been operational for only a few months.



Plate 4: Bira Craft Centre (Photograph by Author)



Plate 5: Amazizi Craft Centre (Photograph by Author)

4.7 Tours of the Districts

Having established what some of the historical attractions are in the districts which one can see, this section will focus on the availability and options for tours of the Albany and Peddie Districts, whether they be guided or self-guided, walking or bus tours

4.7.1 Albany District

There are a number of qualified tour guides in the Albany District, most of whom are based in Grahamstown, and who offer a wide range of guided tours for the visitor. These tours vary from having a specific theme focus, or simply providing a general background to the area, and whilst some cover only Grahamstown, others visit places further afield. It is also possible, if travelling with a larger group, to have tours custom-made for the party (Phillips, 12/4/2000, pers. comm.; Burgess, 22/3/2001, pers. comm.).

The tours available in the district are based around four central themes or places: Grahamstown, the history of the area, the township experience, and the rural district.

Grahamstown

There are several tours focussing on the city of Grahamstown, some are walking tours while others can be done in small busses. Most of these tours highlight the settler aspect of the town, the strong presence of education and religion, and the role of Grahamstown as a Frontier post (O'Meara, 1990). All of these tours take place on request, although some have become regular events at the National Arts Festival.

Historical Tours

These tours are mostly conducted in Grahamstown, while some tours follow the history up along the Great Fish River border of the Albany District. Many of these tours focus on the Settler experience and way of life, and the times of the Frontier Wars.

The Township Experience

This is a popular tour with those wishing to experience the township life and the 'effects of apartheid'. An introduction to Xhosa culture and customs, a visit to two community projects, namely Umthathi Garden Project and Masithandane Women's Association, a traditional meal, a night with a Xhosa family, a traditional church service, and an introduction to a traditional healer are all part of this tour.

The Rural District

Tours of the rural parts of the Albany District are also available, and these include historical tours of the area, agricultural tours to different types of farms, nature tours, and game tours to some of the game reserves.

4.7.2 Peddie District

There appear to be no tours available which exclusively cover the Peddie District, however, should one wish to go on a tour of the area, several of the Grahamstown-based tour guides will do general tours of the district, with the focus usually being on the natural heritage of the region, or its historical significant past. These tours are done on request, for small or large groups or tours.

4.8 *Tourist Routes and their Links into the Albany and Peddie Districts*

If one considers the location of the Albany and Peddie District, it is easy to believe that their location is somewhat removed from the popular routes travelled by tourists. This is the case for many towns in the Eastern Cape, and, in an attempt to promote 'out-of-the-way' destinations, the Eastern Cape Tourism Board (ECTB) has devised a number of tourist routes to draw people through the area. This section will consider which of these tourist routes do or may be able to play a role in bringing tourists to the Albany and Peddie Districts, while also providing a brief overview of what each route has to offer the tourist.

Of the six original routes identified by the ECTB through the Eastern Cape, three of these routes, namely the Sunshine Coast and Country Route, the Karoo Heartland Route, and the Amatola Mountain Escape Route can be linked into from the Albany and Peddie Districts, or are potentially able to feed into the districts (ECTB, No Date) (see Chapter 7, Figure 7.3 for a map detailing these routes). These routes have since been expanded upon, breaking down some of the routes into multiple routes each with a specific thematic focus. However, according to Mr Brian Jackson of the ECTB, these tourism routes do appear to influence tourism to and in the area, as well as how tourism has been and will be marketed (13/2/2002, pers. comm.). In this section, therefore, the six original routes proposed

by the ECTB will be considered, as they are still marketed as a single entity with multiple options for extension.

Sunshine Coast and Country

This route runs along the Eastern Cape Coast taking in the towns and holiday destinations of St Francis Bay, Humansdorp, Jeffreys Bay, Port Elizabeth, Alexandria, Bushmans River Mouth, Kenton-on-Sea, Port Alfred, Bathurst, Kiwane, Kayser's Beach, Kidd's Beach, East London, and Grahamstown. The main focus of this route is along the coast, highlighting the beaches and eco-tourism of the area. The route also travels through the Gamtoos and Sunday's River Valleys offering a glimpse of indigenous forests and fynbos. Incorporated into this route are also several nature reserves and game parks. While Grahamstown is included in this route, it was, originally, mainly marketed for the National Arts Festival ignoring the other attractions it has to offer (ECTB, No Date). However, the ECTB has since broken this route down into "The Sunshine Coast" which takes in the coastal attractions, and "Frontier Country" which focuses on the interior and the history of the area.

Karoo Heartland

This route covers an extensive area of the Eastern Cape interior, passing through a corner of the Albany District at Alicedale. This route offers opportunities for nature lovers, historians and adventure tourists.

Amatola Mountain Escape

The Amatola Mountain Escape is a circular route focussing on the beautiful outdoor opportunities in the Amatola Mountain Range. This route is on the doorstep of the Albany District, and offers a natural landscape very different to that of Albany, as well as opportunities for the historian, fishermen, or hiker.

4.9 Assessment

The preceding information in this chapter serves to provide a background to the districts in terms of physical characteristics, the people of the region, the broad historical background, and the current status of tourism in the study area, although unfortunately no statistics to show numbers of tourists to either district are available (Burgess, 28/11/2002, pers. comm.). The purpose of providing this detail is to identify the potential cultural features and history the region has which can be exploited so as to draw the potential tourist into the area, as well as establishing what can be marketed to keep that tourist in the district. A tourist seldom goes to a town or region by chance, their trips are usually well planned in advance, especially when traveling to another country (Diggines, 1998; Middleton, 1994). It is therefore essential that the district is marketed so as to draw the tourist here, rather than relying on the off-chance that the visitor to Port Elizabeth or East London may choose to explore the province a little more.

In terms of the physical attributes of the Albany and Peddie Districts, there would appear to be little other than the beaches and coast of the Peddie District to draw the average tourist to the area. There

are no rainforests or waterfalls or any other natural attractions to warrant the average person coming to the area for that reason. However, there is an abundance of game farms and nature reserves for the nature lover and for some-one who has specific interests in vegetation diversity, the area may be of more interest. (Chapter 5 considers nature-based tourism).

The history of the area, however, is a key attraction. Both districts have a rich history going back several centuries, and there are many buildings and places of interest which can be seen. This history could be used as a key point for marketing the area to both specific, historical interest groups as well as to the general tourist. The history of the districts incorporates the cultures of the people who have previously and currently inhabit the areas, Settler history, and military history, and provides an opportunity for educational tourism (See Figure 4.3 for a map showing key historical attractions in the study area). It would appear that the history provides a theme which is marketable, without needing to be created and developed from nothing. It can be used to promote the area and attract visitors, based on themes and interests within the broad history, and serving as a single marketable attraction, or it can be used in conjunction with the other attractions and drawcards that the region has.

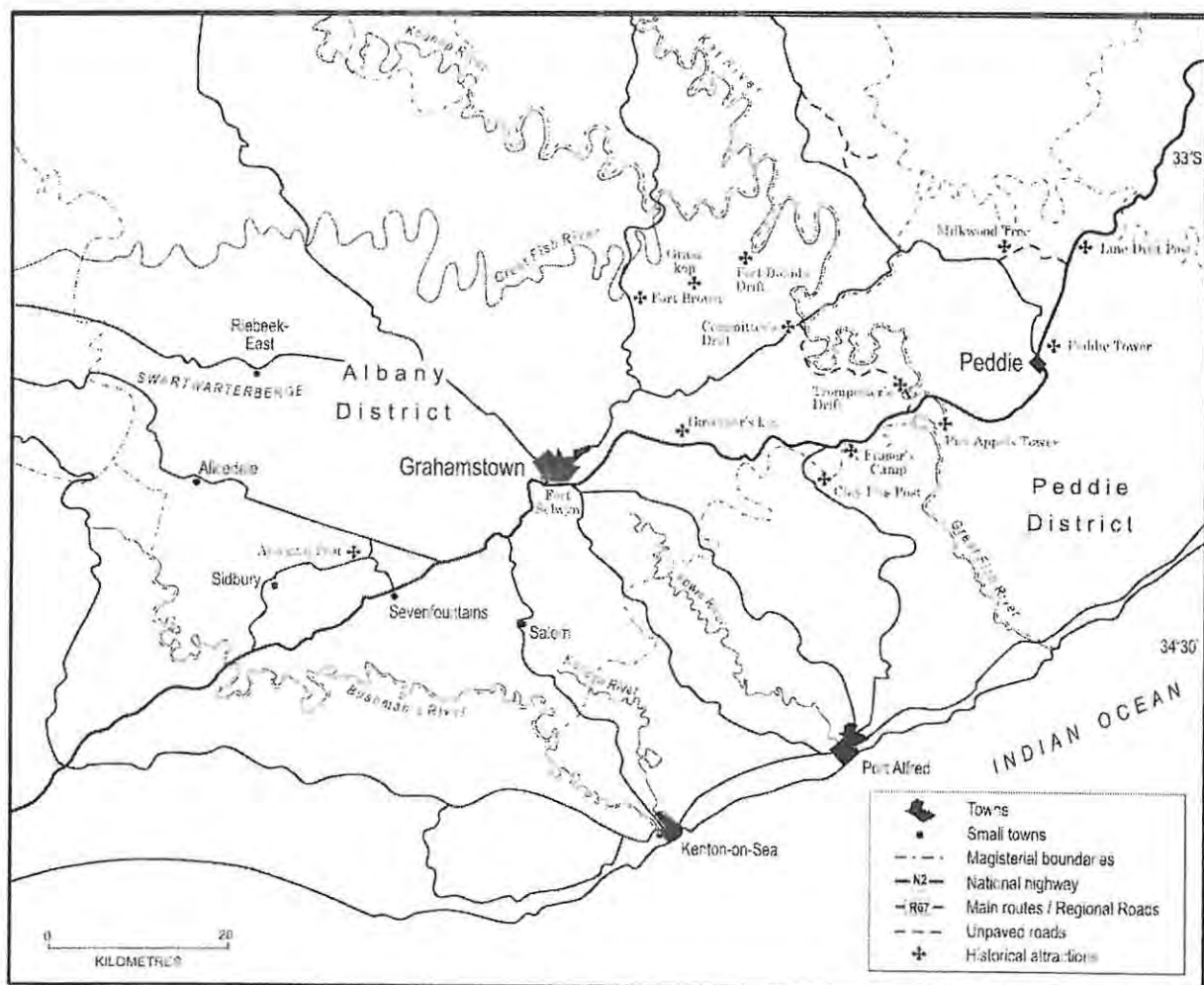


Figure 4.3: Map detailing key historical sites in the study area. (Source: Tweedie, 2003)

In terms of what historical attractions the region has, there are several museums, and numerous national monuments including forts and watchtowers dating to settler occupation of the area, settler homes and shops, farm huts, churches and significant works of architecture. There are also monuments that mark events, such as the 1820 Settler Monument and the Egazini Monument that commemorates the Battle of Grahamstown.

The information provided in this chapter has considered not only the potential tourism attractions, but also the level of infrastructure currently available in the two districts. As can be seen from the content of the chapter, the Albany District is fairly well established, with most services and facilities being available and accessible. Peddie District however, is a complete contrast, having limited facilities, infrastructure and emergency services. For the tourist considering various destinations, unless the intention of the trip is rural and isolationist in nature, it is unlikely that the lack of facilities will encourage tourists to visit the area. Peddie District, though having attractions of historical interest, the beaches, and the nature reserves, lacks facilities, and the District is not easily able to be presented as the ideal holiday destination. In addition, its former coastal hotels have been significantly downgraded.

In stark contrast, the Albany District is well-equipped to host tourists, especially in the town of Grahamstown, where facilities, events, sites and places of interest are numerous and varied. Facilities include infrastructure such as accommodation establishments, varying from camping facilities to upmarket hotel accommodation, and eating establishments providing specialist foods such as Italian or Greek, or fast-food outlets. One point regarding eating outlets that was mentioned by several interviewees was that there is need for an upmarket, classy restaurant in the town, while a couple of guest house and hotel owners and proprietors mentioned that there are possibly too many Bed and Breakfast establishments in the town, which is causing the hotel industry in the town to decline. This is especially the case during off-peak season, as most visitors stay in the Bed and Breakfasts, leaving the hotels mostly empty and mainly serving festival goers in July, the impact being very short bursts of income, rather than a steady flow of guests.

In terms of emergency services, while Grahamstown is well equipped, by contrast there is little other than a small clinic in Peddie District. Roads in the district are also in poor condition, and many of them are gravel roads, making access to the clinic difficult at the best of times. This is not encouraging to any potential tourist.

In terms of actual activities and attractions in the two districts, again Albany is the most established and developed to attract the tourist, with Peddie offering substantially less. With Grahamstown as the focal point of tourism in the Albany District, it is logical that all guided tours set out from the city. It is of interest to note the wide variety of tours available, which take into account the broad history of the area or selected time periods or themes of that history. Alternately, tours covering aspects such as architecture, township and farming tours offer a different experience. The Albany District is also situated centrally to a number of developed tourist routes, such as the Sunshine Coast and Country Route, which encourage self-exploration of the district and all it has to offer, based on the use of

brochures providing maps and detailing places of interest. Of the seven tourist routes which have been available in the Eastern Cape, three of them are easily accessible from this District, offering alternatives for the tourist to explore.

One of the main tourist attractions of the Albany District, and of Grahamstown in particular, are the various festivals that take place throughout the year. These festivals range from informative and education festivals such as the Science Festival and the Future Business Leaders Week, to those that are fun, and creative, such as the National Arts and Christian Arts festivals.

In contrast to the Albany District, Peddie has little to offer the tourist either of historical interest, or as tourist activities. There are no local tour guides in the district to show one about, and most of the Grahamstown based tour guides feel that there is not enough to make a specialised Peddie tour worthwhile on a regular basis, although some will do general tours of the district if they are needed. The district does offer itself as a base for exploring three of the tour routes offered in the Eastern Cape, although all of these are just as readily accessible from the Albany District, which also offers better facilities locally. It is possible that tourism to the Great Fish River Reserve could be further promoted to bring people into the district, and several interviewees suggested a cultural Xhosa village to promote the area as an alternative to current approaches. Generally, however, most people interviewed felt there was little of interest and little tourism potential for the district, and the closure of potential places of interest such as Amazizi, and the loss of the Great Fish River Sun's casino license have only served to set the district back.

4.10 Conclusion

Understanding the historical and cultural background of an area provides a key towards understanding current conditions. The history of an area can provide a clue as to current racial or class relations, reasons for the prevailing levels of development, and reasons behind the attitudes and responses of the people towards proposals for development. When considering the history of the two districts, one notes that it has had a rather violent past, with significant tensions between the Settlers and the local peoples. This tension was further increased during the Apartheid years, when the Peddie District found itself incorporated into the Ciskei, while the Albany District remained a part of 'South Africa'. Going beyond racial tension, the position of the two districts also leads to remarkable differences in the levels of development in terms of the tourism industry and infrastructure.

Ultimately the difference between what the Albany District has to offer the tourist, and what they can expect in the Peddie District would appear to be vastly different. However, it may simply be that while the Albany District has already identified what assets and attractions it has which can be marketed and promoted to the tourist, the attraction of the Peddie District may be that it lies undiscovered as such. The tourists coming to Grahamstown and the Albany District will find well marketed, and advertised sites and attractions, whereas in Peddie District it is generally up to him/her to discover them for themselves, making Peddie a potentially attractive destination for the adventure tourist.

These attributes provide us with an understanding of the current social and cultural status of the districts, while also providing us with information regarding the past of these districts, what the people have been through, discrepancies which are now apparent, and which are due to the differing political past of the two districts, as well as similarities and shared resources which may be used to enhance the promotion of tourism-based development within the two districts.

The next chapter will consider the natural heritage of the two districts, focussing on the accessibility and future potential of nature reserves and game farms, and their role in attracting tourists.

CHAPTER 5: NATURE-BASED TOURISM OPTIONS

5.1 Introduction

In the previous chapter, the history of the two study districts was detailed, following which an examination of the current facilities available for tourism in the two districts was made. It was established that the current status of tourism in the Albany District is somewhat more advanced than in the Peddie District in terms of services and facilities, although there are a significant number of historical sites to be visited in both districts. In both districts, agriculture is limited, there are few opportunities for mining, and industry is limited, however, tourism and game farming and reserves remain two potential key sources of employment and income for many. The historical assets were dealt with in more depth in the previous chapter due to their overlap with the initial section detailing the history of the Albany and Peddie Districts. This chapter will now consider the natural environment, and the potential role that it does and could play in promoting tourism in the study area, with a particular focus on the role of the state nature reserves and private game farms in the district, while considering what already exists, and what is planned for the public nature reserves in the future. Initially an overview of state reserves will be provided, including a brief glimpse at the management plans of these reserves. These management plans are significant as they bring the state reserves into line with the changes taken place within the province with regards to the growth of the game hunting and conservation industries.

These management plans also highlight the changing viewpoint of the management of these reserves in relation to tourists and tourism. Where tourists were once viewed in a negative light due to their usually negative impacts on the environment, tourists are now being viewed as crucial to the survival of the game parks, as well as to providing employment for local people through these game parks. Without the tourists, the game parks may have to close their gates, and in so doing, unemployment levels in the Eastern Cape would rise. Thus, with the future looking particularly unstable, the management of the game parks have turned to the tourist and the hunter to help provide a solution, and it is in these management plans that the policies to be implemented in this regard are laid out. However, it is not only the game reserves that are turning to the tourist in hope, but also the local game farmers, who are stocking their farms in anticipation of foreign hunters who will increase the local farmers earnings dramatically. This chapter will therefore also consider the role of private reserves, which will involve a more in-depth consideration of what is available and on offer at four of the study area's most significant and upmarket reserves. The chapter concludes with a consideration of the relations between the reserves and game farmers, and their interactions and interdependence.

The aim of this chapter is to provide insight into what the Thomas Baines Nature Reserve, in the Albany District, and the Great Fish River Reserve in the Peddie District have to offer, and what their current and future role is in terms of tourism, as well as to assess the role of hunting and game farms in the districts, and their potential impact on the nature reserves and vice versa. This chapter serves to

highlight potential tourism assets in the Albany and Peddie Districts, and to provide an assessment of the value of these natural assets. Figure 5.1 on the following page provides an overview of current key nature reserves, both public and private, which can be visited in the study area.

5.2 Physical Aspects

5.2.1 Vegetation

Depending on the type of tourism one hopes to attract to an area, the vegetation of that area may or may not be significant. Considering that game farming, hunting, and nature conservation are key facets of tourism in the Eastern Cape, providing a background to the types of vegetation found in the Districts of Peddie and Albany aids in establishing a background to this aspect of the tourism industry, in that the vegetation determines what type of ground cover one can expect to see, and influences the nature of the game that one might be able to view in the area.

5.2.2.1 Albany District

In identifying the different types of vegetation found in this region, Lubke and de Moor (1998) provide the best descriptions of the biomes one is likely to find. Lubke and de Moor (1998) identify six different biomes as outlined below.

Cape Fynbos

This type of vegetation is found mostly on mountain slopes and at high altitudes as the type Mountain Fynbos (Lubke & Van Wyk, 1998). Grassy Fynbos is found inland where grass takes over and replaces other plant species.

Karoo Vegetation

This vegetation type consists mostly of succulents, grasses and small bushes growing no higher than 60cm tall, and varies according to the plant species found in the area (Lubke & Van Wyk, 1998).

Subtropical Thicket

This is mostly valley thicket, which is a succulent thicket extending outwards from river valleys, often invading savannah and grassland areas. When climatic conditions are right, and the thicket is in a sheltered area, these thickets may reach 'forest-like' proportions (Lubke & Van Wyk, 1998).

Savannah or Thornveld

This consists mostly of small *Acacia karoo* trees, and often invades the grassland areas (Lubke & Van Wyk, 1998).

Grasslands

Grasslands can be further broken down into three categories: sourveld, sweetveld, and mixed grassveld (Lubke & Van Wyk, 1998). Sourveld occurs at higher altitudes which have high or year

round rainfall, and this grass is palatable only during spring and early summer. Sweetveld occurs further inland in areas of summer and lower rainfall, and is palatable all year, while mixed grassveld occurs closer to the coastal belt, and contains both sour- and sweetveld (Lubke & Van Wyk, 1998).

Afromontane Forest

This forest type is found mostly on protected south-facing mountain slopes, and usually contains a great diversity of tree species (Lubke & Van Wyk, 1998).

5.2.2.2 Peddie District

A comprehensive breakdown of vegetation types such as for the Albany District was not so easily obtainable for Peddie, although the three broad categories of vegetation found in the district could be identified by use of a map showing "Veld types of Southern Africa", as drawn up by J.P.H. Alcocks (1970). These three vegetation types include:

Coastal tropical forest types of the Alexandria forest and Eastern Province Thornveld variety;
False bushveld types consisting of the false thornveld of the Eastern Cape; and
Karoo Bushveld (Thornveld), specifically Valley Bushveld (Alcocks, 1970).

5.3 Nature Reserves in the Study Area

There are two major nature reserves within the Albany and Peddie Districts, the Thomas Baines Nature Reserve in the Albany District, and the Great Fish River Reserve Complex which falls into both districts, but has its head-quarters in the Peddie district. These reserves play a role in tourism in the districts, albeit often a minor one. This section aims to provide an overview of these reserves, their background, the facilities and tourism experiences they aim to provide, and it provides an overview of the present management plans, providing, as such, insight into the way forward for these reserves as currently viewed by Eastern Cape Nature Conservation.

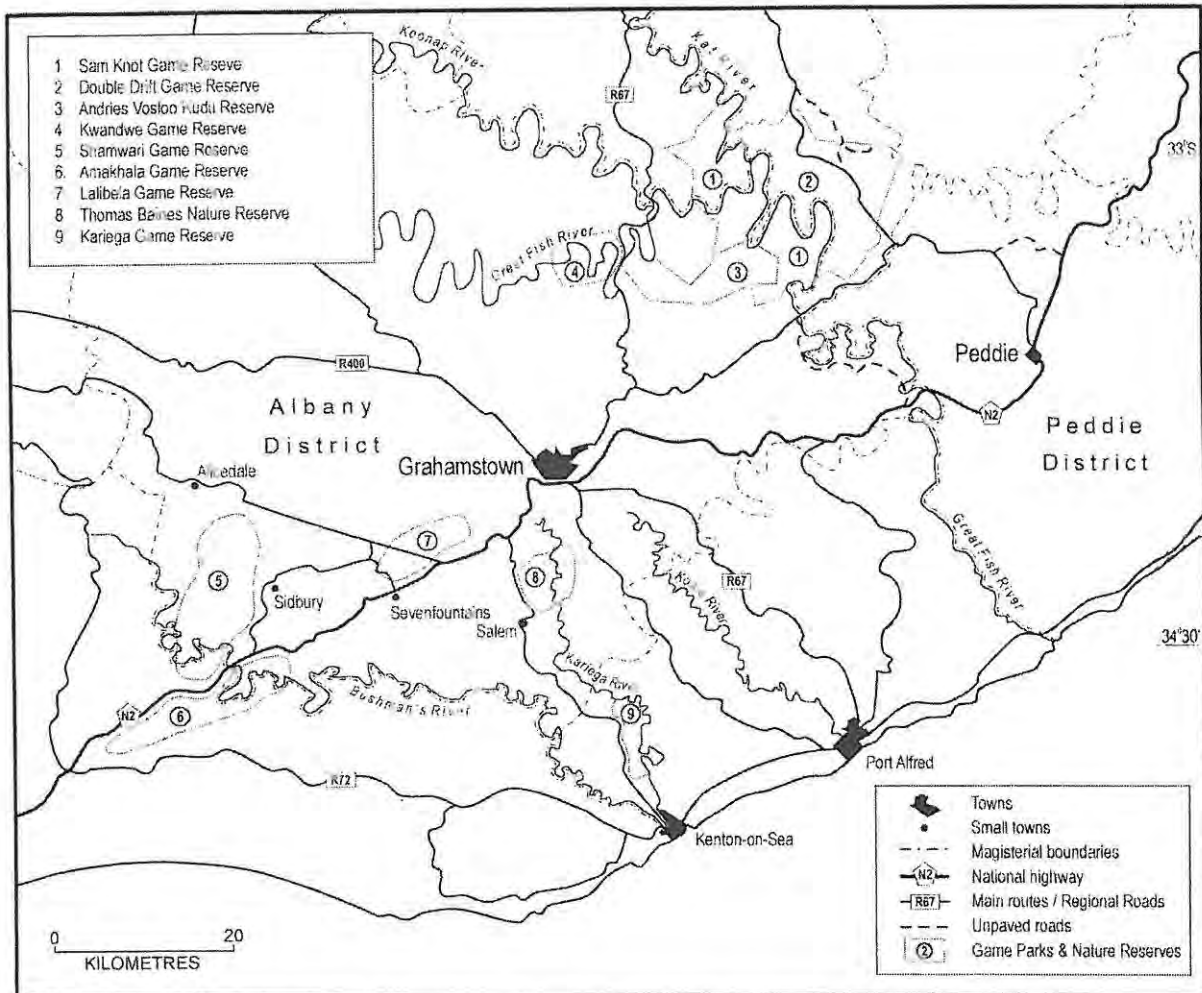


Figure 5.1: Key nature reserves and game farms in the Albany and Peddie Districts (Source: Tweedie, 2003)

5.3.1 Thomas Baines Nature Reserve

5.3.1.1 History

The Thomas Baines Nature Reserve was named after the painter and explorer, Thomas Baines, who lived in Grahamstown between 1848 and 1853 (Hahndiek, Undated). The reserve was originally farmland, and the idea to turn it into a conserved area is attributed to Colonel Freddie Spencer-Chapman, who, with the help of some enthusiastic local farmers and businessmen set the process in motion.

From 1961 the area was operated as a municipal nature reserve by the Grahamstown Municipality, and it totaled approximately 257ha (Hahndiek, Undated). Later, in 1970, two adjacent farms were bought, increasing the land area to around 874 ha. The reserve remained under the Grahamstown Municipality's authority until 1978, when it was transferred to the Cape Provincial Administration's Department of Nature and Environmental Conservation, and was proclaimed as a provincial reserve in December of 1980. In 1987 still more land was acquired, and the reserve currently covers 1005 ha of land, and includes two dams (Hahndiek, Undated).

5.3.1.2 Activities

The Thomas Baines Nature Reserve serves primarily as a Nature Reserve and Environmental Education Centre. Other activities include fishing and sailing at Settler's Dam, Hiking trails (basic overnight accommodation is provided) and there are picnic sites, and game drives (Hahndiek, Undated). The accommodation facilities at the education centre are very basic, and self-catering is the only option, however, these are provided at a very low price, making them widely accessible. Other facilities are essentially for the staff of the reserve, and include housing and workshops.

5.3.1.3 Wildlife

Several detailed reports have been produced outlining the diversity of both plant and, to a lesser degree, wildlife at the Thomas Baines Nature Reserve (Hahndiek, undated). However, as most people tend to visit nature reserves for the animal life rather than plant species, this section will focus on what animal life there is to be found at the reserve.

The most popular sighting at the reserve is the White Rhino, affectionately known by locals as "Tom" (Hahndiek, 11/7/2001, pers. comm.). Other wildlife to be found include Buffalo, Eland, Ostrich, Bontebok, Impala, Mountain Reedbuck, Kudu, Red Hartebeest and Warthog (Hahndiek, Undated), snakes, and a wide variety of bird life.

5.3.2 Great Fish River Reserve

5.3.2.1 History

The Great Fish River Reserve is made up three Nature Reserves, each of which was previously managed and operated independent of the others. These reserves are the Andries Vosloo Kudu Reserve (Albany Districts), which was declared as a reserve in 1973, the Sam Knott Nature Reserve (Albany District), which was declared in 1987, and which is owned by the South African Nature Foundation, and which has been leased to the Eastern Cape Province for a period of 99 years beginning in 1992, and the Double Drift Game Reserve (Peddie District), declared in 1983 (Anon, 1998).

Hunting of wildlife on the reserve has been allowed since 1997, but it undertaken only for game management purposes, and is practiced only where the numbers of species are above the carrying capacity of the reserve (Anon, 1998).

5.3.2.2 Facilities

The reserve has a number of buildings catering both for visitors and staff (Anon, 1998). There are several staff houses, stores, and workshops within the boundaries of the reserve, as well as a conference centre and number of camps providing visitors with accommodation, generally self-catering.

5.3.2.3 Activities

Apart from game drives and viewing, and hunting, there are also many historical sites to be viewed in the Great Fish River Reserve. Many of the sites are Forts and Posts dating back to the Frontier Wars, while some are graves and homesteads. The Knott Memorial Church is also to be found on the reserve, along with the Adams Krans Cave and viewpoint and some Bushmen Paintings (Anon, 1998).

5.3.2.4 Wildlife

The wildlife found in the Great Fish River Reserve (GFRR) include various snakes, such as Python; Buffalo, Black Rhino, Cape Fox, various types of fish, beetles, such as the Flightless Dung Beetle, Bullfrogs, Blue Duiker, Brown Hyena, Eland, Vaal Ribbok, Red hartebeest, Leopard, Birds such as the Red Billed Oxpecker, Warthog, Giraffe, Zebra and Hippopotamus, to list a few (Anon, 1998). There is also a wide variety of vegetation diversity, and one is almost guaranteed to see something of interest on a trip to the reserve.

5.4 Brief Overview of the Management Plans for Nature Reserves

Management plans for the two nature reserves, the Great Fish River Reserve (GFRR), and the Thomas Baines Nature Reserve (TBNR) have been drawn up by the Eastern Cape government. In order to establish what management strategies are proposed for the future, the Management Plans compiled by Eastern Cape Nature Conservation for both reserves will be briefly reviewed and discussed, before considering them in the light of their effects on neighbouring farms and their future potential, with reference to tourism and local game farms in particular.

These management plans are significant, in that they highlight the changes that are being made within the reserves in order that these reserves may keep up to date with the changes that are taking place within the Eastern Cape, particularly as there has been such an increase in recent years in the number of private game farms within the province, and within the Albany District in particular. This increase in game farms poses a threat to the survival of the provincial nature reserves, as very often private reserves are able to offer better maintained facilities, and an upmarket experience. The management plans proposed for the two provincial reserves attempt to increase and improve facilities in the reserve, and bring the reserves in line with the experiences offered by the private reserves in the district, in an attempt to draw more visitors to the district, and to ensure their survival. It is for this reason that the management plans will now be briefly discussed.

5.4.1 The Purpose of the Management Plans

The Management Plans of the Great Fish River Reserve (GFRR) and the Thomas Baines Nature Reserve (TBNR) serve to identify issues related to the effective administration and operation of these reserves in terms of wildlife, local communities, tourism and development potential (Van Eeden, 1995; Eastern Cape Nature Conservation, 1998). The consideration of such plans is essential as in many cases they highlight the way forward for the reserves in terms of development and the promotion of tourism through the growth, expansion and marketing of the reserves.

The management plans identify the vision of the reserves; the goals that management hope to achieve on a continual basis; the distinction between zones of different types and levels of development; and finally, identify programmes which may be implemented with programme-specific objectives to improve on a variety of aspects from community relations, asset protection and management, to development of the area. The management plans were compiled by a committee after taking into consideration community views established at various workshops and discussions held for this purpose (Van Eeden, 1995).

According to Quintus Hahndiek (29/8/2001, pers. comm.), the Eastern Cape Nature Conservation official based in Albany District, the role of management plans is a two part one: firstly, the plans help to provide direction for the managers of the reserves by setting long term goals and visions for the reserve while also providing short term projects, and secondly, the management plans allow for continuity through changes in management. To date these management plans have been only partially implemented, a lack of funds being one of the main obstacles preventing complete implementation. The plans serve to provide a means of "ecological game management", as well as the effective monitoring of poaching in terms of the Great Fish River Reserve management plan (Hahndiek, 29/8/2001, pers. comm.). Hahndiek (29/8/2001, pers. comm.) believes the plans are achieving their purpose, and that various goals and objectives are being met due to the fact that managers and reserve staff members were involved in drawing up the plans and establishing, with the aid of all relevant stakeholders and communities, the visions and goals of the reserves.

5.4.2 Visions and Goals

Thomas Baines Nature Reserve (TBNR) and the Great Fish River Reserve (GFRR) cater to different visitors: the TBNR is not only a nature reserve, but is also, primarily, an educational and recreational centre, whereas the GFRR is more of a game park competing with private game reserves such as Shamwari (Van Eeden, 1995; Eastern Cape Nature Conservation, 1998). In this light, the visions and goals of each reserve are different and place emphasis on key issues.

The vision for the GFRR is identified in the Management Plan (Eastern Cape Nature Conservation, 1998) as being:

"To conserve, manage, and utilize a sample of Eastern Cape Valley Bushveld in its natural state, so that it may yield the greatest sustainable ecological and economic benefit to present generations, while maintaining its potential to meet the needs and aspirations of future generations." (p. 4)

In order to attain this vision, the goals of the GFRR have been identified as conserving relevant and endangered ecosystems; conserving the heritage, both natural and cultural, of the reserve; providing adequate facilities and opportunities for education, recreation and research; to enable economically viable management of the reserve; and aiding in improving the quality of life in neighbouring communities (Eastern Cape Nature Conservation, 1998).

The vision for the TBNR on the other hand, focuses less on the need to conserve and manage the area, but emphasises the need for sustainable and integrated development in the reserve, ensuring that the reserve meets the needs of local people with regards to socio-economic, educational and recreational needs both now and in future (Van Eeden, 1995). In an attempt to promote this vision, broad goals were identified which include conserving the natural biodiversity and processes; developing further education programmes, facilities and opportunities; developing recreation and tourism facilities; providing social and economic development opportunities for local communities; and providing research opportunities (Van Eeden, 1995).

5.4.3 Development Zones

Within the GFRR Management Plan (Eastern Cape Nature Conservation, 1998) different types of development zones have been identified, with the purpose of promoting the development and controlled expansion of certain types of activities and infrastructure within specific areas, and thus avoiding conflicting types of land use. The four types of development zones that have been identified are those of: Non-development; Limited development; Tourism development; and Hunting, each of these catering for a different type of tourist to the reserve.

The Non-development zone caters for those wanting a natural, wilderness type experience, there is no hunting in this zone, limited wildlife management, and only the most basic of infrastructure exists (Eastern Cape Nature Conservation, 1998). The next zone offers Limited development, allowing for low-input recreation activities such as hiking and mountain biking, while still maintaining only a limited infrastructure. The third zone focuses on Tourist development, and aims to develop tourism related facilities without too great an impact on the environment, for example, infrastructure such as roads and camps will be maintained, seasonal commercial hunting will be allowed, and nodes for further development, still to be identified, and will be promoted (Eastern Cape Nature Conservation, 1998). The final zone focuses on hunting. This zone aims to provide opportunities for safe and ethical hunting away from tourism, and in natural surroundings away from infrastructural development, except at identified nodes. However, despite creating a specific zone for hunting, it is significant to note that hunting may, when the need arises, take place in all four identified zones (Eastern Cape Nature Conservation, 1998)

Within the Thomas Baines Nature Reserve (TBNR), due to "ad hoc planning and development" in the past, zones, as areas of activity, have also been identified (Van Eeden, 1995). These zones include recreational areas, environmental education areas, sanctuary areas, and development nodes.

The recreational areas zone identifies areas that currently are and may in the future be popular for recreation amongst both day visitors and over night-visitors (Van Eeden, 1995). These include the Settlers Dam, the Environmental Education Field Centre, "Seven Oaks" farm house and hiking trail, and game drive routes. The second zone identified covers the environmental education areas. This area aims to improve access to the reserve by officers and educational groups for specific field

exercises. This zone covers a large expanse of the reserve, and therefore overlays other zones (Van Eeden, 1995). The third zone serves to identify sanctuary areas providing places of retreat for wildlife, areas which will remain, as far as possible, free from people. These areas include Howison's Poort Dam, and the South-Eastern and Central Valley Bushveld Sanctuary (Van Eeden, 1995). Finally, the last zone to be identified consists of development nodes. These nodes are areas where development has already taken place, as well as areas proposed for the development of certain projects or ideas. The nodes in the zone include: a workshop/store for reserve vehicles and implements and where maintenance work can be done; the official residence for the reserve manager as well as the reserve office; the residence of the assistant manager or an environmental education officer; the reserve entrance gate; a general assistants village; and finally, a Xhosa homestead, to be built in the region of Rhino Ridge as an authentic traditional homestead, adding an aspect of cultural education to the reserve (Van Eeden, 1995).

5.4.4 Programmes Proposed in the Management Plans

The aim of the management plans drawn up for both the Great Fish River Reserve (GFRR) and the Thomas Baines Nature Reserve (TBNR) is to improve management of the reserves by meeting with specific goals in order to fulfil the visions of the reserves. One of the means of fulfilling these goals is through goal-specific programmes which aim to meet the needs of the reserves, visitors to the reserves, and local communities.

5.4.4.1 Great Fish River Reserve (GFRR)

The GFRR Management Plan lists six goal-specific, growth-oriented programmes within the management plan:

1. Community Relations Programme
2. Resource Protection Programme
3. Vegetation and Wildlife Management Programme
4. Tourism Development Programme
5. Infrastructure Development Programme, and
6. Resource Economics Programme (Eastern Cape Nature Conservation, 1998).

In the following sections, each of these programmes will be briefly discussed, in order to provide a holistic overview of the management plan and the ways in which it will be implemented. However, a more detailed consideration will be given to the tourism development programme.

Community Relations Programme

The first of these programmes, the Community relations programme, aims at improving communications, co-operation and co-existence between the GFRR and the neighbouring villages and farms. This includes establishing liaison committees to voice the feelings of local villages and farms, co-operating with external researchers in the area, and establishing a mutually beneficial policy for the use of natural resources, such as medicinal plants, prickly pears and fish, the use of land for traditional ceremonies and so on (Eastern Cape Nature Conservation, 1998). This programme also aims to aid

people from neighbouring communities in the development of certain small businesses opportunities such as taxi tours, craft manufacture and so forth, while also offering recreational opportunities for local people, as well as environmental education to lead to a better understanding of the significance of the GFRR (Eastern Cape Nature Conservation, 1998).

Resource Protection Programme

The resource protection programme aims, at a legislative level, to establish a single document according to which the resources of the reserve are to be protected, as the reserve is currently still governed by both the Ciskei Nature Conservation Act #10 of 1987 as well as the Cape Nature Conservation Ordinance 19 of 1974, due to the reserve being divided over part of the old Ciskei as well as South Africa. At a practical level, this programme is aimed at protecting rare and endangered plants and animals while also encouraging a strong, positive environmental awareness and practice in neighbouring villages and farms (Eastern Cape Nature Conservation, 1998).

Vegetation and Wildlife Management Programme

The third programme is concerned with vegetation and wildlife management, and the main objective of this programme is to conserve the *Xeric Succulent Thicket*, or *Valley Bushveld*, which is the main vegetation type found in the park, while also ensuring effective management of the wildlife in the area (Eastern Cape Nature Conservation, 1998). This programme also aims to re-establish species which were historically found in the region, monitor soil erosion and provide research opportunities, while monitoring the vegetation, herbivores, climate and human impact, infectious diseases, and in particular alien vegetation is also specified (Eastern Cape Nature Conservation, 1998).

Tourism Development Programme

The tourism development programme for the GFRR is the fourth proposed programme, and is particularly significant for this research. This programme highlights the key elements along which the tourism aspect of the reserve will be developed, while also proposing tourism links, and developments which may take place, as well as suggesting a marketing strategy for the reserve and specifying the opportunities available.

The tourism management plan for the reserve is to ensure that a sound balance exists between conservation, development and local community needs while creating economic and entrepreneurial opportunities close to the reserve for local communities, and providing recreational facilities and experiences for all types of visitors through a commitment to the total visitor experience. A sound tourism image based on 'environment-friendly' developments, a balanced presentation of history, and an integrated provincial marketing and development strategy is essential (Eastern Cape Nature Conservation, 1998).

Within the programme, linkages to other tourism developments and nodes is emphasised with particular emphasis on contributing to the image of the Eastern Cape as a "big game destination", as well as linking in to the "frontier history routes" drawn up for the Eastern Cape Tourism Board (Eastern

Cape Nature Conservation, 1998: 25). Private sector involvement as well as local community involvement in tourism in the area is also to be promoted, with the view that tourism should not benefit only a select group, but rather all the people of the area. Development and operational guidelines are laid out, and a number of proposed developments identified within the GFRR (Eastern Cape Nature Conservation, 1998).

The aim of the GFRR tourism programme is to market the GFRR to a wide variety of tourist types as a destination to be sought after for an African ecotourism experience. This will be achieved through a variety of marketing strategies, from an initial "shotgun" approach to create awareness of the reserve amongst the public to information material such as brochures and maps distributed to tourism offices (Eastern Cape Nature Conservation, 1998). Emphasis is also placed on the role of information management, in terms of supplying up to date and accurate maps of the region, avoiding misleading advertising, use of signboards and so on (Eastern Cape Nature Conservation, 1998).

Finally this programme highlights the main opportunities and experiences to be found at the GFRR. A visitor to the reserve will experience amongst others, excellent game viewing and game drives, unspoiled scenery, adventure trails, and a wilderness area, and camping and caravan facilities are available (Eastern Cape Nature Conservation, 1998).

Infrastructure and Development Programme

This programme aims at providing guidelines on how development within the reserve should proceed. Different types of facilities and infrastructure needs are mentioned, such as tourist requirements, waste management, and historical sites, the role of environmental impact assessments (EIAs) in the process, as well as aesthetic considerations, landscaping and gardens, roads, services, water provision for wildlife, fencing, and building facilities are discussed (Eastern Cape Nature Conservation, 1998). Personnel and staffing requirements are also considered. Finally, this programme identifies priority tasks that need to be undertaken in an attempt to attract more day visitors to the reserve (Eastern Cape Nature Conservation, 1998).

Resources Economics

This is the final programme specified within the GFRR management plan, and this programme aims at establishing the viability of projects, both current and potential in terms of a cost-benefit approach (Eastern Cape Nature Conservation, 1998). Secondly, this programme aims to "evaluate the viability of nature conservation as a land use option" (Eastern Cape Nature Conservation, 1998: 42).

These then, are the different programmes which are being considered through the management plan for the GFRR. The implementation of these programmes as an integral part of the management plans is hoped to result in the better financial and operational management of the reserves, improved facilities, and as a direct result of this, an increase in the number of tourists visiting the reserves.

5.4.4.2 Thomas Baines Nature Reserve (TBNR)

Adopting the same approach as in the GFRR management plan, the management plan for the Thomas Baines Nature Reserve (TBNR) also identifies eight programmes which will be put in place to promote the growth, sustainability and feasibility of the reserve. The management plan for this reserve also contains programmes which target tourism, although it is believed that it will also be the general impacts that this management plan will make on the reserve that will result in improved facilities, and a more pleasurable experience, resulting in increased use of the reserve by visitors and tourists (Hahndiek, 11/7/2001, pers. comm.).

Wildlife Management Programme

This programme is aimed at ensuring the sustainable and active management of wildlife, already inhabiting the reserve as well as the process of introducing game to the reserve or relocating/removing game from the reserve (Van Eeden, 1995). Within this programme there are various considerations to take into account when making decisions, these include ecological or conservation considerations, i.e. the environmental impact of the decision; environmental education considerations, such as game viewing potential for educational groups; recreation and visitor considerations such as the effects of the decisions on tourists; and finally, socio-economic considerations, such as trophy hunting (Van Eeden, 1995).

Veld Management Programme

This programme is concerned with managing the vegetation in the reserve such as the valley bushveld, grassy fynbos and old agricultural lands in order to maintain sufficient diversity. Various projects exist within this programme, dealing with fire management and monitoring and alien vegetation control (Van Eeden, 1995).

Community Development Programme

This programme aims to contribute to economic and social development and the upliftment of the local community surrounding the TBNR (Van Eeden, 1995). Key elements of this programme include neighbour relations, which aims to promote co-operation between the reserve and its neighbours, including those who farm in the general area; Grahamstown community relations, which aims to "recognise, identify and develop co-operation and support with the urban community of Grahamstown" and TBNR (p16); and finally, Education community relations, which serves to increase awareness of the importance of environmental education (Van Eeden, 1995).

Tourist Infrastructure Programme

This is concerned with the development and upgrading of existing tourist facilities within the reserve in order to provide good quality facilities for monitored recreation by tourists and the local community alike (Van Eeden, 1995). Facilities that need to be upgraded include accommodation and roads, while training of all staff to a suitable level of understanding and knowledge regarding the reserve, and the need to encourage a professional image on the part of staff is recognised (Van Eeden, 1995).

Infrastructure Maintenance Programme

This programme overlaps with the tourist infrastructure programme to some degree, as it also focuses on the improvement of infrastructure within the reserve, however, the focus is more on developing and maintaining the infrastructure required to manage the reserve efficiently (Van Eeden, 1995). This programme involves identifying relevant projects, identifying consultants and contractors to take on the work (preferably from the Grahamstown area), and conducting the necessary environmental impact assessments (EIAs). A comprehensive construction, and thereafter maintenance programme should be established, and all infrastructure developments and maintenance records are to be included on the TBNR Geographic Information System (GIS) (Van Eeden, 1995).

Environmental Education Programme

This programme is aimed at ensuring the continued education and development of those involved in the Education Centre at TBNR, ensuring that they are kept up to date with developments and trends relevant to environmental education within South Africa (Van Eeden, 1995).

Staff Training and Development Programme

This programme is directed at motivating staff and preparing them to serve the reserve and the community in the best possible way. Staff are recognised as an asset to the reserve, and it is considered that it is only through training that staff will be able to meet the goals of the reserve. As such, this programme includes a number of smaller projects aimed at training and evaluation of staff so that they may be equipped to achieve the goals of the reserve (Van Eeden, 1995).

Administrative Support Programme

This programme is geared towards the efficient management of both the reserve's resources and of the various programmes outlined here, so that the goals set out in the management plan of the reserve may become attainable, and may ultimately be achieved (Van Eeden, 1995).

5.4.5 Implications of the Reserve Management Plans

The management plans of the TBNR and the GFRR serve to identify specific areas requiring emphasis, whether it be in terms of development, funding, maintenance, or preservation. These management plans serve to guide the management staff of the reserves towards achieving desirable outcomes which will enhance the marketability of the reserves, their attractiveness to potential tourists, and their ability to cope with increased numbers of tourists without destroying the natural beauty of the area. These management plans therefore play an important role in drawing tourists into the region, not only from the perspective of the reserves which will benefit directly, but also from the perspective of the surrounding areas which will benefit due to their proximity and ties with the reserves.

5.5 Game Farms

There are an increasing number of Game Farms throughout the Albany and Peddie Districts covering over 500 000ha of the districts, when one includes conservancies (a group of farms which remove the internal fences leaving only a boundary fence to allow the game more land) (Hahndiek, 11/7/2001, pers. comm.). However, not all these farms are geared towards providing the game viewing or hunting experience to outside visitors, rather some are private farms which are not at all involved in tourism, but only allow invited guests, and which only participate in hunting when culling needs to be undertaken. For many of these farms, game is a secondary activity, which takes place due to the natural presence of wildlife on the land (Hahndiek, 11/7/2001, pers. comm.). The increase in the number of game farms has been attributed to various factors: firstly, as most of the land is uncultivated, the introduction of new game and the sustainability of current game is easier than cultivation of the land for agricultural use; secondly, where farmers are suffering significant numbers of stock losses due to stock theft, game seems to provide a viable alternative; and thirdly, if the farm is operated specifically to meet the needs of international tourists and/or hunting, it provides a higher income than agriculture and requires fewer inputs, such as staff, than a stock or agricultural farm (Hahndiek, 11/7/2001, pers. comm.; Anon, 28/7/2001, pers. comm.). This section will consider the role of game farms in tourism in the study area, as well as giving an overview of the relationship or interaction between the two nature conservation areas and the game farmers in the districts, in an attempt to consider the game industry as whole, rather than viewing it merely from the perspectives of the hunters or the nature reserves.

5.5.1 Upmarket Game Farms in the Study Area

While upmarket game farms are becoming a dominant feature of the Albany District, this aspect of tourism and land use is not yet fully utilised within the Peddie District, and there are, as yet, no upmarket game farms providing for either the game viewing or the hunting experience in luxurious surrounds. However, in the Albany District, there are boundless opportunities for such experiences. This section will provide an introductory overview of four of the upmarket game farms within the Albany District, namely Amakhala, Kwandwe, Lalibela and Shamwari game reserves. For each reserve, a brief consideration of facilities, activities and so forth which are on offer will follow. These receive special mention as they are the most established and most visited game farms in the study area (See Figure 5.1 for the location of these reserves). For a detailed listing of all game reserves and farms with a Certificate of Animal Enclosure (CAE), which entitles the owners to keep wildlife on the farm, see Appendix D.

As can be seen from Appendix D, all the game farms included fall within the Albany District. As such, game farming is not yet an established industry in Peddie, due to the majority of the land being owned by communities rather than individuals. This is an effect of the Apartheid times when Peddie District was a part of the Ciskei Bantustan, and the land is still held under communal tender, rather than bought by individuals. However, there appears to be a keen interest in the establishment and introduction of game farming, and like Albany District, this would provide opportunities for employment

and improved socio-economic conditions of the people (Sparrow, 30/6/2001, pers. comm.). The game farms discussed in this section, therefore fall within the boundaries of the Albany District.

Amakhala Game Reserve

Amakhala game reserve is made up of 5000 hectares of wilderness which constitute various privately owned farms, and is, as such, a "unique conservation initiative between neighbours" (http://www.africasbig5.com/Pages/amakhala_game_reserve.htm; 13/12/2002). Amakhala is home to bat-eared fox, giraffe, zebra, wildebeest, blesbok, impala, gemsbok, and red hartebeest. The activities offered include game drives, bush walks, river cruises and night drives.

Kwandwe Private Game Lodge

The name 'Kwandwe' can be translated from Xhosa to mean "Place of the Blue Crane", so chosen due to the population of Blue Cranes which can be found within the borders of the reserve (http://www.actstravel.com/eastern_cape/kwandwe_game_reserve.html, 13/12/2002).

Kwandwe is situated on 16 000 hectares of undeveloped land, and a variety of wildlife can be found roaming the land, such as elephant, lion, cheetah, buffalo, black rhinoceros, giraffe, zebra, kudu and other buck, as well as smaller animals such as the aardvark, bat-eared fox, and meerkats (suricates) (http://www.actstravel.com/eastern_cape/kwandwe_game_reserve.html, 13/12/2002).

Kwandwe also offers a range of activities such as game drives in open 4X4 landrovers, walking and hiking, rhino tracking on foot, and excursions to surrounding places of interests, such as cave paintings (http://www.actstravel.com/eastern_cape/kwandwe_game_reserve.html, 13/12/2002). Private tours of the history of the area are available, as well as a library containing many first edition books written about the region.

Lalibela Game Reserve

The name 'Lalibela' means "for whom the bees have foretold greatness" (Lalibela brochure: Anon, no date). Lalibela caters for both hunting (from mid February until August each year), on surrounding farms, and for game viewing on the Lalibela farm (van der Westhuizen, 28/11/2002, pers. comm.). The hunting aspect of the reserve has been in operation for the past 21 years, with the opening of the reserve for game viewing and so forth only starting in October 2002.

Game which may be viewed include buffalo, elephant, rhinoceros, hippopotamus, giraffe, zebra, bat-eared fox, aardvark, black-backed jackal, aardwolf, spring hare, and various species of buck, as well as smaller animals (van der Westhuizen, 28/11/2002, pers. comm.; Lalibela brochure: Anon, no date). Other activities include game drives, birding, walking trails, and swimming.

Shamwari Game Reserve

The Shamwari game Reserve began as a small piece of land situated to the North of the Addo Elephant Reserve belonging to Mr Adrian Gardner, who had bought it in 1990 for the purposes of

creating a small weekend retreat for himself (<http://www.shamwari.com>, 6/6/2001). Later during the same year Gardner decided to extend the size of his land. This would be his first step in a plan that included re-establishing all the species of animals that, 100 years previously, had been found naturally in the area. Shamwari Reserve opened officially in 1992 as a private reserve, and to date has a staff in excess of 120, over 5000 wild animals roam freely within the reserve, which is based on over 34 000 hectares of land. All the animals that were previously wild in the area have been successfully re-introduced, and the old Settler farmsteads located on the property have been refurbished to provide elegant accommodation for guests (<http://www.shamwari.com>, 6/6/2001).

5.5.2 Relations between Game Farms, Nature Reserves and Tourism

According to Hahndiek (11/7/2001, pers. comm.) and Case (5/9/2001, pers. comm.), game farms and nature reserves hold one of the keys, possibly the only key to the further development of tourism in the future in the Eastern Cape, and in particular for the inland areas such as Albany. As a result of this reality, a questionnaire was sent out to several game farmers in the Albany District in an attempt to get their views on the relationship between tourism and game farms and the roles of the game farms and the nature reserves as tourism assets, in order to test the viability of this expectation and to gauge whether the local industry has the capacity to respond to an increase in demand (the results of the survey are discussed in greater detail in Chapter 6).

Currently, hunting and game safaris bring in vast amounts of tourist Rands, and these two tourism products are, as yet, still in their infancy years. Despite the high number of game farms, many of the farmers believe that each has an individual or unique product or experience to offer, and it is therefore possible for all to survive (questionnaire results, 2001). Both Hahndiek (11/7/2001, pers. comm.) and Case (5/9/2001, pers. comm.) believe that the game farms and nature reserves provide enough of a focus and attraction, and have enough variety and interest, to be a key focus on a tourist route within the two districts.

The relationships between Nature Conservation, the government body in charge of provincial reserves, and the individual game farmers who own private farms and reserves, is an advisory and very supportive one, where Nature Conservation are often called on by farmers or by the Eastern Cape Game Managers Association (an association of game farmers and hunters in the Eastern Cape) for advice and direction (Hahndiek, 29/8/2001, pers. comm.). Beyond this there is no significant relationship, and little co-operative work between the two parties. This lack of communication between stakeholders in the conservation and hunting industries was also experienced when Management Plans by Nature Conservation for the Thomas Baines Nature Reserve and the Great Fish River Reserve were formulated. The neighbouring farms were asked for inputs on the plan, but little co-operation was received, even though the plan potentially affects them in terms of issues relating to the perimeter fencing and so forth (Hahndiek, 28/7/2001, pers. comm.).

Finally, an attempt was made to determine whether or not the game farmers, who received questionnaires, were influenced or affected by the Management Plans for the Thomas Baines Nature Reserve or the Great Fish River Nature Reserve. This part of the investigation also sought as to assess whether or not game farmers perceived there to be significant impacts from the farms on provincial nature reserves and vice versa. Several farmers who own and manage game farms close to or on the perimeter of the Great Fish River Reserve did respond to the questionnaire, but none of them felt that they were being affected by the management plans. Unfortunately none of the game farmers situated on the borders or close to Thomas Baines Nature Reserve returned the questionnaires, so the impact of that management plan could not be assessed. Of the seven responses received it is also of interest to note that despite the high numbers of game farms (in the region of 40) in the Albany District, two farmers felt the nature reserves would feel little impact, whether positive or negative, from competing game farms, while five respondents were unsure. However, three people believed that the nature reserves offered little threat to game farms, while four respondents were unsure. Further results, and the implications of these results are discussed in Chapter 7.

5.6 Key Attractions

The nature reserves and game farms of the Eastern Cape, and in particularly of the Albany and Peddie District are key attractions to the area, as they attract both ecotourists and hunters, and while the two visitor typologies may be in direct conflict with each other, as long as a balance is achieved, and animal populations are not hunted to extinction in the region, then both serve as highly regarded economic sources of income for the two districts. But what is it that people come to the farms and reserves to see? The majority of visitors come to view the natural game and wildlife, although there are those who are also interested in the flora of the districts. According to Paul Gardiner (2001a) of Shamwari Nature Reserve, and Rika van der Westhuizen (1/12/2002, pers. comm.) of Lalibela Reserve, people are most interest in viewing the following:

- The Big 5: Lion, Buffalo, Rhinoceros, Leopard, Elephant
- Cheetah
- Giraffe
- Springbuck
- Kudu

5.7 Assessment

The Albany and Peddie Districts have a rich natural heritage, and that is evident from the number of nature reserves and well-stocked game farms to be found in the districts, whether they be provincial reserves, upper-class tourist attractions, or the smaller private game farms. The natural and wildlife experience would appear to be something that these two districts can offer to travelers, something unique, especially when one considers that no anti-malaria prophylaxis is required before coming into the region. The variety of experiences available also cater for all potential visitors whether they want to view game and take photographs, or whether they want to experience trophy hunting, it can all be done in the Albany and Peddie Districts. The game viewing aspect of the farms and reserves can also

be done as a one day component of a trip, catering for those who are more interested in other aspects of the district, but who feel they should also like to see the game. Then one can go into the provincial reserves to fulfill other interests such as sailing, or whitewater rafting (Thomas Baines Nature Reserve and Great Fish River Reserve respectively). It would appear, therefore, that there is much to market in terms of the natural heritage of the district, and while the relationship between Nature Conservation and the game farmers is not outstanding, it poses no threat to the survival of either the reserves or the game farms, and holds potential for the future.

The role of game farming and nature reserves in tourism would also appear to be fairly significant, however, a better working relationship between game farmers and tourism organisations would need to be established, so as to ensure the exchange of information, and co-operative marketing. Perhaps once the implementation of various programmes outlined within the management plans of the two nature reserves are finally implemented, the role of these reserves will increase as they become more geared towards the differing needs of potential tourists and hunters.

5.8 Conclusion

This chapter has considered the proposed way forward for the provincial nature reserves, and role of both nature reserves, public and private, and game farms in tourism, particularly in the study area, in the future. In the Albany and Peddie District, the lack of mineral and agricultural resources (especially in the Peddie District, which is partially due to mass population resettlement, and inappropriate farming techniques rather than infertile land), means that natural vegetation resources can really only be used to sustain a variety of wildlife. In other words, game farms and reserves are one of the few logical development and touristic options, in the two districts, based on the use of natural resources. This chapter has highlighted the abundance and significance of the nature reserves and game farms in the Albany and Peddie Districts, and has attempted to provide some idea of the direction which this industry is taking or likely to take in the future. This chapter has established the backgrounds of the reserves and game farms within the study area, and sought to provide an understanding of the relationships between the nature reserves and game farms. The results of this research have highlighted the significant number of game farms within the study area, and the vast potential which they hold for tourism. This potential will be further examined in Chapter 7, where a potential tourist route, based on the abundance of these farms and reserves is discussed. The following chapter will consider the results obtained from the specific stakeholder groups considered in this research, including the game farmers in more detail.

CHAPTER 6: DATA ANALYSIS

6.1 Introduction

The preceding two chapters have considered what the potential tourist attractions in the Albany and Peddie Districts are in the light of historical attractions, established and recognised reserves and game farms, and other miscellaneous attractions. In addition, they highlighted what tourism-related facilities and services are available, with chapter five focussing specifically on the role of game farms and nature reserves in the study area, and their potential contributions to tourism. However, despite this potential, it would appear that tourism to the area has not yet reached its full potential, as many areas remain undeveloped in terms of tourism facilities and attractions, and in order to understand why this is so, the views and opinions of various people involved with the tourism industry were sought. This included tourists visiting the study area, tourist service providers, and tourism facilitators, including the owners and managers of accommodation establishments, the owners or managers of game farms, representatives of Shamwari Nature Reserve (as a representative of private, upmarket reserves and game farms in the districts), and Eastern Cape Nature Conservation, tour guides, Tourism Grahamstown, the Makana City Council, and the former Peddie Transitional Regional Council (TRC). This chapter will consider the results of interviews and a questionnaire survey distributed to these specific interest groups to gauge their opinion on what attracts or deters tourists from returning or exploring the area at greater lengths. The chapter also explores what can be done to improve the situation and considers the role of tourism in the development and upliftment of both the Albany and Peddie Districts, and what can be done, if anything to achieve development through tourism.

At the outset of this chapter, it is important to provide an overview of the chapter outline, so as to enable a clearer understanding of what outcomes are expected. The key focus of this chapter is to gain an understanding of the views and perceptions of the many different groups which participated in this study, the tourists, the tour guides, the game farmers, and game reserves, the accommodation establishment owners or managers, tourism organisations, and council members. The responses received from these groups are further broken down in an attempt to try and answer some of the following questions:

- Who is visiting the area?
- Why are they visiting the area?
- How long do they stay for?
- What do they want to/like to see/do?
- What makes them/might make them return to the area?
- What do they not like about the area?

In the first section of this chapter, the outcomes of the tourist questionnaires will be provided, so as to attempt to answer some of these questions.

6.2 Tourist Questionnaires and Interview Results

6.2.1 Background to the questionnaires

Questionnaires for tourists were only distributed in the Albany District due to the significant number of tourists in this district and the significant lack of tourists and places providing accommodation in the Peddie District. Unfortunately Peddie has limited places providing accommodation, and the two hotels in the district along the coast would not allow surveys to be undertaken on their premises. Owing to the near collapse of their visiting clientele following the closure of the linked Fish River Casino in 1999, this lack of access of data was not seen as a major shortcoming. In the Albany District, questionnaires were left at Bed and Breakfast accommodation establishments and at hotels and guesthouses which agreed to distribute them to their guests. Other than the two hotels, there are no comparable establishments in the Peddie District.

Of the 140 questionnaires which were distributed in the Albany District, mostly in Grahamstown due to the high number of accommodation facilities there, only 31 were returned. Many of the accommodation owners who had initially been willing to distribute questionnaires had either forgotten or simply not bothered, many lost the questionnaires, and some even said they had never received them or knew nothing about them.

6.2.2 Characteristics of the Tourists

6.2.2.1 Occupations and Reasons for Visits

Of the 31 visitors who completed the questionnaires, the majority (52%) were professionals, 19% were self-employed, 13% were from other occupational categories (for example, teachers and artists), 10% were pensioners, and 6% were students (See Figure 6.1).

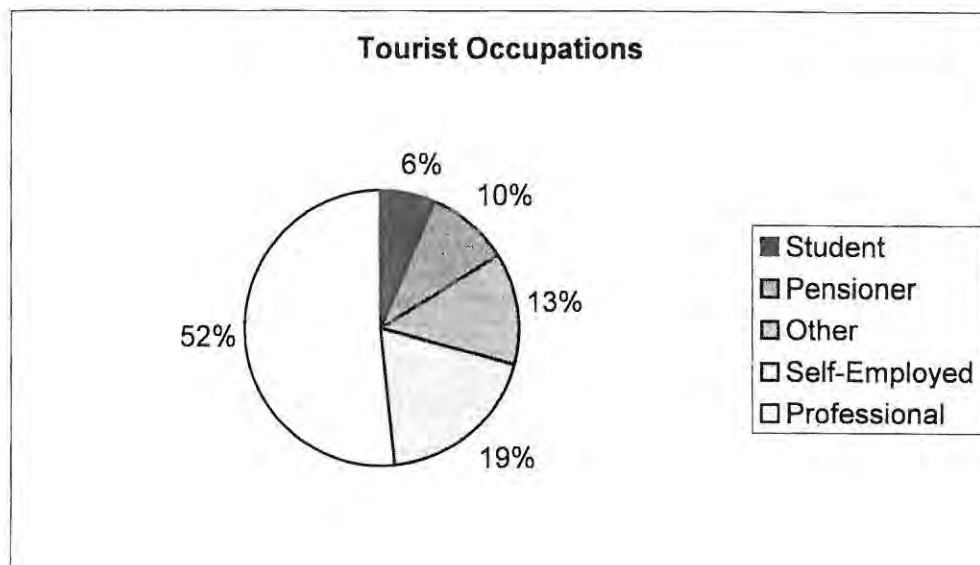


Figure 6.1: Tourist Occupations

The reasons given for their visits to Grahamstown included coming on holiday (36%), coming for a Rhodes University function or related activity (guest lecturing, course work, and masters admissions) (29%), coming for another reason (funerals, family reunions, and so on) (19%), a festival or special event (10%), and their own special interest (6%) (See Figure 6.2). It is of interest to note that none of the visitors who completed a questionnaire were in Grahamstown for a school related function, despite schools being rated by accommodation establishment owners as one of the highest reasons why visitors come to Grahamstown.

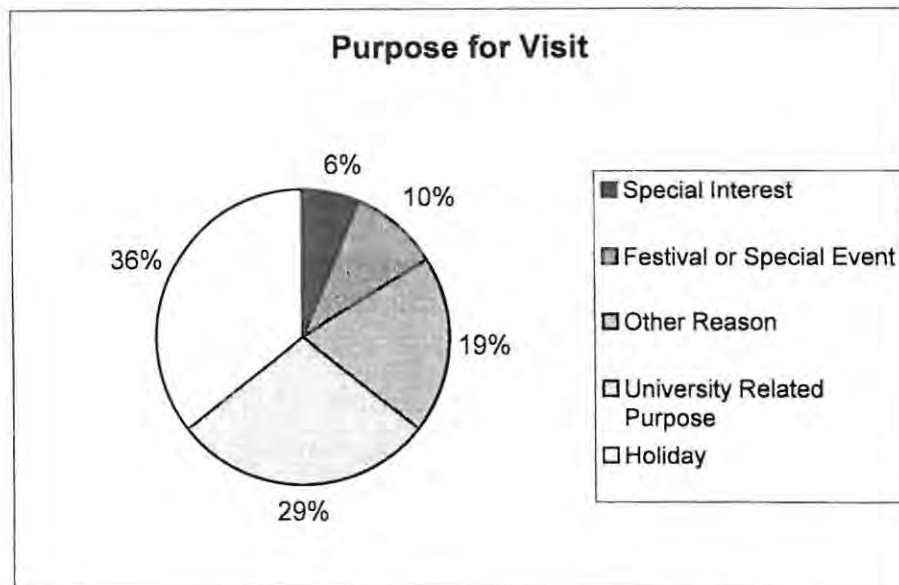


Figure 6.2: Tourists Reasons for Visiting Grahamstown and the Albany District

As many of the visitors to Grahamstown (29%) are visiting the area due to purposes relating to Rhodes University, whether it be special functions, as parents, or as guests of the University, one needs to consider the role of these visitors from a tourism perspective. While these visitors are unlikely to spend their days touring the district and sightseeing, although they may partake in such activities during their stay here, they do still play an important role in contributing to the tourism economy of the town through their use of facilities such as accommodation establishments, restaurants and so forth, and their use of these facilities is more in line with the tourism profile than with the profile of a local resident. For example, a visiting lecturer may stay in a bed and breakfast, and will also eat out at restaurants more during his/her stay here than the average resident would during that same period.

6.2.2.2 Origins of Tourists and Details of their Stay

From the completed questionnaires, it would appear that the majority of visitors to Grahamstown are local visitors, coming from elsewhere in South Africa, while only 36% of all visitors were from elsewhere in Africa and Overseas. The majority (60%) of visitors also came directly to Grahamstown from their home towns, while the other 40% came from Shamwari, Plettenberg Bay, Jeffrey's Bay, Port St John's, the Drakensberg, Port Alfred, Johannesburg, Graaff-Reinet and Cape Town. 82% of all visitors were also returning home directly after leaving Grahamstown, with 18% going on to Cradock,

Knysna, Johannesburg, the Drakensberg and Port Elizabeth. This implies that most visitors coming to Grahamstown either come for reasons other than recreational tourism, as they come directly to Grahamstown, and return home immediately, or alternatively, Grahamstown is possibly added on the end of a holiday as a continuation from the Garden Route experience.

The average length of stay in Grahamstown was varied, with the majority of visitors either staying for less than two nights (36%) or staying between one and two weeks (36%). Most of the visitors (52%) were also on a return visit to Grahamstown, with 48% coming here for the first time. This also indicates that most visitors are here for some purpose other than recreational tourism, due to the short lengths of stay, and the high percentage of return visits. In terms of tourism, this indicates that few conventional recreational tourists visit the area, and therefore there is a lack of traditional tourist type expenditure on souvenirs, local places of interest, and on activities other than those relating to educational or business needs. It would therefore appear that there is a need for the area to be marketed more to recreational tourists who have not yet been to the district, so that tourism may be promoted, while continuing to encourage education and business-related tourism.

6.2.3 Assets and Barriers

6.2.3.1 Assets and Potential Attractions

A diverse range of assets and potential attractions were identified in the questionnaires, as can be seen in the graph (Figure 6.3) on the following page which shows the assets and potential attractions which were mentioned in the questionnaires, as well as the percentage of visitors who mentioned them. It is significant to note that visitors were not given a list of assets and attractions which they could mark against, but rather had to generate their own list based on what they considered their own interests to be and their knowledge of available activities and attractions in the study area. A variety of assets were identified, some of which relate to activities and the experience of the area, while others refer to the atmosphere of Grahamstown. It is not known how many of the respondents have actually visited the attractions which they included on their lists, as many of the respondents indicated their visit to Grahamstown was business oriented.

From the graph, it can be seen that the historical aspects of Grahamstown and surrounds proved to be the most noticeable attractions, whether it is the actual history of the town and district, the architecture of buildings, national monuments, museums or churches. All were mentioned by more than one visitor. Natural attractions such as game reserves and nearby beaches, as well as the peaceful atmosphere and "quaint" features and "charm" of Grahamstown were other commonly noted assets.

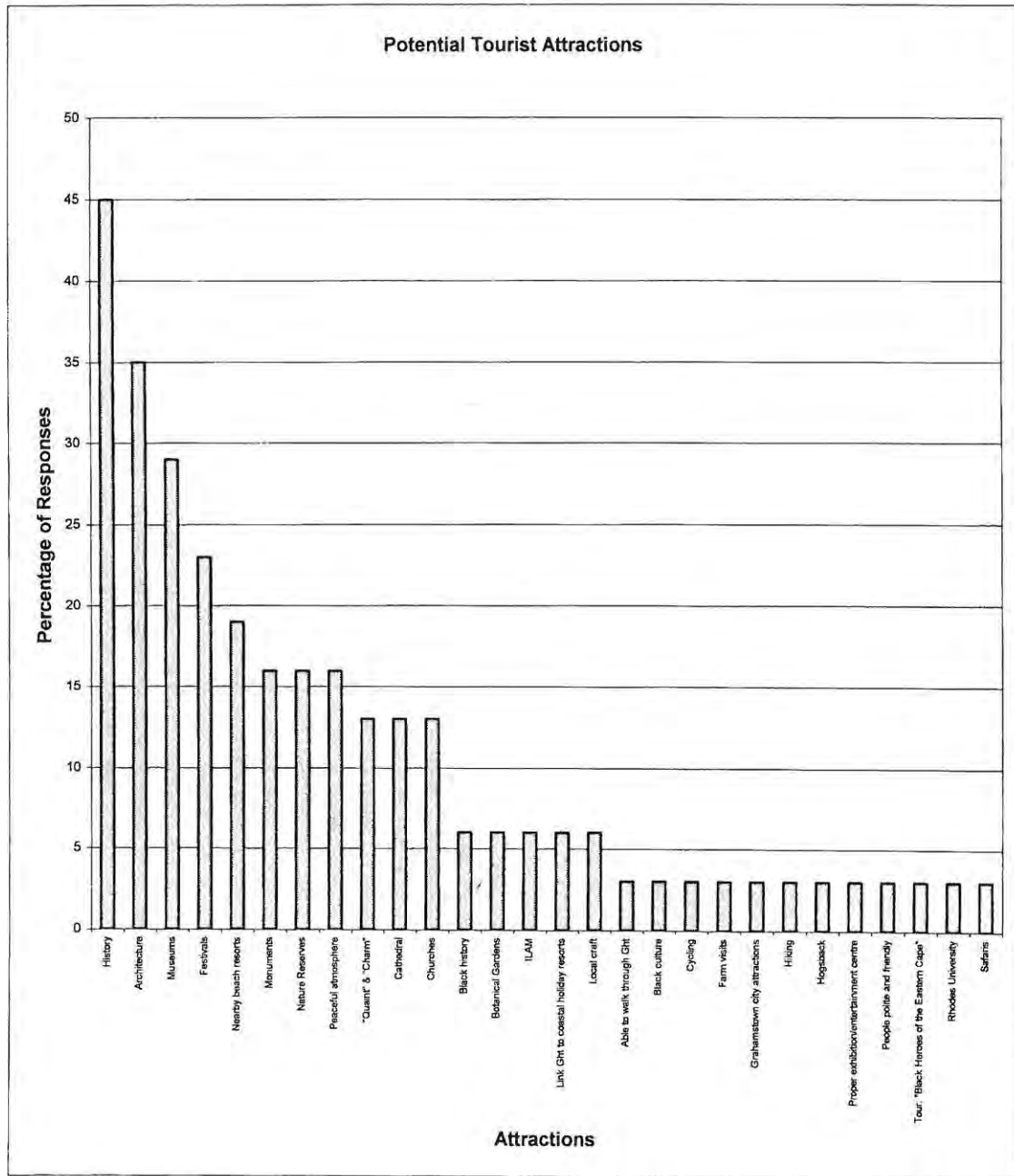


Figure 6.3: Potential tourist attractions as perceived by tourists to the Albany District

6.2.3.2 Barriers to Tourism

Visitors were not only asked about what they viewed as the potential attractions and assets to the area to be, but they were also asked to give their views on perceived barriers to tourism (see Table 6.1). Again, a diverse range of comments were received, with two distinct issues coming to the fore: the problem of beggars in Grahamstown, and safety concerns. Other barriers mentioned included the lack of publicity for the area beyond the Grahamstown National Arts Festival, the dirtiness and smell of Grahamstown, the fact that there are too many hawkers, and various transport related issues such as the lack of available public transport, distance of the district from an airport, poor roads and the distance from other major cities.

Table 6.1: Barriers to the further growth of tourism in Grahamstown and the Albany District.

Barriers	Number of Responses	Percentage
Beggars	18	58%
Safety Concerns	15	48%
Grahamstown Dirty	5	16%
Lack of Publicity	5	16%
Smell of Grahamstown	5	16%
Hawkers	4	13%
Resources overextended during Arts Festival	3	10%
Distance from airport	2	6%
Lack of available transport	2	6%
Lack of entertainment facilities	2	6%
Lack of focus as tourist target	2	6%
Crime rate	1	3%
Distance from other major cities	1	3%
Implied lack of high-tech facilities through Grahamstown's historical feel	1	3%
Information centre closed on public holiday	1	3%
Insufficient accommodation	1	3%
Lack of childrens interests	1	3%
Many buildings look run down and neglected	1	3%
Museums do not attract people inside	1	3%
Road between Grahamstown and Durban not very good	1	3%

In response to the question of whether or not Grahamstown and the surrounding district have adequate tourists facilities, 55% believed there are adequate facilities, 35% said there are not, and 10% were unsure or felt they could not comment.

6.2.4 Summary

A destination may have all the facilities, the infrastructure, and the attractions, but without the tourists, one cannot say that it is a tourist destination. In this section, information was discussed regarding the type of people who visit the study area, their reasons for being here, and what it is that they find attractive and interesting and alternatively, off-putting in the study area. These are the people who are coming to the area, so in looking at how tourism can be used to the maximum benefit and advantage of the residents and the districts, the views of tourists need to be carefully considered. In the following sections, the views and opinions of other service providers will be considered, and the options for tourism in the future considered.

6.3 Accommodation Establishments Results

This section considers the responses to a number of tourism related questions by accommodation establishment owners and managers in Grahamstown in the Albany District. Managers and owners of accommodation establishments interact with tourists and visitors to the area in which their establishments are situated more frequently than any other service provider or facility manager, simply because of the nature of the service which they provide. These people are therefore a valuable source of information when trying to establish what attractions and places a tourist is most likely to want to visit in the area, as well as what the tourists do not like and any difficulties which they may face.

Accommodation owners and managers are also most able to influence or impact on a tourist's decision when considering where and what to visit, as the nearest person at hand who is perceived to be knowledgeable on what is available is often the owner or manager of the hotel, guest house or bed and breakfast at which the tourist is staying. In this light, twenty-four accommodation establishment owners and managers in Grahamstown and the surrounding District were approached either for an interview (14) or to complete a detailed questionnaire (10) in order to determine their views on various aspects of tourism in and around the Albany District. However, only eleven interviews were successfully conducted, while the other three potential interviewees were either not willing (1), failed to return calls (1), or failed to appear at three scheduled appointments (1). The questionnaire responses were even more disappointing, since although seven respondents indicated that they would be willing to partake in the research, not a single completed questionnaire was returned.

With regards to the Peddie District, no interviews were conducted, nor were any questionnaires distributed. This was due to a lack of establishments, in the district, and also due to managers at the two bigger resorts not being willing to participate in interviews. Currently, as seen in Chapter 4, accommodation establishments in Peddie District are generally run-down, or inaccessible. However, there are two predominant hotels along the coastline, although these have suffered severely since the Fish River Sun casino license was withdrawn. This section, will therefore only focus on the establishments within the Albany District.

The following sub-sections will discuss the information obtained from the eleven successful interviews held in the Albany District, by breaking it down under two main headings: firstly, The Establishments and secondly, Tourism.

6.3.1 The Establishments

The questions asked within this category were aimed at determining how long the establishment had been operational for, the level of involvement of the owner/manager in local tourism, why the establishment was opened, how the establishment was marketed, and who the main clientele were. These questions served to provide general background information about the establishment, while also providing insight as to the level of interest and enthusiasm of the owner with respect to tourism and its potential in Grahamstown. These questions aided in separating those who were operating their accommodation as a means for quick, easy monetary gain, from those who were operating their establishment as a business and had a service interest at heart. This is significant because many Bed and Breakfast establishments in Grahamstown do not have a separate bedroom for clients, with their own private bathroom, and a private entrance, but rather consist of a room in the main house, little privacy, with a small cheap breakfast at a reasonably high price. In contrast, establishments which are being run in a more business-like manner tend to consist of accommodation that is separate to the main household, with private bathrooms, and a breakfast which is determined by the price of the accommodation, the higher the price the more likely one is to receive a breakfast consisting both of

uncooked and cooked options, where as cheaper accommodation is more likely to provide a continental style breakfast.

6.3.2 Overview of the Various Establishments

As has previously been mentioned, eleven successful interviews were undertaken in Grahamstown. These interviews were undertaken with owners of: eight B'nBs; two Guest Houses; and one Hotel. The two Guest Houses and the Hotel are all run as professional business, while of the B'nBs considered, two appeared to be being operated as a means of acquiring quick money with little effort, while the other six were business enterprises. The owners of the two B'nBs that gave the impression of merely providing a spare room that could provide extra cash were also unable to provide much information, as their bed occupancy rate was very low, and they were not greatly involved in Grahamstown tourism, or very aware of the experiences of those visitors who did stay with them. The remainder of the B'nB operators were, however, able to provide more useful information.

6.3.3 Why and When they were Opened

The reasons provided for opening an accommodation establishment in Grahamstown varied greatly. Three were opened because the owners saw a need for such a service, five were opened as a business venture because of the location of their premises and their physical proximity to one of the private schools in Grahamstown, two were opened because the owners had spare rooms in their homes, and one began as a part time interest, which later became a full time job. Most of the establishments have been operational for between 2 and 5 years, with the exception of three of the establishments which have been open for 34 years (the hotel), and 10 years (a Guest House and one B'nB). Nine of the establishments are run as a full time occupation, and only one is managed by a proprietor, the rest are all run by the owners. The level of service offered varied from upmarket accommodation and meals, to a spare room in some-ones house, and a plain, self-service breakfast.

6.3.4 Clientele

In an attempt to establish the type of visitors that come to Grahamstown and the surrounding district, accommodation establishment owners/managers were asked to identify their main clientele types. Eight categories of clientele were identified, as can be seen in Figure 6.4 on the following page. It is interesting to note that parents associated with the schools and Rhodes University in Grahamstown are a key customer group for all the establishments, followed secondly by visitors related to Rhodes University, for example guest lecturers, speakers, examiners and so forth. Following these two groups, it is interesting that the next dominant group of clientele are returning guests, or guests who have stayed at the establishment on (a) previous occasion(s) while this includes people from a cross section of groups, it is of interest as so many interviewees brought up this category as they believe it is these people which allow them to remain in business. The final categories include foreign and local tourists, travellers who are stopping over for the night, specific event visitors, such as people who come for the National Festival of Arts, and people associated with the legal profession.

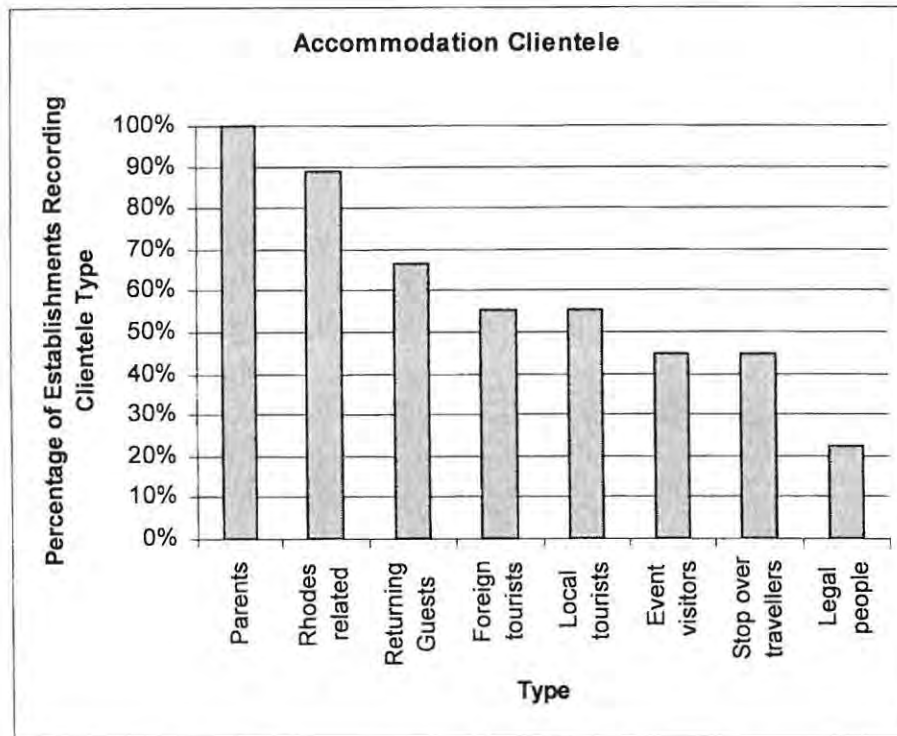


Figure 6.4: Main types of clientele who stay at accommodation establishments in Grahamstown

It would appear from the above information, that most establishments have relatively few actual tourists visiting them, but that most of the guests are related to the schools and university in the town, or have been to Grahamstown on a previous occasion, usually for business purposes or school or university related functions. It is also interesting to note that despite the number of festivals held in Grahamstown annually, only four of the eleven establishments mentioned event related visitors as constituting a major component of their clientele, which would imply that these guests neither stay long enough nor impact significantly on their business.

6.3.5 Marketing

The various accommodation establishment owners and managers were asked about their means/methods of marketing the establishment (see Figure 6.5). This was done as a means of assessing their level of commitment to the tourism industry, i.e. establishing whether or not their accommodation was something done on the side, or whether it was a business and they were dedicated to promoting it. Only one of the establishments was marketed at the national Tourism Indaba (the largest gathering providing an opportunity for the marketing and promotion of tourism related products and services in South Africa) and through various tourism organisations. The use of fliers and pamphlets and a website are a more popular means of marketing, with five establishments responding to each of the above categories. However, marketing through Grahamstown Tourism, and through word of mouth from previous customers are the most popular methods, with seven of the accommodation establishments relying on each of these methods. Figure 6.5 represents these figures as a percentage of the total number of respondents to a specific means of marketing.

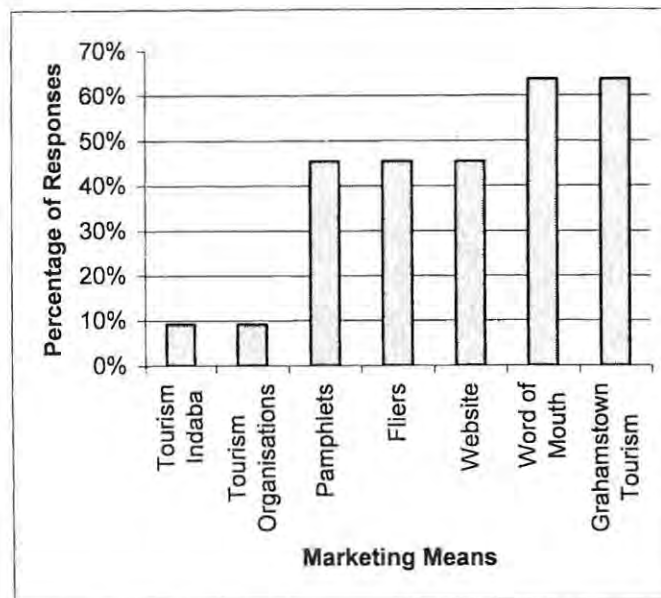


Figure 6.5: Marketing methods used by the accommodation establishments

6.3.6 Tourism Opportunities

As has already been mentioned, accommodation establishments can play a significant role in influencing the decision the visitor makes in terms of where they visit and what they see, as well as influencing their general perceptions of the town, and attitude of the town's people towards visitors and outsiders. The experience of a visitor at the accommodation establishment can also determine whether that visitor will return to the town. Because of this depth of influence held by those involved in the management and running of accommodation establishment, it is these people that are able to provide an understanding of what tourism can offer the district, as well as what tourists are likely or unlikely to visit in the area. In the light of this, owners and managers were asked to give their views and opinions on issues such as the role of tourism in the Albany District, the potential for tourism growth and how this can be achieved, as well as negative aspects of tourism, potential assets and barriers facing tourism on the Albany District, and their views on actual and potential tourism routes. The outcomes of these aspects of the interviews will now be considered.

6.3.6.1 Potential Growth and How Tourism can be Promoted

One of the issues that was discussed in interviews with the accommodation establishment owners and managers was whether or not there is still room for growth in the size and scope of tourism in the Albany District, and if there is, how can this growth be encouraged. Out of the eleven respondents, ten felt that there is still room for expansion and growth in tourism in the district, while one respondent was unsure. Respondents felt that there is great potential in "natural areas such as farming and game farms and beaches" (Respondent 1, 7/7/2000, pers. comm.), as well as in historical tourism. One respondent also felt that the Albany District is strategically placed between the two cities of Port Elizabeth and East London, and that this should and can be used to further promote tourism.

In response to the question of how to further promote tourism in the Albany District, the responses included suggestions such as promoting the District through better and more widespread marketing and "marketing Grahamstown for attraction and as an attractive place to visit" (Respondent 2, 12/7/2000, pers. comm.), improving standards of accommodation and providing more B'nB accommodation for more than two people, opening an upmarket, top-class restaurant and moving away from only providing "cheap steak house food options" (Respondent 2, 12/7/2000, pers. comm.). One respondent also felt that there is a need for investment and financial stability in the area first, so that the area can be upgraded to meet international tourist standards, and in so doing, to be able to further promote the area through marketing. In terms of what can be done to physically attract people to the area, some of the respondents felt that Grahamstown needs to be promoted to attract the holiday makers visiting places such as Port Alfred, Kenton-on-Sea, Bushman's River Mouth and such places to travel inland to Grahamstown. A possible means of achieving this include opening the museums throughout December and January, building a traditional Xhosa village to provide for a cultural experience, and possibly holding small, one day, holiday festivals. The views of many respondents were that the tourists are in the vicinity, they just need to be offered something which will bring them from their destinations at the coast into the Albany District.

6.3.6.2 Tourism and Development

The interviewees were also asked for their opinions on whether or not they thought tourism could lead to or promote general infrastructural and economic development, with specific reference to the Albany District. Seven of the interviewees felt that tourism can promote development, and four of these said that it could be especially effective if one could get the township residents involved and encourage their own initiative. However, they emphasised that tourism projects that were started and run by an outsider tend to fail when the outsider withdraws from the project, so it needs to be the local people themselves who build up and run tourism initiatives. The interviewees also believe that tourism has the potential to create employment opportunities, although it was highlighted that small tourism related businesses, such as Bed and Breakfast establishments, seldom create employment as they are often run by the owner. One interview also highlighted that a perception is held by many local people, that "if a busload of tourists comes into town and they divide the number of people on board by eight, then that is the number of jobs that are now available" (Respondent 3, 14/3/2001, pers. comm.) – unfortunately many local people apparently do not understand the "spin-off effect", and think that jobs are an immediate result of tourists to the town. One interviewee felt that tourism was significantly under-utilised in the Grahamstown and the Albany District, and that the role it could play in promoting development was therefore significantly reduced. Four of the interviewees felt unsure as to whether or not tourism could lead to development, with one interviewee exclaiming "I don't see what tourism has to do with development" (Respondent 4, 1/8/2000, pers. comm.).

6.3.7 Tourist Routes

In relation to the question of whether or not there is room for further expansion of tourism and the tourism industry in Grahamstown and the Albany and Peddie Districts, the interviewees were also asked for their thoughts and opinions on tourist routes. The general response was positive, with most of the interviewees highlighting the success of routes such as the Midlands Meander, and the Battlefields Route, both in KwaZulu-Natal. Interviewees felt that tourist routes help to maintain a high standard of services and facilities, which attracts foreign tourists, they provide safe accommodation, and can provide a link between major towns and cities with similar fields of interest. They also provide a cohesive unit for advertising, which allows for greater impact when marketing the area, as facilities and attractions are marketed together, allowing for a complete view of what is available. Some suggestions that were made, were that such a route should have a specific and unique focus, and in the Albany District this could potentially focus around the Battlefields and have an African and Settler focus, taking into account both historical viewpoints, and providing opportunities to experience both ways of life, while also offering the game and nature experience, based around the reserves and game farms in the district.

6.3.8 Potential Tourism Assets and Barriers to Growth

Having established the views of interviewees on tourism and tourism's role in development, as well as the idea of a tourist route through the Albany District, the interviewees were asked what potential tourism assets or advantages the Albany District has, as well as what they believe hinders the growth of tourism in the District.

On the following page is a table (Table 6.2) showing the responses and opinions on what the perceived tourism assets and attractions in the area are. The responses varied greatly, although it is of interest to note that ten of the eleven interviewees felt that game farms and nature reserves, as well as the rich history of the district are key assets, followed by the festivals held in Grahamstown. Most of the other assets were mentioned by only one or two interviewees, but serve to show the broad variety of interests and assets which the Albany District clearly has to offer.

Table 6.2 Potential tourism assets and advantages of the Albany District as perceived by owners and managers of accommodation establishments in Grahamstown

Assets/Attractions	Total Number of Responses
Game farms and reserves	10
Rich history	10
Festivals	5
Natural Heritage tourism potential	4
Quaint English feel	4
Crime not a significant problem	3
Peace and tranquillity of the area	3
Need to market Grahamstown as a whole - accommodation, eating, crafts, attractions	3
Proximity to "Sunshine coast"	3
Rhodes	3
Shamwari Game Reserve	3
African heritage	2
Architecture	2
Frontier sites	2
Malaria free	2
People of Grahamstown	2
Private schools	2
Assets beyond Peddie will draw people through the area	1
Old Cemetery	1
Grahamstown is close to an airport	1
Grahamstown is a good meeting place for white and black	1
Kwandwe Game Reserve	1
Law/legal profession/courts	1
Masithandane	1
Museums	1
Reunions and school events (e.g. K-Day – school sporting event)	1
Sports	1
Steve Biko's place of arrest	1
Tours	1
Umthathi project	1

In contrast, hindrances to the growth of tourism, while many, were readily acknowledged by the interviewees. What appear to be the most significant problems are beggars (seven responses); street children, the dirtiness of Grahamstown, and a general lack of tourism awareness among the local people (five responses each) and; the level of crime, a lack of safety, hawkers, lack of initiative on the part of local people, and insufficient marketing (three responses each). The following table (Table 6.3) lists all the responses given on this issue.

Table 6.3: Hindrances to tourism as viewed by the owners and managers of accommodation establishments in Grahamstown

Barriers	Total Number of Responses
Beggars	7
Dirty and unclean	5
Lack of tourism awareness	5
Street kids	5
Crime	3
Hawkers	3
First Impressions for bus tours (beggars, hawkers, street kids)	3
Insufficient Marketing	3
Local people too set in their ways	3
"No united concerted effort" by local people to promote tourism	3
Safety	3
Lack of local participation in tourism and events	2
No top class restaurants	2
Not sufficient activities to draw people away from the coastal towns inland	2
Perceived proximity to Transkei (and hence lack of safety)	2
Violence	2
Accommodation establishments not up to scratch	1
Antagonism between white and black	1
Bad roads	1
ECTB in-house problems impact on tourism in region	1
"Grahamstown is 2 steps behind the rest of the country!"	1
Inadequate infrastructure	1
Lack of funding	1
Need to be historically correct when considering history (i.e.: promote black ignore settler)	1
No signage	1
Out-of-works (beggars, unemployed, etc)	1
Political (Old mayor)	1
Poor province therefore funding needs to come from an external source	1
Racial issues: people not dealing with changes (white and black, more so black though)	1
Shortage of top class facilities	1
Too many B'nBs - hotels closed down, but used to provide multiple services to the town	1
Tourism disorganised in Grahamstown	1

6.3.9 Summary

This section has covered the main points raised in interviews held with various accommodation establishment owners and managers, and serves to provide a generalised view of perceptions with regard to tourism, that are held by these people. The following section will consider the results of

similarly questions as posed to people involved in nature conservation and the game farming and hunting industries.

6.4 Game Farm Results

One of the key attractions in the Eastern Cape Province, and the Albany District is no exception in this regard, are the Game farms and Nature Reserves. The previous chapter provided an overview of the current status of the nature reserves in the district, while also incorporating some of the information obtained through questionnaires distributed to game farmers. This section will consider these results from the angle of their impact on general tourism within the study area, while also highlighting some of the key, game-farm specific information.

The Eastern Cape province is not only known for the game viewing opportunities and hunting experiences to be had, but the area is also widely publicised by the Eastern Cape Tourism Board as home to the 'Big Six' (whales being the sixth, and found along the Eastern Cape coast during certain times of year), while also being free of Malaria, giving the region an edge over the other major game farming and wildlife experience provinces in South Africa. It was in this light that twenty game farm owners and managers were asked to complete a questionnaire assessing the impact and significance of game farming and nature reserves on tourism. In addition, as with the accommodation establishment interviews and questionnaires, this was done to try and establish what assets the district has and what the potential barriers to tourism are. From the outset, however, it must be highlighted that from the results obtained, it would appear that most of the game farm operators have little interest in tourism beyond their own niche market and immediate interests, and are mostly uninterested in it and unaware of the opportunities that tourism can provide for the district. In this section, the results of a questionnaire sent to a key role player in this field will first be assessed, followed by the views and opinions of a representative of Nature Conservation obtained through a series of interviews, after which the general responses from the remaining game farmers questionnaires will be assessed. The key role player in terms of the game farms is Paul Gardiner of Shamwari game reserve, a private reserve lying on the edge of the Albany District. Gardiner was chosen as a key source, and thereby an intense series of questions were discussed with him, as he was able to provide extremely detailed information, as well as being familiar enough with the game industry in the Eastern Cape to be able to provide a general overview of the industry and its worth to the tourism industry. As Shamwari is one of the top game attractions in South Africa, and was rated as the world's top Safari destination a few years ago, the views of one of the promoters and marketers of this key facility were seen as being of critical importance. Secondly, key interviews were held with Quintus Hahndiek of Eastern Cape Nature Conservation, who was able to provide the views and opinions of this government department, while also being able to objectively evaluate the role of private and provincial game reserves in tourism. These two respondents were considered key to this section, as generally the information obtained from the game farmers was insufficient. Unfortunately the opinions of guests at Shamwari could not be obtained, as permission to conduct a series of questionnaires was withheld. However, it is felt that sufficient information was gathered from Mr Gardiner regarding the role of this key player in nature-

based tourism in the Eastern Cape. In the case of the game farms, a similar scenario was encountered, where none of those contacted were prepared to distribute questionnaires to visitors.

6.4.1 Shamwari Game Reserve

6.4.1.1 Key Correspondence with Paul Gardiner of Shamwari Game Reserve

Shamwari Game Reserve is renowned as one of the top tourism destinations in the Eastern Cape and South Africa, and it was with this in mind that Paul Gardiner, the National Marketing Manager for the Mantis Collection, a group of six upmarket Game Reserves and Hotels, was contacted. Correspondence with him was done through a series of e-mail exchanges, and some key issues such as visitor information and figures, key attractions of the Eastern Cape, and the Albany District, and his views of tourist routes are detailed below.

6.4.1.2 Visitor Information

Gardiner was able to provide considerable detail about visitors to the Game reserve, including their places of origin, length of stay, socio-economic background, and their reasons for visiting the reserve. All of these factors helped to give an idea of the type of visitor that is coming to the Albany District, unfortunately though, it seems that many of these visitors never go beyond Shamwari, but prefer to return to Port Elizabeth airport, which they use to fly into the region.

Most of the visitors to Shamwari are foreigners, with 51% of all visitors coming from the United Kingdom (Gardiner, 2001a) (See Figure 6.6). A total of approximately 1000-1500 foreign tourists enter the Reserve monthly, while approximately 10 conferences a year are held between the months of May and September, with each conference averaging 20-30 people. The breakdown of visitor origins can be seen in Figure 6.6. Most of these visitors will only stay at the Reserve for two nights. This is because, as Gardiner (2001a) states: "A one night experience is simply too short as we have so much to show, so we encourage a minimum of a 2 night stay". In terms of who the visitors are, they tend to be the "high profile traveller" (Gardiner, 2001a), visitors who are generally in the upper income bracket, and who have money available for expenditure on luxury holidays.

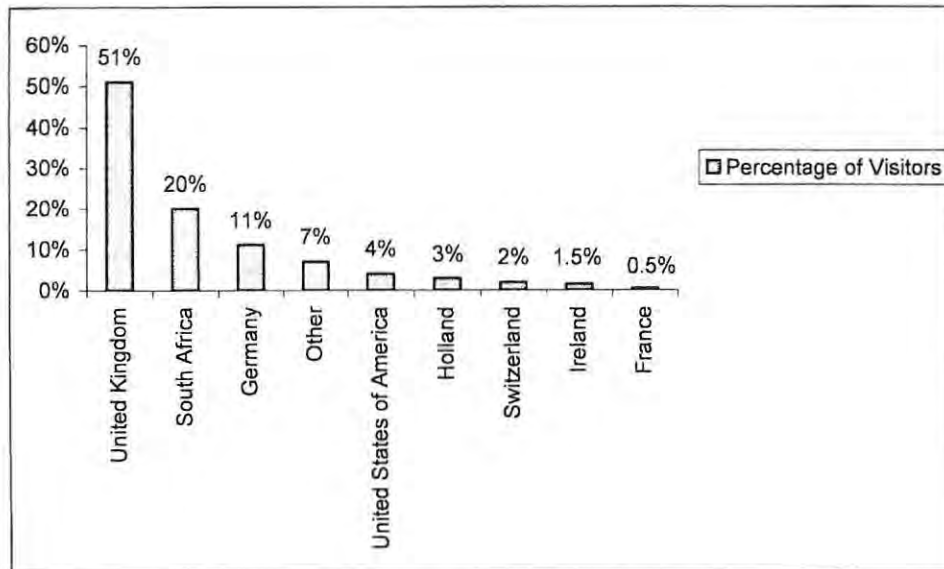


Figure 6.6: Breakdown of origins of visitors to Shamwari Game Reserve
(Gardiner, 2001a)

As to why the tourists come to Shamwari, Gardiner believes it is because "Shamwari forms a natural extension to the Garden Route" (Gardiner, 2001a). He also believes that Shamwari is fast becoming the alternative experience to the Kruger National Park in Mpumalanga, and it is therefore natural for tourists, who would previously fly from Port Elizabeth to Johannesburg, and then travel on to the Kruger National Park, to rather extend their travels up the Garden Route to Shamwari, and then fly straight from Port Elizabeth to catch connecting flights at either Johannesburg or Cape Town International Airports. The other major draw card, Gardiner (2001a) says, is that people do not need to worry about anti-malaria prophylaxis if they visit Shamwari.

Gardiner (2001a) also emphasises that approximately 20% of visitors to Shamwari are either part of a group tour, or are there for conferences or promotional visits, especially in the off-season (South African winter months) when most of their business is local. Of the other 80% of business, 60% are from "self-drive clients" (Gardiner, 2001a), or the tourist who hires his own car to drive himself around, but whose itinerary has been booked through an international tour operator, and 40% of clients are those who book either once in South Africa, or who take a chance of accommodation being available, in other words, the 'walk-in' client.

6.4.1.3 Attractions in the Eastern Cape and Albany District

So, what attracts these tourists to come to the Eastern Cape, and in particular, the Albany District? According to Gardiner (2001b), it is because travelling beyond Port Elizabeth to the interior of the Eastern Cape is the natural extension of the Garden Route, and much of the 'tourist traffic' is generated by this route. Other assets which Gardiner (2001b) believes can be found in the Eastern Cape include the beaches, the casino developments in Port Elizabeth and East London, and the major growth currently being experienced by the game reserve industry. Apart from Shamwari, Gardiner (2001b) drew attention to at least seven other major reserves in the Province, including the recently

established Kwandwe Reserve in the north of the Albany District, and the Addo Elephant Park, a government reserve lying midway between Port Elizabeth and the Southern Albany District Border. Other advantages include the lack of malaria in the region, and the availability to view the Big Six (i.e. the Big Five plus whales off the coast).

6.4.1.4 Tourist Routes

Gardiner's (2001a) views on the idea of a tourist route was that while the Western Cape has the Wine Route and the Garden Route, it is the Eastern Cape that holds the key to a potential Game Route. He believes that while the region has much to offer in terms of Settler and church history, schools, museums and so forth, there are also a vast number of Nature Reserves and Game farms in the Province, and especially between Port Elizabeth and East London, and all of them have different aspects and unique elements to add to the experience of the nature tourist.

6.4.2 Eastern Cape Nature Conservation

6.4.2.1 Introduction

What is now known as Eastern Cape Nature Conservation was previously the Department of Nature Conservation under the old Cape Provincial Administration. Eastern Cape Nature Conservation is no longer administered directly by the provincial government, but falls under the jurisdiction of the Eastern Cape Tourism Board (ECTB). It must be noted, however, that the old Ciskeian Government was in control of Double Drift Nature Reserve, which now forms part of the Great Fish River Reserve, and while currently, this reserve is managed by two separate bodies, both governing bodies will be incorporated into the ECTB (Hahndiek, 11/7/2001, pers. comm.).

6.4.2.2 Information from Key Interviews

Two interviews were held with Quintus Hahndiek of Nature Conservation, Grahamstown, an initial interview and a later interview to clarify key points. Although Hahndiek is not directly involved with tourists, he was able to provide information and insight into game farming and the hunting industry, and a realistic view of the tourism potential of the Thomas Baines Nature Reserve in Albany District and the Great Fish River Reserve spanning the border of the Albany and Peddie Districts. This section will provide a brief overview of some of the views of Hahndiek that emerged during these interviews.

6.4.2.3 Tourism

When the Ciskei was an independent homeland, the eastern section of the Great Fish River Reserve (GFRR) was operated and managed by the Ciskeian government. This resulted in different policies and practices between the GFRR and Thomas Baines Nature Reserve, then under the management of the Cape Nature Conservation department (Hahndiek, 11/7/2001, pers. comm.). Some of the differences include allocations of funding, programmes of expenditure and so forth, as well as different policies regarding the promotion and upkeep of the reserves. Hahndiek (11/7/2001, pers. comm.),

however, believes that this will change when Nature Conservation is absorbed by the Eastern Cape Tourism Board's Game Division. This will result in better-managed reserves, improved funding, and standard policies and joint management for all reserves in the region. Hahndiek (11/7/2001, pers. comm.) also believes that with this move, the infrastructure of the two reserves will be improved and the reserves will be better marketed for tourism. It would appear that, at the present, a lack of funds and staff results in poor advertising and management of the reserves.

When the reserves are better promoted, Hahndiek (29/8/2001, pers. comm.), believes that they will have the power to draw significantly more people to them, not only foreign tourists, and those staying in camps in the reserves, but also day visitors. He believes that tourism is "a trump card" (Hahndiek, 11/7/2001, pers. comm.), held by the Eastern Cape, and with the Province being free from Malaria, it has great potential in the game farming, hunting, and nature reserve sectors. In recent years there has been a significant increase in the number of farms applying for CAEs (Certificate for Animal Enclosure) in the Eastern Cape, and it is this permit that allows the farm to operate as a game farm. For instance, in 2000, game farm numbers increased by 100% over the number of farms in 1999, between 1998 and 1999 there was a 23% increase in game farm numbers (Hahndiek, 11/7/2001, pers. comm.). Hunting has also increased due to the significant amount of revenue it generates for the outfitter (a professional who is registered to allow professional hunting on his/her farm, and whose standards and activities are monitored by Nature Conservation). For example, where a tourist may spend R1000 on his stay, for the same number of days a hunter will spend in the region of R5000, depending on the type of game being hunted (Hahndiek, 11/7/2001, pers. comm.).

Unfortunately, due to the lack of staff which has resulted in gates at the reserves being either completely unmanned, or only temporarily manned over the last 10 years or so, it was impossible to obtain any figures or statistics on the numbers and types of tourists visiting the two reserves (Hahndiek, 11/7/2001, pers. comm.). However, it is believed that while the current usage of provincial nature reserves is currently limited to day visitors, with the plans for rezoning and the focus on improving tourism aspects of the reserves, particularly the GFRR, as set out in the Management Plan for this reserve (see chapter 5), tourist numbers will increase, as will the length of their stay.

6.4.2.4 Tourist Routes

Although Hahndiek (29/8/2001, pers. comm.) felt he was not in a position to answer any questions on this topic, he did say that he felt that there is potential in the Eastern Cape to develop a tourist route which is based around the game farms and nature reserves in the area. He believes that many of them are able to offer something unique, and in particular, that some of the bigger reserves have the potential to attract "a whole lot more people" (Hahndiek, 29/8/2001, pers. comm.). Some of the reserves he mentioned were the Shamwari Game Reserve, Kwandwe Game Reserve, and Kariega Park. Hahndiek (11/7/2001, pers. comm.) also believes that the smaller game farms have much to offer, and should be linked with the bigger game reserves.

6.4.2.5 Game Farms and Nature Conservation

If one is going to promote both private game farms and the government run nature reserves, it is beneficial if the two are on 'the same side' so to speak, rather than in a state of conflict. According to Hahndiek (29/8/2001, pers. comm.), there is not much interaction between the two groups, and there is no well-established working relationship, however, when the need arises, they are able to work together and co-operate to reach solutions which are attractive to both parties. Most of the interaction between the two groups takes place between Nature Conservation and the East Cape Game Managers Association which represents the interests of game farmers throughout the province, and it generally takes the form of Nature Conservation playing an advisory role on various issues (Hahndiek, 29/8/2001, pers. comm.).

6.4.3 Game Farm Questionnaire Results

Within the Albany District, eighteen questionnaires were distributed to active game farmers, of these eighteen, eleven were contacted before hand and asked if they would be willing to complete a questionnaire, all were willing, but only one response was received. The remaining seven were distributed via a game farmer in the region, and of these seven, six responses were received, amounting to a total of seven responses received from eighteen distributed questionnaires. No questionnaires were administered or interviews conducted within the Peddie District, due to a lack of interest and absence of such facilities. The information requested on the questionnaires included information regarding the farm, information about visitors to the farm and neighbouring districts, both current and future potential of tourism, their views on the assets and barriers of the district with regard to tourism, and the effect of game farms on nature reserves and vice versa. This section will consider these responses, and a discussion will follow.

6.4.3.1 About the Game Farms

Information requested about the farms served mainly to provide background detail, giving an idea of how long the farms have been operational for, whether or not they provide facilities catering for tourists, their marketing strategy, what they offer, and whether or not any new employment opportunities have been created on the farm due to tourist/hunters visiting. Of the responses received, one of the game farms has been operational for five years, three have been in operation for four years, and one has been in operation for three years. Two of the respondents were unsure as to how long the farm has been operating as a game farm, as when they bought it, it was already an established game farm. None of the farms began as game farms however, all of them were previously agricultural and/or stock farms, with three still maintaining stock on the farm, while three were sold to investors who operate them only as game farms.

In response to the question of whether or not the farm is marketed to tourists, three of the farms are, while four are not. The reasons given for the four game farms not marketing themselves are that:

- Game farming is only one aspect of the farm and is therefore not a full time focus
- Only seasonal hunting is allowed, and this is related to game numbers

- It is a private game farm, and game farming is not a primary business interest
- Access and hunting is restricted to friends, family and established connections.

Of those who do market themselves, one is promoted through an international operator, while word of mouth and magazine advertising are used by two game farmers, and the Internet, conferences and newspapers are the media each used to market one game farm (See Figure 6.7). Of those who advertise, one markets themselves four times per annum, and one six times per annum, and all three aim their marketing at international visitors, while one also aims to promote local visitors, and one encourages friends only.

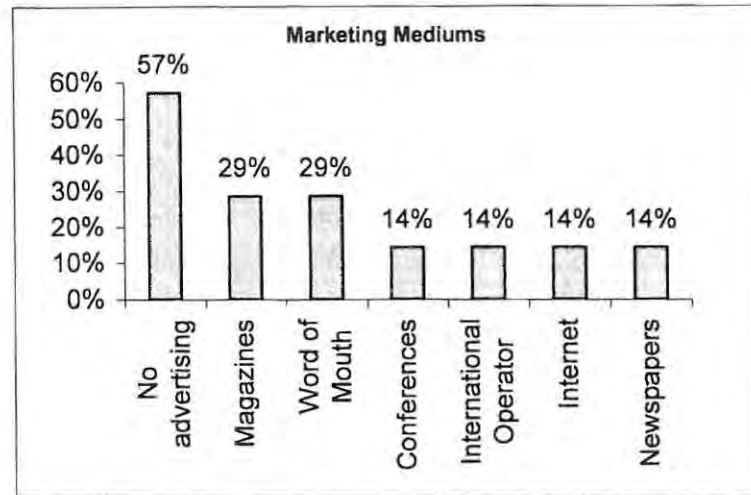


Figure 6.7: Marketing Mediums used by Game Farmers, shown as a Percentage of the Total Number of Responses

In terms of what services and facilities these game farms provide, all of them offer accommodation, meals, and hunting, four offer game drives, three offer trails for hiking or horseback riding, and one offers swimming facilities. Apart from hunting, visitors are also able to visit Forts at three of the farms, and bushman paintings at one farm, while the history of the area, natural attractions, hiking and the natural wildlife are also viewed by game farmers as being of particular interest to visitors.

Considering that all of the game farms were previously stock or agricultural farms, and that three of the farms still maintain stock on the farm, one would expect there to have been new employment opportunities created. However, it is of interest to note that despite all these changes no new employment opportunities have been created on any of the farms, nor have previous positions been lost, rather there has been a change in the type of work available. However, many of the farms do still keep limited numbers of cattle, which has also helped to keep employment numbers static.

6.4.3.2 Visitor Information

Once again, the purpose of these questions was to gather as much information as possible about the type of people who come the area, where they are from, how long they spend in the District, and why they come to the District. Unfortunately though, while some of the visitor information gathered from the

game farmers is useful, in general, those operating game farms seem to have little knowledge or awareness about what else people do and see in the area, or what there is for them to do. This was also evident in the lack of input received from these farmers in response to the questions asking them to identify potential assets and barriers to tourism in the Albany District.

Firstly an overview of visitors to the individual game farms was acquired by asking how many visitors each farm gets annually, how long the visitors stay for, where they originate from and what their main purpose for the visit was. The information gathered is presented in Table 6.4 below.

Table 6.4: Visitor Information for the Game Farms Questioned

Visitors/annum	Responses	Origins	Responses
Unsure	3	Foreign	5
0-20	1	Local	4
21-30	2	Unsure	2
31+	1		
Average Length of Stay	Responses	Reason for Visit	Responses
2 Days	1	Hunting	7
3 Days	3	Trails	1
1 Week	2		
2 Weeks	1		

The game farmers were also asked if they could give an estimated amount of how much visitors spend in the region, and specifically on the game farms. Unfortunately the response received in relation to this question was "Unsure" from all seven of the farmers.

In one section of the questionnaire, the respondents were asked to assign a value of "none", "hardly any", "fair amount", "high number" or "unsure" to five reasons for why people visit the Albany and Peddie Districts. The responses can be seen below in Figure 6.8.

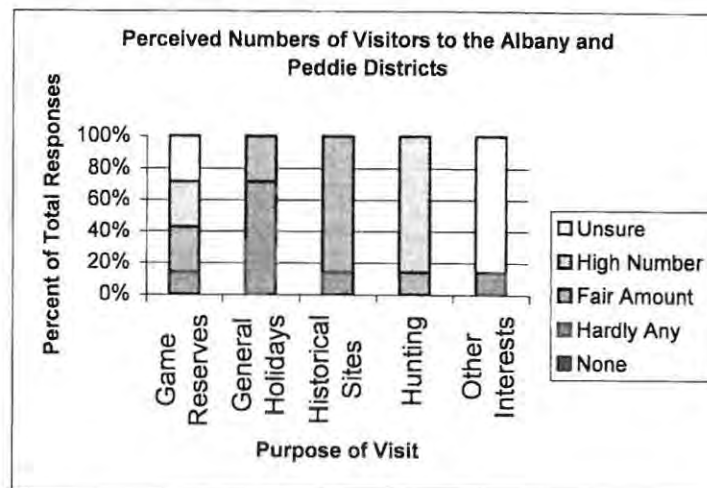


Figure 6.8: Numbers of Visitors to the Albany and Peddie Districts for Specific Purposes as Perceived by the Game Farmers.

As can be seen from Figure 6.8, the game farmers views are that while a large number of people come to the area for hunting, only two respondents feel a large number of visitors come to the area to visit the game farms and nature reserves, while two respondents believe a fair amount of people come for these purposes. The responses also indicate that a fair number of people are believed to come to the Districts to view and visit historical sites, while hardly any come for general holiday purposes. The game farmers were also unsure as to how many people may come for other personal interests. It would therefore appear that from the game farmers perspectives, the most number of visitors are likely to come to the Albany or Peddie Districts for the purpose of hunting, while very few come simply to visit the area and spend a holiday here.

Similarly, the game farmers were also asked to give their opinions on the likelihood of visitors coming to the Albany and Peddie Districts in the future to pursue various interests. Again, the respondents were given a scale on which to relate their responses. The results are indicated in Figure 6.9:

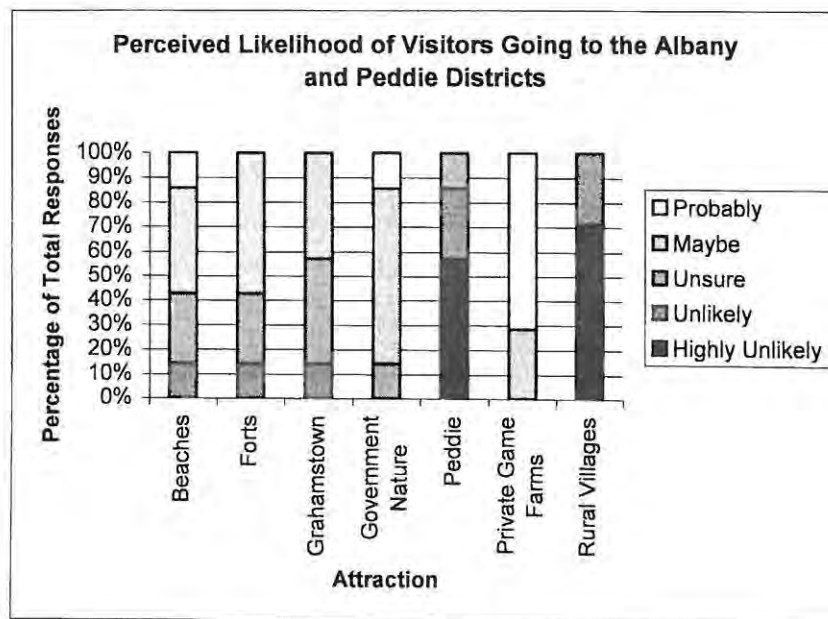


Figure 6.9: Likelihood of Visitors going to the Albany and Peddie Districts for selected specific purposes as perceived by the game farmers responses.

As can be seen in the above figure, the most likely reason people will visit the Albany and Peddie Districts in the future, according to the respondents, is to visit the private game farms and reserves. However, people may also visit the districts for the purposes of visiting forts, government nature reserves, the beaches in Peddie District, and the city of Grahamstown. As far the respondents are concerned, it is highly unlikely that people will be interested in visiting Peddie town, local townships or the rural areas of the districts.

6.4.3.3 Assets and barriers

As with the accommodation establishment interviews, the game farmers were also asked what they believe to be the assets for tourism in the Albany District, as well as what hinders tourism. Unfortunately not much information was obtained, and the only assets that were mentioned were those of hunting (two responses), the National Arts Festival in Grahamstown (two responses), the history of the Region (three responses), the natural beauty of the District (one response), and one respondent even suggested that there are no assets with which to promote tourism.

Respondents were also vague about the barriers that hinder tourism, with one respondent mentioning that other than the game farms, there is not much to offer (especially in Peddie District), and three respondents said that bad roads hinder tourism.

6.4.3.4 Tourism Routes

Following on to the questions regarding visitors to the game farms and the surrounding districts, respondents were asked whether or not they thought a tourist route through the districts would encourage more visitors to the area, and if they thought it would, then what did they believe should be included in such a route. Six respondents said they believed a specific route could draw people to the area, while one respondent was unsure, however, the only suggestion that was given for what could be included in this route were those of "the game farm experience" (Respondent 5, 2001, pers. comm., Questionnaire comment) (two similar responses), and historical sites (three responses). It would appear that the respondents are either not aware of what else there is around them, or that they are not familiar with the concept of tourist routes, or alternatively, they did not perceive local assets as being a sufficient attraction for potential tourists.

6.4.4 Summary

It is unfortunate that the game farmers were able to provide so little insight into the needs and actions of tourists or into the potential attractions of the rural areas of the Albany and Peddie Districts. However, the next section examines the results obtained from the tour guides, and these would appear to be able to provide more general views covering a broader area than simply that of Grahamstown.

6.5 Tour Guide Results

In an attempt to get an understanding of how tourists respond and relate to the Albany and Peddie Districts, what they respond to, and what they may in future respond to, seven tour guides operating in the Albany and Peddie Districts were selected and asked about their views on tourism in the two districts. The tour guides either completed a detailed questionnaire (2) or participated in an interview (3). One tour guide did not want to be involved, and continuous problems arose when trying to meet with another. This section will begin with a general overview of the group of tour guides who provided information, after which key issues arising from the interviews and questionnaires will be raised.

6.5.1 Overview

Of the five tour guides interviewed, only one is involved with tours on a full time basis, while one other is involved in the tourism industry full time, but guiding tours is only a small part of their business. The other three tour guides all take tours when the need arises, mostly over peak times such as the National Arts Festival. Four out of the five guides are registered nationally and locally, and their experience ranges from a newcomer, who has been taking people out only over the last year or so, to two very experienced guides who have been taking visitors around Grahamstown and the surrounding areas for ten years. Generally, the guides operate independently, although one of the guides does offer packages through and with the hotels in Grahamstown. Due to there being no guides currently operating in the Peddie District, Grahamstown-based tour guides were also asked to share their opinions and ideas on the Peddie District, as most of the guides have some knowledge regarding the Peddie District, and some do tours of the district if there is such a request.

6.5.2 Albany District

The tour guides were able to provide feedback and information with regard to what is currently available in the Albany District, as well the potential of the District and the current problems facing tourism. This information will now be reviewed.

6.5.2.1 Assets and Advantages for Tourism in the Albany District

Quite a wide range of assets were noted by the tour guides, and a comprehensive list of these can be seen in Table 6.5. Some of the most commonly mentioned assets include the history of the district, the game farms in the district, Shamwari, the history and architecture of buildings (especially in Grahamstown), and the fact that there is a sufficient quantity of accommodation which also meets a broad range of needs.

Table 6.5: Assets of the Albany District as perceived by Tour Guides in the district

Assets	Total Number of Responses
History	4
Game farms	3
Buildings	2
Shamwari	2
Sufficient accommodation	2
Alicedale-Grahamstown railway trip	1
Art Gallery	1
Assegaaai Bush Military Post	1
Burchells Game Reserve	1
Cheapness of goods and services to foreigners	1
Church on railway to Alicedale	1
Churches	1
Clay pits and the associated "shenanigans between black and white"	1
Closeness to black community and township integration	1
Dakawa Art and Craft Centre	1
English feel	1
Festivals	1
Fort Brown	1
Fort Doubledrift	1
Fortified farmhouses	1
Frasiers Camp	1
General community feel	1
Grahamstown's "strange, rugged appeal"	1
Heritage and cultural history	1
Masithandane Women's Association	1
Military forts	1
Museums	1
No malaria (especially an advantage for game enthusiasts)	1
Proximity to beaches	1
Salem	1
Scenery	1
Sevenfountains	1
Signal towers	1
Township	1
Trumpeters Drift - most complete fort	1
Umthathi Garden Project	1

6.5.2.2 Barriers to Tourism in the Albany District

Unfortunately, the number of barriers identified by the tour guides as hindering tourism in the Albany District was almost as lengthy as the list of assets. Some of the major issues which come to the fore in this list include the lack of local initiative, vision and interest in tourism by local people, lack of working together as a group of tourist service providers such that accommodation establishments do not pass their guests on to the tour guides for example and so forth, a lack of funding for many of the Albany

District's tourist attractions, such as museums and township projects, the poor infrastructure in the district, such as bad roads, concerns about safety, and inadequate marketing of the district and what is on offer, especially in Grahamstown. One comment made by a tour guide was that while the District is beautiful and peaceful, tourists are "Not able to enjoy [the] tranquillity because [one is] always having to look over your shoulder for someone coming to rob or rape you; black people have not overcome their oppression and don't value and build up their heritage and therefore don't make it attractive to tourists, communities only looking for what they can GET, rather than what they can OFFER to others" (Phillips, 2000, pers. comm. Questionnaire Comment). When this issue was raised with other tour guides, their responses reflected this concern that perhaps the local township and rural Xhosa people do not fully realise the benefits that tourism might bring for them, and that some do see tourists as a target for petty crime. Other barriers that were identified have been listed in Table 6.6.

Table 6.6: Barriers facing tourism in the Albany District as identified by Grahamstown based Tour Guides

Barriers	Total Number of Responses
Most locals do not have much initiative	3
Doubts regarding safety and security	2
Inadequate marketing	2
Lack of funding	2
Lack of vision	2
Poor infrastructure	2
Shamwari - does not pass visitors on/get them from Albany	2
Black communities "look for what they can get, rather than what they can offer"	1
"Black people have not overcome their oppression and don't value and build up their heritage"	1
Crime rate (petty theft, vandalism)	1
General transport to Grahamstown	1
Inadequate signage	1
No airport	1
No tourism/craft shop to sell locals goods	1
No upmarket restaurant	1
People do not allow themselves enough time to appreciate the district	1
People see Albany as being too close to Transkei	1

6.5.2.3 Potential Attractions and Tourist Route Ideas

Once the assets of the district, and the barriers facing tourism were established, tour guides were asked for their ideas on what type of tourist route should be established through the area. Four suggestions were offered, with three of them being based on a specific interest, and one being a general pleasure experience. The suggested pleasure route involved taking the Grahamstown to Alicedale railway trip and providing guides with specialist knowledge to point out things of interest

along the way. Once in Alicedale, Burchell's Game Reserve and the Jean-Paul Barnard Mohair Factory are two places to visit, and the journey back to Grahamstown could be done via road, with a game farm experience included.

The three special interest routes suggested included an art route based on Thomas Baines's work, and visiting the places where he gained inspiration, and those places he drew/painted. Other ideas include developing wildlife/nature interest tours, and developing a history interest route. All these ideas provided fresh insight and ideas, and a unique product to offer to the tourist, and showed the potential within the study area as seen by the local tour guides of the area. These ideas are developed further in the next chapter.

6.5.3 Peddie District

Although the tour guides seldom take tours through the Peddie District due to both a lack of demand and a lack of attractions, they were still able to give some feedback on the assets of the district, barriers facing tourism, and potential attractions. However, none were able to suggest any potential routes through the district, nor any attractions that could be included in a general route through the district.

6.5.3.1 Assets and Advantages for Tourism in the Peddie District

The game reserves and game farms, along with the old colonial cemetery, were the most commonly noted attractions in the Peddie District. The cemetery, in the town of Peddie, is apparently a popular place to visit for settler descendents who are trying to trace their roots (Respondent 6, 10/10/2000, pers. comm.). Other places of interest are listed in table 6.7 below.

Table 6.7: Assets of the Peddie District as viewed by tour guides based in Grahamstown

Assets	Total Number of Responses
Game Reserves	3
Cemetery	2
Anglican Church - Peddie - on site of original star fort	1
Architecture	1
Cavalry Barracks	1
Church	1
Fort Peddie	1
Genealogy	1
Milkwood tree (meeting place for discussion)	1
Old D'urban mission station (current hospital)	1
Old military hospital	1
Watch/Piquet tower	1

In terms of what potential attractions are in the Peddie District, the only suggestion received was that a potential tourist feature could be to develop a "Xhosa Land" based on the same concept of "Shaka Land" in KwaZulu-Natal.

6.5.3.2 Barriers to Tourism in the Peddie District

The barriers facing tourism in the Peddie District were few, but all are significant. Issues such as a lack of vision for the district, a lack of funding for tourism in the district, and a lack of marketing, although as one guide said: "what's there to market?" (Respondent 7, 12/12/2000, pers. comm.), all contributed to the lack of interest in the district. Other barriers faced include poor and limited infrastructure, personal safety concerns, and the degraded and run down condition of places of interest.

6.5.4 Summary

The tour guides were generally able to provide more information on the Albany District than on the Peddie District, mainly because the guides know the Albany District better, and because there generally is more information and knowledge available about the Albany District. The following section will consider the views of Tourism Grahamstown, the official tourism body for the town of Grahamstown, as well as for the surrounding district. At the current time of writing, there is no tourism organisation operational in Peddie town or district, and therefore only the Tourism Grahamstown views are reflected here.

6.6 Tourism Grahamstown

Tourism Grahamstown is an association which stands as an independent body run by members elected to the board, and which is funded by the local government. Anyone with an interest in tourism in Grahamstown and the surrounding district is eligible to become a member of Tourism Grahamstown, and the purpose of the association is to promote tourism in and to Grahamstown and the surrounding district. Membership of the association is open to anyone who is interested, and those who are directly involved in tourism are, in particular, encouraged to join. Mr Willem Makkink is currently the Director of Tourism Grahamstown, and according to him, the vision of Tourism Grahamstown is to encourage the growth of Grahamstown as "Africa's Festival Capital" (Makkink, 2000). Mr John Case, 2001 chairman of the association, has stated that the objectives of Tourism Grahamstown which serve as a means to achieving this vision, as well as aiming to establish Grahamstown as a global attraction, are:

- "To promote Grahamstown as a place where visitors feel welcome and want to come back
- To ensure that the benefits of tourism are understood and extend throughout the greater community" (Case, 2001).

These objectives are met through Tourism Grahamstown serving as a body which can help to maintain standards in the industry, and which can educate local people about tourism and identify how tourism can lead to the development and upliftment of the greater Makana Region (the new local government name for the Grahamstown area)(Case, 5/9/2001, pers. comm.).

6.6.1 Marketing

One of the key roles of Tourism Grahamstown is to market and promote both Grahamstown and the surrounding District locally, nationally and internationally. Unfortunately though, the budget for Tourism Grahamstown is rather limited, and therefore the cost-effectiveness of marketing initiatives plays a key role in determining which will be used (Case, 5/9/2001, pers. comm.). The key means for doing this, and in particular for international marketing is through the use of the internet by having a Tourism Grahamstown website (which can be found at <http://www.grahamstown.co.za>) (Case, 5/9/2001, pers. comm.). Other marketing strategies include attendance at the annual Tourism Indaba, Information Caravans at the National Arts Festival, making available the Sunshine Coast and Country Route information and brochures, and articles in the Talk of the Town (a local Port Alfred information pamphlet). Tourism Grahamstown and Port Alfred Tourism also regularly team up to share the costs while promoting their own areas, while stands at various shows are also often shared between several Grahamstown organisations to help reduce costs. Due to the high cost of marketing and advertising, word of mouth advertising is also heavily relied upon.

According to Mr W Makkink of Tourism Grahamstown, the current focus of tourism rests on the new Egazini Monument, which serves as a reminder of Frontier times and the clashes which took place between the Xhosa and the Settlers (Makkink, 13/02/2001, pers. comm.).

6.6.2 Key features of Grahamstown and the Albany District which should be promoted, and those preventing the growth of tourism

In his Chairman's Report at the Tourism Grahamstown Annual General Meeting in 2001, John Case (2001) highlighted some key attractions in the Grahamstown and Albany District. He says that when thinking about the region it is "thoughts of history, a meeting of different cultures, conflict and resolution...great scenic beauty, open spaces and wildlife reserves, edifices that have survived the rigours of war and time, an area rich in legend and folklore" (Case, 2001) which come to mind. Apart from the historic and natural attractions of the District, Case (2001) also highlights aspects such as the educational centre of Grahamstown, as well as all the annual festivals which are held in the city. Other key features which he identified in an interview (Case, 5/9/2001, pers. comm.) include the wildlife and game reserves in the area and the fact that the Eastern Cape is free of malaria, the social and cultural history of the district, the Frontier War heritage, Grahamstown and all it has to offer, the local customs and traditions, and the education facilities and history. Case (5/9/2001, pers. comm.) believes that wildlife and game reserves have the potential to play the key role in tourism to the District in the future, as well as bringing in foreign capital to the region through hunting. Mandy Burgess, a staff member at the Tourism Grahamstown office, believes that over and above what Case mentions as positive key features, there is also a sufficient and varied amount of accommodation, the "relatively serious crime-free" (8/2/2001, pers. comm.) status of Grahamstown, a number of museums to be visited, the "wonderful architecture" (8/2/2001, pers. comm.), and the Eastern Province Skydiving Club.

On the negative side, however, Case (2001; 5/9/2001, pers. comm.) feels that issues such as unemployment and poverty which have spin-offs such as street children, beggars and hawkers are an obstruction to tourism, as visitors to Grahamstown feel harassed by the beggars and street children, and one tour bus company which used to come to Grahamstown on a weekly basis has already stopped coming here, and the reason given was that the beggars were perceived as a safety concern by the tourists, and their harassment of tourists for food and money was a deterrent. Other barriers to tourism include the lack of funds, a lack of municipal action in dealing with issues such as beggars and street children, a lack of local initiative and action, a limited amount of luxury and budget accommodation, the lack of a "must see" attraction such as Table Mountain, the district is difficult to get to from Port Elizabeth and East London, and the city of Grahamstown is dirty and untidy (Burgess, 8/2/2001, pers. comm.; Case, 5/9/2001, pers. comm.).

6.6.3 Tourism Routes

The idea of tourism routes is viewed by Tourism Grahamstown as potentially positive or negative – depending on how much those involved are prepared to support and aid the initiative, co-operate and work together to promote it (Case, 5/9/2001, pers. comm.). Grahamstown is already part of the 'Sunshine Coast and Country Route', although Case (2001; 5/9/2001, pers. comm.) feels that while the 'Sunshine Coast' is well marketed and promoted, the 'Country' part is often left out in the cold, so to speak. This being what it is, Tourism Grahamstown has decided to market its region, one which covers most of the Albany District and up towards Hogsback and Peddie, as 'Frontier Country' (Case, 2001; Case 5/9/2001, pers. comm.). This assumes a focus of the historical significance of the region, both in terms of Settler history and in terms of Xhosa history, (Case, 5/9/2001, pers. comm.). This 'Frontier Country' route (see Chapter 7) is, however, still in its infancy, and so it has yet to be seen whether this will be any more successful than the 'Sunshine Coast and Country' route is in drawing the visitors inland from the coastal resorts.

6.6.4 Summary

The views of Tourism Grahamstown have provided the 'official' viewpoint taken in terms of tourism in the district. The next section will consider the viewpoints of the local government, or Makana City Council, in terms of tourism, and the way forward.

6.7 Makana City Council

The views of the Makana Council were established from notes taken at an Integrated Development Plan (IDP) Meeting of the Makana City Council held on the 4 September 2001, which was attended by Prof Etienne Nel, as well as from information obtained through interviews conducted with Mr Steve Cridland, then Acting Municipal Manager, and Mr Gerry Accom, Head of the Economic Development and Tourism Committee of the Municipal Council.

Information gathered essentially highlights what Tourism Grahamstown and the Council see as current key foci of tourism, as well as providing an outline of the council's present plans for tourism in the region.

From Mr G Accomms point of view, Grahamstown must focus on the concept of the "Frontier Country" and Makana, as they are unable to compete with the Sunshine Coast (Accomm, 6/9/2001, pers. comm.). Other advantages, according to Accomm, held by the district include the game and the wildlife aspect.

In terms of the future plans for tourism in the region, the revival of a steam train between Grahamstown and Alicedale, and making use of the original railway station at Alicedale, is one idea the Council has (Makkink, 13/2/2001, pers. comm.). Secondly, having moved hawkers from pedestrian ways in High Street, Grahamstown, to the Church Square, there is a consideration of pedestrianising the whole area.

In an interview, Mr Steve Cridland offered his opinions on the significance of tourism to Grahamstown and the surrounding district, the potential opportunities for tourism in the region, and what hinders tourism in the region (Cridland, 6/9/2001, pers. comm.). Cridland also offered his views on the role that the local government is playing in promoting tourism in the district. Mr Gerry Accom, head of the Economic Development and Tourism Committee of the Makana City Council was also approached for his views on tourism in the district. Their views are reflected in the following section

According to Gerry Accom (6/9/2001, pers. comm.), "Tourism is the area which we would be looking at for development", because he believes tourism is able to provide a niche market, and this, if marketed and promoted correctly, can be a means to promote development and the upliftment of the local community. Cridland also believes that tourism plays a very significant and important role in the district, and he believes the number of Bed and Breakfasts that have been established in Grahamstown reflect this (6/9/2001, pers. comm.). However, Cridland also said that if one takes the number of visitors who come for the National Arts Festival as a measure of tourism to the town, then this would indicate that tourism to Grahamstown is, in fact, on the decline. Although he indicated that the number of tour buses coming in to Grahamstown has remained steady, although this in its self, is not encouraging as it indicates a potentially stagnant industry. Cridland did mention, however, that he felt that one of the key aspects of tourism in the region is the game farming and nature reserve aspect, and this could be highly significant in its own right (6/9/2001, pers. comm.).

In terms of what the opportunities are for Grahamstown in terms of tourism, features such as the Settler aspect, architecture, Xhosa history related to Egazini which has, as yet, been unexploited, and the fact that Grahamstown has facilities and is a "clean city", were highlighted (Cridland, 6/9/2001, pers. comm.). Accom believes that there are several things which can be done to promote and encourage tourists to visit the area, some of which have already been mentioned, such as a steam train running between Grahamstown and Alicedale, potentially drawing in Shamwari as a key

attraction, and the pedestrianisation of Grahamstown's Church Square. However, there is also the feeling that, on a more general scale, Grahamstown, with all its attractions, and facilities, needs to be promoted in a more holistic manner and scale, rather than each interest and service provider marketing themselves independently (Accomm, 6/9/2001, pers. comm.). Grahamstown also needs to make itself the "focal point" by becoming a central or starting point for cultural or game tours, for example, and the Bed and Breakfast and other accommodation establishments need to take steps towards becoming pro-active, and market the town to people who stay with them, rather than feeding off attractions in the town. As such, they need to develop a mutual relationship where attractions, festivals, conferences etc not only benefit accommodation establishments, but where the accommodation establishment can benefit them. Finally, Accomm (6/9/2001, pers. comm.) feels that the local government needs to actively promote tourism, rather than just providing a grant to Tourism Grahamstown and leaving them to do the rest.

In terms of what hindrances there are to further promoting and/or developing tourism, Cridland feels that while there are no obvious deterrents to potential tourists, a lack of understanding on the part of the local people of Grahamstown as to the importance of tourism, as well as a limited realisation by local people as to what potential gains are in it for them, are the two major obstacles facing the promotion and development of the tourism industry (6/9/2001, pers. comm.). Another obstacle is that the Makana City Council does little themselves to promote tourism (Cridland, 6/9/2001, pers. comm.). They merely give a grant to Tourism Grahamstown, and leave it to them to deal with tourism related issues.

6.8 Peddie Transitional Regional Council (TRC)

The views of the Peddie TRC regarding tourism to the Peddie District, and the potential for the growth of the industry within the district were determined at workshop held in the Peddie District in early 2000. At this workshop it was acknowledged that the district:

- a) Is in need of development
- b) Has limited agricultural and industrial potential
- c) Has untapped tourism potential, and
- d) Is situated such that the district is easily accessible via the first tourism routes (and subsequent tourist routes) developed and marketed by the ECTB.

At the workshop, apart from the Peddie TRC, various local stakeholders, such as community representatives, the Peddie TLC representatives, ECTB representatives, and other interested individuals were present, and assets that were identified included ecotourism potential, and the local wildlife. Other assets included the history of the district, including its frontier history, scenic attractions, Xhosa traditions, and game reserves. Thus it was identified that the strongest potential within the district lies within its ecotourism and heritage tourism potential. However, Mr Mzozoyane (17/1/2000, pers. comm.) of Peddie TRC, highlighted the need for a tourism within the Peddie District to be sustainable and long term if it is going to aid in the development of the district. He also emphasised that while none of the assets within the district are unique or exceptional, the district does have a

significant historical legacy on which to draw. Mr Mzozoyane (17/1/2000, pers. comm.) also emphasised that tourism initiatives in the district will need to be linked to existing tourism initiatives and routes if such projects are to be successful.

Barriers facing tourism in the district were identified as being poor infrastructure, limited existing tourism facilities, poor resources, possible resistance to local people 'acting' out traditions for visitors, crime, poor medi-care, lack of facilities, poor signposting, poor advertising, and poor communication through cultural barriers. However, the participants at the workshop all believed these barriers could, in time, be overcome.

6.9 Conclusion

This concludes the assessment of the results obtained from the questionnaires and interviews posed to tourists and the various service providers and tourism facilitators. It is of interest to note the differing views and perspectives on issues such as barriers which serve to hinder tourism, where some sectors feel there are significantly few, or none to speak of, other sectors feel the list is far too long, and outweighs any benefits or positive attractions within the districts. What has been clearly identified in this chapter are the type of people who visit the area and the main reasons why people come to the area, the reasons why various tourism businesses have been established, the interest of tourism stakeholders in the success and the future of the industry, what is preventing people from coming or returning to Grahamstown, and what sites and attractions have the potential to draw visitors to the study area. Having gathered all the primary information, it now needs to be assessed and evaluated, and placed within the context of this research for it to be of any use within the study. The next chapter will provide a discussion of these results as a cohesive unit in order that key issues relevant to this study may be pinpointed, and considered in the light of established theory regarding tourism and development issues.

CHAPTER 7: DISCUSSION AND FINDINGS

7.1 Introduction

The previous chapter presented the results obtained from questionnaires and interviews conducted with various representatives of different aspects of the tourism industry and related organisations, but did not provide a full discussion of these results. This chapter will now focus on a discussion of the key issues and points raised from those interviews and questionnaires, following which the outcomes of this research will be considered in the form of two possible tourists routes through this part of the Eastern Cape with a focus on the study area. Whereas the previous chapter considered the results obtained from specific groupings or organisations specifically with regards to that select population, such as the game farmers or Tourism Grahamstown, this chapter will draw together all the results regarding key points which were raised through the research. This chapter will begin with an overview of the various participants who provided information, followed by a discussion of key issues relating to tourism in both the Albany and Peddie Districts, for example, the typical profile of visitors to the districts, the attractions of the area, barriers facing the tourism industry, and the perception of participants regarding tourist routes and the role tourism plays in promoting development in the region. A section considering general comments made by participants will follow, after which the key tourism routes identified will be put forward and discussed.

7.2 Comments on the Participants

The participants involved in this research included tourists to Grahamstown, accommodation establishment owners and managers in Grahamstown, tour guides based in Grahamstown, game farmers in the Albany District, Eastern Cape Nature Conservation based in Grahamstown, a representative of the Shamwari Game Reserve in the Albany District, representatives of Tourism Grahamstown, and representatives of the Grahamstown Local Government. As can be seen from this list, the overwhelming majority of respondents were based in the Albany District and in Grahamstown in particular. This was due to the currently under-developed and under-utilised status of the tourism industry in the Peddie District. This district has little to offer in terms of accommodation establishments, tour guides, and there is currently no local tourism organisation active in the area. However, a workshop was held with representatives of some village communities, and the Peddie Transitional Regional Council (TRC) with regards to the potential for tourism in the district, and these views were obtained.

Although, no tour guides operate from within the Peddie District, tour guides from Grahamstown are, however, relatively familiar with the district. Some of these guides do conduct tours in the Peddie District on demand, and so were able to provide information with regards to both the Albany and the Peddie Districts. The major hotels on the coastline of the Peddie District have also recently been scaled down, and were reluctant to provide information regarding tourism in the Peddie District. However, in Peddie District the viewpoint of the previous Transitional Rural Council Mayor for the

Peddie District was canvassed and he voiced his opinions at the aforementioned workshop held in the district. However, no defined policy or specific council views or opinions were available, this was due in part to a lack of awareness regarding the benefits of tourism, a lack of funding to provide the support structure needed for tourism with regards to the maintenance of site attractions and basic infrastructure requirements, advertising and marketing. The Peddie District, does however, fall under the Amatola Region IDP, which deals briefly with tourism, (more detail of which can be found in section 7.7.1).

Finally, of the game farmers who completed questionnaires, it must be noted that most tended to be unaware as to what tourism has to offer the district, as well as being unaware as to what the district has to offer to the tourist (in both the Albany and Peddie Districts), other than game farming. Their views tended to be narrow-minded and closed to activities and places of interest which were not of relevance to game farming, and they provided little information as to why visitors come to the districts, and as to what they may want to see or do and what they currently do.

Generally, the majority of the research was conducted in Albany District, and specifically in Grahamstown, as the Peddie District proved to be both limited in what could be obtained due to the lack of tourism and associated activities in the district. Grahamstown, however, is the central point of the Albany District, and has a relatively well-established tourism industry, making it an ideal place to conduct research, although people further afield in the rural areas of the Albany District were also approached for their views and opinions. The information which was obtained regarding both districts provided insight into what people feel about the districts, the current status of both tourism and development in the areas, and the potential that exists within the districts, especially with regards to opportunities for tourism. It is also hoped that the information gathered from the Albany District may be used to aid in the growth and promotion of tourism in the Peddie District by providing a type of checklist which highlights options for tourism and the potential outcomes should those involved in tourism be dedicated to promoting the district and pursuing growth and development, and particularly if this is done through the development of a tourism route.

7.3 Tourist Profiles

This section deals with the data collected from the various participants in this study, with regard to the type of visitor coming to Grahamstown and the Albany District.

The tourist profiles for the Albany District can be divided into tourists visiting the game farms and reserves, such as hunters, or those people wanting to experience a nature-based holiday, and those visiting the city of Grahamstown. The two groups appear to have some significant differences, such as the socio-economic status of visitors, the length of time they stay in the district, and of course, the reason for their visit.

7.3.1 Natural Heritage Tourists

If one considers the literature which is currently available regarding eco-tourism, natural heritage tourism and hunting, it is evident that these tourists constitute a fast-growing category within the broader contexts of tourists, particularly in South Africa (Ellenberg, 2000; Viljoen and Naicker, 2000; Loon and Polakow, 2001). This trend has also been evident within the study area of this thesis.

According to Paul Gardiner of Shamwari Game Reserve (2001a, pers. comm.), tourists visiting that reserve tend to be foreigners (80%) who are generally 'high profile', upper income class people. The game farms also tend to have more foreign visitors, although the difference between the numbers of foreign to local visitors is less pronounced. At both Shamwari and the smaller, private game farms, visitors tend to stay for more than one night, with a two or three night stay encouraged at Shamwari, while the smaller farms have visitors staying for up to two weeks. Generally these visitors do not venture to Grahamstown or Peddie, or other parts of the districts, but tend to remain focussed on the reserve or game farm, with many of the visitors to Shamwari coming from the Garden Route, and returning to Port Elizabeth after their visit. Most of the visitors to the smaller game farms are coming to hunt, and therefore head directly to the farm, and home again immediately after their stay there, while visitors to the provincial parks such as the Great Fish River Reserve Complex, tend to be on day trips, or overnight stays to the reserve, while on trips where their base is Grahamstown.

The success of nature-based tourism in the Albany District thus hints at potential lessons for the neighbouring Peddie District, which shares the rich natural resources of the Albany District. However, Peddie District lacks the necessary facilities, in the form of basic services such as accommodation, as well as of actual established attractions in the form of upmarket game farms. The potential remains, however, and perhaps a tourism route which directs tourists into the district may help to establish such an aspect of the tourism industry.

7.3.2 Grahamstown Tourists

In contrast to the natural heritage tourists, the profile of visitors to Grahamstown is somewhat different. Firstly, most of the visitors are not coming to see the natural heritage of the area, or to partake in related activities. Instead, most of the tourists are professionals, with many of them coming to Grahamstown for business, reasons relating to Rhodes University, or who are coming to see their children either at one of the schools in the city or at the university. Of these visitors, the majority are from elsewhere in South Africa, and more than half of those who completed the tourist questionnaire were on a return visit to Grahamstown. This coincided with comments from several owners of accommodation establishments, who said that many of their guests were 'return customers'. This suggests that only a minority of those visiting the city annually are visiting for the first time, which suggests that the potential economic benefits for the city are not as high as they could be, as returning visitors are less likely to spend money on sight-seeing and souvenirs. What is also of interest is that 60% of visitors to Grahamstown come directly to the city from their homes, while the next destination from Grahamstown for 82% of the visitors is home. This also indicates that many of the visitors are

here specifically for business, and have little or no interest in behaving as a genuine tourist, in other words, visiting sites and buying souvenirs. It would therefore appear that while Grahamstown has many visitors annually, the majority of those are unlikely to spend 'tourist rands', as they have defined intentions for their visits to the city, and are not genuine recreational tourists, but here for business or to visit family and friends.

If one considers the Grahamstown tourist profile more closely, it can be diagrammatically represented as is illustrated in Figure 7.1. In this figure, one figure (colouring is not significant) is representative of 10% of all visitors to Grahamstown.

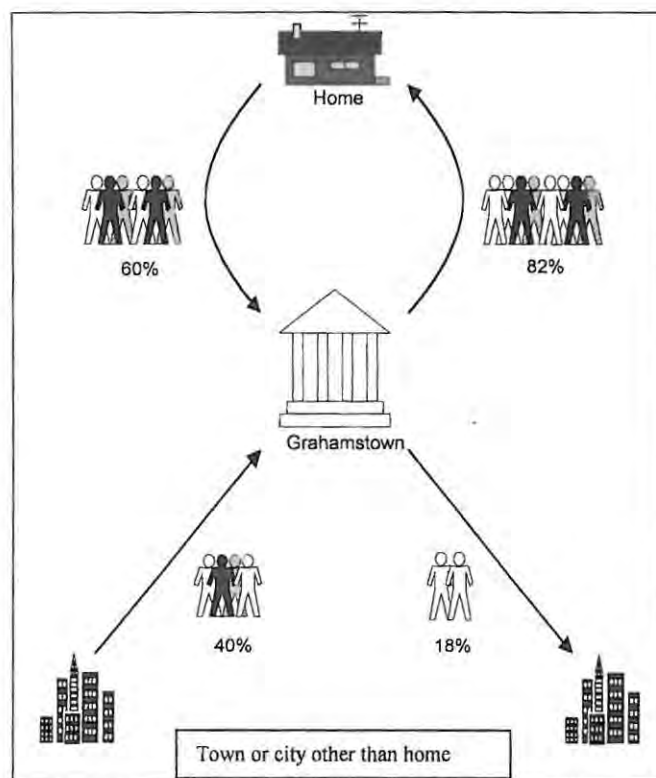


Figure 7.1: Diagrammatic representation of the destinations of visitors to Grahamstown before and after their stop in the town.

This suggests that the majority of visitors to Grahamstown are therefore here on business or for education-related reasons, while very few are genuine tourists, i.e. those visiting the area for the first or second time for sight-seeing, game-viewing and general holiday and recreational reasons. It would appear, therefore, that while there are recreational tourists who come to the city, these constitute a small minority of the total visitors to the city. It would also appear that since most visitors come directly to Grahamstown from home, and go directly home from Grahamstown, that there is a very poor relationship between Grahamstown and other towns and cities in the Eastern Cape in terms of tourism trade. In addition, Grahamstown is neither promoted by other towns and cities, nor does it promote or encourage its visitors to go to other areas, which also weakens the tourism potential. However, one

must also bear in mind that many of the visitors to the town are here for specific reasons relating to business and education and therefore may simply not be interested in visiting other destinations within the Eastern Cape. From the numbers of business and education-related visitors to the town, it would also follow that the majority of tourist attractions and places of interest may not see the same numbers of visitors as the accommodation establishments, as most visitors are here for specific purposes, and may not be interested in what the area has to offer in terms of sites and attractions. This would also then suggest that, as Gerry Accomm, Head of the Economic Development and Tourism Committee of the Makana City Council (6/9/2001, pers. comm.), commented, there is a need for the accommodation establishments to 'promote' the city and the district, and to encourage these people to see the area.

It would also appear, from Figure 7.1, that there is a need to market and promote the Grahamstown and the Albany District as being more than an education centre, and to focus more on what tourists can see and do if they come to stay here. Perhaps the city needs to be marketed as a holiday destination, or maybe as a special interest destination, focussing on history and culture. Clearly there is a need to go beyond the educational aspect of the city.

From this section, it is evident that Albany does not host many recreational tourists, but is focussed more on educational and business tourism. This means that while Peddie District may be able to take some lessons from the success of tourism in the Albany District, it is of great importance to remember that Peddie District will not necessarily be able to draw the same tourists as visit the Albany District. Their interests are not purely on sight-seeing and experiencing the district. However, this does bring to light the need for both districts to promote and encourage recreational tourism and related activities. The next section will focus on what there is in the Albany District to attract potential mainstream tourists and to occupy and entertain them.

7.4 Attractions in the Study Areas

According to the information obtained from interviews and questionnaires with various groups of participants, there are three key types of attractions in the Albany District: Grahamstown as a city, the natural environment, and the history of the district. The attractions within these three categories can be further grouped so as to list the various features which can also be promoted as an individual attraction or as a component of the broader category. The second part of this section will focus on the key attractions in the Peddie District as identified by tour guides and participants at the community workshop.

7.4.1 Grahamstown

Many of the participants in this study feel that Grahamstown is a key attraction when considering the Albany District. This is possibly because Grahamstown is the largest city in the District, and it is also centrally located, serving as a base from which visitors can explore the rest of the District on day trips, while returning to Grahamstown at night. Some of the main attractions of Grahamstown include the

many festivals, which are seen by many as a key tourist drawcard, and economic stimulus for the local economy, adequate and available facilities, the quaintness and history of the city, and in particular the 'English' feel that it has, and the educational aspect of Grahamstown. These were the attractions that featured most prominently in the results obtained from respondents across the board. While some aspects, such as the festivals and the educational aspect, are already substantially promoted and marketed to draw people to the town, other areas are less well promoted, for example the quaintness and English feel of the town. While the Englishness of the city can be seen through the city's history, and architecture such as at the Observatory Museum, perhaps it is an aspect which, when put into the context of the history of the area, could possibly be emphasised and used to create something unique as a distinct tourist attraction, in the same way that Kimberley has used the lifestyles and dress of diamond miners and significant figures in creating an interesting and marketable museum (<http://old.kimberley.co.za/>, 14/11/2002). However, this may not be the correct route for Grahamstown to follow, although it does provide some interesting ideas.

7.4.2 The Natural Environment

The Albany District also has a distinct tourism asset in the rich natural heritage of the area. This has been singled out by many respondents as playing a significant role in driving tourism in the district, because it is able to draw foreign visitors to the district as they head out in search of the 'African Experience'. The many game farms and nature reserves in the area provide opportunities to experience wildlife in its natural surroundings, as well as providing for the hunting experience, which provides a unique aspect from which to market the region, to draw visitors in. Visitors can choose from small hunting and safari ventures, hunting with local people, or staying in world-class game lodges such as Shamwari Nature Reserve. Along with this wildlife experience is the additional advantage that visitors need not take anti-malarial medication, which is an added draw-card.

Overall, it would appear that many participants feel that the natural heritage of the area is a key asset in terms of tourism, especially for foreign tourists. The game reserves and farms would also appear to hold the key to providing that unique experience with which the district can market itself effectively, as many people believe the abundance and diversity of game farms and nature reserves are able to provide a different and unique holiday experience.

7.4.3 History

The rich history of the Albany District, and in particular the period of the Frontier Wars, is also deemed by many to be a tourism asset. However, there appears to be a growing interest from tourists coming to South Africa to see the 'other side of the story' – the side of the black peoples. Grahamstown and the Albany District would appear to provide the perfect backdrop, with Grahamstown itself having a fascinating history, particularly with regard to the integration of settler and Xhosa cultures and people (Holleman, 1997). The history of the area is rich in terms of Dutch, British and African history, with more recent cultural and social history also playing a significant role. This history can be experienced at the museums, through the architecture, on tours, or by self-exploration of the various historical

sights, both in the city and in the adjacent townships. According to several participants, this is an area which still has significant room for expansion, in terms of tourism, as much more can be done to make this history more available, more interactive, and more of a participative experience, rather than merely an observer experience.

7.4.4 Peddie District

The main attractions in the Peddie District that were identified include sites of historical interest, and natural attractions. The sites of historical interest date back to the time of the Frontier Wars between the Xhosa and Dutch and later British Settlers, and include the cemetery in Peddie town, the Peddie Barracks and Piquet Tower, Committees Drift and Fort Willshire. Xhosa history was also perceived as being a potential attraction, if some-one was to create a traditional Xhosa village specifically to attract tourists to the area.

The natural attractions include the unspoilt beaches and the nature reserves in the district. The participants at the workshop held in the district particularly felt that one of the keys to attracting tourists to the district is through the marketing and enhancing of the tourism potential of the nature reserves.

7.4.5. Summary

Overall, the three key categories of potential tourism assets in the Albany District highlight the diverse range of potential that exists in the district, and the variety that can be found. It also highlights the vast potential for tourism, if the district is to be developed as a tourism destination. The Peddie District also shows potential for tourism, but from a different angle to that of the Albany District. While the natural resources are also one of the district's strongest features, the cultural aspect shifts from a Settler to Xhosa focus, which potentially, if worked in with the Settler focus of the Albany District, could make for an interesting historical attraction if both districts were to develop their potential together. Unfortunately, one of the reasons that many of these assets and attractions are under-utilised and inadequately marketed is due to the lack of funds for the development and promotion of tourism in the district, both at a local level, and at a provincial level. This and some of the other issues hindering the growth of tourism in the district will be discussed in the following section.

7.5 *Barriers Facing Tourism in the Study Areas*

In both the Albany and the Peddie Districts, the key barriers facing tourism, as identified by respondents, are common to both districts. For both districts these key issues can be placed into one of three categories: social issues, awareness issues, and issues relating to actual tourism attractions or sites in the study areas, of which the key is the cost of developing and marketing attractions and sights.

7.5.1 Social Issues

Of all the barriers facing tourism that were identified by interviewees and questionnaire respondents, it was generally the social issues that received the most attention, being identified by a cross-section of respondents from several groups. The social issues that were raised included, for example, the high number and persistence of beggars in Grahamstown, the number of street children in Grahamstown, the dirtiness and litter in Grahamstown and Peddie, and then crime and safety concerns, which was, in many cases, related to the identification of beggars and street children as a problem issue. It is fair to say, that while Grahamstown is not unique in the problems of beggars and street children, perhaps it appears to be more prominent than in bigger centres because of the focussed concentration of these people around a relatively small central business district and the key tourism facilities (Futter, 1997; Wahab, 1997; Diggines, 1998). Unfortunately, though, there have been reports of incidents where tour buses have removed Grahamstown from their routes because the tourists, guides and drivers, feel harassed and threatened by the beggars (Case, 5/9/2001, pers. comm.).

Of the other social issues raised, the state of cleanliness of both towns is, potentially, a temporary issue which can be changed through concrete action awareness raising and education, however, the issue of safety and crime is far more difficult to address. This perception is primarily the response of tourists, although accommodation establishment owners and tour guides also raised it. However, this perception would appear to also be related to the beggars and street children who, people feel, tend to follow them around and to become a 'nuisance' in their requests for 'small change' or 'bread'. Again, these issues are not unique to the study area, but have been experienced in many other destinations world-wide (Andronicou, 1984; Noronho, 1984; Wilson, 1984; Diggines, 1998).

7.5.2 Awareness issues

Awareness issues are the second category under which key barriers were categorised. Within this category are issues such as the apparent lack of tourism awareness amongst local people in Grahamstown, a lack of vision, and barriers related to attractions, such as poor marketing. The apparent lack of tourism awareness amongst the local people in Grahamstown is also not unique to Grahamstown – Peddie and other towns in the Eastern Cape also struggle with these issues. The lack of tourism awareness would also appear to be compounded by the lack of initiative amongst local people with regards to potential tourism projects and activities, the problem of local people being too set in their ways and content to merely continue with things as they are, rather than moving forward, and a lack of any united effort on the part of all those involved in tourism and tourism related business in terms of marketing themselves together and working together to be able to offer a better product (Murphy, 1994; Diggines, 1998).

Secondly, tourism in both districts would appear to be hampered by the lack of a shared vision on the part of all those involved – from the heads of tourism boards and associations down to the service providers and the potential service providers. This lack of vision is accompanied by a general lack of funds for tourism bodies, which results in inadequate marketing and limited publicity. However, despite

these problems, some of the respondents felt that more can be done to promote tourism in the districts through small, cost-effective projects such as cleaning up the towns, and promoting, through interaction with local people, an image that it is a safe haven and an interesting place to visit. Also, several respondents felt that accommodation establishment owners and managers should take a more active role in promoting the area through encouraging their guests to visit the area, and through keeping pamphlets and books on attractions of the area available for guests to read and see. This leads on to the next category which is that of barriers regarding attractions.

7.5.3 Barriers Relating to Potential Tourism Attractions

These barriers relate to issues regarding the attractions in the area. Firstly, the poor infrastructure in the Albany and Peddie Districts, as well as the relative lack of adequate public transport, is one obstacle which visitors can only overcome by coming to the area on a specific tour, which limits the amount of time they have in the area, or they have to hire a car, which may prove to be rather expensive. Further, many of the roads in the area are also in rather bad repair. Secondly, there is no "must see" attraction to bring foreign tourists to the Albany or Peddie Districts, although to an extent Shamwari serves to bring people onto the doorsteps of the districts. What is really needed is something which will draw them in for several days, beyond the borders of Shamwari. There is nothing like Table Mountain to draw foreign tourists to the area, and finally, for those tourists who do come here, the respondents feel that there is very little in Grahamstown which provides evening entertainment other than the cinemas, and occasionally a music or drama performance, unless of course one comes during one of the festivals. As for Peddie, there is absolutely nothing, according to some respondents, that warrants spending a night there, and the facilities that are there are run down and in a poor state of repair.

7.6 General Discussion

The above sections have detailed the type of tourists coming to the study areas, the aspects of the districts that are seen as having potential in the future as a means of attracting tourists to the districts, and what it is that is serving to hamper tourism from moving forward. Up to now, however, this information has simply been put forward to provide an overview of what these key issues are, without providing an interpretation or discussion as to what they mean for tourism in the study districts. The following section will use these key aspects to provide a general discussion on tourism in the study districts.

7.6.1 The Albany District

Tourism in the Albany District is already relatively well established, and this is partly evident from the detail obtained from the interview and questionnaire responses to questions asking about facilities, attractions and the barriers facing tourism. Despite the majority of the visitors to the district being on business trips or visiting family and friends, it would appear that the number of genuine recreational tourists visiting are able to support a growing industry, particularly in terms of the game industry, and

perhaps with the growth of the industry, the wheel will turn, and more recreational tourists will visit the town. Secondly, the high profile of tourism in the district is evident through the high number of tour guides and accommodation establishments in the district (Bennett, 1995; Diggines, 1998). Indeed, Grahamstown and the surrounding district would appear to have an abundance of opportunities, experiences and sites to offer the tourist, and the facilities catering for tourists would appear to be adequate. However, there are still some issues which need to be overcome if tourism is to gain momentum, and not become stagnant, as is likely to happen if vision and local initiative can not be fostered.

If one considers all that the district has to offer, and the facilities that are already in place, it would appear that the future potential of tourism is significant, and this has been recognised by several service providers and key people in the tourism industry. Several people believe that the key to the growth of the tourism industry within the study area, is through the establishment and support of a major tourism project in the township, and through enhancing the already established township tourism industry (Goudie, Khan and Kilian, 1999). However, emphasis has been placed on the need for such a project to be initiated and managed by a person from the township, so as to provide an incentive for the people who would participate. It would appear that one of the biggest obstacles facing tourism both now and possibly in the future, is the lack of interest shown by the majority of lower class, poorer people in tourism, and in providing quality service to visitors to the projects already established in the township (Makkink, 14/5/2002, pers. comm.). It has been noted that the local people need to be made tourism-aware, and this is particularly the case with people from the township, who seldom see or experience the direct benefits of tourism. Beyond enhancing township tourism is the need to market Grahamstown as a unique destination with an attraction, a draw-card attraction, which people feel they 'have' to experience. However, in order to achieve that type of status, stakeholders within the tourism industry in Grahamstown and further afield in the Albany District, need to become an integrated unit, working together to promote Grahamstown, and to enhance the tourist experience in the city.

Having established that there is tourism in the Albany District, and that there is a future for tourism, one must establish who those potential tourists are. To date, very few of the people coming to Grahamstown are here for a holiday, or for typical tourist reasons, instead most of the people coming to the city are here either to visit, bring, or collect children from one of the schools or the university, or are involved in some way with the university. This means that while these people spend money in the city, and require the basics such as food and accommodation, similar to that of a genuine tourist, unlike the conventional recreational tourist, these people are unlikely to go on a township tour, or any other tour in and around the district, or to visit sites of interest. They are also unlikely to spend money on experiencing the Eastern Cape, or on buying souvenirs to take home (Futter, 1997; Diggines, 1998; Magni, 1999). These visitors are therefore likely to spend far less than the average tourist, and visit far fewer places of interest. However, conventional tourists are coming to the Albany District to the game farms and nature reserves, and for hunting purposes, and some do come to Grahamstown for that purpose. The need is therefore to identify the type of tourists that Grahamstown and the broader

district would like to see more of, and market the area so as to attract those types of visitors to the region.

Essentially then, if one considers the facilities and general infrastructure of the Albany District in terms of tourism requirements, it appears to have a well established tourism industry (with the exception of public transport), despite many of the visitors to Grahamstown not necessarily coming with the intention of being mainstream tourists. So what can be done to further promote tourism in the district, and how can more genuine tourists be attracted? Most of the respondents indicated the need for innovative thinking, and enthusiasm amongst those involved in the tourism industry, and the need for better marketing and publicity. Other suggestions for drawing people to the Albany District revolved around the idea that most tourists to the region go to the coastal resorts, and as such there is a need for the Albany District to market itself as an attractive and interesting alternative to that type of holiday. This is being attempted through the move to promote the district as the 'Frontier Country' (Eastern Cape Tourism Board, 2002), with a focus on history, culture and game. Another key to the successful promotion of the district has already been mentioned, and that is the people of the area, the tour guides, the accommodation establishments, the museums, the restaurants and coffees shops and so on. These people and establishments all need to market themselves together and work together to promote the region in a unified fashion, as far more can be achieved through working in unity than through competitiveness which ultimately leads to exceptionally high prices, with little value-for-money (Futter, 1997; Diggines, 1998; Mowforth and Munt, 1998; Magni, 1999). In the Midlands Meander region in KwaZulu-Natal for example, it was this working together and joint marketing that kept the businesses alive and has led to the growth of the region into a significant tourist attraction (Magni, 1999). Finally, it may be possible to create a unique experience through developing the township tourism as suggested by many participants in the study, an option which should not be ignored.

7.6.2 The Peddie District

In contrast to the Albany District, the tourism industry in the Peddie District is virtually non-existent. The lack of facilities, such as hotels and accommodation, other than along the coast, poor infrastructure, and concerns regarding safety are factors which play a role in discouraging tourists from venturing into the district for anything more than a day. The district does have some attractions, the most significant of these being its natural heritage and game reserves, beautiful beaches, and Xhosa history and culture. The potential is there for the growth of a tourism industry, but as in the Albany District, this also requires vision and initiative from the local people, especially as funding for tourism is even less likely in such an area. A workshop that was held with local community representatives from selected villages in Peddie District highlighted the need for development in the district, and the views of the local people with regard to the potential for tourism within the district. Many of those attending the workshop felt that eco-tourism could play an extensive role in attracting visitors to the area.

7.6.3 Albany Versus Peddie

If one compares and contrasts the Albany and Peddie Districts, the differences in the current status of tourism are apparent. The districts share similar histories, however, the perspective marketed and advertised in the Albany District tends to focus more on the experiences of the Settlers, and while the Peddie viewpoint is not marketed, the district would appear to have a natural tendency to focus on the Xhosa background and experience. Both districts are also home to an abundance of game farms and reserves, both government run and private. Peddie District has the added advantage of having beaches, something the Albany District does not have. However, the key differences in the districts' present tourism status include the following:

1. Infrastructure is far more developed in the Albany District;
2. There are sufficient facilities in the Albany District to cater for and meet the needs for tourism and tourists;
3. Potential tourist attractions are marketed and promoted in Albany, while very little is done in the Peddie District
4. The legacy of the homeland remains with the previous Ciskeian areas, and in this case Peddie District, remains significantly behind its 'South African' counterpart in terms of levels of development, per-capita income, education levels, and commercial and industrial development.

7.7 Tourism and Development

A key focal point of this thesis is the relationship between tourism and development, if in fact there is one, in the identified study areas. In Chapter 3 an overview was provided which defined the term 'development' as it is applicable in this study. It has been identified that development can be said to be taking place when the goods and services necessary for sustaining life are more widely available and accessible, standards of living are increased and improved, and more economic and social choices are available to the people (Todaro, 1994; Williams and Shaw, 1995). In this study, participants were asked to identify whether or not they felt tourism led to the development and upliftment of the study area or not, so as to determine what the perceived relationship is between the two by the local people. Many of the responses received are identified by authors such as Williams and Shaw (1995), Fennel (1999), and Potter et al (1999).

From the responses received from participants regarding the relationship between tourism and development, it is clear that many people believe that tourism is a key to development in the Eastern Cape and more especially in the Albany and Peddie Districts. Many respondents indicated that the reason they felt this was because tourism brings money into the districts, it is able to create employment opportunities, and often, if a town or city is striving towards becoming a successful tourism destination, then the spin-offs may include, for example, community upliftment and improved education for local people. Many respondents also felt that tourism is currently underdeveloped and under-utilised, and if it was utilised to its full potential, and if the local people, especially township

residents in Grahamstown, and rural residents of both districts are encouraged to become involved and to develop their own tourism projects and business, then development of the local districts would definitely occur. While a relationship does exist between tourism and development, it is apparent that tourism does not yet make a significant contribution to the development of either district.

Some of the respondents, however, did not feel that tourism and development had any relationship, but were rather independent of each other. It is interesting that many of these same respondents also felt that tourism had no further potential in either of the districts or that tourism routes had any significant role to play in attracting visitors to the region. It would appear, therefore that these respondents, despite being involved through the ownership of accommodation establishments, do not all have a keen interest in the long-term development of the tourism industry.

7.7.1 Integrated Development Plans (IDPs)

This section will consider the Integrated Development Plans (IDPs) for the Makana (Grahamstown) Area, and the Amatole District (including Peddie). These plans are significant as they are future plans for the areas, and include issues such as the promotion and growth of tourism, and related aspects.

Makana Municipality Integrated Development Plan (IDP)

Makana Municipality have identified a number of tourism needs in the Albany District in the IDP for 2002. Most of these needs are in the areas of infrastructure, such as public toilets and retaining the Alicedale-Grahamstown railway line; marketing, such as promoting game farms, developing and updating brochures, marketing the district as a whole, and attracting foreign investment and funding for tourism; tourism industry growth, such as identifying new attractions, and expanding current tourist facilities; and festival or conference support such as developing new festivals, and investigating other festivals which are available in South Africa.

Amatole District Municipality Integrated Development Plan (IDP)

The Amatole District Municipality IDP recognises that the region has a wide variety of tourism attractions which need to be marketed aggressively to create awareness of their existence. Within this region falls the District of Peddie. Regional and local tourism organisations need to be revived by 2003, and a District Tourism Plan is to be developed. Currently the Peddie District IDP is unavailable.

7.7.2 Significance of IDPs

An IDP, or Integrated Development Plan, is significant as it shows the way the city, district or regional council is thinking, what they hope to achieve over a period of years, how this might be achieved, and where the focus will be. In the Makana Municipality IDP, there is a significant focus on tourism, showing that there is an awareness of the significance of tourism to the municipal area, and therefore a need to maintain and improve relevant infrastructures, mechanisms and processes relating to the industry. In the Amatole District IDP, however, there is a more general focus, and the distinct role of

tourism within the region is not as clearly recognised, although this may also be due to a lack of operational tourism organisations, as it is specified that such organisations should be operational by 2003. Perhaps once these organisations are functional, the role of tourism can be more specifically identified, and the way forward mapped out.

7.8 Tourist Routes

Tourist routes, as explained in Chapter 3, involve the marketing of clusters of tourist facilities based either on their location, for example the Midlands Meander and the Sani Saunter, both in KwaZulu-Natal, or are based on a common theme, for example the Battlefields Route in KwaZulu-Natal or the Wine Route through the Western Cape (Magni, 1999; Jackson, 17/1/2000, pers. comm.). The Eastern Cape already has several routes that are being developed and marketed. However, although the Albany and Peddie Districts are included in the 'Sunshine Coast and Country Route' (See Figure 7.2), and 'Frontier Country' (See Figure 7.3), there is a feeling that they get little benefit from the first route, as most visitors only partake in the 'Sunshine Coast' part, and seldom venture in to the 'Country' (Case, 5/9/2001, pers. com.; Pienaar, 10/7/2001, pers. comm.).

The idea of a tourist route was put to participants in the study to establish their views on this concept, as well as to get their ideas for such a route through the study area. Most participants felt that a tourist route would be a good way of promoting all aspects of tourism that are available in the districts in a single, unified way, thus having more effect and a broader general appeal to potential visitors. The general views on tourist routes were two-fold, firstly, many respondents suggested that perhaps there are too many routes being marketed in the Eastern Cape and that these routes have been 'engineered' or designed around logistical options rather than developed from a theme or cluster of tourism activities in a particular area. Secondly, the respondents believed there is great potential for the development of a tourist route to incorporate the Albany and Peddie Districts, provided it is unique, it is based on an experience or theme, and that the local people are involved, rather than it being incorporated in a top-down type project whereby the provincial tourism authority decides on the theme, creates it and markets it as has previously been the case.

Having established the general views of participants with regards to the concept of a tourist route, participants were asked for their suggestions as to what such a route may include or be based upon. The most popular suggestions were that it should be based either on game farms and reserves and the natural heritage of the area, or that it should have a central historical focus incorporating 'both sides of the story'. Other suggestions were made, each of which had a unique theme or experience behind it.

7.8.1 Tourism Routes: A Mechanism for Achieving Development through Tourism?

This chapter has, so far, considered the results obtained through various interviews and questionnaire responses obtained from selected tourism stakeholder groups. This current section will consider the option of the establishment of tourism routes as a means for achieving enhanced development through tourism.

As has already been established, tourism routes have become a popular means for marketing tourism across a broad region. These routes can either be linked through a common theme, for example a wine route which markets all places in a specific area which are related to wine, as well as other tourism facilities such as accommodation and restaurants, or because of the situation of tourism attractions, for example the Midlands Meander which markets all tourism attractions and facilities which fall into a specific region of the KwaZulu-Natal Midlands (Magni, 1999). Whichever way tourist routes are categorised, some have proved to be very successful in attracting tourists to the area.

As of June 2001, the Eastern Cape Tourism Board was marketing six broad tourist routes. Some of these routes were briefly introduced in Chapter 4. In Figure 7.2 below, all six of the tourism routes in the Eastern Cape region are illustrated. These six routes are the Tsitsikamma Route, the Karoo Heartland Route, the Sunshine Coast and Country Route, the Amatola Mountain Escape, the Wild Coast, and the Friendly N6. These routes are broad routes covering large areas of the Eastern Cape, and while the Albany and Peddie Districts were included within the area of the Sunshine Coast and Country Route, there was no route focussing exclusively on the two districts.

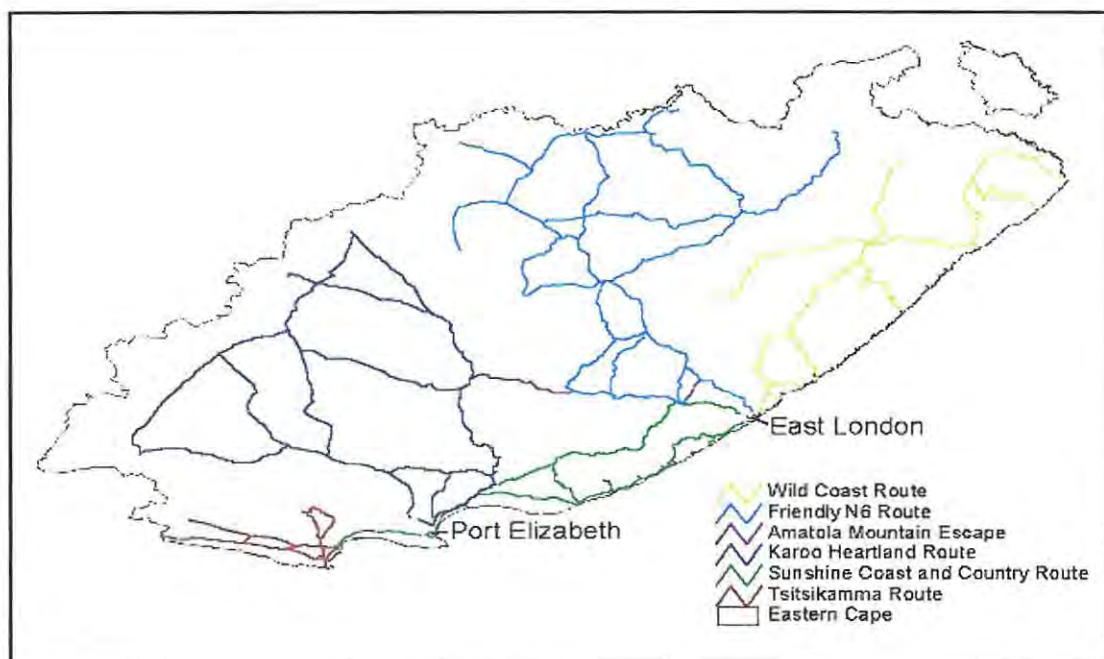


Figure 7.2: The first tourism routes marketed in the Eastern Cape by the Eastern Cape Tourism Board (Source: Based on maps provided by the ECTB and mapped using Arcview 3.2)

In November 2001, a new route was added, and changes were made to some of the other routes which involved breaking them down from being singular broad routes to being shorter thematic-based routes. All of these routes have been specifically designed to be marketed as tourist routes, and most of them follow national or main routes through the province. As has already been mentioned, none of the old routes had a focus on either the Albany and Peddie District, however, the addition of the seventh route, that of Frontier Country, has meant that there is now a specific thematic route which covers the Albany District, with the option to extend the route into Peddie at the traveller's will (See Figure 7.3 on the following page). Originally, these routes (the original routes), while being designed specifically as tourist routes, were not based on thematic interests, such as history or crafts, but rather based on the location and inter-connectability of towns within a particular area. However, as of November 2001, these routes have been focussed more on thematic interests as well as accessibility, resulting in them being more marketable and of more interest to potential visitors, while providing a 'self-guided' tour type experience as tourists obtain a route map (from local tourism bureaus), and are able to follow the route according to their interests and time available.

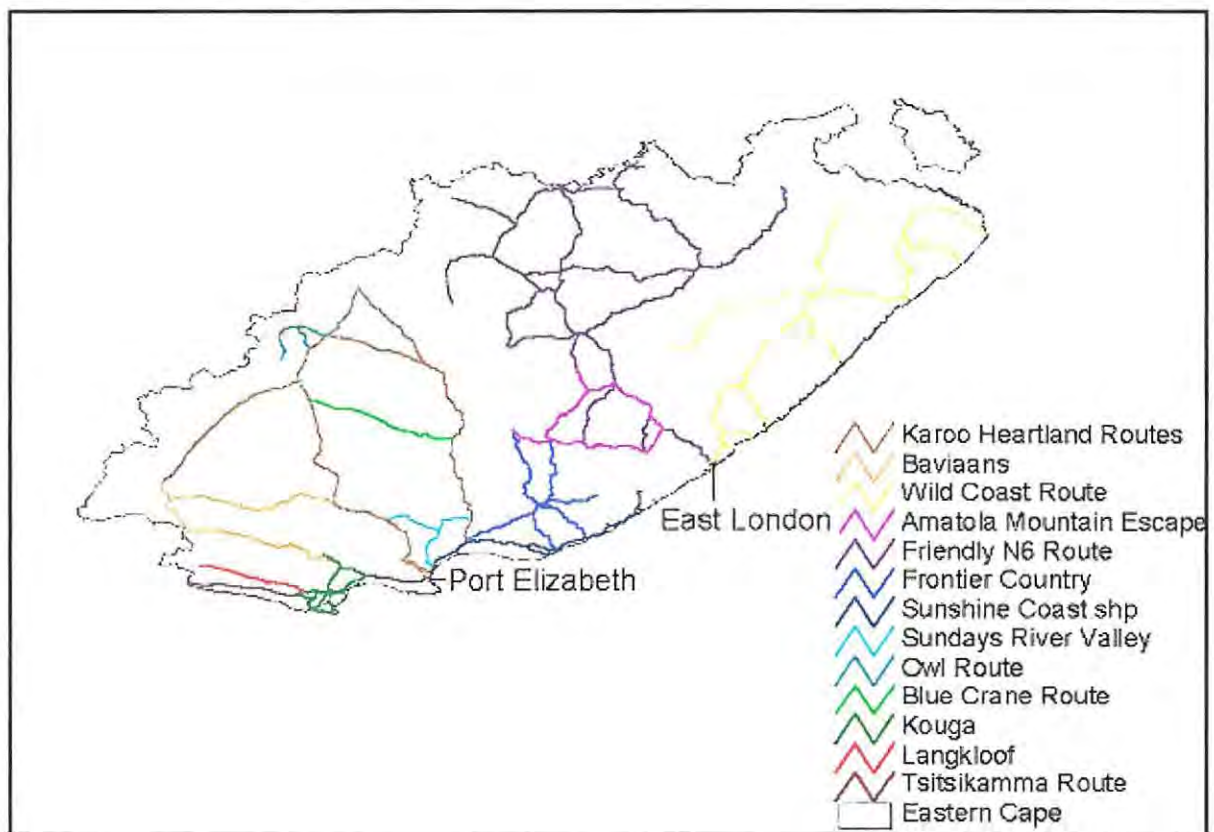


Figure 7.3: Tourism Routes currently being marketed in the Eastern Cape by the Eastern Cape Tourism Board (Source: Based on maps provided by the ECTB and mapped using Arcview 3.2)

7.8.2 Tourist Routes Identified through this Research

This research has attempted to broadly identify some potential tourist routes through the study districts, which would help to draw tourists to the area and through this, increase the number of tourists

to the area, and thus the demand for tourist products, facilities and infrastructure, and in so doing to promote the development of the region. These routes were identified through establishing the key focus of tourism attraction in the district, as identified through the interviews and questionnaires put to the various participants in this research, secondly, through the location of these attractions, and thirdly, by consideration of some options presented by enthusiastic industry stakeholders. As such, two options for tourist routes have been identified, the first of which offers some focus points and possible options for improvement for the route which is currently being marketed as Frontier Country, and the second option is for an entirely new route with a unique focus on current tourism resources within the districts. All maps were drawn with the aid of a GIS.

7.8.2.1 Historic Route

The first option for a tourist route, as has already been mentioned, builds onto a tourism route which is already in place and being marketed. This route is the Frontier Country route, and has its base in Grahamstown, as can be seen in Figure 7.4. The traveller is able to stay in Grahamstown, while taking excursions out into the surrounding area to visit sites and attractions.

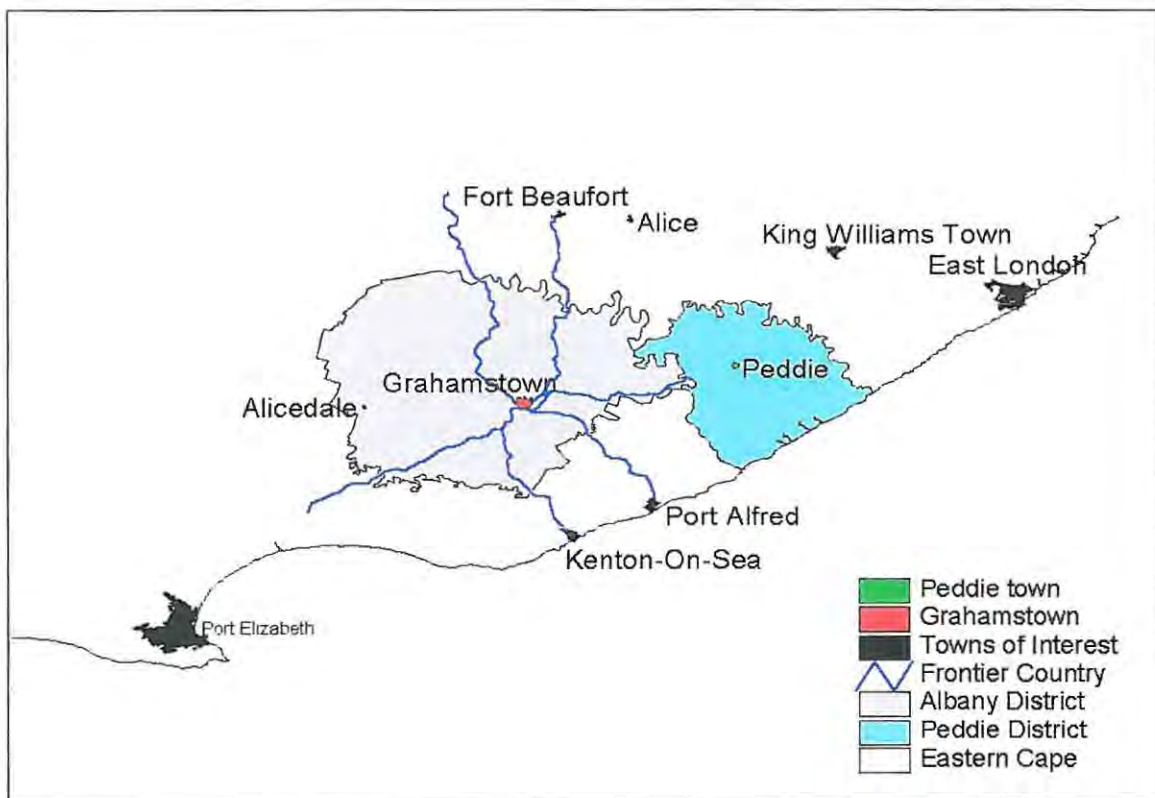


Figure 7.4: Frontier Country Tourism Route as marketed by the Eastern Cape Tourism Board
(Source: Based on maps provided by the ECTB and mapped using Arcview 3.2)

Having established the current route which is being marketed, one may ask what needs to be changed? Currently, the route does not focus on a specific theme, although the name implies that sites along this route may date back to the times of the Frontier Wars between the Xhosa people and the Dutch and British Settlers. However, for a tourism route to be effective, it needs two key

components: it needs to be based on a theme, or on sites and attractions holding a shared and common interest; and secondly, the local people who are living within the area covered by the route need to be enthusiastic and supportive of the route for it to be successful. In terms of the Frontier Country Route, while the local people have shown interest and support towards it, the theme is broad, but is still not focussed in terms of marketing and drawing visitors to the area or to any specific attractions. Also, no specific sites or attractions are sign-posted. This is where the proposed changes or adaptations come into consideration.

This route could specifically focus on the history of the Albany and Peddie Districts, and the historical attractions and places of interest that are so prevalent in these two districts. The focus of such a route would be on the time period following the arrival of the first Dutch settlers to the present day, and would incorporate both the Xhosa perceptions regarding the history of the area, as well as the Settler story (Dutch and English). Such a route has vast potential due to the abundance of history in the area and the high number of national monuments to be found, representing different facets and times of the history of the area. Many of the forts along the frontier line can still be seen or the places where they once stood visited. Such a route would have a unique focus, as there is no other place in South Africa that could offer a route focusing on settler history and all the conflicts and stories from both the settler and rich Xhosa views and tradition.

The following map (Figure 7.5) shows the overall changes that could be made to the route, while Figures 7.6 through to 7.11 illustrate the different day-long excursions available within the route. Figure 7.5 also shows the availability of accommodation, the location of the key historical attractions, and general tourism facilities (such as foreign exchange, car hire and so forth) along the route. Following the maps is a list of the various cities, towns and villages and key attractions only included on the route, and what may be seen at each.

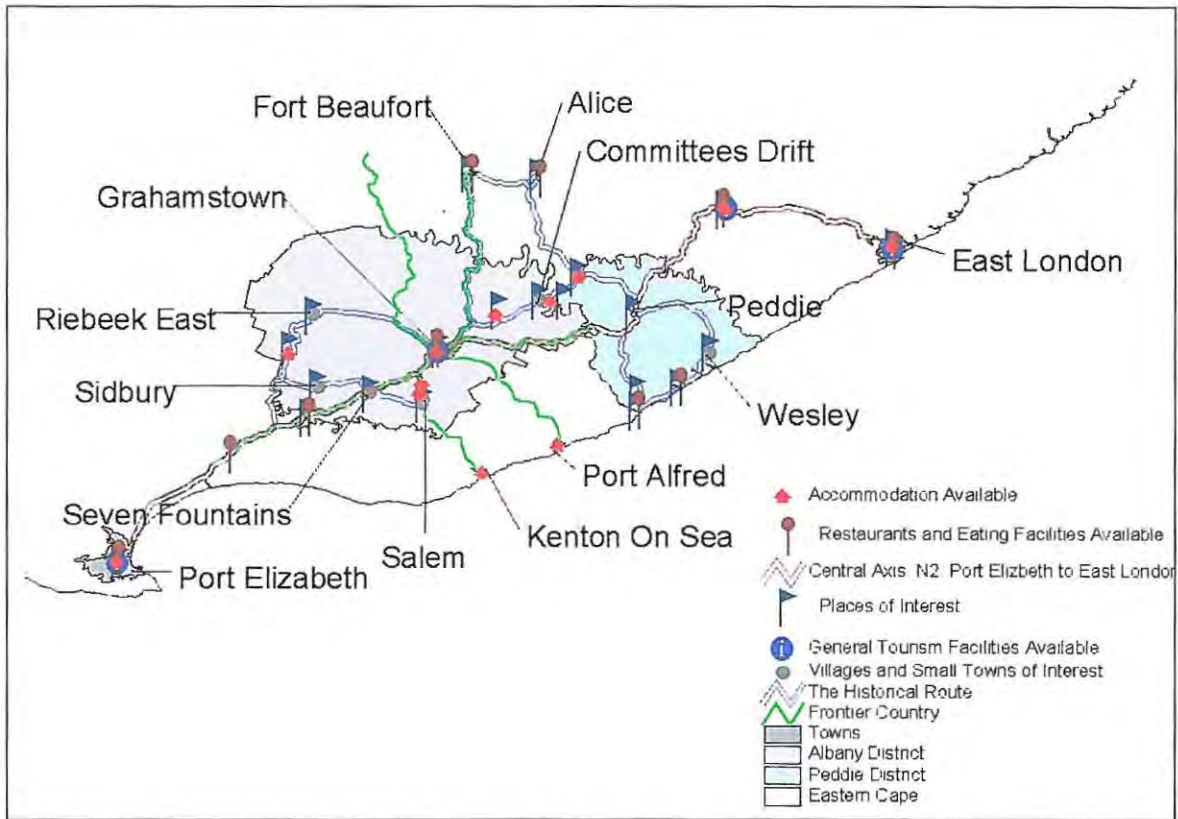


Figure 7.5: Proposed changes to the Frontier Country Route to cater for a broad historical focus (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

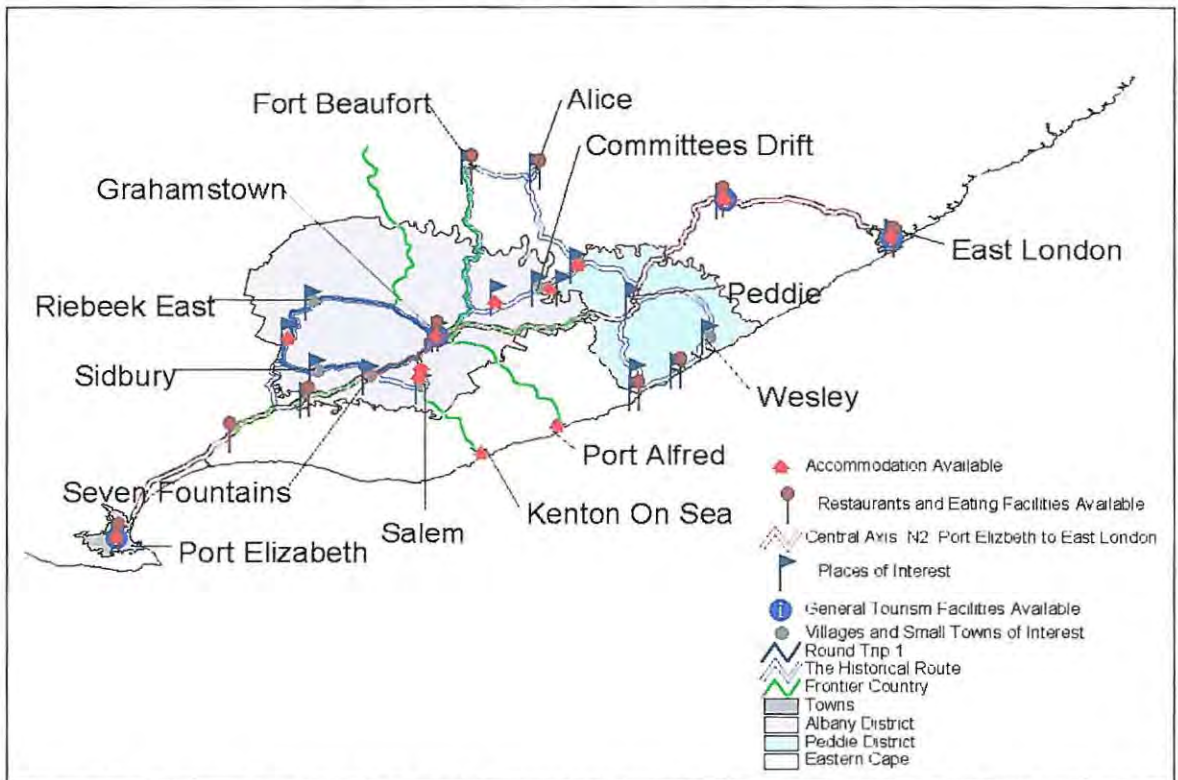


Figure 7.6: Optional Day Trip 1 for the Proposed Historic Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

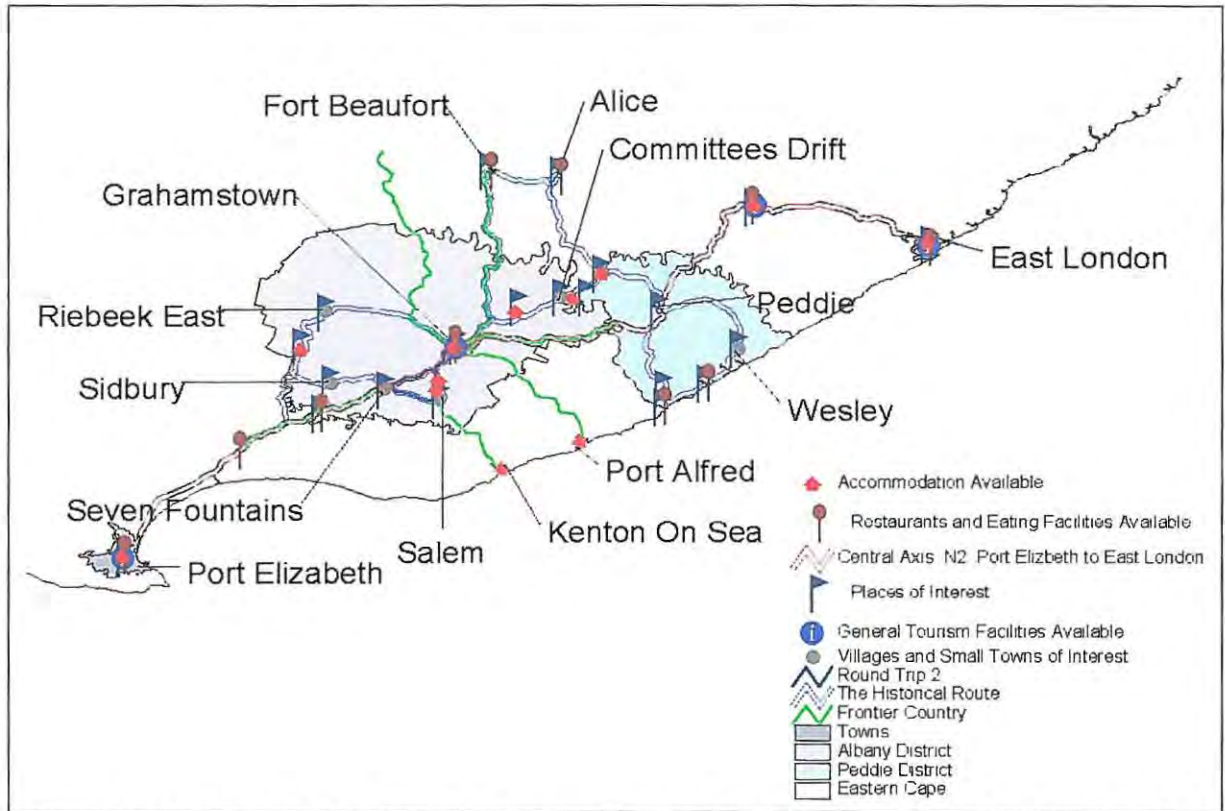


Figure 7.7: Optional Day Trip 2 for the Proposed Historic Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

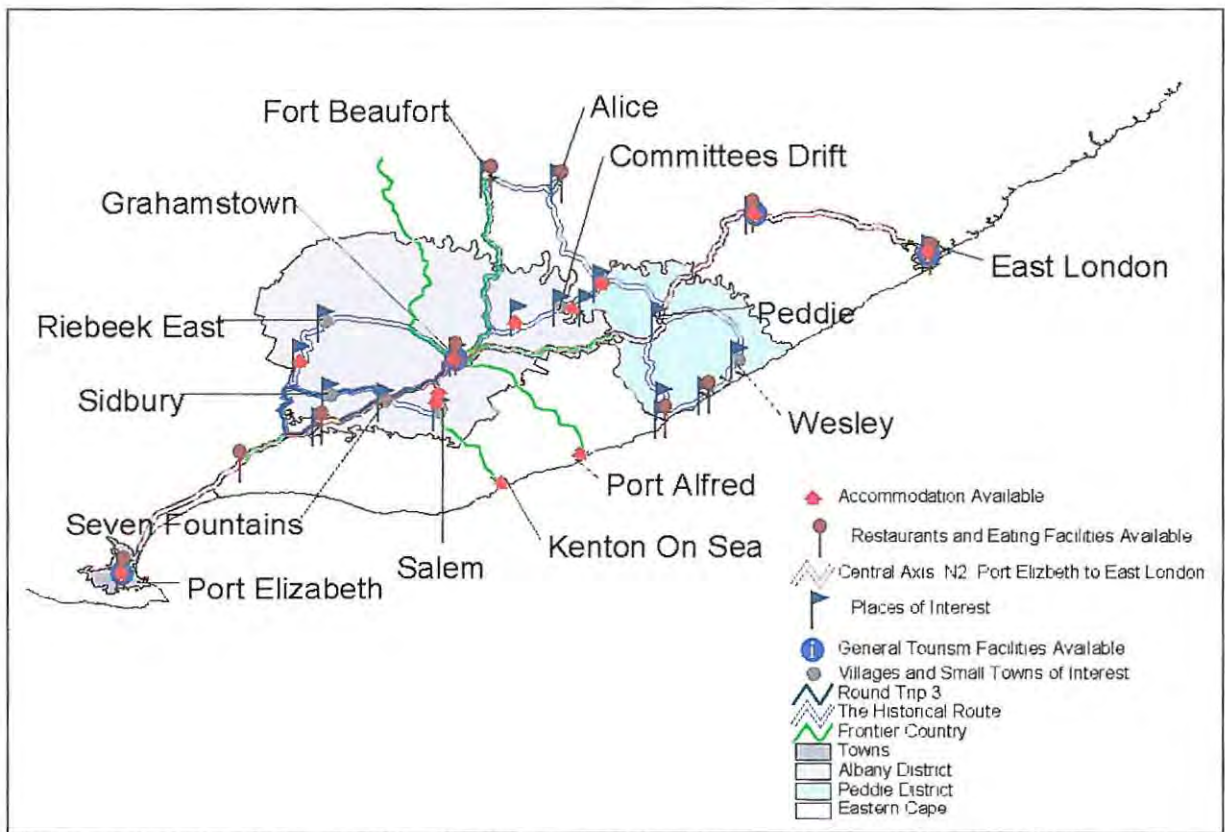


Figure 7.8: Optional Day Trip 3 for the Proposed Historic Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

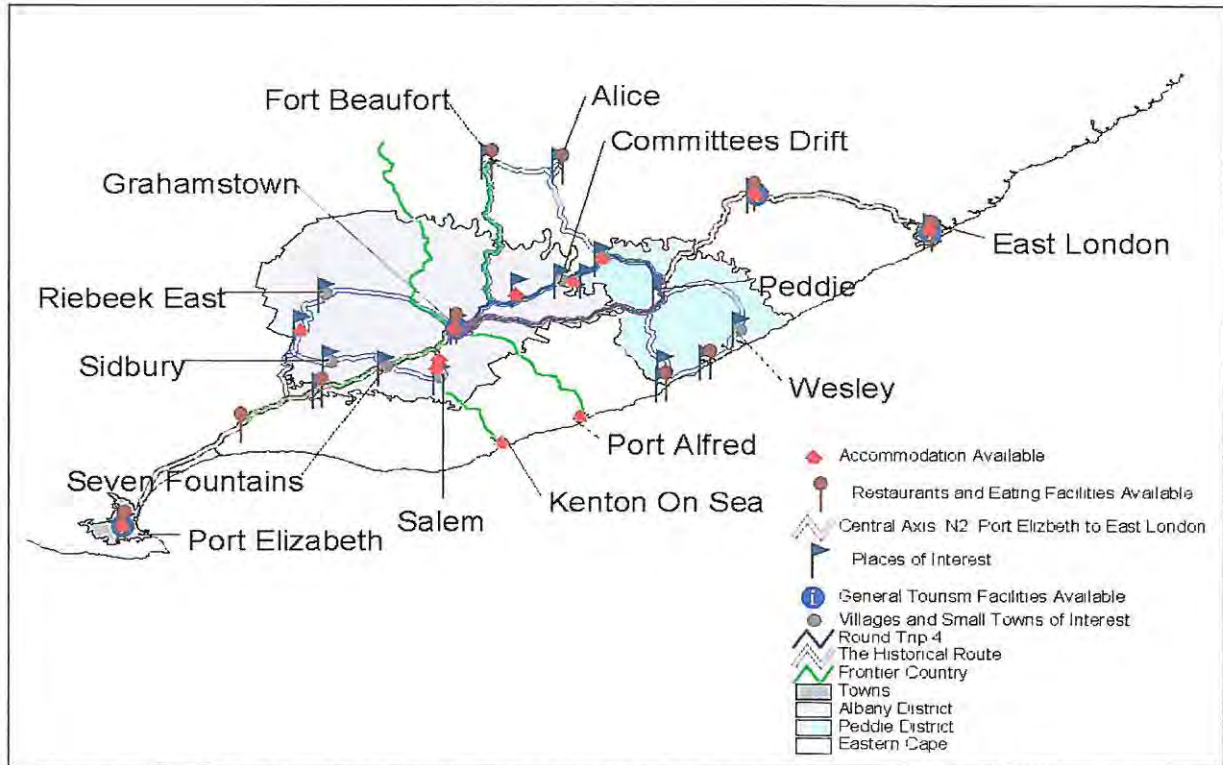


Figure 7.9: Optional Day Trip 4 for the Proposed Historic Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

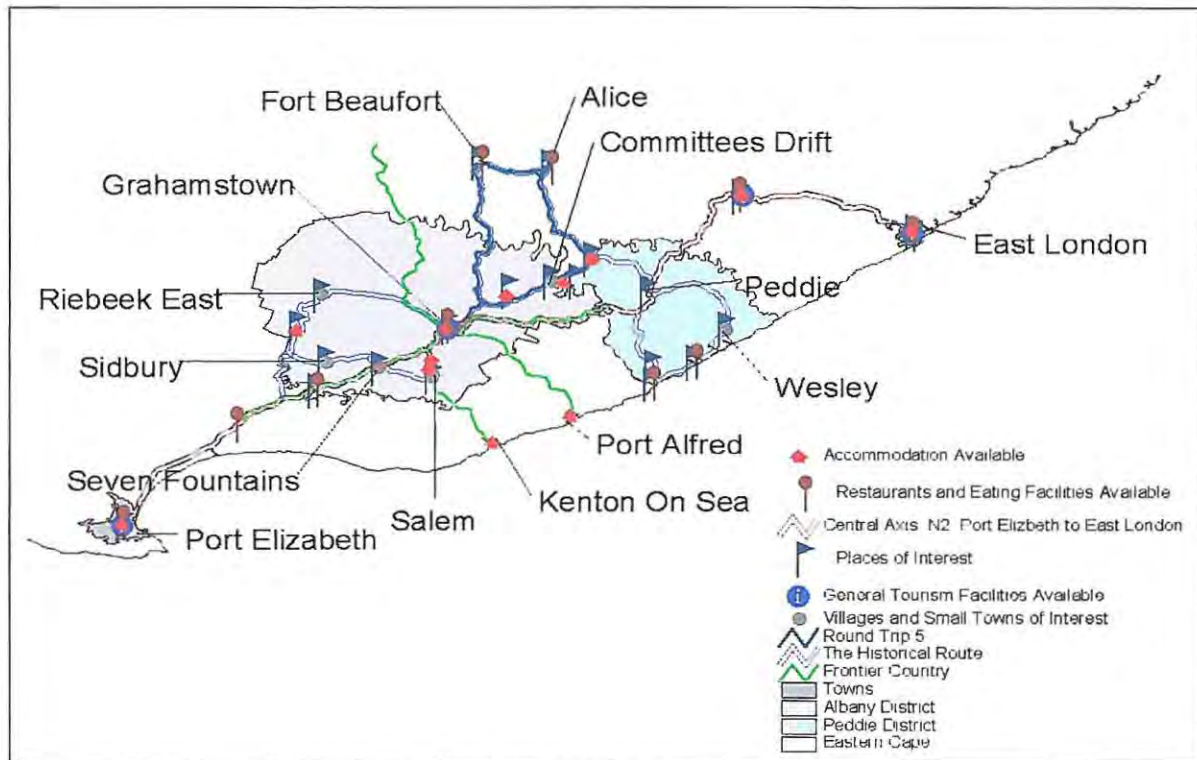


Figure 7.10: Optional Day Trip 5 for the Proposed Historic Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

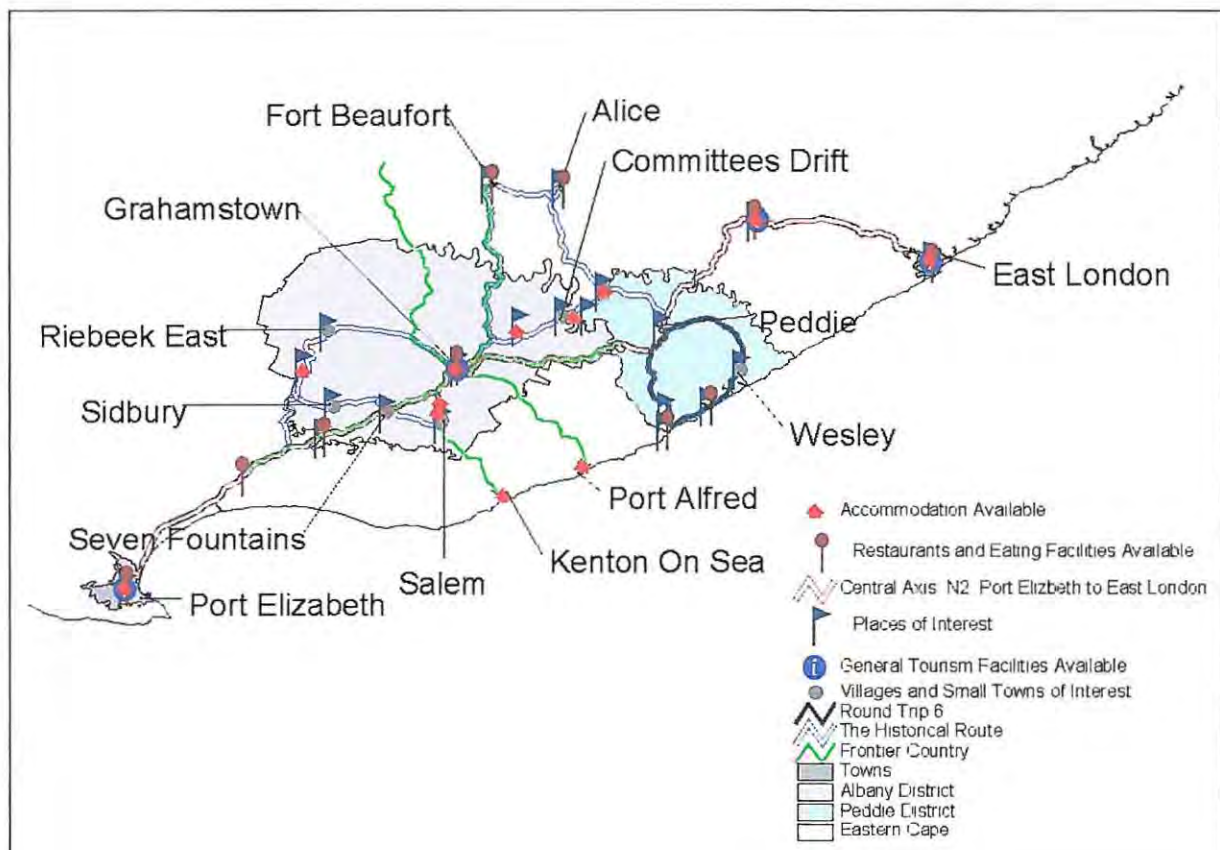


Figure 7.11: Optional Day Trip 6 for the Proposed Historic Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

The Albany District

➤ Alicedale

The Valley of Death, where thousands of cattle stolen from colonialists by the Xhosa people were slaughtered when the Xhosa realised the Settlers were coming to reclaim them, is close to this town (Burgess, 8/2/2001, pers. comm.). Accommodation is available on farms and game reserves in the area.

➤ Committee's Drift

Committee's Drift was previously a part of the Tyefu Irrigation Scheme, a project run by the Apartheid government, but which failed after it was passed on to the local people of the area. Committee's Drift is also the site of a key frontier fort. Accommodation is not available close to Committee's Drift.

➤ Grahamstown

Grahamstown is the primary city in the Albany District, and is able to provide most facilities required by a tourist, such as medical facilities, banking, accommodation, vehicle hire and so forth. Accommodation can be found either in the city or on farms in the surrounding areas. There are a number of historical sites to see, including battle fields, monuments, churches, historic buildings, and museums (For a full listing, please refer to Appendix D).

➤ Riebeek East

Accommodation is available on local farms, and the most significant attraction is trekker leader Piet Retief's homestead.

➤ Salem

The historic Methodist church, and stories relating to its earliest residents and the cricket ground in this village are its main historic attractions, and once again, accommodation is provided on nearby farms.

➤ Seven Fountains

One of the original overnight inns for ox-wagons was located at Assegaai Post, near to Seven Fountains, and this can still be seen today. Accommodation is available on local farms and at the Old Inn.

➤ Sidbury

Sidbury has an interesting story to tell as this village was originally owned by one man, giving it a unique history. There is also an historic church in the village, as well as the old manor house, and accommodation is on neighbouring farms and game reserves.

Forts can also be seen at Doubledrift, Fort Brown and Trompetters Drift

The Peddie District

➤ Breakfast Vlei

This was another original outpost like that of Assegai Post, the old hotel still remains and could provide accommodation for visitors.

➤ Peddie

Sites of historical interest in Peddie Town include the statue of an unknown soldier, the original Fort Peddie, and the current clinic, previously the mission station. A run down hotel is in the town, although no tourist-quality accommodation is available.

➤ Wesley

One of the original Methodist mission stations was posted at Wesley, and one also passes a Xhosa memorial stone along the road side, which may be of interest. There is no accommodation, but the drive provides an insight into general conditions in the rural villages in Peddie District.

Other Districts

➤ East London

➤ King William's Town

➤ Port Elizabeth

These towns do not fall into the scope of this research project, but are possible extensions of the routes. All are able to provide most tourism facilities, accommodation, and have an abundance of historical sites.

To cover such a route, one would begin in Port Elizabeth and draw tourists up through the Albany District and through Grahamstown, on to Peddie and Peddie District, and ultimately up through King Williams Town to East London (See Figure 10.1), or alternatively, draw tourists down from East London along the route towards Port Elizabeth. Grahamstown provides an ideal central point from which tourists can plan and undertake the round day trips mentioned previously. As there is adequate accommodation throughout the Albany District, the tourist could do the route at their leisure. For the time spent in Peddie District, it would be recommended that one stay at one of the coastal hotels. Day trips into Peddie District would also be a possible alternative, from both the Albany District and the Peddie coastal hotels.

7.8.2.2 Game Route

The second suggested route is a Game Route, as outlined in Figure 7.12. This route would include both private game farms and reserves as well as government reserves as the attractions. The route would provide international tourists with an 'African' experience, and would allow the local tourists to experience his/her own country. The potential for such a route is great due to the 'malaria free' status

of the Eastern Cape, and the variety of options already available to those wanting to explore the game of the province.

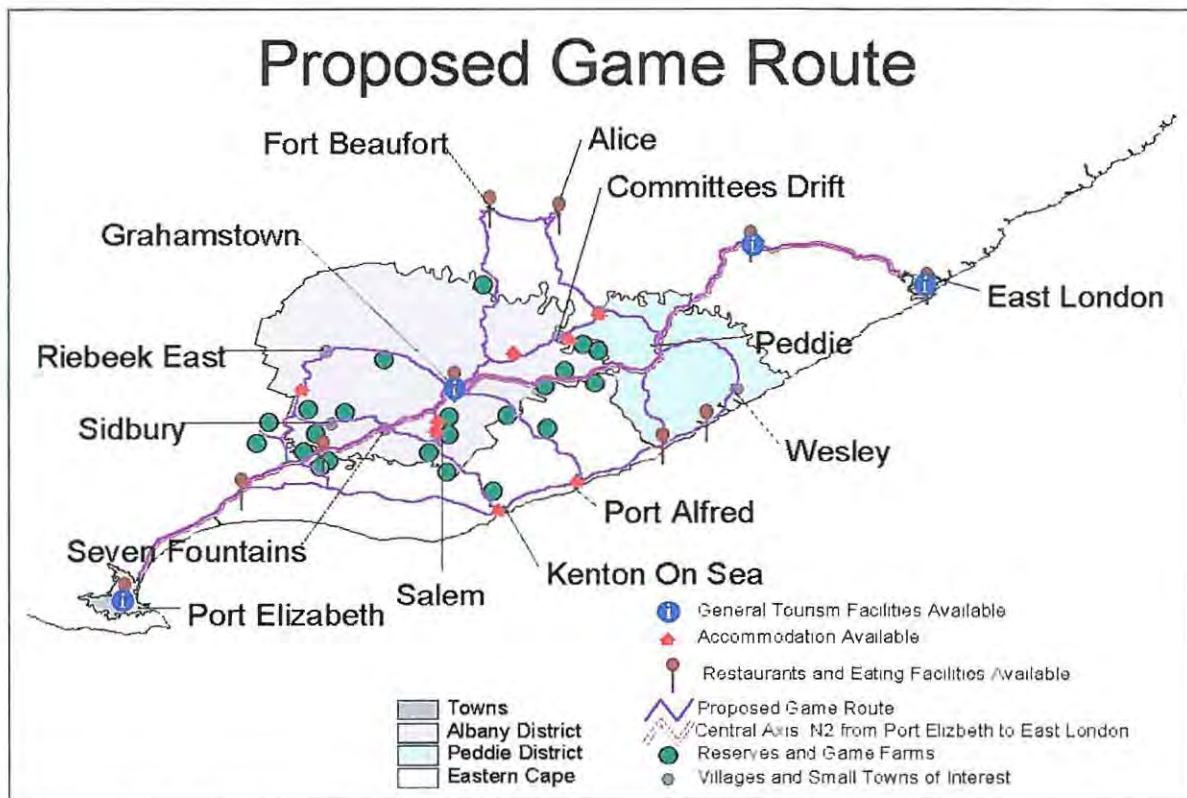


Figure 7.12: The Proposed Game Route (Source: RSA 1:50 000 map series, RSA 500 GIS Data).

The proposed game route runs from Port Elizabeth through the Eastern Cape to East London, which allows for the tourist to fly directly to either Port Elizabeth or East London airport and fly out again from the other end of the route. Alternatively, the focus of the route can be centred around Grahamstown, with the tourist flying in and out of the same airport, whether it be East London or Port Elizabeth. The route incorporates a number of game farms, which are listed below according to which city, town, or village in the study area they are situated closest to. The availability of accommodation on the farm or in the town is also noted. Adequate tourist facilities in terms of car hire, foreign exchange and so forth are available at Grahamstown, Port Elizabeth, King William’s Town and East London.

Albany District

- Alicedale town

Burchell’s Private Game Reserve, which also provides accommodation

- Grahamstown area

Huntshoek Safaris

Lalibela Game Lodge

Trompetter’s Drift

Thomas Baines Nature Reserve

All of the above game farms, with the exception of Thomas Baines Nature Reserve, provide accommodation on the property, and other smaller game parks within the surrounding areas of Grahamstown also provide the game experience and accommodation.

- Riebeek East

Valley of the Ancient Voices, a game farm which also offers tours of the Bushman Paintings on the property, and which also provides accommodation.

Table Farm, for game viewing and accommodation.

- Salem

Numerous private game farms, most of which offer a hunting experience, can be found near Salem. Accommodation is offered to guests.

- Seven Fountains

Shamwari, an upmarket private game reserve which also offers accommodation.

Further attractions and accommodation can be found on reserves and farms which are not located close to a town. This include:

- Kwandwe Nature Reserve
- Amakhala Game Reserve
- Andries Vosloo Kudu Reserve / Great Fish River Reserve, western half

Peddie District

- Breakfast Vlei

The Great Fish River Reserve Complex

Accommodation is available in the Reserve.

Other Districts

- Alexandria
- Alice
- Bathurst
- East London
- Fort Beaufort
- Kenton-On-Sea
- King Williams Town
- Patterson
- Port Alfred
- Port Elizabeth

These towns do not fall into the scope of this research project, but due to the dominance of game farming in the Eastern Cape, there are many game farms which are worth visiting close to these towns and on roads linking these towns to the Albany and Peddie Districts. Some of the more prominent game parks/farms which are close to some of the above-mentioned towns include the Addo Elephant National Park, Emlangeni Private Game Reserve, Kariega Park, and Mpongo Park. Accommodation is available on all of the game parks and reserves, as well as on other private game farms, and in most of the towns.

This route also provides many options to link into other tourist routes as already promoted by the Eastern Cape Tourism Board. Firstly, if one comes up from Port Elizabeth via Alexandria, this is also part of the Sunshine Coast Route, which promotes various other places of interests, or one can link into the Amatola Mountain Escape Route via Fort Beaufort. Alternatively, if one were to follow the Game Route through to East London, it would be possible to join onto the Friendly N6, ideal if the visitor is to return to Johannesburg or other places in the north of the country by road. This route, as with the proposed Historic Route, also overlaps with the recently launched Frontier Country Route.

7.9 Conclusion

This chapter has attempted to offer a more specific setting for the results considered in the previous chapters. It has provided a profile of the types of tourists who come to the districts, after which the key issues highlighted by respondents as attractions and barriers facing tourism were reviewed. The districts were then each considered in terms of the current and potential status of tourism, following which tourist routes were considered as a means of promoting tourism in the region. Finally, a brief examination was made of the relationship which is perceived to exist between tourism and development. This information was then interpreted, using the information identified in chapters 4 and 5 on the region, as well as the results of the primary data capture to identify potential tourist routes through the districts to enhance their accessibility, marketability and availability to tourists. The next and final chapter will also examine the relationship and future potential relationship between tourism and development more closely, and consider the way forward for tourism and development in the study area.

CHAPTER 8: CONCLUDING REMARKS AND THE WAY FORWARD

8.1 Introduction

Having set out to accomplish specific aims and objectives through this research, the previous chapters have dealt with various aspects involved in meeting these aims and objectives, in the hopes of reaching some conclusions regarding tourism and development and various aspects thereof in the Albany and Peddie Districts of the Eastern Cape province. In the preceding chapters, various features of tourism and the tourism industry both generally and more specifically in the study areas of Albany and Peddie Districts have been discussed. Chapter 3 provided a background to tourism research, key aspects of tourism, and key issues relating to development. Chapters 4 and 5 then discussed the current and potential assets of the two districts in terms of their historical and cultural assets, natural heritage, and attractions. Chapter 6 considered the views of those involved in or related to the tourism industry, both in terms of tourists and visitors, as well as service providers, which were further discussed in Chapter 7, and new tourist route options were considered. Having considered both literature and primary data, this chapter will deal with the way forward, and the future of tourism as a development strategy within the two study areas, as well as considering what lessons can be drawn from Albany and applied to Peddie District. This chapter will also critically assess the current relationship between tourism and development, and the future potential of this relationship. At the outset, it needs to be noted that tourism has yet to achieve its full potential in either district, and until then, its development contribution will be limited.

8.2 Overview of the Aims, Objectives and Previous Chapters

This section aims to recap and overview the key findings of each of the previous chapters, while highlighting the key points and the significance and relevance of each in terms of the research undertaken. However, the aims and objectives as set out at the onset of this study will first be restated, and considered in the light of the outcomes of this study.

8.2.1 Aims and Objectives

The first specified aim of this research project was:

To develop a socio-economic, historical and environmental profile of the Albany and Peddie Districts and their tourism assets.

The first and second objectives were:

To establish historical, socio-economic and environmental details regarding the study area.

With reference to the area's history and other resources, to create an inventory of all those resources within the area which have a tourism potential.

This first aim has been fulfilled in the various chapters as the first two objectives set out were met. In Chapter 1 the broader context of development needs in the two districts was outlined, which was reinforced by literature in Chapter 3, and highlighted throughout by the differences between employment levels, facilities, infrastructure and so forth between the Albany and Peddie District. A profile of the study districts was established and their tourism assets examined in Chapters 4 and 5, through the consideration of various aspects of the two districts such as social, cultural, physical, and natural dimensions. The inventory is included as an appendix.

The second aim was:

To investigate the current status of tourism and the current opportunities and constraints which it faces in the study area.

The objectives set out to achieve this aim were:

To identify the current focus, scale and nature of the tourism industry and the opportunities and constraints which it currently faces.

To establish why tourists currently visit the area and what they are hoping to experience.

The present status of tourism was determined through surveys and interviews held with tourists and key members of the tourism industry, who also provided their views as to the potential of tourism as a means for promoting sustainable development and job creation. A critical examination of the current status of tourism in relation to development in the study areas, as well as an assessment of available tourism assets assisted in determining the future role of tourism in promoting development, and the opportunities available for future growth and expansion of the tourism industry. This information was presented Chapters 4, 5 and 6.

The final aim was:

In consultation with the tourism industry, tourists and key stakeholders to identify various tourism development options, with a specific focus on tourism routes.

The objectives:

To establish the opinions and objectives with regards to tourism of key stakeholders, and tourists, with respect to tourism's current strengths, obstacles and opportunities. This will focus specifically on determining what lessons can be learnt from the experiences of the Albany District and applied to the Peddie District.

To design, with the aid of a GIS, a series of tourism routes which link key thematic or general features in the region and which can provide a basis for an enhanced tourism industry.

This aim and the accompanying objectives were accomplished through interviews and questionnaires distributed to those involved in the tourism industry, tourists, and representatives of local communities (for example city council members). The key outcome of this aim was the proposal of two potential tourism routes which incorporate the Albany and Peddie Districts as the focus around which the route is designed. The two proposed routes are thematic, with one focusing on the history of the study area, while the other incorporates the game farms to create a game experience. Details are contained in Chapters 6 and 7, and further lessons are presented later in this chapter (Section 8.4).

8.2.2 Overview of the Previous Chapters

The first chapter provided an introduction to the research topic and the context within which it is situated. The aims and objectives of this research were also put forward in this chapter, and the scene set for the following chapters. The key focus of this chapter was to provide a background to the research and to highlight what the research would set out to examine.

Chapter 2 provided an overview of accepted methodologies for social and human sciences, after which the methodology for this particular research was detailed. This chapter detailed data collection methods, and highlighted why and how specific participants were selected from a broader research population.

Chapter 3 provided the literature context upon which the research was based. This chapter aimed to provide an understanding with regards to what is meant by terms such as 'development', 'tourism', 'tourist', 'tourism industry' and 'sustainable tourism development', all of which are key terms which were used frequently throughout this research. Key issues, topics and definitions relating to tourism and development were put forward in an attempt to provide an understanding of the tourism industry and all that it entails, as well as the concept and notions of development, and the links between the two. South African literature, especially with regard to the growth and potential of the tourism industry was reviewed, and South African policy examined and assessed. Four brief case studies regarding the use of tourism and tourism-based development policies were drawn on to highlight the potential positive and negative impacts of tourism in facilitating development.

Chapter 4 provided an historical account of the study area, and detailed the cultural background to the study area. Basic tourism facilities within the two districts were identified, and potential historical and cultural attractions noted. Chapter 5 continued to build upon this base by considering, in detail, the current status of game farms and nature reserves, both provincial and private, and the role they are playing in tourism in the Albany and Peddie Districts.

In Chapter 6 the data which was collected through questionnaires and interviews undertaken with various stakeholders in the tourism industry was presented and assessed and evaluated. In Chapter 7 key trends were identified and conclusions relating to the current and potential status of tourism, the role of tourism in development, participants views on tourist routes, and tourist types and behaviours were outlined. These conclusions were drawn upon to identify the key trends taking place within the tourism industry in the Albany and Peddie Districts, the future of tourism in the districts, and potential tourist routes, such as the Historical route (an adapted Frontier Country Route), and the Game Route, which may help to promote tourism in the region.

8.3 Overview of the Current Status of Development in the Albany and Peddie Districts

In order to consider the current and potential relationship between tourism and development, and to be able to accurately assess whether or not tourism-based development is the way forward, or at least an option for promoting development in the Albany and Peddie districts, the current status of the two districts in terms of levels of development needs to be evaluated.

In Chapter 3 (Literature Review), one definition of development was provided by Seers (in Potter et al, 1999) who "suggested the use of three criteria to measure comparative [levels of] development: poverty, unemployment and inequality' (p 6). Another basic interpretation of the term 'development' is that it is the process of change or evolution which an individual, community, or country undergoes, usually in order to attain that which is perceived to be better or an improved state compared to current ways (Potter et al, 1999). In this research investigation, therefore, development is taken to imply the improvement of conditions and the upliftment of the districts as a whole. Therefore, in considering the current status of development in the two districts, what is essentially being considered are a number of issues, for example, whether or not there are sufficient employment opportunities within the district, whether or not the basic needs of the people are being met, and if general living conditions are improving, for example, are there adequate housing, or education facilities. As can be seen, development covers a vast number of aspects which impact on the lives of the people of the district.

For the purposes of this research, employment levels have been used as an indicator for the status of development in the two districts. This is because the employment levels show the number of people who are potentially able to work according to their age category, and the number of people who actually have employment, which also gives a broad reflection of the number of people per household, on average, who have an income. The figures taken from the 1996 Census data (SA Explorer, 2000), as seen in Chapter 4, show that of the 76 156 people recorded as living in the Albany District in 1996, only 16 925 (22.22%) were employed in the formal sector out of a possible work force of 41 891 people. Likewise, the numbers for Peddie also show very low levels of employment, with only 5 733 (19.40%) people being employed in the formal sector out of a possible workforce of 29 546 from a total population of 93 987 (SA Explorer, 2000). Apart from these numbers, the need for development is further highlighted if one considers that the average annual household income for 1112 (6.83%)

households out of a total number of 16292 households in the Albany District is zero Rand, and in the Peddie District, 4479 (21.57%) households out of a total of 20757 have no monthly or annual income (SA Explorer, 2000).

This highlights one aspect of the development needs of both districts: that of job creation and employment opportunities, a situation which is not unique to these two districts, but which is a common development need throughout South Africa. A second key indication of development needs is the level of infrastructure within each district. In this regard, Albany District is, in comparison to Peddie District, in a better position in terms of development, having an established infrastructure and, where necessary, smaller development initiatives such as community projects, which aim to help the local people to help themselves. One such project is the Umthathi Garden Project (see Chapter 4). In Peddie District, however, the development needs are far greater. Basic needs such as the provision of services, for example electricity and running water, and infrastructure need to be addressed in many parts of Peddie District, and this research was unable to locate any active self-help or community projects in the District. Unemployment numbers are, as has already been highlighted, much higher than in the Albany District, and many people rely on relations for financial support. It is these issues which need to be addressed, but can tourism-based development provide an answer? Unfortunately, there are currently no actual figures available to show how many people or families owe their livelihoods to tourism, and what impact tourism may be making on the lives of the people. The next section will review the status of tourism in the Albany and Peddie districts, after which the relationship between tourism and development will be considered, and the question of whether or not tourism can lead to development will be discussed.

8.4 Tourism in the Albany and Peddie Districts and Lessons for the Latter

In Chapter 4 through to Chapter 7, the current status of tourism in the Albany and Peddie Districts was established through assessing information regarding the various tourist attractions of the districts: their accessibility and condition; the facilities that are available to tourists in the two districts; and the comments of representatives of various service facilitators of the tourism industry. The information obtained highlighted the vast difference between the present status of tourism in the Albany District, in which tourism is a solidly established and active industry, compared to that of Peddie District, where the tourism industry is close to non-existent. The next few paragraphs will highlight some of the key differences and issues relating to the tourism industry in the two districts.

The Albany District, as has already been mentioned, has a well-established tourism industry, however, this industry is dominated by business and educational visitors to the town, and visitors who come to see friends or family, as opposed to holiday-makers. The industry is promoted and marketed by the local tourism body of Grahamstown, namely Grahamstown Tourism, which is supported financially by its members and the local council, namely Makana Council.

The Albany District has adequate tourist facilities, with accommodation facilities being available in the main city of Grahamstown, while many farms and reserves offer accommodation through the rest of the district. The centre for tourism in this district is Grahamstown, which is able to meet most needs of the tourist, and most necessary facilities and services are on hand. Most of the smaller towns and villages have accommodation, but lack other facilities such as restaurants, banks and so forth.

Lastly, the Albany District has a number of attractions for the tourist to visit, from places of historical interest, to game reserves, art festivals, and sporting attractions. The district is also well situated for visitors to be able to link into a number of the tourist routes marketed by the provincial tourism body, the Eastern Cape Tourism Board.

In sharp contrast to this, the Peddie District has very limited tourism facilities, attractions are mostly run-down and in a poor state, there are only a handful of accommodation establishments, and even fewer good eating places, there are no tour guides, and no active tourism body. However, it must be noted that the local council is keen to encourage and promote tourism to the district (Mzozoyana, 17/1/2000, pers. comm.).

Considering the differences in the status of tourism in the two districts, it is therefore important to try and establish the key lessons that can be taken from the Albany District and applied to the Peddie District in order to promote tourism in the Peddie District as far as is possible. If one considers the proximity between and the similarities between the two districts, and then considers what is being done in the Albany District to promote and encourage tourism, then some of these lessons would appear to be clearly obvious and very practical and easy to implement, although some are beyond the local peoples resources. These lessons have also been informed by some of the comments received from respondents.

Before considering the lessons which may be passed on to the Peddie District the similarities between the two districts should be considered. Firstly, they had a shared history up until the creation of the Ciskei Bantustan. Secondly, they have similar physical attributes in terms of vegetation, topography, climate, and so forth, although Peddie District has the added advantage of a coastline. Thirdly, both have similar cultural affiliations, and finally, both districts lack manufacturing industry and other activities which can provide for employment and economic opportunities, and are therefore looking to other activities which can meet these needs.

Having briefly stated what the similarities between the two districts are, some of the lessons which can be taken from the Albany District are as follows:

Firstly, the Albany District has an established and largely effective tourism infrastructure to facilitate the tourism industry. For example, there are adequate accommodation establishments, the majority of the roads are in good condition, there are adequate dining places and banks and so forth. Currently Peddie District lacks such a tourism infrastructure which would enable the promotion and growth of

tourism. The development of the required infrastructure would include the need to develop accommodation establishments, entertainment and restaurant facilities, and basic tourism facilities such as health care facilities, public toilets and so on. Following the development of such an infrastructure, it is also essential that it be maintained at a reasonable standard.

Secondly, the Albany District is supported and marketed by Tourism Grahamstown, which also secures funds for the development, maintenance and promotion of tourism in the district. The Peddie District lacks an established tourism organisation which can promote tourism, and provide a united body of interested individuals to work for tourism together. Peddie District also lacks funding for tourism initiatives, although an established tourism body could aid in fundraising initiatives and could, with the local council to raise funds for tourism initiatives and promotions.

Thirdly, the Albany District has a group of proactive individuals who take the initiative to promote tourism, and to start new tourism projects. Such a group is invaluable to a district's tourism industry, as it is these types of people who are constantly finding new ways to draw the tourist in and to promote the district. Currently, while Peddie District has one or two interested individuals, it does not appear to have such a group of focussed and determined individuals who are able to work together to begin the process of promoting and developing the tourism industry in the district. The establishment of local initiatives and community projects such as craft centres, and tours of local villages would also help to promote tourism in the district, such as has happened in the three such projects based in Grahamstown. However, these projects need to be established by local people so that the local interest is in the project. One problem facing such projects is, unfortunately, the mentality of many residents (and often previously disadvantaged) South Africans, that the government will provide everything and that the people therefore do not need to do anything (Respondent 1, 7/7/2000, pers. comm.; Respondent 3, 14/3/2000, pers. comm.).

Fourthly, in order to establish Grahamstown as a tourist destination, something had to be done to enhance and identify its uniqueness. Although this has not necessarily served to attract the majority of visitors to the town, it has impacted positively in raising awareness with regards to the existence of the town. This was done through the establishment and promotion of, first, the National Arts Festival, and then other festivals such as the Science Festival, the Future Business Leaders Week, the Schools Festival and the Christian Arts Festival. In the same way a unique and marketable aspect of the Peddie District needs to be identified as a tourist attraction. According to Willie Makkink of Tourism Grahamstown, this attraction needs to be something which is local or locally produced, and which is derived from Peddie's Third World conditions (14/5/2002. pers. comm.). In other words, the local conditions need to be turned into an asset for the district which can be used to draw people to the area.

Fifthly, while Grahamstown does not necessarily provide an ideal tourism model for a district wanting to attract recreational tourists (as most of Grahamstown's tourism is business related), perhaps upmarket, stand alone experiences such as Shamwari may be appropriate, especially for the development and establishment of tourism facilities in isolated areas, for example along the Peddie

District coastline. Perhaps it is a model of self-reliance and self-development that needs to be followed, especially if it is a unique attraction that can be marketed as a single tourist attraction or 'dream destination'.

Finally, Albany District has used the resources already available to promote and encourage tourism. Attractions such as monuments, museums, historical sites, nature reserves and so forth, which are already in place are used to attract the tourists to the area. Once the tourists are in the district and spending their tourist Rands, then the district is able to develop and promote tourism more, and gradually the industry improves. Peddie District has historic and natural attractions which could be marketed and used to draw in the tourists, it is merely a matter of marketing them, and making them attractive and interesting to the potential visitor.

8.5 *Tourism and Development*

This research has attempted to evaluate the current and potential development benefits of tourism in the Albany and Peddie Districts. At present the tourism industry is generally being promoted and managed without any direct relation to other development initiatives, nor is it being marketed or managed in such a manner as to promote development, with the possible exception of township based tourism initiatives in Grahamstown. However, it would appear that this attitude is changing, especially in the Albany District where the Makana City Council is seeing tourism more as a way forward for development now than ever before. Up till now, however, it would appear that while tourism has been able to encourage development, especially in terms of infrastructure, there has not been an active pursuance of tourism as a means for achieving greater development in either district. It would therefore appear that development which has occurred, beyond basic infrastructure provision, for example economic and social benefits stemming from tourism, have been an additional benefit to the districts rather than a targeted result of tourism. Unfortunately, it is these additional benefits which have, to date, only benefited a minority of those involved in tourism in the Albany District, and which have provided little in the way of job creation or services provision (Makkink, 14/5/2002, pers. comm.). In the Peddie District however, tourism has provided little development, even in terms of general infrastructure, and especially since the closure of the most significant of Peddie's tourism attractions: the casino at the Fish River Sun. The loss of the Fish River Sun's gambling licence not only meant a loss of jobs, but also resulted in reduced income to the district from tourism, and the reduced need for more tourism infrastructure. The current relationship between tourism and development in this district is therefore as yet, undetermined, as the current turnover from tourism is unable to support the needs of the Peddie District, even in terms of a single development need such as infrastructure (Makkink, 14/5/2002, pers. comm.).

It can be summarised then that tourism in the Albany District has provided development, even if it has, to date, been somewhat limited, and in Peddie District, tourism has had no impact on the broader region due to the small size of the tourism industry in contrast to the needs of the people. Despite this, tourism should not be seen as having completely failed in achieving development, but rather should be adopted as a specific approach to promoting future development. One reason for this is that "...at face

value, tourism can be seen as a form of modernisation...”, a process from which most developing countries and regions, as in this case, stand to derive some benefits (Harrison, 1992:10; Lea, 1988). However, Lea (1988) warns against the over-reliance on tourism as a development strategy, although he believes that “...there is no doubt that many ... will see little economic development ... and will have to rely on tourism, warts and all, for as long as they can.” (1988:40).

It would appear that the general consensus amongst tourism authors is that tourism can promote development, though perhaps not financial development, through the provision of infrastructure and improved facilities and employment opportunities, although this view has been objected to by a group of student researchers (Lea, 1988). In 1970 this group of student researchers from the United States of America, highlighted some of the inaccuracies surrounding the figures which are generally used when attempting to show the impacts of tourism, with particular reference to the relationship between tourism and development in Tanzania (Lea, 1988). Some of the points they raised included the following:

- Foreign Exchange Earnings: These are often used to highlight the success of tourism without taking into account leakages and costs associated with tourism (for example imports of manufactured goods or food unavailable at the tourism destination)
- The Gross National Product: Often a rise in the GNP of a country is seen as a sign of development taking place within the country, however, this indicator is unable to show the distribution of benefits, or how much of this development can be attributed to any single policy, such as tourism
- Tourism as an employment generator: Tourism has been widely acknowledged as a job creator, but is it really the case? The student researchers found that in Tanzania, equal investment in the tourism industry and the textile industry would result in twenty times more jobs being created in the textile industry than in tourism
- Improvement in social services: These student researchers found there was little evidence of this (Lea, 1988).

Although this evidence is somewhat dated, it does serve to show that the benefits of tourism are sometimes over-exaggerated, and the costs involved in establishing, promoting, and maintaining a tourism industry are often underplayed (Lea, 1988; Harrison, 1992a). Also, in the case of underdeveloped regions, the paradox of promoting areas which often have little in the way of facilities and services, and which are often dirty and crime ridden, as paradise areas which allow the visitor to attain oneness with his inner spirit and nature, is often successful in promoting tourism and with that may come the development of the area. In other words, it is the natural unspoilt beauty which is often promoted as an idyllic setting, despite the presence, sometimes, of negative aspects such as crime, poverty, and a lack of facilities. “That this ‘odd coupling’ of goals often fails should be less surprising than the fact that it sometimes succeeds, and thereby keeps the hope of progress through tourism alive.” (Richter, 1992:35). This would then suggest that a district such as Peddie may have a vast untapped potential for tourism, which may be able to be promoted without the need for first developing an infrastructure, provided it is marketed in the correct way.

Finally, according to Maleka (1995), the success of tourism as a means for promoting development is dependent on the characteristics of the region, and the setting of realistic goals by those promoting tourism as a development strategy. Successful development through tourism can only occur where the prerequisites for this process are in place, for example, an established infrastructure, identified tourism attractions, and so on, requiring the initial infrastructural development before further tourism development can occur.

In the light of the above, it would therefore appear that the relationship between tourism and development is an unpredictable one, and that while the same tourism-based development strategies may prove successful in achieving development in one region, this is no guarantee that success will be achieved by the same strategy when applied in a different region. In the Albany District, the relationship between tourism and development would seem to be a positive one which appears to be growing stronger as the potential of tourism as a means of achieving economic and physical development in the district is recognised and enhanced through co-operation between the City Council, Grahamstown Tourism and the private sector. In Peddie District, however, there does not appear to be, as of yet, a relationship between tourism and development, as tourism in the district is so restricted that the benefits arising from it are not significant enough to impact on the district or its people.

Having established the current relationships between tourism and development in the two study districts, what does the future hold? It would appear that if tourism is recognised and promoted as a development strategy, then tourism can benefit the people of the two districts. But why choose tourism as a means for achieving much needed development? Firstly, it is seen by many developing countries as being a viable option for economic development, either as a national strategy, or on a smaller scale (Harrison, 1992a). Secondly, the spin-offs from tourism are seen to be immediate and broad (Lea, 1988), and finally, tourism is chosen because it employs an unskilled to semi-skilled workforce, and relies on people, rather than technology for the industry to run. Tourism is also able to make sustainable use of natural resources, as opposed to industries which tend to use up natural resources. Thus, tourism is seen as being one of the most viable options for achieving development.

At a more local level, can tourism promote development in the Albany and Peddie Districts of the Eastern Cape Province of South Africa in the future? Currently, there are limited opportunities and tourism options in the two districts to meet development needs. While Albany District has a successful farming industry in terms of game, agricultural and stock farming, there is limited manufacturing industry, and it seems that there is very little else which can be promoted or further developed to encourage economic growth, or to create employment opportunities at present. The Peddie District has even less, as there is very little in the way of agriculture, and no commercial industry at all. Also, the only resources that the district has freely available to it are its natural resources, such as its game farms and game parks, and unspoilt beaches. However, these are the type of surroundings that tour operators like to promote to explorers and adventurers and eco-tourists. It is because of these limited resources and restricted options, that tourism would appear to be a partial answer for meeting development needs in the two districts.

However, it would seem that tourism could potentially be applied as a development strategy with varying success in the two districts. As the tourism industry is already significantly established in the Albany District, it would be less likely that any significant improvements in terms of infrastructural and physical development would occur. This is partly due to the fact that the greatest development is deemed to occur during the initial phase of establishing of the tourism industry and associated services and facilities (Lea, 1988). However, there are further socio-economic benefits which could be gained through tourism, and which would, therefore, lead to the economic development of the district, although to achieve this, the area needs to be marketed and promoted as a whole with a unique experience to offer. However, the Peddie District would be more likely to benefit in terms of development through tourism, as the tourism industry is not yet established to its full potential, and the initial benefits from tourism could provide the key to further development, both in terms of the tourism industry, as well as associated service and commercial industries in the district. Due to the current lack of an established tourism industry in the district, were such an industry to be established and to be successful through the utilisation of local natural and human resources, the ripple effects would be felt almost immediately. Another reason why Peddie may be able to gain more from tourism in terms of development is that the nature of tourism allows for a focus on more rural areas as opposed to urbanised areas, allowing for the 'rural-ness' of the area to be the greatest attraction (Williams and Shaw, 1995; Fennell, 1999)

Another key factor to be taken into consideration in terms of promoting tourism in the two districts is that of marketing. For a successful tourism industry to be established and to remain profitable, good marketing needs to be undertaken in order to publicise the tourism destination (see Chapter 3). Not only does marketing attract people to the area, but it can be done in such a way as to only attract the 'desirable' tourist type to the district. For example, in the Peddie District, if a tourism initiative was undertaken to develop a coastal resort, then the marketing strategy may be aimed at the adventurer/explorer type (See Chapter 3), as opposed to the mass market so as to preserve the natural resources, and maintain the natural attractions of the area without having to provide the facilities expected by the mass tourist, such as running water, electricity, five star hotels and so forth.

8.6 Sustainable Tourism Development

If development is to occur through tourism, as has been suggested in the preceding paragraphs, then two key questions need to be taken into consideration: are the tourism options being followed sustainable?; and is the ensuing development sustainable? In other words, can sustainable tourism development be promoted in the region. Sustainable tourism development has been defined in Chapter 3 as the development or growth of tourism projects, such as craft fairs, hotel complexes and so forth in such a manner that the initiative being developed will benefit the local, and sometimes broader, region while remaining, in itself, sustainable. Therefore, having established that tourism could benefit the development of the two study districts, albeit it more so in the case of Peddie District than the Albany District, can this development be sustainable, and is it possible to promote a tourism industry in these districts that is sustainable in itself. This remains to be seen, due to the cost involved

in establishing and maintaining an efficient tourism industry, the level of skill required by workers (although not all need to be highly skilled), and the cost of maintaining the infrastructure associated with the industry. However, unless sustainable tourism development is practiced, then the benefits discussed below will only be likely to benefit a selected few for a short term period of time.

8.7 *The Benefits of Tourism as a Development Strategy*

This section considers what the benefits of applying tourism as a development strategy are. Tourism has, in the past, essentially been an economic activity, which has sometimes been promoted by a region or country with the specific aim of attracting foreign capital. However, tourism is now also being viewed as a possible means of achieving the development and upliftment of the community within which it is based. These benefits are not consistent throughout a country and the world, but are specific and localised depending on the nature of the region, the type of tourism, and the status of the region in terms of development prior to the promotion of tourism.

The benefits of tourism have been listed previously in Chapter 3, and include economic, social and physical gains. The economic gains include increased cash flow, employment opportunities, increased growth in the industrial and agricultural sectors, and spin-offs related to these broad categories. In terms of social gains, there is an increased awareness of other cultures, a realisation of the value of local customs and traditions, and changes in social structure (although these are not necessarily advantages), the preservation of monuments, and improved social services such as medical facilities. Finally, there are the physical gains such as the protection of natural resources, the improvement in the conditions of buildings and structures, improved infrastructures, increased facilities, and an improved awareness of nature. As has already been stated, these are just some of the benefits experienced due to tourism expansion, and if one considers a district such as Peddie, tourism would be considered to have achieved some development if it results in more employment opportunities, a greater demand for agricultural produce, improved social services, an improved infrastructure, increased facilities, and the improvement in the conditions of buildings and structures.

8.8 *Conclusion*

This thesis has explored the relationship between tourism and development in two districts, the Albany and Peddie Districts, of the Eastern Cape province of South Africa. Primary and secondary data was used to establish this relationship by assessing the current facilities and infrastructure available and in use by the industry, key assets and attractions, current socio-economic conditions, and causal factors behind these conditions. Further information regarding possible problems facing the tourism industry in these districts, and views on the use of tourism routes as a means of promoting tourism were established. Ultimately the results obtained aided in the formulation of an inventory of infrastructural assets; tourism assets, such as historical, cultural, and natural; as well as details regarding the possible hindrances facing this industry, such as cultural, social, and economic.

Using this information, two tourist routes were developed with the aid of a Geographic Information System (GIS). The first of these, a historical route, built upon and expanded the current Frontier Route that is marketed by the Eastern Cape Tourism Board (ECTB). This route directs visitors to sites of historical interest, of both Settler and Xhosa interest, many from frontier times, and offers tourists the opportunity of being based in Grahamstown and taking a series of day excursions to visit sites throughout the region.

The second route developed was based on the natural heritage of the region, and thus focuses on the reserves and game farms of the region. The two districts are home to several larger, upmarket and world renowned reserves, while many smaller farms in the region can also be visited. This route caters to both the conservationist/photographic game viewer and the hunter.

Through the establishment of the tourism inventory for the two districts, and the development of the two tourism routes, the relationship between tourism and development was explored. Ultimately, it is evident that while there is a positive relationship between the two, this relationship has not yet reached its full potential, and therefore the maximum results have not yet been achieved through the relationship.

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APPENDIX A: INTERVIEWS

Tour Guides Interview Guideline

1. Qualifications (what and when)
2. Registered with tourism / tour guiding organisations (since when, positions held, purpose for joining, benefits etc)
3. Private / contracted
4. Work with hotels / Bed and Breakfasts / other organisations
5. Fields of interest
6. How long (total and in each district)
7. Area operating in
 - a. Tour route (and costs per person)
 - b. Cater for specific interests
 - c. Peddie / Albany / Both
 - d. Why
 - e. Why not
 - f. Most popular attractions
 - g. Potential attractions
 - h. Problems frequently encountered
 - i. Potential problems
 - j. How can these be overcome
 - k. How can the area be better promoted/ developed to draw people
 - l. Room for expansion of T industry in each district
8. Tourists:
 - a. Foreign / local / both
 - b. How many at a time
 - c. Max you can accommodate
 - d. How often / specific days for specific tours
 - e. Tourist feedback: is it:
 - i. Positive / negative (Albany and Peddie)
9. Marketing:
 - a. How often, where, what target market

- b. Why not?
- c. How well is each district marketed
 - i. How could this be improved

10. Governments influence on tourism – South Africa and Eastern Cape

Nature Conservation Interview Guideline 1

1. Nature Reserves:
 - a. How many/Names
 - b. Tourist numbers
 - c. Facilities
 - d. Marketing

2. Game Farming in the area
 - a. Why so popular?
 - b. Numbers/ hectares of game farms
 - c. Threat to nature reserves in terms of visitor attractions
 - d. Relations between game farms/private and nature reserves/government
 - e. Game protection or hunting

3. Tourism
 - a. Assets and Barriers: current and potential
 - b. Role of nature reserves and game farms in tourism
 - c. Role of tourism in Eastern Cape development

Nature Conservation Interview Guideline 2

1 Nature Reserves:

- a. When were the GFRR and TBNR established?
- b. Why were they established (purely conservation or other purposes)?
- c. How dependent are local neighbouring rural communities on these reserves?
- d. What is the main tourist target market for these reserves?
- e. How are the reserves marketed?
- f. Is the historical/cultural side of the reserve as significant as game in the attraction and marketing of the reserve?
- g. Are the reserves primarily marketed for promoting conservation, or are they also marketed as a unique tourism destination?
- h. How is tourism interpreted in relation to the nature reserves, and what facilities and activities are there on offer to potential tourists?
- i. How many people do you estimate visit the parks per day/month/year?
- j. Will the expansion of the Addo Elephant park compliment or compete with the GFRR?

2 Management Plans

- a. Were the management plans of both reserves drawn up with input from local communities and other interested/involved groups?
- b. What purpose do the management plans serve beyond being basic straightforward management guides?
- c. Who identified the vision and goals of the reserves?
- d. Are the plans currently being implemented?
 1. How successfully?
 2. Are local communities involved at all?
 3. Why not?
- e. Why / how were the programmes listed identified?

3 Game Farming in the area

- a. What has led to the recent (over the last few years) growth in the game farming industry?
- b. How does this growth impact on the Nature Reserves (visitor numbers etc)?
- c. How environmentally and economically sustainable are these game farms, or is saturation point being reached?
- d. Do you feel game farming or nature reserves are better equipped to meet the needs of the tourist, or do they serve to compliment each other?

e. Tourist routes

- a. Are you familiar with the concept of a tourist route?
- b. Do you think this kind of idea could be implemented in the Eastern Cape Region?
- c. Where would you take the route, and what would you include on it?

Accommodation Establishment Interview Guideline

1. Introduction

2. About the establishment:
 - a. How long has it been operational
 - b. How many can it accommodate
 - c. Main customers
 - d. Children/animals etc?
 - e. Are you a member of BABAG or other tourism bodies?
 - f. How long
 - g. What do they provide for you
 - h. Are you associated with or linked to local tours
 - i. How/where do you market yourself, and how effective has it been

3. About Tourism in Grahamstown
 - a. What potential does tourism have for expansion/ growth in Grahamstown and the surrounding areas
 - b. How can this be achieved
 - c. What are the assets of Grahamstown
 - d. What are barriers to the development of tourism in Grahamstown and the surrounding areas
 - e. Does tourism benefit Grahamstown
 - f. What are the downfalls of tourism
 - g. Can tourism lead to or provide a means for development
 - h. What role does tourism have to play in the Albany / Peddie Districts

Eastern Cape Tourism Board (Brian Jackson) Interview Guideline

1. The ECTB
2. Tourist routes: what, why, how
3. Tourism in the Eastern Cape and South Africa
4. Tourism and Development - relationships and roles
5. Albany and Peddie District and the current and future of tourism

Grahamstown Tourism Interview Guideline

1. What is Grahamstown Tourism: roles, vision, etc
2. The tourism industry in Albany
3. Visitor information
4. Potential and future
5. Assets and barriers
6. Tourism Routes

Grahamstown Tourism (Head) Interview Guideline

1. Past interests and involvement with tourism
2. Current interests (accommodation establishments interview questions)
3. Tourism Grahamstown
 - a. The organisation
 - b. The vision and goals
 - c. How to achieve these objectives
 - d. The future for tourism in the district
 - e. The potential of Peddie
 - f. Tourist routes
 - g. The role of ECTB
 - h. The role of Makana Municipality

Museum Interview Guideline

1. Tourists:
 - a. Local / Foreign
 - b. Numbers
 - c. Target market
 - d. Feedback

2. Is there room for museums

3. How can tourism and specifically museums be better promoted

4. What are the positive factors regarding tourism in Albany and Peddie

5. What tourism assets do Albany and Peddie have

6. What are the barriers to tourism in Albany and Peddie

7. What is the way ahead for tourism

APPENDIX B: QUESTIONNAIRES

Tourism Questionnaire

Dear Sir / Madam,

I am a masters student at Rhodes University (Grahamstown), and am doing research looking at the current status of tourism in Grahamstown, and the potential for tourism in Grahamstown, and would value your input in the form of this questionnaire. All information will remain confidential. Should you wish to contact me, you can do so at: 083 332 7813 or on e-mail at g9620677@campus.ru.ac.za, or through the Geography Department, Rhodes University, Grahamstown, 6139.

Thank you, Mary Hale

- 1. Gender: Male Female
- 2. Occupation: Scholar Student Professional Self employed
 Unemployed Pensioner
 Other: Please specify: _____

3. Home country / town: _____

4. Number of people in your party: _____

- 5. Reason for you visit: School Function
 University Function
 Holiday
 Festival / Special event
 Game Hunting
 Part of a tour
 Special interest
 Other: please specify: _____

6. Is this a First visit Return visit

7. Duration of visit: _____

8. Last destination: _____

9. Next destination: _____

10. What, do you feel, are potential tourist attractions in Grahamstown and the surrounding area?

11. What, do you feel, are barriers to tourism in Grahamstown and the surrounding area?

12. Do you feel that tourist facilities are adequate in Grahamstown? Yes No

How can these be improved?

Thank you for your time and co-operation.

Tour Guide Questionnaire

Where necessary delete the inapplicable

Section A: Personal Details

1.Name: _____

2.Do you operate: Independently: _____
Contracted: to whom: _____

3.Field/s of interest:
Arts / Culture / History / Sport / Wildlife / Ecotourism
Special interest: please specify: _____

4.Do you have any tourism / guiding qualifications? Yes / No
If yes, please specify and specify when you obtained them:

5.Are you registered with any tourism / tour guide associations?
International: _____
National: _____
Local: _____
Which areas are you registered to work in:

Section B: The area

6.Where do you operate?
Albany District / Peddie District / Both
Other Districts: Specify: _____

7.How long have you been conducting guided tours for?
a. In total: _____
b. In Albany District: _____
c. In Peddie District: _____

8.If you do not go to Peddie District, why not:

9. What could be done to promote tourism to the Peddie District?

15. What is the maximum number of tourists you can accommodate? _____

16. How often do you take out tourists: _____

17. When do you conduct tours: Weekdays: Monday
Tuesday
Wednesday
Thursday
Friday
Weekends: Saturday
Sunday

18. What feedback do you get from tourists regarding:

a. The district:

b. Positive tourism features:

c. Negative aspects:

d. Tourism potential:

Section E: Marketing

19. Do you advertise: Yes / No

a. If yes:

- i. Where: _____
- ii. How often: _____
- iii. At what target market: _____

b. If no:

- i. Why: _____

20. In the Albany District is tourism: Poorly / Adequately / Well marketed?

21. In the Peddie District is tourism: Poorly / Adequately / Well marketed?

Section F: Tourism

22. What role does the government play in influencing tourism in the Eastern Cape province?

23. What do you feel limits / restricts / is a barrier to tourism in the Albany and Peddie Districts?

a. Albany:

b. Peddie:

24. Do you think there is room for expansion and growth of tourism and the tourism industry in the two districts?

a. Albany:

b. Peddie:

25. What are the pros and cons facing the expansion of tourism in the areas?

a. Albany:

b. Peddie:

26. What can be done in the future to encourage and promote tourism to these areas?

Once again, thank you for your time.

Dakawa, Masithandane Women's Association, and Umthathi Garden Project Questionnaire

1) When was the centre started? _____

2) What is the aim of the centre?

3) How many people are employed by the centre? _____

4) How many tourists/visitors go to the centre, on average, in a month?

5) Does the centre have a role to play in tourism in Grahamstown? Please Explain

Thank you for your time and co-operation

Game Farmers Questionnaire

General Information

13. Name of Farm:

14. Trading / Operating Name:

15. How long has it been operating as a game farm? _____

16. Was it previously an agricultural farm? Y / N

If Yes: Why did you move to game farming?

17. Do you market the farm for tourists / visitors? Y / N

If No: Why not? (Please continue from Question 10)

If Yes:

1. Through what means do you market it (eg: magazines, radio, newspapers etc)?

2. How often ?

3. What target group do you market towards?

4. Do you market yourself with an international operator? Y / N

18. Do you work as part of any special programmes or tours? Y / N

If Yes, Please provide details where possible:

19. What services, facilities and activities do you provide?

Visitor information

20. Roughly how many visitors do you get per annum? _____

21. What are their countries of origin?

22. On average, how long do they stay?

23. What are their main reasons for visiting (hunting, holidays, trails etc)?

24. What else do visitors see / do in the area?

Tourism in the Albany District

25. Please tick the box you think best describes the number of visitors to the area for that specific reason in relation to the other reasons.

Reason	1 None	2 Hardly Any	3 Fair Amount	4 High Number	5 Unsure
Game Reserves and Farms					
Hunting					
Historical Sites					
General					

Holidays					
Other Interests					

26. How much do you think visitors to the area spend on average? _____

27. How many jobs are created as a result of tourism activity in the area?

28. In the table below, please tick the box you think best represents the likelihood of a tourist or visitor going to that attraction / type of attraction in the general Albany area:

	1 Highly unlikely	2 Unlikely	3 Unsure	4 Maybe	5 Probably
Forts					
Government Nature Reserves					
Private Game Farms and Reserves					
Beaches					
Grahamstown					
Peddie					
Townships					
Rural Villages					
Other (Please specify)					

29. What measures do you feel, could be undertaken to draw more tourists and visitors to the Albany District?

30. Do you feel the development of a tourist route, linking key tourism assets, through the Albany District would encourage people to travel beyond Port Elizabeth to Grahamstown and on to East London? Y / N

31. What would you suggest should be included on this route?

32. What resources, infrastructural aspects or organisations of the area do you believe, serve to hinder tourism?

33. What resources, infrastructural aspects or organisations of the area do you believe, serve to promote tourism?

34. How do you think the game farms in the District impact on the number of visitors and the management policies of the to Nature Reserves in the Province (Great Fish River Reserve and Thomas Baines Nature Reserve) and vice versa?

35. Are you affected by the management policies of either of these Reserves? Y / N
1. If Yes, Please explain:

36. Are there too many Game Farms in the area? Y / N

37. How do these Game Farms differ?

Thank you for your time and co-operation

APPENDIX C: INVENTORY LISTING

Albany Accommodation Information		
Type	Name	Town/ Nearest Town
Hotels and Lodges	Graham Protea Hotel	Grahamstown
	Hotel Victoria	Grahamstown
	Oak Lodge	Grahamstown
Caravan Parks	Grahamstown Municipal Caravan Park	Grahamstown
Guest Houses	137 High Street	Grahamstown
	Aucklands Country Estate	Grahamstown
	Evelyn House	Grahamstown
	St Aidan's Guest House	Grahamstown
	The Cock House	Grahamstown
Bed and Breakfast	Albany Executive	Grahamstown
	Amberleigh	Grahamstown
	Andrean Association	Grahamstown
	Armitage's	Grahamstown
	Ashton House	Grahamstown
	Atherfold's	Grahamstown
	Bartholomew	Grahamstown
	Bee's Cottage	Grahamstown
	Belhambre	Grahamstown
	Bell, The	Grahamstown
	Birt's	Grahamstown
	B's	Grahamstown
	Carlisle	Grahamstown
	Carpenter's Cottage	Grahamstown
	Charles Street Cottage	Grahamstown
	Courtyard, The	Grahamstown
	Custard Apple Cottage	Grahamstown
	De Wet's	Grahamstown
	Dovecote, The	Grahamstown
	Duckies Cottage	Grahamstown
	Dulverton	Grahamstown
	Duynwood	Grahamstown
	Eagles Nest	Grahamstown
	Elizabeth House	Grahamstown
	Esihle	Grahamstown
	Garden Room, The	Grahamstown
	Harewoods House	Grahamstown
	Hazelmere	Grahamstown
	Heiltjies	Grahamstown
	Hermitage, The	Grahamstown
Hillandale	Grahamstown	
Historic Cottages	Grahamstown	
Home from Home	Grahamstown	
Ikwesi Lomso	Grahamstown	

	Indawood	Grahamstown
	Jenny's	Grahamstown
	Kaiser Kottage	Grahamstown
	Landsdown Road	Grahamstown
	Lantern Hill	Grahamstown
	Linga Longo	Grahamstown
	Lissagelly Cottage	Grahamstown
	Longleat	Grahamstown
	Mhlwatika's	Grahamstown
	Milner Place	Grahamstown
	No 7 Worcester Street	Grahamstown
	Settlers Hill Cottages	Grahamstown
	Sharon's	Grahamstown
	Sheblon Cottage	Grahamstown
	Simply Sumptuous	Grahamstown
	Singita	Grahamstown
	Siyazama	Grahamstown
	Sophakama	Grahamstown
	Suffield House	Grahamstown
	Sweet Bird Palm	Grahamstown
	The Nest	Grahamstown
	Tipuana	Grahamstown
	Up the Downstairs	Grahamstown
	Whitnall's Cottage	Grahamstown
Self Catering	Amberleigh	Grahamstown
	Ashton House	Grahamstown
	Atherfold's	Grahamstown
	Bartholomew	Grahamstown
	Bee's Cottage	Grahamstown
	Belhambre	Grahamstown
	B's	Grahamstown
	Carlisle	Grahamstown
	Carpenter's Cottage	Grahamstown
	Charles Street Cottage	Grahamstown
	Courtyard, The	Grahamstown
	Custard Apple Cottage	Grahamstown
	Dovecote, The	Grahamstown
	Duckies Cottage	Grahamstown
	Dulverton	Grahamstown
	Eagles Nest	Grahamstown
	Esihle	Grahamstown
	Finchams	Grahamstown
	Harewoods House	Grahamstown
	Hillandale	Grahamstown
	Historic Cottages	Grahamstown
	Home from Home	Grahamstown
	Ikwesi Lomso	Grahamstown
	Kaiser Kottage	Grahamstown
	Lantern Hill	Grahamstown

	Lissagelly Cottage	Grahamstown
	Longleat	Grahamstown
	Mhlwatika's	Grahamstown
	Milner Place	Grahamstown
	No 7 Worcester Street	Grahamstown
	Settlers Hill Cottages	Grahamstown
	Sharon's	Grahamstown
	Sheblon Cottage	Grahamstown
	Siyazama	Grahamstown
	Sophakama	Grahamstown
	Suffield House	Grahamstown
	The Nest	Grahamstown
	Tipuana	Grahamstown
Budget Accommodation	Old Gaol Backpackers	Grahamstown
Guest Farms / Game Reserves	Assegai Lodge	Grahamstown
	Burchell's	Alicedale
	Brack Kloof Guest House	
	Bucklands Top House	Grahamstown
	Esingeni Luxury Tented Camp	
	Glenthorpe Farm	Grahamstown
	Hillandale Guest House	Grahamstown
	La Boma	Grahamstown
	Mosslands	Grahamstown
	Rabbit Bush Cottage	
	Radway Green	
	Table Farm	Grahamstown
	Waterloo Farm	Grahamstown
	Wolfe Lodge	Grahamstown
	Wylie's Farm	Grahamstown

Peddie District Accommodation Information		
Type	Name	Town/ Nearest Town
Hotels	Breakfast Vlei Hotel	Peddie
	Fish River Sun	Port Alfred
	Mpekweni Sun	Port Alfred
	Peddie	Peddie
Budget Accommodation	Hamburg Backpackers	Peddie
Game Farms / Game Reserves	Great Fish River Reserve	Peddie / Grahamstown

Restaurants, Coffee Shops and Fast Foods: Grahamstown	
Name	Type
137 High Street	Upmarket Dining
Albany Sea Flight Fisheries	Fast Food - Fish
Assegai Lodge	Traditional South African Food
Bambi's	Fast Foods
Blue Room	Bistro
Calabash	A La Carte Restaurant
	Traditional South African food
Copper Kettle	A La Carte Restaurant
Debonairs	Pizza and Italian food
Dulce	Continental Coffee Shop
Gino's	Pizza and Italian food
Guido's	Steak House
Juice Bar	Coffee Shop
Kentucky Fried Chicken	Fast Food - Chicken
King Pie	Pies
La Galleria	Traditional Italian
Mad Hatters	Coffee Shop and Bistro
Monkey Puzzle	Traditional South African food with International flair
Mr Burger	Fast Food - Burgers
Posh Pizza	Pizza
Rat and Parrot	Pub Fare
Redwood Spur	Steak House
Steers	Fast Foods
Sublime	Bistro
Sunbird Room, Settlers Inn	Full English Breakfast
	A La Carte Restaurant
Taphuijs	Home-style cooking
The Block House	Coffee Shop
The Cock House	Upmarket Dining
The Trading Store	Coffee Shop
Wimpy	Teak House
Zorba's Tavern	Traditional Greek food

Restaurants, Coffee Shops and Fast Foods: Peddie	
Name	Type
Fish River Sun	A La Carte
Mpekweni Sun	A La Carte

Albany District Tours: Grahamstown			
Category	Tour Company	Name of Tour	Transport
Guided	Bee's Tours	Grahamstown City Tour	Drive
		Settler Country	Drive
	Cock's Tours	Merchants and Artisans	Walking
		Saints, Sinners and Students	Walking
		Drostdy Arch to Church Square	Walking
		From Frontier Post to Festival City	Drive
		Pineapple Country and the Sunshine Coast	Drive
	Frontier Country Tours	High Street Stroll	Walking
		Historic Heart Beat	Walking
		Saints, Sinners and Students	Walking
		Stately Homes and Old School Ties	Walking
		Hot potted Grahamstown	Drive
		Graham's Town: The Untold Story	Drive
		Settler Country Tour	Drive
		Frontier Heritage Tours	Drive
		Masithandane Township Tour	Drive
		Umthathi Township Tour	Drive
		Early Bird's Game Drive	Drive
		Night Drive	Drive
		Biggs Birds Ostrich Tours	Drive
	Gillian Wylie	Wylie's Dairy Tours	Drive
		Agriculture Tours	Drive
		Historic Tours	Drive
		Scenic Game Park Tours	Drive
		Veld Walks	Walking
	Umthathi Training Project	Umthathi Township Tour	Drive
	Masithandane Women's Association	Masithandane Township Tour	Drive
	Egazini Tours	Egazini: Place of Blood	Drive
Self-Guided	Walking Tours	The Historic Heart	Walking
		High Street Stroll	Walking
		Nature Ramble	Walking
		Settler Trail	Walking
		Graham's Town: The Untold Story	Walking

Tourist Routes linking in to the Albany and Peddie Districts				
Route	District	Towns Incorporated	Natural Attractions	Opportunities
Sunshine Coast and Country	Albany	Alexandria	Addo Elephant National Park	4X4 Trails
	Peddie	Bathurst	Amakhala Game Reserve	Agritourism
		Bushmans River Mouth	Baviaanskloof Wilderness Area	Angling
		East London	Gamtoos Valley	Beaches
		Grahamstown	Great Fish River Reserve Complex	Canoe Trails
		Humansdorp	Shamwari Game Reserve	Frontier History
		Jeffreys Bay	Sunday's River Valley	Golf
		Kayser's Beach		Grahamstown Festivals
		Kenton-On-Sea		Heritage Trails
		Kiwane		Hiking
		Port Alfred		Museums
		Port Elizabeth		Nature Trails
		St Francis Bay		Port Elizabeth Bayworld
				Sailing
				Township Tours
			Water sports	
Karoo Heartland	Albany	Aberdeen	Karoo Nature Reserve	4X4 Trails
		Adelaide	Mountain Zebra National Park	Agritourism
		Alicedale	Nature Reserves	Bushman Paintings
		Bedford	Valley of Desolation	Hiking
		Cookhouse		History
		Cradock		Museums
		Despatch		Owl House and Camel Yard (Nieu-Bethesda)
		Golden Valley		White Water Rafting
		Graaff-Reinet		
		Jansenville		
	Kirkwood			

		Klipplaat		
		Middleburg		
		Middleton		
		Nieu-Bethesda		
		Pearston		
		Rosemead		
		Somerset East		
		Steytlerville		
		Uitenhage		
		Willowmore		
Amatola Mountain Escape	Albany	Adelaide	Indigenous Forests	Art and Culture Festivals
	Peddie	Alice	Scenic splendour	Fly-fishing
		Balfour	Waterfalls	Hiking
		Bisho		History
		Cathcart		Horse Trails
		Fort Beaufort		Mountain Biking
		Hogsback		Rock Climbing
		Sada		
		Stutterheim		

Services and Facilities available in Peddie and Albany Districts		
Service Category	Albany	Peddie
Ambulance Service	Yes	No
Attorneys	Yes	No
Banks	Yes	Yes
Blood Transfusion Services	Yes	No
Car Breakdown Services	Yes	Yes
Car Hire	Yes	No
Clinics	Yes	Yes
Complimentary Therapies	Yes	No
Counselling	Yes	No
Dentists	Yes	No
District Surgeon	Yes	No
Electricians	Yes	No
Filling/Petrol Stations	Yes	Yes
Fire Brigade	Yes	No
General Practitioners	Yes	Yes
Hospice	Yes	No
Hospital	Yes	Yes
Insurance Brokers and Consultants	Yes	No
Landry Facilities	Yes	No
Libraries	Yes	Yes
Occupational Therapy	Yes	No
Optometrists	Yes	No
Orthodontist	Yes	No
Orthopaedic Surgeon	Yes	No
Pharmacy	Yes	No
Physician Specialist	Yes	No
Physiotherapy	Yes	No
Plumber	Yes	No
Police	Yes	Yes
Radiography	Yes	No
Undertakers	Yes	Yes
Vehicle Repairs	Yes	Yes
Veterinarian	Yes	No

Religious Places of Worship in Albany and Peddie Districts			
Church Group	Branches	District	Town
Abundant Life Worship Centre		Albany	Grahamstown
African Congregational Church		Albany	Grahamstown
African Gospel Church		Albany	Grahamstown
African Methodist Episcopal		Albany	Grahamstown
Albany Christian Fellowship		Albany	Grahamstown
Apostolic Faith Mission of Africa		Albany	Grahamstown
Apostolic Faith Mission of South Africa	Jubilee Assembly	Albany	Grahamstown
	Library, Hill Street	Albany	Grahamstown
	McGowan Street	Albany	Grahamstown
	Tantyi Street	Albany	Grahamstown
Assemblies of God	Blackbeard Street	Albany	Grahamstown
	Nduna Street	Albany	Grahamstown
	River of Life	Albany	Grahamstown
Bantu Church of Christ		Albany	Grahamstown
Baptist Church	Bathurst Street	Albany	Grahamstown
	Joza	Albany	Grahamstown
Christ Church of God		Albany	Grahamstown
Christian Centre		Albany	Grahamstown
Church of Christ		Albany	Grahamstown
Church of the Latter Day Saint		Albany	Grahamstown
Church of the Nazarene		Albany	Grahamstown
Congregational Church	Livingstone Congregation	Albany	Grahamstown
	Union Congregation	Albany	Grahamstown
CPSA (Anglican Church)	Cathedral of St Michael & St George	Albany	Grahamstown
	Christ Church	Albany	Grahamstown
	College of the Transfiguration	Albany	Grahamstown
	DSG Chapel	Albany	Grahamstown
	St Andrew's Chapel	Albany	Grahamstown
	St Augustine's	Albany	Grahamstown
	St Bartholomew's	Albany	Grahamstown
	St Clement's	Albany	Grahamstown
	St Philip's	Albany	Grahamstown
	Umaria uMama we Themba Monastery	Albany	Grahamstown
Emmanuel Assembly		Albany	Grahamstown
Ethiopian Episcopal Church		Albany	Grahamstown
Ethiopian Orthodox		Albany	Grahamstown
Free Gospel Church of God		Albany	Grahamstown
Full Gospel Church of God	Bowker Street	Albany	Grahamstown
	Caldicott Street	Albany	Grahamstown
	Spring Street	Albany	Grahamstown
Gospel Ambassadors Ministries		Albany	Grahamstown
Hebrew Congregation		Albany	Grahamstown
His People Christian Church		Albany	Grahamstown
Hindu Mandir		Albany	Grahamstown
Holy Saints Church of Christ		Albany	Grahamstown
Interdenominational	Rhodes University Chapel	Albany	Grahamstown
Jehovah's Witnesses		Albany	Grahamstown

Methodist Church in Africa	Amagqunukwebe	Albany	Grahamstown
	Commemoration	Albany	Grahamstown
	John Bam	Albany	Grahamstown
	Kingswood Chapel	Albany	Grahamstown
	Lesley Hewson Soc	Albany	Grahamstown
	Shaw Memorial	Albany	Grahamstown
	Sole Memorial	Albany	Grahamstown
	St John's	Albany	Grahamstown
	Wesley Chapel	Albany	Grahamstown
	Peddie	Peddie	Peddie
	Salem	Albany	Salem
Nederduitse Gereformeerde Kerk		Albany	Grahamstown
Nederduitse Hervormde Kerk		Albany	Grahamstown
New Apostolic Church of South Africa		Albany	Grahamstown
Old Apostolic Church in Zion of SA		Albany	Grahamstown
Order of Ethiopia		Albany	Grahamstown
Pinkster Protestante Kerk		Albany	Grahamstown
Presbyterian Church	Makanaskop	Albany	Grahamstown
	RCPSA Grahamstown Mission	Albany	Grahamstown
	Trinity	Albany	Grahamstown
	Peddie	Peddie	Peddie
Religious Society of Friends (Quakers)		Albany	Grahamstown
Roman Catholic	St Joseph's	Albany	Grahamstown
	St Mary's	Albany	Grahamstown
	St Patrick's	Albany	Grahamstown
	St Peter Claver's	Albany	Grahamstown
Salvation Army		Albany	Grahamstown
Seventh Day Adventist Church		Albany	Grahamstown
St Matthew's Order of Ethiopia		Albany	Grahamstown
St Peter's Apostolic Church		Albany	Grahamstown
United Church of SA	Emmanuel	Albany	Grahamstown
United Ethiopian		Albany	Grahamstown
Universal Kingdom of God		Albany	Grahamstown
United Reformed Church		Albany	Grahamstown

Attractions in Albany District	
Category	Attraction
Arts and Crafts	African Musical Instruments
	Dakawa Art and Craft Community Centre
	Grahamstown Art Studio
	In Touch
	International Library for African Music
	Jean Paul Barnard Mohair Factory
	Masithandane Women's Association
	Old Power Station
	Umthathi Training Project
	Under the Arch
Sports	Archery
	Freshwater Angling
	Golf
	Hiking
	Horse Riding
	Micro-lighting
	Mountain Biking
	Mountain Climbing
	Rock Climbing
	Sailing
Education	Skydiving
	Tennis
	Colleges
	Projects
	Rhodes University
Cultural	Schools (Government and Private)
	Training Centres
	Cultural Tours
	National Arts Festival
	National Festival of Christian Arts
	National Schools Festival
Historical	Sanlam Future Business Leaders Week
	Sasol Science Festival
	"56 & 58" Beaufort Street
	"Priest House"
	1820 Settler Monument Building
	21 West Street
	36 High Street
	42-44 Hugh Street
	46-44 High Street
	48-50 Bathurst Street
A G Bain Monument	
Albany Historical Museum	

Albany Natural History Museum
Artificer's Square
Assegaibos monument
Baptist Mother Church
Beaumont and Rice Building
Bible Monument
Botanical Gardens
Botanical Gardens Historical House
Britannia Monument
Centenary Monument
Chapel House, Bartholomew Street
Chapel of St Mary's and All Angels, Rhodes University
City Hall
Cock House
Commemoration Church
Committees Drift
Corbelled Huts
Devonshire Farm
Dick King Monument
Divisional Council Building
Drostdy Gateway
Eastern Star Building
Egazini Monument
Façade of Building: 32 - 34 High Street
Façade of Building: 50 High Street
Façade of Building: 54 - 56 High Street
Façade of Building: 58 - 60 High Street
Farmerfield Methodist Church
Farmhouse Hilton
Figure of Peace
Fort Brown
Fort Selwyn
Frasiers Camp
Governors Kop Tower
Grahamstown Site Monument
Grocott's Mail Building
Hermanskraal Farm
Hill Organ, Methodist Church
Huntley Street School
International Library of African Music
Jails
JLB Smith Institute of Ichthyology
Johan Carinus Art Centre (Truro House)
John Oats Cottage
Market Square
Mooimeisiesfontein (Piet Retief's House)
National English Literary Museum
Oatlands House
Observatory Museum
Old Gaol (High Street)

	Old Gaol (Somerset Street)
	Old Military Complex
	Old Provost
	Old Wesleyan Chapel
	Old Wesleyan School Hall
	Pillar Post Box
	Railway Station Building, courtyard and platform
	Railway Station Wall Post Box
	Rhodes University museum
	Salem Methodist Church
	Settlers Cottage (Artificer's Square): 1 Cross Street
	Settlers Cottage (Artificer's Square): 1 Sheblon Lane
	Settlers Cottage (Artificer's Square): 10 Cross Street
	Settlers Cottage (Artificer's Square): 2 Sheblon Lane
	Settlers Cottage (Artificer's Square): 3 Cross Street
	Settlers Cottage (Artificer's Square): 4 Cross Street
	Settlers Cottage (Artificer's Square): 5 Cross Street
	Settlers Cottage (Artificer's Square): 6 Cross Street
	Settlers Cottage (Artificer's Square): 7 Cross Street
	Settlers Cottage (Artificer's Square): 8 Cross Street
	Settlers Cottage (Artificer's Square): 8a Bartholomew Street
	Settlers Cottage (Artificer's Square): 9 Cross Street
	Settlers Memorial Tower
	Shaw Chapel
	Shaw Hall
	Signal Tower
	Sole Memorial Church
	St Bartholomew's Almshouse
	St Bartholomew's Church
	St Bartholomew's Hall
	St Bartholomew's School
	St Peter's Anglican Church and Churchyard
	Tallest Toilet
	The Observatory Tower House
	The Retreat
	Toposcopes
	Trompetters Drift
	Trompetters Drift Fort and Ring wall
	Trompetters Drift Tower
	Tryall Cottage
	Upper Croft
	Water Reservoir
Nature	Amakhala Game Reserve
	Beggars Bush
	Burchell's Game Reserve
	Ecca Valley Nature Reserve
	Grahamstown Botanical Gardens
	Great Fish River Reserve Complex
	Grey Dam

	New Years Dam
	Settlers Dam
	Shamwari Game Reserve
	Thomas Baines Nature Reserve

Attractions in Peddie District	
Category	Attraction
Arts and Crafts	Amazizi Craft Centre
	Bhira Crafts
Historical	Milkwood Tree
	Peddie Colonial Cemetery
	Peddie Missionary Hospital
	Statue of an Unknown Soldier in Peddie
Nature	Beaches
	Great Fish River Reserve Complex
	Private Game Farms

APPENDIX D: GAME FARMS AND RESERVES
WITH CAE PERMITS (CERTIFICATE OF
ANIMAL ENCLOSURE)

Farm Name	Farm Name (cont.)
Mountain Top	Aasvoelkrantz
Settlers Peninsula	Boschkloof
Glendew	Kudu Run
Woodvale	Krantzdrift
Portsmouth	Clifton Boedery
Brandeston	Melville Park
Thornkloof	Rance Timber Trust
Munster Trust	Morgenson
Greysgift Nooitgedacht	Berboonfontein
Faberskraal	
Bochkloof	
Morgenson	
Hunt Hoek Safaris	
Medbury	
Aloe Ridge	
Rokeby Park	
Cotswold	
Ruffsrock	
Trumpeters Drift	
Boschgift	
Rockdale Game Ranches	
Hopeleigh	
Lindale	
Glenboyd	
Clifton Towers	
Glen Dowan	
Esparante	
Waterfall No. 8	
Mountain Top	
Groenfontein	
Burchell Game Reserve	
Cole Ridge	
Rockcliff	
Aylesbury	
Palmietfontein	
Cone Rovine Safari	
Olivewoods	
RockwoodEttrick	

