

A CRITICAL EVALUATION OF TOURISM IN XIMBA, KWAZULU-NATAL.

by

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ABSTRACT

The recent incorporation of Ximba into a metro boundary (the Outer West substructure of Durban, KwaZulu-Natal) has highlighted the imbalances between rural and urban communities and created the need to redress them. Currently, the main issues facing the AmaXimba are economic generation and job creation. Solutions are possible through development of the industrial, residential, agricultural and/or tourism sectors. Recourse to analysis of the physical environment, as well as stakeholders and their interactions, informs the study and provides the means of determining the best practical developmental option for Ximba. The suggestion is made that none of the sectors by themselves are viable and all must be developed in conjunction with each other. As there is a greater inherent tourism potential, the focus of the study shifts to the tourism milieu in Ximba.

Tourism issues revolve around what type of tourism Ximba should develop as well as the best developmental pathway to pursue. Options open to Ximba include independent development, or development in conjunction with neighbouring areas. Thus, the focus of the study broadens to explore the wider tourism milieu in the Outer West, in particular the R103 (Botha's Hill to Cato Ridge) route. The current status of tourism in the two areas is assessed as is the potential impact from future development projects and commonalities between the two areas are determined. Stakeholder visions provide the means for determining possible constraints to, and considerations for, tourism development. These include attempts to determine the current economic climate prevailing along the R103; analysis of the crime situation and the media's influences thereon; and physical constraints, particularly water quality. Results indicate that a variable economic climate prevails, crime is a problem within the area and factors aggravating the crime perception are considered. Water quality of the Msunduzi is not suitable for recreational tourism.

Issues raised for consideration included determining developmental routes that could be imposed on the Outer West from a higher authority, the requirements for nature-based tourism incorporating cultural tourism, tour operators' requirements, community characteristics and factors surrounding the bed and breakfast industry. Ideas for the development of a combined and expanded tourism route are provided. An analysis of the strengths, weaknesses, opportunities and

threats (SWOT) of the tourism milieu highlights factors to be concentrated on and suggestions are made for driving tourism in the combined Ximba/R103 milieu.

The study concludes by considering key factors necessary for devising tourism policy in Ximba, as well as possible means of implementation. Consideration is also given to tourism as an agent of change.

PREFACE

The experimental work described in this dissertation was carried out in the School of Environment and Development, University of Natal, Pietermaritzburg, from August 1997 to January 1998, under the supervision of Professor R. Lawrence and Mrs L Grant.

This study represents original work by the author and has not otherwise been submitted in any form for any degree or diploma to any University. Where use has been made of the work of others, it is duly acknowledged in the text.

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LIST OF ABBREVIATIONS

ADT	AmaXimba Development Trust
ADF	AmaXimba Development Forum
ATC	AmaXimba Tourism Committee
CIMC	Crime Information Management Centre
DEAT	Department of Environment Affairs and Tourism (national)
DEAT-KZN	Department of Economic Affairs and Tourism (provincial)
EIA	Environmental Impact Assessment
Fig.	Figure
GEAR	Growth, Employment and Redistribution strategy
GNP	Gross National Product
IUCN	International Union for the Conservation of Nature and Natural Resources
KDEA	KwaZulu Department of Environmental Affairs
LA21	Local Agenda 21
LSU	Large Stock Unit
RDP	Reconstruction and Development Programme
SATOUR	South African Tourism Organisation
SMME	Small, Medium and Micro Enterprises
sd	Standard Deviation
THT	Thousand Hills Tourism
AmaXimba	is used when referring to the people of Ximba in the tribal sense
KwaXimba	is used when referring to the house of Ximba in the tribal sense
Ximba	is used when referring to the geographical region of Ximba as demarcated by the Outer West substructure of the Durban Metropole, KwaZulu-Natal.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION AND CONTEXT OF STUDY.

As a rural environment recently incorporated into an urban substructure, Cato Ridge and its surrounds, including Ximba, are undergoing transition. Trying to fulfill election promises, following the introduction of democracy in South Africa, in April 1994, the national government has embarked on the delivery of services such as low cost housing, water and sanitation. This programme attempts to redress imbalances and develop a better living environment, thereby improving the quality of life for residents.

Møller *et al.* (1996), however, found that people perceive improved living conditions to stem firstly, from the creation of better jobs and wages and thereafter, from service provisions such as water, housing, electricity, schools and so forth. This is not to underestimate the importance of physical infrastructure in aiding the quality of life, but the creation of jobs has been found to be twice as important as service provision to rural people. A clean, safe, healthy living environment also helps people to perceive they have an improved quality of life especially between the rural - urban divide (Møller *et al.*, 1996). Service delivery is within government's ability, but what of delivery on job creation and meeting people's expectations?

The focus of this study is to determine the potential for tourism in the Ximba area situated between Durban and Pietermaritzburg in KwaZulu-Natal. The research examines the best practical option for tourism development in Ximba and surrounding areas. It also examines the extent to which tourism, used as an agent of delivery, can improve peoples' quality of life by providing job opportunities and facilitating service provision.

Like many other rural and peri-urban South African towns, Cato Ridge and its surrounds, including Ximba, have not yet experienced the economic development needed to provide the quality of life promised by the new dispensation. Tired of waiting, and taunted by the relative affluence of those living in urban environments ten kilometres away, local people have joined

forces to determine ways of driving their economy, so as to achieve some equity of resources. In the words of the Sutterheim Communique (Tosterud, 1996), “The economic division and separation of rural and urban South Africa represents the new apartheid of South Africa.” Mechanisms need to be found to redress this imbalance.

To aid the development required to meet people’s expectations community development projects are proliferating around South Africa. They are aimed at income generation, as well as infrastructure and skills development. Projects which focus on skills development are seen as the first step to access or create jobs for disadvantaged people. For development to be constructive and effective it must occur on a large scale, firstly at a local level and then escalate to a regional level. The magnitude of this task is often considered daunting in communities that have very little and requires the initiatives of focussed, committed people who are not afraid to take chances.

The band of committed, highly enthusiastic individuals from the Cato Ridge/Ximba area, trying to establish a holistic development plan for the region, are working together under the umbrella of the AmaXimba Development Trust (ADT). ADT’s vision (Montgomery, 1995a), is to uplift the community, create a culture of self-sufficiency and promote long term, sustainable development.

Therefore, imperatives for proposed development projects should embody community support and involvement, whilst developing adequate operational capacity. All existing resources and infrastructure should be tapped and projects must be based on sound ecological and environmental principles (Montgomery, 1995a). In keeping with the vision, ADT has already embarked on a process of policy determination, project identification and prioritisation. This has resulted in the identification of potential agricultural, industrial, educational, residential, commercial and tourism developments as possible sectors on which to grow the region’s economic base. However, the tourism potential in the area is seen as the major strength (Montgomery, 1995a). The purpose of this research is to critically evaluate this potential and contextualise it in relation to the tourism potential of the neighbouring R103 route which links the areas of Botha’s Hill, Drummond, Inchanga and Cato Ridge.

Developing the tourism potential of KwaZulu-Natal is widely held to be the panacea to the province's problems. However, realising this potential requires a focussed, aggressive strategy that is the priority of all commercial development. It is recognised that good intentions and statements alone will not harness the full potential of a market left to its own devices without any forms of control and planning (Campbell *et al.*, 1996; Proctor, 1995; Lea, 1995; DEAT-KZN, 1995). Consideration of the prevailing socio-economic trends and realities also needs careful attention. Currently, this is not the case, and the lethargy with which the current tourism sector is developing could prove counter-productive, since people's expectations are raised, yet not fulfilled. The potential of tourism in the broader sense needs critical evaluation before any region focuses on implementing a tourism strategy. Although an extensive critical evaluation of tourism in general is beyond the scope of this dissertation, communities should factor it into their overall policy plan.

1.2 TOURISM AND THE WIDER CONTEXT

South Africa has a history that has been both bloody and violent, and caused imbalances and injustices amongst the different cultures. These imbalances are evident in all resource distribution, from natural resources, through to the human and spiritual. Awareness is growing that imbalances can no longer be tolerated without creating situations that are not sustainable. Despite the difficulty in determining sustainability, particularly with regards to development, communities are continuing forward, determined to garner as much benefit as possible from the developmental options that are open to them. Thus, while the debate on what constitutes sustainable development rages on, the natural resource base used for development continues to be degraded. This ultimately compromises the potential benefits that communities could derive.

Sustainability requires that development proceed within the carrying capacity of the environment, in such a way that benefit is derived by current habitation, while protecting the rights of future generations to an equal quality of habitation (IUCN/UNEP/WWF, 1991; Yeld, 1993). The importance of this is recognised by the number of conventions that support the notion, (UNCED, 1987; Eber, 1992; DEAT, 1997; Yeld, 1993), as well as the increasing number of "watch dog" organisations such as Green Peace, and locally, the Environmental Justice Networking Forum (EJNF), that have arisen in recent years. Increasingly, people realise that uncontrolled

development can cause a negative environmental impact, thus making it impossible to attain the goals of intergenerational equity and justice. While, to date, much energy has been spent on protecting environmental justice, little attention has been paid to the possible consequences of tourism. Tourism is a field that incorporates all spheres of the environment, for example natural, human, economic, political, to mention a few. To ensure that the notions of justice and equality apply to tourism, care will need to be taken to ensure that the different facets of the environment receive equal consideration. While increasing recognition is being given to the importance of the human/nature interaction, and these notions are causing paradigm shifts in the thinking of the conservation field, tourism is still very much in the hands of developers, economists and business - people who are notorious for their poor environmental conscious.

Economically, many South African people are poor, thereby providing fertile ground for investors to disregard the necessity for sustainable development and entice communities into compromising their future for tangible short term gain. Despite many South African communities being poor, they appear to have a very strong, rich spiritual faith and cultural awareness - the very foundation that has been chosen by Tourism South Africa (TSA) as the theme (culture and heritage) to drive the tourism process for the next three years (SATOUR, 1997). A process which should enable tourism to function as an agent of unity.

Many countries throughout the African continent are faced with the challenge of supporting a large population on an impoverished landscape. While South Africa's natural resources are not yet as degraded as some countries in Africa, it is in the position of having to speedily fulfill the expectation of a hungry nation, too long denied opportunities. Therefore, strategies need to focus on providing the basic means of survival, as well as means of staying on the cutting edge of technology, thereby remaining competitive with developed countries. This requires dedication, commitment, planning and vast amounts of funding. Opportunities need to be found of raising sufficient finance to deal with the magnitude of the problem created by the collective expectations of the people. What mechanisms, if any, are available for the government to generate the required capital?

Tourism is widely reported to be the economic saviour of many countries and important in

creating local jobs (DEAT-KZN, 1995; Gamble 1989; Lea, 1995; Proctor, 1995; KwaZulu-Natal Provincial Cabinet, 1996; Booth, 1997). Beckett (1996), reports that Mauritius has full employment and good infrastructure, mainly due to the tourism industry. Proctor (1995) considers the use of tourism to be vital as an agent of economic growth. Changes in the life style of people world wide have created the time and means for them to indulge in leisure and recreation activities. Supplying this demand has created an industry based on people's travel to experience new attractions that will temporarily entertain them and relieve the stress and pressure of modern day life. The tourism industry supplies a fantasy world, sufficiently removed from one's everyday life to provide a distraction, yet not so different that it is perceived as frightening. Shurmer- Smith and Hannon (1994) describe this as a different, yet reassuringly familiar experience. South Africa has the opportunity to provide the necessary experience. The developed, 'first world' infrastructure, together with the indigenous African atmosphere, supply the ingredients necessary to entice foreign tourists to a different, yet reassuringly familiar experience.

The tourism industry is reported to generate vast sums of money and be the leading contributor to the Gross National Product (GNP) of many countries (DEAT-KZN, 1995). Kaufmann (1993) reports that three of the leading German tour operators in Zimbabwe together generate more revenue than the GNP of Zimbabwe itself, and that the leading single operator generates three times the total exports of the country. Considering that South Africa is perceived to have as great a tourism potential as Zimbabwe, it is not surprising that the South African government has promoted tourism as a means to revive the economy (DEAT-KZN, 1995), and provide not only revenue, but infrastructure, thus facilitating delivery on electoral promises. At a provincial level, KwaZulu-Natal's potential for tourism growth is considered substantial (Proctor, 1995) and the Minister of Economic Affairs and Tourism, Mr Jacob Zumu (cited in Grant and Scott, 1996), appears determined to bring this about. A recent partnership between local government and business leaders in KwaZulu-Natal has resulted in a 25-year plan aimed at developing an R8 billion per annum tourism industry. The resulting document is expected to be release at the end of 1997 (Natal Mercury, 22/4/97). Should all these expectations be fulfilled, tourism has the potential to improve the quality of life for all South Africans, and, if developed carefully, could go a long way towards redressing imbalances in South Africa.

1.3 FACTORS AFFECTING ECONOMIC CONSIDERATIONS

In conjunction with the unstable tourism market, the current economic climate worldwide is uncertain and unpredictable. Harrison (1996) states that the global economy is characterised by a record number of start-ups, failures and mergers, divestitures, fluctuating interest and exchange rates, changes in design, manufacture, distribution, tastes, increasing market fragmentation, and the necessity for joint ventures. Underpinning these characteristics, Lambooy (1993) determined that creativity and innovation are central to competition within the new global economy. To capitalise on creativity and innovation within economic sectors requires a flexible network, providing the enabling framework within which to accommodate and support the resulting new economic opportunities. To prevent economic isolation, networks with the global economy should be encouraged. Tourism, as an export product, provides a means of achieving this. A current challenge for tourism in South Africa is to find ways to introduce or improve existing networks, as well as provide the flexibility required by existing bureaucratic frameworks. This needs to be complemented by longer-term developmental sustainability in which serious attention is paid to the quality of the environment and infrastructure; to skill's formation; to institutional development; to research and development, and to product investment (Harrison, 1996).

1.4 ECONOMIC TRENDS WITHIN THE STUDY AREA

The recent trade liberalisation between South Africa and overseas countries has been detrimental to a number of local manufacturing firms unable to compete in the global economy. Thus, large manufacturing concerns unable to maintain their competitive edge, such as, textiles, footwear and poultry production originally located to the west of Durban are relocating, or closing down (Ncanana, 1997 pers. comm.). The challenge of dealing with the resulting economic decline in the western areas is to find innovative and creative means of redefining the area's economic base, so that the large labour force can be employed. In line with the apparent provincial drive one possible solution revolves around tourism. At the same time southern KwaZulu-Natal is experiencing growth in the chemical, plastics and biotechnology industries (Harrison, 1996), thereby compromising their potential tourism opportunities. Thus, the development of industries, potentially detrimental to tourism, to the north and south of Durban appears to provide the western areas with an added advantage.

An innovative environment also requires strong interactions, networks and synergies within an area. This is strengthened with linkages to external synergies, as well as strong integration into the wider economy. In Harrison's (1996) words, "an area's ability to compete economically is also related to its degree of network connectivity", both within and without the immediate environment. Creating interaction and networks in a highly competitive economic environment requires proactivity, exposure, establishing trust, and mobility in the sense of being able to adapt quickly to changing circumstances. Tourism is an ideal agent with which to achieve this as linkage within and without an area is central to effective tourism.

The changing political environment in South Africa has resulted in the country enjoying considerable interest as a tourism destination. Tourism is the primary foreign exchange earner in the world, with more than 560 million people travelling annually for recreation and in the process spending money (SATOUR, 1996). It is an international commodity which is labour intensive, has the ability to stimulate SMME (Small, Medium and Micro Enterprises) development, attracts private sector investment and has value as an export product. Therefore, as South Africa implements the GEAR (Growth, Economic and Redistribution strategy) and Reconstruction and Development Programmes (RDP), Minister Pallo Jordan (The Mercury, 12/12/1997) is flagging tourism developments as a potential means of realizing the goals of GEAR and the RDP. The White Paper on tourism policy (DEAT, 1996) also strongly complements GEAR.

The study area is poised for restructuring, transformation and reconstitution, in response to wider processes happening throughout KwaZulu-Natal and South Africa. It contains existing infrastructure and capacity to enable this to happen, and is ideally suited for the process of decentralisation from the city areas. Have the AmaXimba the ability to recognise and respond to the changing processes? Can it be transformed sufficiently to overcome the challenges presented by the existing imbalances and injustices, as well as meet the competition generated from surrounding areas, which are also competing for the investment?

1.5 AIMS, OBJECTIVES AND METHODOLOGY

The aim of this study is to determine whether tourism is a viable agent of development for the Ximba subregion, and how best to achieve progress. To establish this, it is necessary to determine

the developmental options available to the AmaXimba and realistically determine the potential for tourism in Ximba. Thereafter the focus needs to broaden and consider Ximba's tourism development within the context of the Outer West environment. The current political power relations need to be assessed to determine the human agencies' role in tourism, as well as future development that might take place within the Outer West and Ximba. Before a tourism plan can be embarked upon, consideration will need to be given to requirements, as well as possible constraints. Once these factors have been critically assessed, it will then be possible to devise a possible scenario for tourism development and determine the requirements for moving forward, both within Ximba and the R103.

In brief, the research aims to fulfill the following objectives;

- ◆ to assess the development milieu and determine if tourism is the best means of development within Ximba (Chapter 2),
- ◆ to identify the main human participants in the study area and their relationships with each other (Chapter 3),
- ◆ to determine the current status of tourism in the study and identify new developments that could impinge on the tourism potential of the study area (Chapter 4),
- ◆ to present constraints to tourism development within the study area (Chapter 5),
- ◆ to present considerations for tourism development within the study area (Chapter 6),
- ◆ to present suggestions for suitable, sustainable tourism development in the study area (Chapter 7),
- ◆ to briefly analyse the study area and provide suggestions to improve the tourism milieu (Chapter 8) and,
- ◆ to raise awareness of factors that will need consideration in devising and implementing a tourism strategy for Ximba. Consideration of tourism as an agent of change will conclude the dissertation (Chapter 9).

To gather the diverse information required, both an interpretive, qualitative approach as well as an objective quantitative approach were employed. (See Appendix 2 for a detailed description of

methodology). Time and political constraints made it impossible to follow an exhaustive quantitative methodology. Demographic information was obtained from expert opinion and scientific literature on neighbouring areas. Key stakeholders were identified and personally interviewed. Group community interviews with the aid of translators were also undertaken. Direct observation, field work and contextualisation within the provincial framework by recourse to consultants' reports and experts' opinion also inform the study. A spatial framework was compiled from McCarthy's (1996 a) corridor study, complemented by field work. Water quality was assessed by consulting Umgeni Water's records. Auditing existing attractions in Ximba and the R103 was undertaken by recourse to Tourism KwaZulu-Natal's GIS (Geographic Information Systems) data base, as well as field study. Constraints on implementing a questionnaire were imposed by stakeholders, therefore, perceptions of the economic and security status of the R103 were obtained by interviewing the different business categories evident. Security status of the study area was further corroborated by expert opinion, media reporting and police statistics. Constraints, obstacles and successes of the research process are outlined in Appendix 2. The value system inherent in the human component of tourism and the research process means, however, that views and the interpretation thereof is never entirely objective.

The term milieu is used in preference to environment throughout this dissertation. Milieu is defined in the Collins dictionary (Anon, 1994) as, "environment, state of life, social surroundings" and by the Chambers dictionary (Anon, 1993) as, "a setting in place and time". Tourism is influenced by a number of factors and their interactions at a given time. Thus, it is insufficient simply to consider the multitude of environmental factors as influencing tourism potential, but there must also be the incorporation of the time dimension, especially in an emerging scenario that has not yet attained stability. The concept of sustainability incorporates the idea of time, by suggesting that resources be available for future generations. However, until an activity attains the status of sustainability, it is ever changing. This is not to suggest that sustainable activity is a static concept, but it is not as rapidly changing as an activity in transition.

Attention will now focus on the status of Ximba's environment.

CHAPTER 2: THE DEVELOPMENT MILIEU OF XIMBA WITH REFERENCE TO THE R103.

2.1 INTRODUCTION

Ximba, formally a tribal area, is unique in that it is the only tribal authority which, in the recent restructuring of regional boundaries, has chosen to be incorporated into a metropolitan area, namely, the Outer West substructure of the greater Durban metropolitan area (Strydom; Vosloo, 1997 pers. comm.). The entire study area falls within the local Outer West substructure (Fig.2.1) and is under the control of the Outer West Council and local authority, henceforth referred to as the Outer West. Thus, policies for development should be complementary to both the local and metropolitan authorities.

Ximba is characterised by a black traditional culture that is strongest amongst those living in the valleys. Juxtaposed with this is the more developed and established section of the study area, the R103 (old main road), consisting of Hillcrest, Botha's Hill, Gillitts, Assagay, Drummond, Inchanga and Cato Ridge. This section is well serviced with a white, colonial, residential character, whose economic base relies on taxes, the service industry and tourism. These two diverse cultures must now coexist under the auspices of the Outer West and together develop an economic base that will allow development, maintenance and service provision for the region. Four main developmental opportunities are open to the area, namely, industrial expansion, residential, agriculture and tourism. A description of the study region follows and it is in the context of this development milieu that tourism as an agent of development is critically assessed.

Sustainable development requires consideration of the holistic environmental milieu before the best practical developmental option, or mix of options, can be decided on. It is imperative that the combined effects of developments, whether urban or rural, have an ecological impact less than the available resources of the country (DEAT, 1997; Constitutional Assembly, 1996). Thus, this chapter outlines factors in the biophysical and human environments that are required to establish

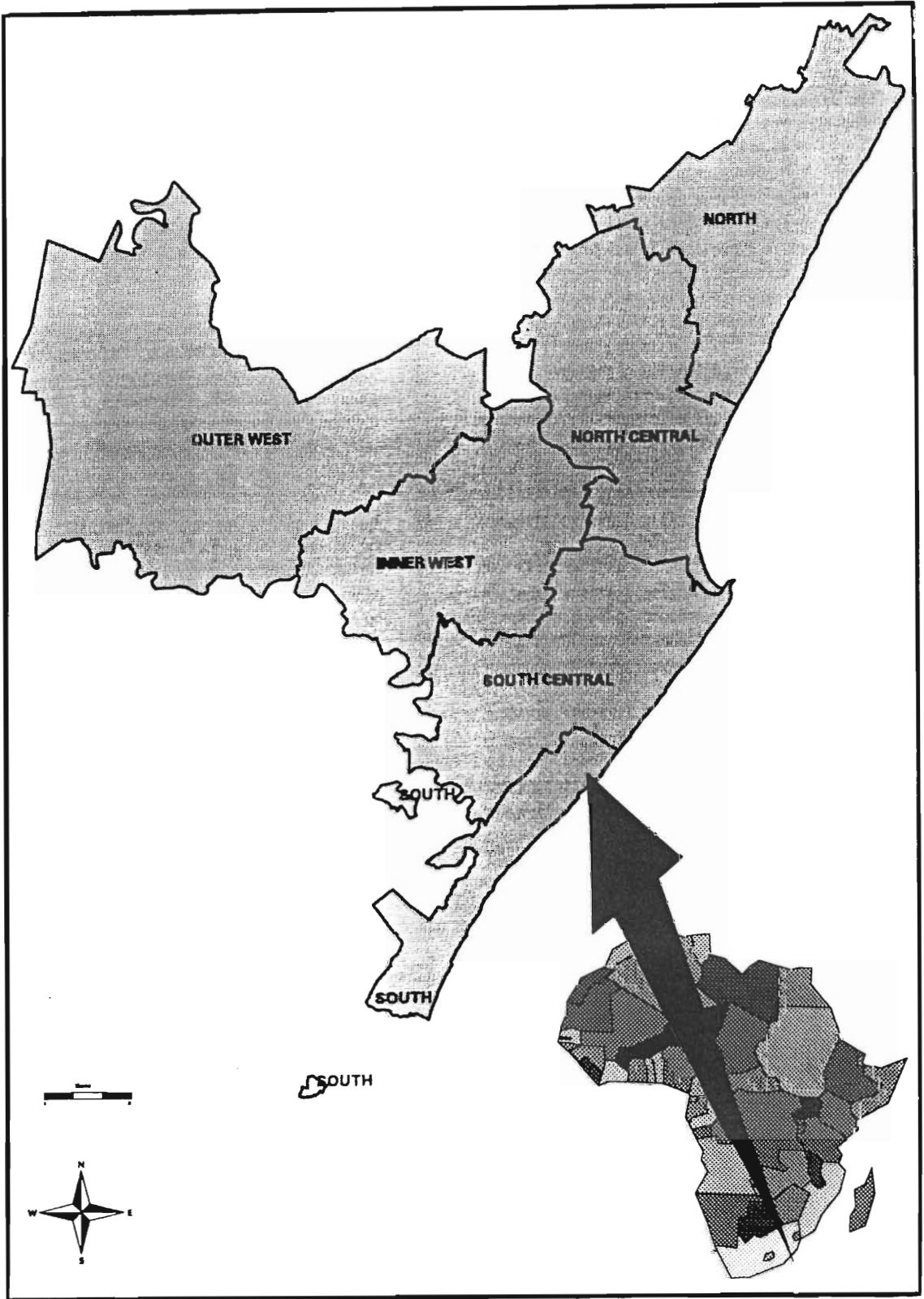


Fig. 2.1 Position of the Outer West substructure, within KwaZulu-Natal. (Source: Urban Strategy Department)

the character of the area, as well as possible scenarios in the development milieu. Operational constraints impacting on developmental options are also important considerations. The chapter will conclude by establishing the position of tourism as a developmental agent in relation to the other developmental options.

2.2 GEOGRAPHICAL LOCATION AND GENERAL AREA DESCRIPTION

According to the tribal authority, the Ximba geographical region is bounded by Nagle Dam in the North, the confluence of the Msunduzi and Mgeni rivers in the North East, Botha's Hill in the East, and the Mlazi river and Shongweni Dam in the South (Fig. 2.2).

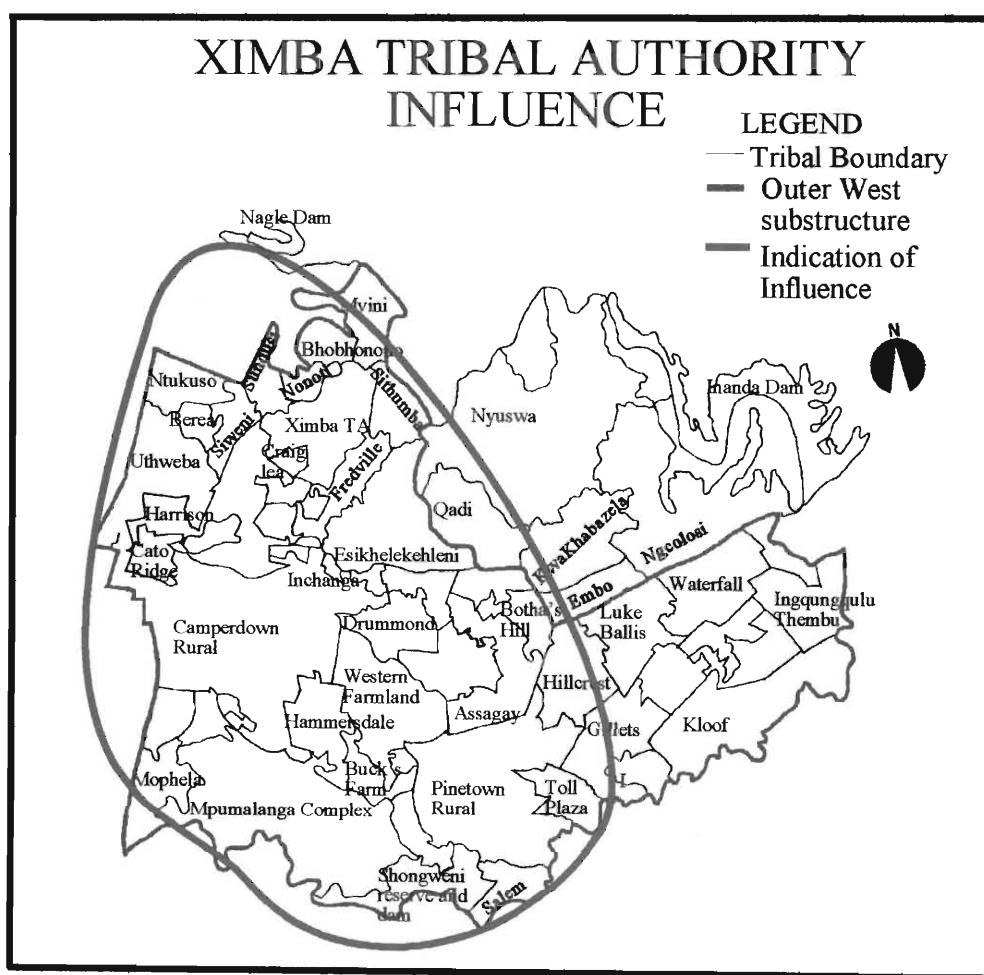


Fig. 2.2 The areas which fall under the Ximba Tribal Authority, (refer to text).
Source: Urban Strategy Department.

However, the Outer West considers Ximba to consist of the geographical area shown in Fig.2.3.

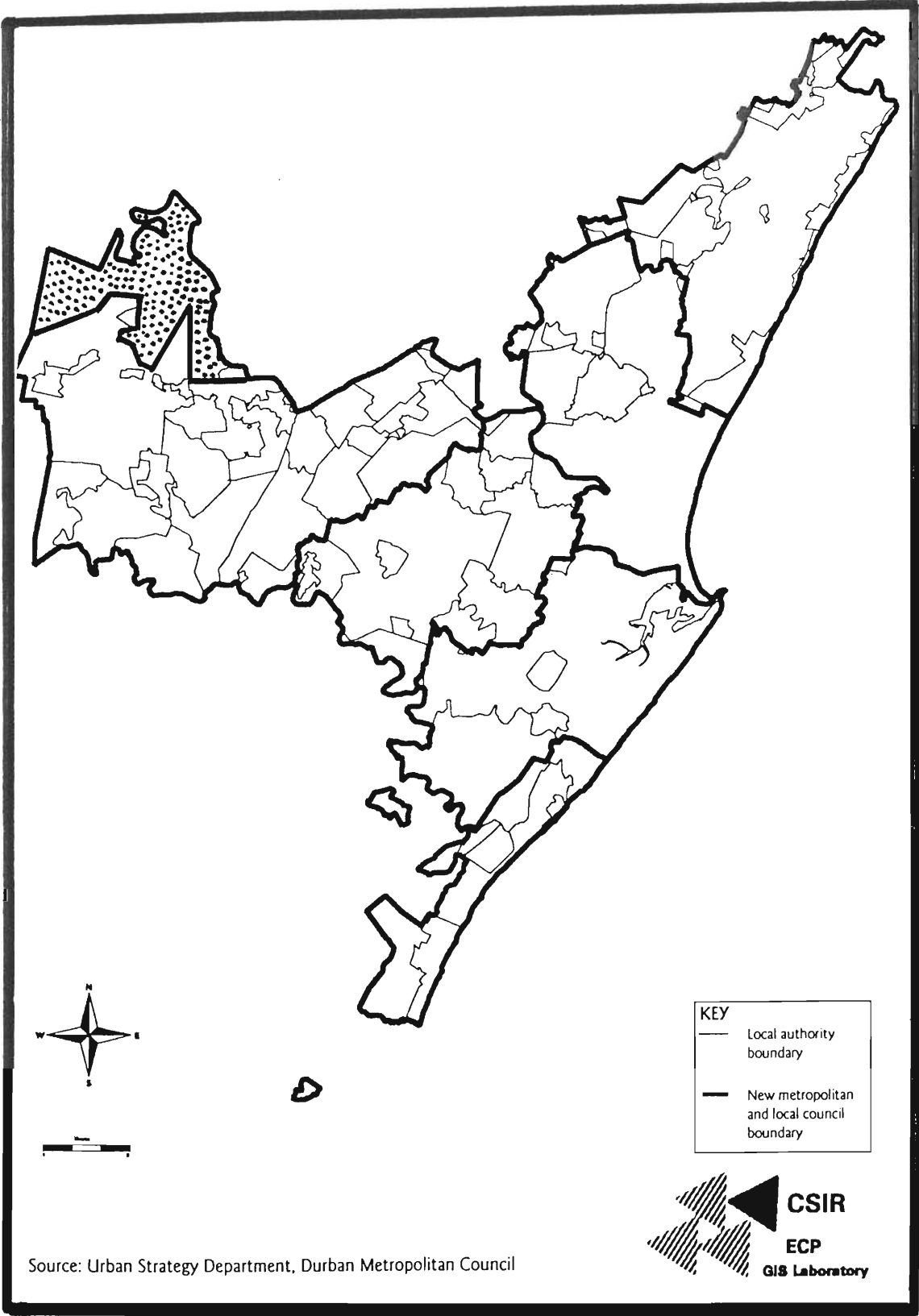


Fig. 2.3 The Ximba Tribal Authority as outlined by the Outer West.

The research focussed on the geographical area of Ximba, as defined by the Outer West, but consideration was given to its interdependence with the adjacent areas of Cato Ridge, Fredville, Gillitts, Assagay, Drummond, Botha's Hill and Hillcrest which are included in the analysis (Fig.2.2). Where relevant, mention is made of Inchanga, Inanda, and Shongweni, although a detailed study of these areas was not undertaken.

Tourism brochures produced by Info Africa (1997), describe the extended area around the Hillcrest/Botha's Hill area as:

Situated between historic Pietermaritzburg and Durban's sandy beaches offering a crocodile farm, a lion park with giraffes...., craft and gift shops, Zulu dancing, game parks, pony treks, hiking trails,... Krantzklouf Waterfall and Nature reserves.... with a river gorge cut by the Emolweni river, and sighting of small game, duiker, bush pig and reedbuck.

Sports clubs, restaurants and conference venues can be found along the more developed eastern side of the route, while Inanda, Shongweni and Nagle dams provide opportunities for picnics, boating, fishing, bird watching and so forth. Ximba valley is described as breathtakingly beautiful and unspoilt (Bretzke; Gilmore; McGeever; Montgomery; O'Brien, 1997 pers. comm.), yet visits into the area reveal a landscape blanketed with informal settlement and denuded of vegetation except for small shrubs and grass patches. Cato Ridge, once the rural farmland of the area, could now be described as the industrial escarpment of the study area.

2.3 PREVIOUS INVESTIGATIONS: XIMBA AND THE R103

Primary data on the study area does not appear to exist. Research on neighbouring areas has yielded basic descriptive data, particularly on socioeconomic indicators. As tribes within the Thousand Hills area appear to have stable, uniform populations, expert opinion (Wimble, 1997 pers. comm.) considers that the data can be extrapolated to Ximba. Current, unpublished research undertaken on Sithumba, by J.Duncan at the Geography Department, University of Natal (Durban), could add to this study. Reference to the corridor studies of McCarthy (1996a; 1996b;

1997b), provides a base from which to draw conclusions. Thus, where applicable the maps of McCarthy (1996a), modified by the author, are presented. The study of McCarthy (1996a), however, provides a broad conceptual framework of the characteristics of the corridor between Durban and Pietermaritzburg, but unfortunately does not cover the Ximba area as demarcated by the Outer West. Therefore, the information gleaned from the report was corroborated with on site inspection of Ximba, and by consulting with expert opinion. However, this is still no more than a broad-based approach to factors affecting developmental planning for the entire study area. As shown above, the different subjective descriptions of the Ximba area, namely the planners' view of a 'beautiful unspoilt area' versus the possible conservationists' view of a degraded area, raises the issue of using evaluations based on a small number of individuals' subjective interpretations. Results of the Integrated Development Framework (IDF), initiated by the Outer West and planned for completion in 1998, should also be incorporated into this study to provide the vital detail necessary for effective, efficient planning.

2.4 THE BIOPHYSICAL ENVIRONMENT

2.4.1 Biophysical Factors

The study area falls within the KwaZulu-Natal mist belt, therefore, low cloud is a regular occurrence. The Camperdown weather monitoring station of the Agricultural Research Council, indicates that temperatures range between 35°C and 1°C, although Hillcrest records average temperatures of 25,3° C and 8,9° C (KDEA, 1993). Wind is predominantly from a northeasterly direction. Official recording stations show that the southeast (sea-facing) slopes receive more rain than the valleys, which are predominantly in rain shadow areas. Thus, Kloof records a mean annual precipitation of 1 092 mm per year with Inchanga recording 796mm, Nagel Dam 768mm and Shongweni 695mm. It is estimated that the valley floor receives approximately 700-750mm per annum (KDEA, 1993).

The area is characterised by *Acacia* and *Aloe barberae* (syn *A. bainesii*) as well as indigenous flowers such as *Leonotus leonurus* and *Tecomaria capensis*. Exotics such as, *Acacia mearnsii*, the intrusive *Chromolaena odorata*, *Ricinus communis* and *Lantana camara* are also prevalent. Remnant patches of indigenous grassland have been identified in parts of Cato Ridge (Ward, in Environmental Design Partnership, 1997), but there is infestation from aggressive alien grass such

as Kikuyu (*Pennisetum clandestinum*). Acocks (1988) classifies two veld types in the area, namely, Ngongoni Veld on the plateau and Valley Bushveld in the valley, while Low and Robeio (1996) classify four biomes; the Afromontane Forest biome with the adjacent Grassland biome, the Coast-Hinterland Bushveld and the Valley Thicket.

In the past the area was described as having a variety of large game, such as elephant, buffalo, lion, leopard, giraffe, zebra, hyaena, wild dog and bush buck (Bulpin, 1966). Some bush buck are still reported in the area, as well as the common duiker (*Sylvicapra grimmia*), monkeys, mongooses, pythons, mambas and a variety of birds. Black mambas are occasionally found lying under the warm corrugated iron of the huts and local inhabitants perceive that the snake population is on the increase. However, this could simply be a result of human settlement causing increased habitat pressure, or alternately, more frequent use of iron roofing could be increasing the contact between human and animal.

2.4.2 Ecological Value

The area around Ximba is evaluated as a mixture of ‘high’-, ‘moderate’- and ‘low’-value Acacia Sieberana Savannah (Fig.2.4), with Sithumba and Esikhelekehleni appearing to have a ‘low’ ecological rating.

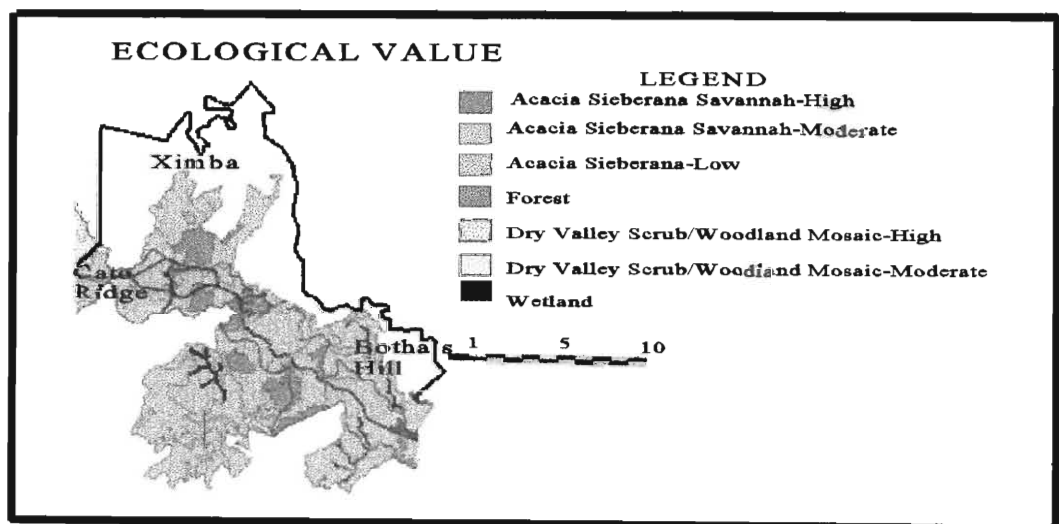


Fig. 2.4 Classification of ecological value. Adapted from McCarthy (1996a).

The remainder of the old main road route is also given a mixed rating, with a greater proportion of low-value. The only tribal area in Ximba with good indigenous vegetative cover left is the Mnvini section, and the settlement pattern is less dense towards the Sithumba area. Parts of Esikhelekehleni are well vegetated and unsettled. The banks of the Msunduzi and Mgeni rivers are heavily eroded and whilst the resulting landforms provide interesting visual scenery, they are indicative of uncontrolled settlement and ecological mismanagement.

2.4.3 Valuable Areas of Natural Landscape

The border around Ximba shows ‘no special quality’ natural landscape. However, important areas are found around Mngwene, Cato Ridge Farmland, Inchanga West, Inchanga, parts of Camperdown, Drummond, parts of Western Farmland, Assagay and parts of Hillcrest (Fig.2.5).

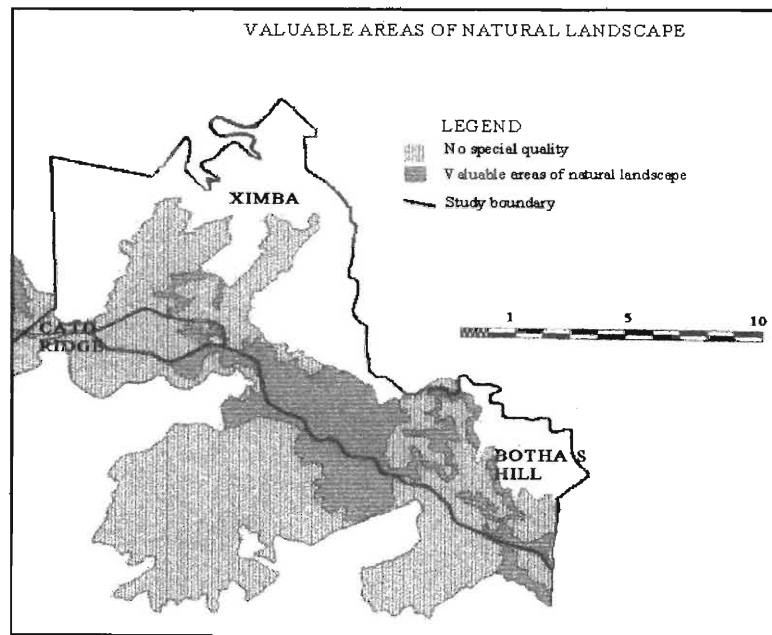


Fig.2.5 Classification of natural landscape. Adapted from McCarthy (1996a).

Site inspection shows that Mnvini could possibly be classified as ‘valuable’.

2.4.4 Landscape Evaluation

Ximba is surrounded by 'disturbed' landscape with some areas evaluated as 'mixed' (Fig.2.6). Site inspection shows Ximba to be an extensively 'disturbed' landscape. The old main road route is largely mixed- landscape, or landscape with major interest, and there are minor patches with an evaluation of 'considerable significance'.

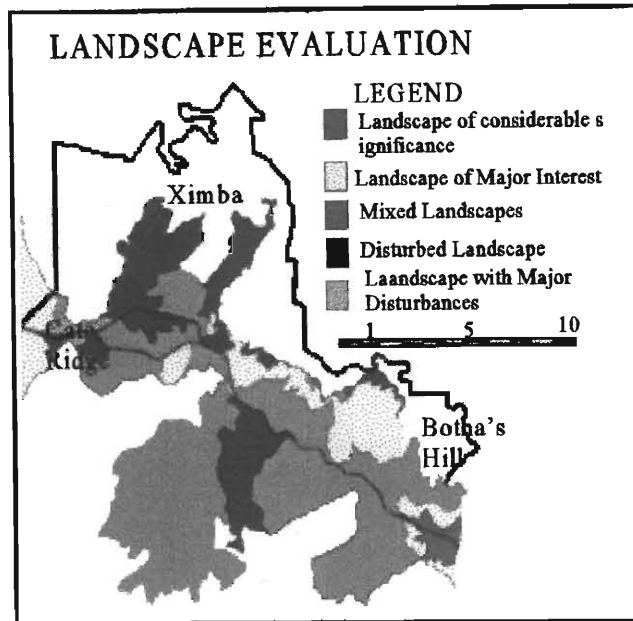


Fig.2.6 Classification of landscape evaluation. Adapted from McCarthy(1996a).

2.4.5 Agricultural Potential

The evaluation for agricultural potential along the borders of Ximba indicates an intermediate- to low-potential (Fig.2.7). The only 'good' agricultural potential in the study area can be found around the Hillcrest plateau, Assagay and Pinetown rural areas.

Generally, many of the valley areas are classified as V, VI, and VII land types which have severe limitations for agricultural potential (KDEA, 1993). The main arable soils in the study area are Glenrosa Form, Robmore Series and a large proportion of Hutton soils of the Shorrocks and Makatini series. Thus, the soils are essentially sandy loams and sandy clay loams. The land is highly disturbed and overgrazed in the tribal areas where settlement has taken place. Carrying

capacity is in the order of 2-3 hectares per LSU (Large Stock Unit, for example cattle) on the plateau, decreasing to about 10 hectares per LSU on the steeper slopes. Over stocking has resulted in severe erosion over the entire area. Half the Emolweni area is classified as unsuitable for agriculture (KDEA, 1993), but intensive livestock production, such as dairy or poultry, is possible in the valley floors and on the ridge.

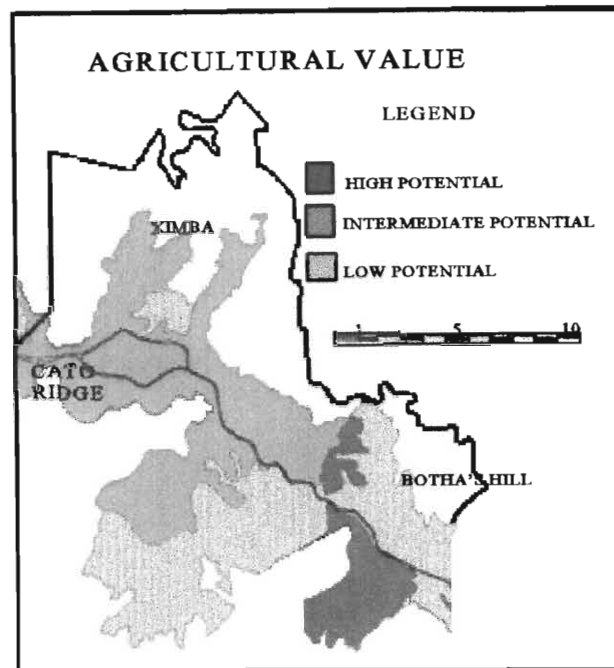


Fig.2.7 Classification of agricultural evaluation. Adapted from McCarthy (1996a).

The importance of community gardens to the population should be considered. Based on estimates of R2 580 per hectare per annum (Integrated Planning Services, 1993) and a 15% inflation rate until 1994 followed by a 10% inflation thereafter, the gardens are worth approximately R4540 per hectare per annum in 1997. The value of fruit and vegetables produced on a hectare unit with more sophisticated capacity has been estimated at between R7 907 and R128 805 per annum (Integrated Planning Services, 1993). Sugar cane growing is possible on some of the plateau land and assuming the average commercial yield of 40 tons/hectare, it is possible to average a gross margin of R1564 per hectare per annum (Davion et al., 1996). Thus where agriculture is possible, perennial crops such as fruit or nut trees are the better option and could be a significant economic contributor to the community.

Intensive agriculture would require irrigation which even on a small scale is costly either in terms of time and/or fuel required to run the pumps. Fluctuating water level of the rivers make pump installation problematic and future tension between the need for domestic consumption of water in a highly populated area and irrigation needs is possible. Consideration will also need to be given to the draft Water Law Policy (DWAF, 1997) which sets water use priority as firstly, “reserve” for environmental and human basic requirements (25 l per day), followed by agriculture and then industry. As the potential for agricultural production is not rated highly, care must be taken that agricultural development in Ximba proceeds on a strong foundation of good agricultural practices inculcated into the communities from the start.

The non-government organisation (NGO) working in the area, Khuphuka, proposes to develop agricultural practices that are complementary to tourism- a practice described by the term Agritourism in international literature and Agrotourism in South Africa (McCarthy, 1997b). The NGO is concerned that the communities do not diversify, and think only of growing household vegetables. Cotton, flowers, fruit, bees and sugar cane are encouraged by the NGO, but it is not known if these products are viable in the area (Mchunu, 1997 pers. comm.).

2.4.6 Development Value

Ximba is bordered by urban- and special-urban development and land that is classified as ‘general conservation status’ (Fig.2.8). In contrast the rest of the study area is classified as ‘active conservation priority’ up to approximately Botha’s Hill. Hillcrest and Gillitts are rated as ‘specialised urban development’ and ‘infill’ areas. It appears that the only ‘active conservation potential’ in the Ximba area is around the Mvini area.

2.4.7 Tourism Value

Respondents’ opinion considers the Ximba valley to hold high tourism value (Gilmore; Kroone; McGeever; Mchunu; O. Mlaba 1997 pers. comm.), while McCarthy (1996a) find that the areas bordering Ximba have ‘no special value’. Only Inchanga, Drummond and Assagay are found to have ‘high tourism value’ (Fig.2.9).

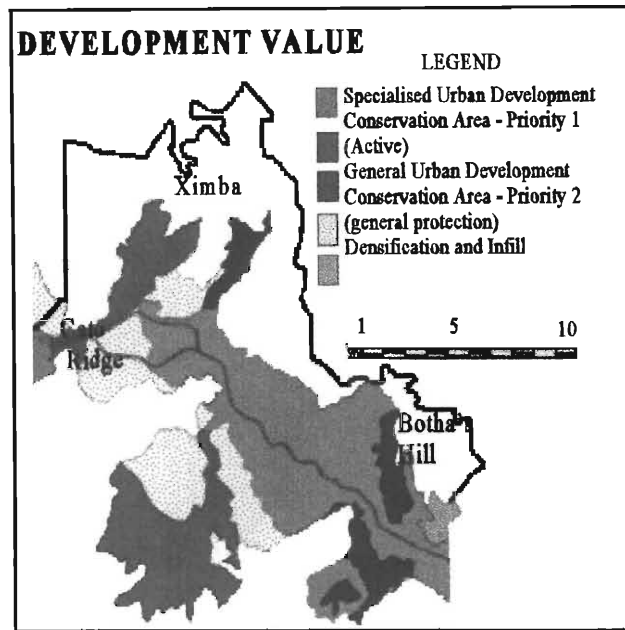


Fig. 2.8 Classification of development value. Adapted from McCarthy (1996a).

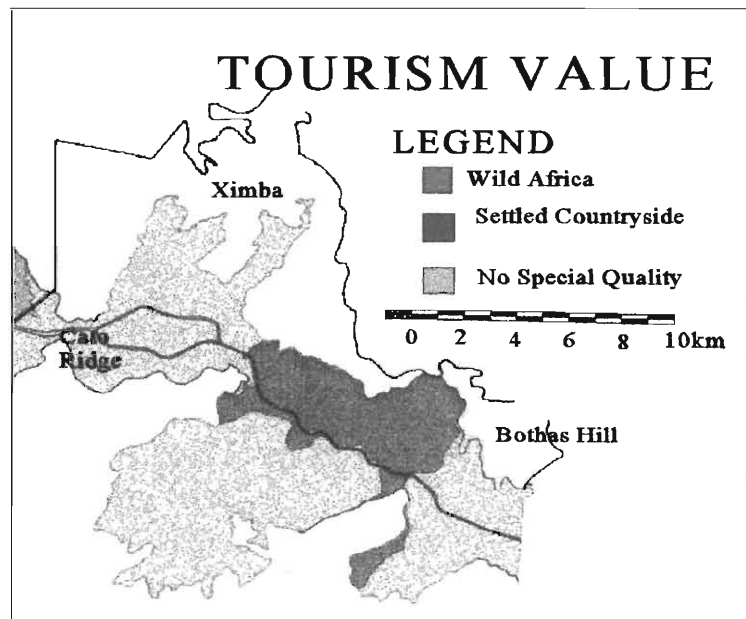


Fig.2.9 Classification of tourism value in the study area. Adapted from McCarthy (1996a)

This corresponds fairly well with the classification for ‘valuable areas of natural landscape’ (section 2.3.3). While Ximba is not specifically evaluated, the fact that it is surrounded by areas with a ‘no special quality’ rating raises questions about the advisability of extending tourism attractions from Cato Ridge to Nagle Dam.

2.4.8 Combined Sensitivity Analysis for Development: Three factors

Combining the evaluations of each category gives a broad overview of the sensitivity of the study area to different development options. McCarthy (1996a) considers any area with the coincidence of at least three desirable classifications to be sensitive to development. Thus, McCarthy (1996a) finds the areas surrounding Ximba to be ‘not sensitive’ (Fig.2.10). Despite the fact that Ximba has not been specifically evaluated by McCarthy (1996a), it will be difficult for planners not to include it in this overarching evaluation, thereby planning development which could destroy an area considered by many people to be desirable. This non-sensitive development scenario is further strengthened by the intense low-cost housing development that has already occurred in Fredville, and the noxious industry in the Harrison flats area.

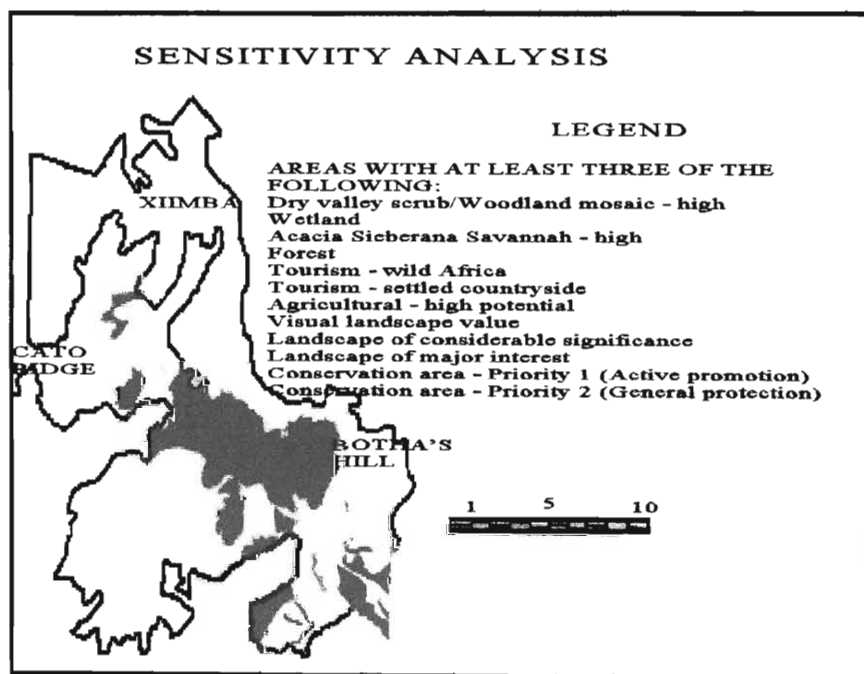


Fig.2.10 Classification of sensitivity to development. Adapted from McCarthy (1996a).

McCarthy (1996a) evaluated the remainder of the R103 from Inchanga to Hillcrest as ‘sensitive’ and possibly worthy of the type of conservation, bordering on preservation philosophy. This raises considerations about the viability of rehabilitating the Ximba environment to a level similar to Inchanga/Hillcrest, thereby improving the possible sensitivity to a comparable rating.

2.4.9 Archaeology

Archaeological research in the study area has not been extensive and has relied mainly on keen amateurs, or the exposure of sites through developmental disturbance. Other than Nagle and Inanda Dams, there has been no systematic survey of the study area. However, despite the lack of systematic research, more than 300 sites have already been found in the Outer West area (Table 2.1).

Table 2.1 Description and number of archaeological sites found in the Outer West.

GENERAL AREA	NUMBER OF SITES	DESCRIPTION
Cato Ridge	90	Mostly stone age sites, as the Iron age period has been neglected by researchers.
Inanda	60	Mostly flooded by the dam. Krantzklouf Nature Reserve has a smelter with iron age material. Examples of early iron age sites at Topps needle (Langerfontein farm) and an isivivane could be developed and extended into a view site as it forms part of the ancient access trail.
Hammersdale	38	Mostly stone age sites and the Shongweni shelters’ within the reserve.
Towards Durban	130	Umhlatazana site (under the freeway bridge) is approximately 100 000 years old and consideration is being given to converting it into a museum.

(Source: Whitelaw, 1997 pers. comm.)

2.4.10 Access

The R103, a tarred, regional road, provides easy access to the Hillcrest/Cato Ridge route. Local inhabitants usually access Ximba from Cato Ridge using the Nagle Dam road. This route is tar until Ximba where all roads, except the Nagle Dam road, are gravel. It is possible to access Ximba from Inchanga by using the Fredville road. However, this is also a gravel road and takes one through a violent, volatile area. Another gravel road from Inchanga enters Ximba via the Sithumba traditional village. This village is considered a tourist attraction, but the access road is badly worn and even the local inhabitants consulted in this study will not use the road in their own vehicles. Most tours to the village enter from the longer Cato Ridge/ Nagle Dam route, or on foot. There is also access from the North via Nagle Dam, but this route passes through neighbouring Manyavu, an area not in control of the Ximba tribal authority.

2.5 THE HUMAN ENVIRONMENT

2.5.1 Historical

The Ximba area was originally a place of safety for people fleeing the military campaigns of the Zulu in the late 1800's (Bulpin, 1966). After the Land Acts of 1913 and 1936, Ximba was designated a "location" with low density agricultural settlement. Providing labour for the Durban/Pinetown industrial area, it increasingly developed a residential character which evolved into a dormitory town accommodating women, children and pensioners. The working age population, mainly male, formed a migrant labour force (KDEA, 1993). Harrison (1996) argues that this is no longer the norm. He maintains that in the 1980's women, joining the service sector, increasingly formed the bulk of the migrant labour force, while, due to closure of mines and industry, men have steadily been losing jobs (Harrison, 1996).

The comparatively higher education levels in the area (Krige, 1962) suggest that workers could increasingly have formed part of the service sector and commuted to work on a daily basis. Chief Mlaba (1997 pers. comm.) maintains that this changing dynamic, proposed generally by Harrison (1996), is a reality in the Ximba area and that it can no longer be regarded as a dormitory town.

Conflict has been a characteristic of the Thousand Hills area, and KDEA (1993) report on the looting and burning of houses in 1929, 1949 and 1959, racial conflict in 1949 and 1953, and stick

wielding amabutho (parents) disciplining school children in 1976 and 1980. In contrast to the conflict raging in other areas of KwaZulu-Natal, the entire Thousand Hills area appeared outwardly calm up to 1985, when signs of eruption featured in places such as Inanda and Fredville (see section 2.7.1). Residents maintain that Ximba was not party to conflict in the surrounding areas and, once again, provided a haven for people fleeing strife-ridden areas. However, Ximba does appear to be neighboured by violent, unstable areas such as Ndwedwe, as well as the Fredville and Tin Town areas (de Haas, 1997 pers. comm.). Johnson *et al.* (1991) report on vigilante groups in neighbouring areas, and an Integrated Planning Services (1993) report suggests that the political dynamic to violence in the area is only part of the problem. Chief Mlaba (1997 pers. comm.) maintains that the unrest evident in 1985 no longer exists in Ximba, and that the violence around Fredville and Inchanga is gangster related, not political. This was confirmed by de Haas, Mchunu, Montgomery, Moon, Ncanana and O'Brien (1997 pers. comm.). However, they all modified their comments with the proviso that a political character could redevelop.

Chief Mlaba maintains that violence in the Ximba area was brought under control by the Mlaba family by means of an awareness campaign highlighting the implications of continued unrest. He maintains that the Assagay/Botha's Hill violence is also gangster related and will not be controlled until stakeholders unite with tribal authorities and conduct similar campaigns. Policing alone will have no effect. As the Hillcrest area falls outside the family's current sphere of influence they cannot intercede. Mayor O. Mlaba (1997 pers. comm.) feels that with the formation of the provincial Metro council, many of the power struggles currently encountered amongst people will fall away, and peace will increase in the area.

2.5.2 Demographic Factors

The Ximba subregion, as defined by the Outer West, is approximately 320 square kilometres with a population of approximately 70 000 people. However, the tribal authority is conservatively estimated to cover a population of 217 912 people, proportioned by the Urban Strategy Department, (1995a) as follows:

Fredville complex	24 553
Hammersdale	652
Harrison flats	2 085

Inchanga	393
Mophela	16 012
Mpumalanga complex	100 005
Western farmlands	12 646
Ximba Tribal authority area	61566.

In addition, the following figures are also reported:

Assagay	1 406
Botha's Hill	758
Drummond	749
Western Suburbs	31 142

(including Botha's Hill, Hillcrest, Gillitts and Kloof)

Thus the AmaXimba represents approximately 77% of the total population of the Outer West, which in 1995 was estimated as 259 479 (Urban Strategy Department, 1995a). It is thought the Outer West comprises 34% informal residents. In Ximba, 30% of the population live in formal housing and 70% in unserviced informal and traditional dwellings (Urban Strategy Department, 1995b).

Ximba appears to consist mainly of extended nuclear units with a preponderance of older women, or younger, unemployed people. There has been a steady improvement in the standard of education over the years (KDEA, 1993) which Krige (1962) attributes to the influence of missionaries in the Thousand Hills valley area. In 1991, 70% of households in neighbouring areas were found to live below the minimum wage level (KDEA, 1993). Unemployment in the tribal area is recorded at more than 60% by Mchunu (1997 pers. comm.) and greater than 50% by Ncanana (1997 pers. comm.), yet in 1989, Stavrou and Crouch found unemployment in Molweni to be approximately 38%. A number of theories could be advanced for the apparent increase in unemployment. However, Vandeverre Apsey Robinson & Associates (1991) quote 50% of the African population to be under 18 in 1989, while Stavrou *et al.* (1992) found that 14% of the population were aged between 15 - 20 years. As the population is considered stable (Wimble, 1997 pers. comm.; KDEA, 1993), it is therefore likely that the younger community members have

grown up and formed part of the unemployed pool. From the above, the average unemployment figure for the three areas appears to be approximately 49%, thus, a minimum of 106 700 people under the tribal authority need employment. A sizable number for any development initiative to cater for.

2.5.3 Socio-economic Profile

The economic status of the AmaXimba can be further inferred from a study by Murphy *et al.* (1994) who rated the ability of residents in the Ximba and neighbouring Manyavu communities to afford sanitation. Analysing their ratings reveals that Ximba residents could afford an average of R307,14 (standard deviation (sd) =R 232,06) for a toilet, while Manyavu residents could afford R177,77 (sd= R66,66). While it is possible to build a basic toilet (Phungalutho) for approximately R80, the standard price is R1300, with a 'luxury' version selling for R2600 (Crawford, 1997 pers. comm.). Thus, reasonable sanitation is unaffordable to many people. This highlights the basic income level of Ximba, but also shows that the AmaXimba appear to be more affluent than their neighbours.

Even though the AmaXimba appear to be better off than people in surrounding areas, disposable income is small and therefore remains a major problem for a large percentage of the community. The larger standard deviation for Ximba also indicates that KwaXimba may not be as uniform in demographic character as experts assume. Pensions form the major source of income (Mchunu, pers. comm. 1997), and the average monthly income in the area is estimated at R300 a month. This becomes skewed to about R500 a month if the incomes of prominent figures in the community are included (Mchunu, 1997; Ncanana, 1997 pers. comm.), possibly indicating large differences in economic strata within the AmaXimba. In 1989, formal cash income in Fredville was estimated to be R202.29 per person per month (Stavrou and Crouch, 1989).

Murphy *et al.* (1994) found that the people generally lacked health education and were not aware of some health problems evident in the community. It was found that the AmaXimba appeared more concerned with education than their neighbours, and were more self-sufficient at the time of the Phungaluthu study (Murphy *et al.*, 1994).

Subsistence agriculture forms the backbone of the local economy, although there is leasing of residential properties and the letting of rooms to boarders, both of which contribute to local economy. While essentially an underdeveloped rural area there is some service provision such as water and electricity in the formal areas, some shops, a clinic, a water office, a community hall and three schools, but there is generally a shortage of community facilities in the Tribal area.

2.5.4 Community Preferences

It is recognised that development has an impact on an inhabitant's quality of life and this is true also of tourism development. The effects of the tourism industry are not as obvious as water pollution for example, but just as damaging and therefore development should be planned according to stakeholders' preferences in an attempt to minimize the negative impact on inhabitants. Results from a survey of conducted by McCarthy (1996a) in the Durban/Pietermaritzburg corridor give an indication of stakeholder preferences and are briefly summarized in Tables 2.2 and 2.3.

Table 2.2 Stakeholders preferences in the Durban/Pietermaritzburg corridor as surveyed by McCarthy, 1996a. (Table compiled by Airey for this dissertation).

BLACK RESPONDENTS	PREFERENCES	WHITE RESPONDENTS
3%	Like: area as it is	61%
25%	Dislike: area as it is	< 1%
never mentioned	Like: rural character	80%
63% (agree)	Dislike: natural/farm-type state	75% (disagree)
60%	Like: security considerations	15%
10%	Dislike: security considerations	10%
20%	Dislike : roads	20%
58% (want more)	Like: development	47%(indifferent or want)
10-20%	Dislike: development	10-20%

Table 2.3 Land use practices acceptable to respondents as surveyed by McCarthy, 1996a.
 (Table compiled by Airey for this dissertation)

Black Respondents	White Respondents
shops	farms
health facilities	gardens
religious centre	stables
educational facilities	houses
small crafts centres	craft centres
	religious centres
	retirement centres

It appears that although people in the area want development, they do not necessarily find the same environments appealing. White residents appear to prefer a natural, farm type environment while black residents do not. They both appear to have similar concerns about security considerations and lack of development. It is possible that currently, black respondents are more interested in obtaining basic services than considering scenarios of what the impact on the future landscape could be, especially if that consideration might raise the spectre of environmental conservation. It is possible that these respondents perceive that environmental concerns might constrain the provision of full service facilities for themselves and should therefore be avoided. The desire for service provision is corroborated by a study done on the Swayimana community, north of Nagle Dam (Davion *et al.*, 1996).

Land use practices that were unacceptable to both black and white respondents were: car race tracks, scrap yards, power stations, taxi ranks, warehouses, major power lines and factories.

2.5.5 Dwellings and Settlement Patterns

The area (from Hillcrest through to Cato Ridge) has a mix of urban town buildings with a countryside atmosphere, changing in the rural areas, to both rural and traditionally constructed huts set out in a scattered pattern. Population distribution is uneven and appears to be determined by topography, accessibility to roads and availability of water. Only the steepest slopes have less densely settled areas. The density of dwellings on the flatter areas of Ximba, no longer allows for

the traditional settlement pattern. There is little adjacent arable land and over stocking of livestock is evident.

The traditional Zulu beehive hut no longer exists in the area as it has given way to the more easily constructed “square davel”. Wattle-and-daub rondavels were an intermittent form of architecture but, as walls became a more dominant feature in the buildings and stronger walls were required, the building techniques changed. The wattle-and-daub dwellings were prone to problems with termites and wood rot and had a limited lifespan. Thatch grass and wooden poles were already becoming limited in 1984 (Friedman, 1984), and rain water could not be collected from thatch roofs, thus making it impossible for water saving structures to be erected. Increasingly buildings are becoming cement block and corrugated iron with divided rooms and there is a trend towards single unit homesteads, compared with multiple dwelling units that characterise traditional homesteads or imizi (the singular is umusi).

The total number of dwellings per umusi (rural household with some agriculture) was found to be 3,13 (Friedman, 1984), which corresponded well with studies of Vulindlela, near Pietermaritzburg found to have an average of 3,4 dwellings. The Ngcolosi area was found to have 3-7 dwellings in each umusi, while the peri-urban settlement pattern is quite different (Vandeverre Apsey Robinson & Associates, 1991). Friedman (1984) found an average household size of 9,14 people per unit, while Vandeverre Apsey Robinson & Associates (1991) used a figure of 7 people per unit. Stavrou *et al.* (1992) found that the number was 7,4 persons per unit in the Ngcolosi Tribe. This could be due to migration between areas as people flee unrest situations. Even though this information is dated, it does raise questions about determining the number of dwellings per rural household, as well as the number of people per dwelling. The unreliability of population figures, thus, becomes evident, although the official Urban Strategy Department (1995b) figures at least provide a common base line from which to work. These figures indicate 7,04 persons per dwelling for peri-urban single dwellings, 6,45 for peri-urban cluster dwellings and 5,93 for imizi.

Friedman (1984) found that only 9,6% of households in Ndwedwe had a well built, properly used pit latrine and 46.5% of homesteads had no latrine at all. In 1994, Murphy *et al.* found the sanitation provisions in Ximba to average 73,5% with a range of 44%-100% amongst the different

tribal areas. Thus sanitation provision has increased, however, poorly built or poorly used latrines were found in 43.3% of homesteads. This is corroborated by KDEA (1993), indicating that despite programmes to introduce sanitation into the Thousand Hills valley, the facilities are inadequate to cope with the population. Murphy *et al.* (1994) report that programmes to introduce pit latrines in Ximba started in 1993, but residents felt they did not have the money to build them.

Seasonal peaks of gastroenteritis coincide with the summer month's rainfall and is the primary cause of mortality in children less than five years (Murphy *et al.*, 1994). However, it was found that people did not want toilets for health reasons, but for privacy. Thus, in Ximba most of the houses have electricity, but few have proper sewage facilities. Only the school and the shops have proper toilet facilities (Gilmore, 1997; Khosa, 1997; pers. comm.). Cultural practices regarding seats that male and females use also dictate that families should have more than one toilet, thus imposing a further financial burden which is avoided by not having a toilet at all. This together with other studies (Johnson *et al.*, 1991; Murphy *et al.*, 1994), indicate that there could be a major impact on the quality of water used by households.

2.6 THE DEVELOPMENTAL ENVIRONMENT

2.6.1 Housing Factors

The R103 portion of the study area has well developed residential infrastructure and, currently, housing projects are aimed at densifying the area with semidetached houses indicating the lack of available land for residential expansion. The Cato Ridge/ Ximba area still has large tracts of open land, but financial constraints mean that government money must be used to develop large areas of low-cost housing. Rietvallei and Fredville form the core of these housing projects, although these areas are only partially built. Thus, it appears that while the study area has the potential to increase its economic base from rates and taxes, this potential is limited.

2.6.2 Industrial Factors

Cato Ridge lies within the N3 corridor between Pietermaritzburg and Durban and is well serviced by rail and road. The corridor is an important dynamic subregion of KwaZulu-Natal, accounting for 66% of the region's GDP (McCarthy, 1996a). It also has the busiest rail/ road network in the

province. As the cost of providing infrastructure for urban sprawl is high, Cato Ridge offers significant opportunities to meet the needs of urban expansion. Despite recommendations that Cato Ridge should be promoted as a development node between Durban and Pietermaritzburg (McCarthy, 1996a), it is perceived that development in the area has stalled (Gilmore; Vosloo; Mchunu; Montgomery, 1997 pers. comm.). Recently, interest in development has been expressed by companies such as Engen, with promissory agreements such as the Engen deal forming the core of the hoped-for industrial revival in the area (Mchunu, 1997 pers. comm.). Engen wishes to build a major 'one stop' service station on both sides of the N3 and have offered the unused land on the development site to the AmaXimba for development projects.

Estimates are that industrial land in Pinetown will no longer be available in approximately four years and that there will then be a leap in development to Shongweni. It is proposed that high technology industry such as computer development be considered for the Shongweni area, despite its current nature-based tourism potential (Vosloo, 1997 pers. comm.).

Industry in Hammersdale originally developed because of previous government policy, that is the granting of incentives for industry to locate near the work force, so that commuting into white areas was reduced. Now the incentives have fallen away and businesses are no longer able to compete in an ailing economy. Many of the large employers in the area have already closed, contributing to unemployment, and only those firms that are fairly entrenched might survive. Noxious industries have gravitated towards Harrison flats (Cato Ridge) and this has the potential to attract more noxious industrial development. This could have an impact on other developmental options, such as tourism, as well as on the human and biophysical environments.

2.7 DEVELOPMENTAL CONSTRAINTS

2.7.1 Political Instability

Instability in the area, particularly around Inchanga, has affected the low cost housing project, causing work stoppage. Minutes of an ADT meeting (12/6/97) reflect this to be major issue which involved residents of Tin Town and Fredville. The minutes reflect that Councillors were reportedly involved in the dissension, thereby making permanent resolution of conflict, unlikely. As of November, 1997 no significant building progress has occurred.

Community violence is a characteristic of Tin Town, near Fredville, when one of the tribes from the Inanda area was relocated there following the building of the Inanda Dam. It is perceived by inhabitants of Fredville that the Government acted unfairly, giving the relocated people whatever they needed, for example a tin shack and a pit toilet (Vandeverre Apsey Robinson & Associates, 1991), while Fredville inhabitants received nothing. They considered this unfair (Khosa, 1997 pers. comm.). The relocated Inanda people, on the other hand, no longer had access to land for subsistence agriculture, or to kinsmen for support and were faced with high levels of unemployment and insecurity, thereby feeling an injustice against themselves. This feeling of social injustice by both parties erupted and the resulting violence escalated, developing a political character. The social dislocation resulting from construction of the Inanda Dam is not the main reason for the conflict, but rather, the manner in which the project was implemented. Relocation and compensation were not resolved satisfactorily and the net result was both detrimental to the people and the region as a whole (KDEA, 1993). Vandeverre Apsey Robinson & Associates (1991) report that “ construction of the dam generated an enormous amount of anxiety and ill-feeling within the community”. Mediation is now a problem as the violence appears to be evolving into a terrorist nature. It is no longer confined to individual people, but selected targets are annihilated anywhere, and anyone in the vicinity of the target at the time becomes a victim. Instances were reported where a whole taxi was destroyed in an attempt to kill one targeted person. It is considered that while the violence is now developing a more criminal nature, there could still be a political undercurrent to it. (Confidentiality in this section has been invoked by relevant interviewees who are involved in the area.)

Other constraints, such as lack of investment, also operate in the area, but these will be enlarged upon in subsequent sections. The perception of violence is considered to be a major constraint to all activity in the study area as it inhibits investor confidence, without which little development can occur.

2.8 DISCUSSION: POSSIBLE DEVELOPMENTAL OPTIONS

The study area appears to be a mix of rural, urban, traditional and colonial, with established, settled development. Demographic studies of Ximba indicate a poor community, consisting mainly of young children and older women and a high unemployment level. The needs-analysis

(Section 2.5.4) indicates that different cultures have different views, but essentially both cultures want development, with the more established sector of the community wanting to retain a rural atmosphere and the tribal sector not wanting factories. Analysis shows that the tribal areas require additional service facilities and it is possible that provision and access to these could change their desire for a natural farm type environment. Tension is created by the newly emerging demands from the people recently incorporated into the Outer West. Additional burdens are being placed on the existing framework. Relieving the tension is possible through development, and the mix of old and new environments found in the study area opens up additional possibilities for developmental opportunities.

The desperate socioeconomic situation requires an immediate and flexible strategy that will support sustainable development, yet deliver what is necessary to improve the community's quality of life. It is possible to provide a temporary fix by addressing service imbalances found in the impoverished sectors, creating an illusion of permanent improvement. However, low cost housing projects rarely manage to achieve this. Another quick, short term solution to satisfying the communities' needs appears to be expansion in the industrial development of the area. Should investors be found, common sense would dictate an immediate trade off between biophysical needs and industrial expansion, unless other viable alternatives could be developed.

The ADT has fortunately recognised the importance of a broad based developmental policy and has prioritized development initiatives in the hope that money can be generated to initiate, and then maintain, the developmental process. It is in this light that the viability of tourism as an agent of development in the region should be evaluated.

The pleasant climate and ambience, together with the existing infrastructure found in the study area, provide conditions suitable for some agricultural, residential and tourism activities. Indications are that agriculture, particularly around Ximba, will not form a major part of the economic base. Large areas of land are not suitable for intensive farming, having poor soils and high erosion. The capital outlay required, in the form of costly irrigation and training, is beyond the financial means of most people, and is also only likely to be cost beneficial to small areas of Ximba. The enticement currently offered by sugar companies should be evaluated in terms of the

long term agricultural sustainability versus the possible short term gains. Therefore the existing community gardens, which could aid the general income and nutritional level of the communities, should be encouraged, and new initiatives in social forestry, such as fruit and nuts, as well as pasture, afforestation and wildlife management could be considered (Johnson *et al.*, 1991). These are all likely to prove more sustainably beneficial than sugar cane and other intensive monoculture cropping.

The Sithumba and Esikhelekehleni area of Ximba should possibly be considered for agricultural ventures, even though their agricultural rating is not high. The communities in these two areas, being the first to launch agricultural projects, show the necessary desire, which together with the general characteristics noticed in the AmaXimba of self-sufficiency and an increased motivation for learning, provide some of the factors necessary for sustainable community projects. This would also allow diversification in their economic base which is currently, riskily, focussed on tourism initiatives. However, if planned correctly, the two activities are complementary. For example, ideas to promote cut flower farming for export could be a major attraction at certain times of the year and high quality vegetable/fruit farming could bring domestic 'day trippers' into the area. United, coordinated planning is required to ensure that tourism-complementary agriculture, such as vegetable and flower growing, is kept along the vehicular routes while monoculture crops, such as sugar cane, which create an unfavourable, monotonous visual landscape should be kept "out of tourism sight". The Ximba area is already denuded, and bad agricultural practices will quickly exacerbate land degradation in this hilly topography. Along with the ruin will come a decrease in developmental opportunities.

Increased residential development is possible in the study area. However, this will not generate sufficient sustainable development to absorb the unemployed and again cannot be considered the mainstay of development in Ximba. Rather, gains will be short term and the low cost nature raises questions about the validity of sustaining an economic structure based primarily on rates. Diversification in housing quality is needed and further means of economic generation will need to be explored. An increase in the size of the rental sector, as well as further development of the bed and breakfast (B&B) sector could make this possible. This would allow people to visit the area and extend their activities overnight or through a weekend, thereby increasing the possibility

of widely distributing their spending within the study area, rather than localising it as the rental sector does.

The increase in visitor time spent in the area would further allow for recreational activities to develop such as water sports, ecotourism and wilderness type tourism in the eastern and southern areas of Ximba. Following the principles of Agenda 21 for tourism (WTO, 1995), these nature-based activities, combined with control mechanisms and ecological capacity building within the community, could also prove beneficial to Ximba's physical environment. As far as possible, Mnvini with its valuable natural landscape should be maintained to enhance the tourism appeal of the area.

Urban development, in keeping with the surrounding environment, is considered suitable for Cato Ridge and parts of Ximba. This, however, borders on areas of the R103 where it is judged that an active conservation policy will yield economic returns in terms of enhanced tourism potential. The same applies to areas of the R103 such as Hillcrest and Gillitts. This suggests that infrastructural development should be confined to the lower end of the Hillcrest/Gillitts area, and Cato Ridge, with the area in between being retained for its tourism value. Careful development planning must therefore occur to ensure efficient use of existing potential without allowing development to degrade the entire area. The urban development rating of Cato Ridge, Hillcrest and Gillitts should be taken into consideration and developmental planning must therefore balance the need for service provision with the designated conservation status.

The ecological value rating of the R103 indicates that portions of it should not be considered for development at all, yet an economic base must still be generated. Thus, this portion of the route could be considered for recreational tourism based on a greater vehicular component. This would need to be designed in such a way that it would not destroy areas of high ecological value. The small areas of high ecological value should be retained and where possible, in keeping with conservation strategy (IUCN UNEP and WWF, 1991), should be enlarged to form a corridor of their own. This will facilitate the interchange of fauna between the pockets and, with good management, will enhance the surrounding area. In turn, this increased visual attraction will enhance the tourism potential of the area. With the rating of 'active conservation' promotion in

this area, it is likely that any environmentally detrimental development will be contested by civil society. Thus the best practical developmental option could be controlled, well managed nature-based tourism which could possibly link into Ximba's nature-based activities.

However, promotion of this form of land use option necessitates consideration of the conflict surrounding the Ximba area, as well as the communities' apparent need for maintaining cultural activities as well as their privacy. Violence appears to be fuelled by a complex matrix of causal factors. Hindson and Morris (1995) suggest that conflict is due to factors such as power struggles within a transitional society; manipulation by outside forces, such as the police; political and cultural rivalry; as well as competition for increasingly scarce resources - generally, social forces resulting from rapid urbanisation and the urban/peri-urban/rural dynamic. Thus finding solutions to the security factor are unlikely to be easy. Inhabitants consider the area from the Msunduzi river through to Sithumba to be very wild. However, the encroachment of extensive informal settlement has destroyed much of the wilderness character, and raises questions about individuals' perceptions of what characterises a "wild landscape". It might be prudent to conduct intensive research into inhabitants' perceptions of themselves and possible consequences of developmental actions before a final policy is adopted.

Access to Cato Ridge along the national roads is good, but is not particularly easy from there down into the valley. Thus, inaccessibility and costing considerations are likely to cause industry to remain in the surrounds of Cato Ridge. Certain noxious industries have already been established in the area and care needs to be taken over future industrial development. The slow rate at which industry is developing indicates that in the short term the Ximba area cannot rely solely on industry to initiate the development needed to relieve the unemployment problem. Thus, at this time, industry cannot form the mainstay of the future economy. Policy must therefore develop in such a way that any industrial development does not inhibit the potential of other economic bases, such as residential, agriculture and tourism.

From the above it becomes apparent that economic generation in the area cannot rely on one main developmental thrust, but rather on the development of all possible opportunities. Therefore, residential, industrial, agricultural and tourism opportunities must be considered in full, and

allowed to develop in such a manner that they do not impinge negatively on each other. This is a challenge requiring holistic, integrated interaction and planning. It is possible for any activity to have an inherent tourism potential, if it can satisfy peoples' interests, and thus tourism is complementary to most forms of development. Tourism potential should, therefore, form one of the major consideration factors in any development. If this becomes the norm, tourism potential within the area will not only be protected, but enhanced and in that way could very easily become a major contributor to the economic base in the area. However, like industry and agriculture, it does not appear possible for tourism to immediately vitalise Ximba's economy due to the lack of suitable infrastructure. Looking further afield, infrastructure is plentiful along the R103 route and the AmaXimba need to meet the challenge of devising strategies to gain benefit from this.

The preceding discussion indicates that tourism is the only developmental option that is complementary to all the others. Therefore its potential as a developmental agent is greater than the others, but not sufficient to be considered the only option. Thus, the AmaXimba now have to decide how best to access the tourism potential of their developments and harness the inherent power into a formidable driving force. It would be prudent to exploit the opportunities inherent in any development likely to emerge from the nodal concentration at Cato Ridge and market the area's local tourism advantage. If this tourism potential is realised, it would place Ximba in the fortunate position of being able to access tourism opportunities from both the old R103 route, as well as any new trade generated from Cato Ridge. Thus, Ximba could have two stations providing for the tourism engine. Consideration must, therefore, be given to how tourism trade could be generated in the Cato Ridge area.

In addition, inhabitants' needs and desires must be considered as these will impact on the communities' willingness to commit themselves to tourism projects, which in turn will affect sustainability. From existing projects, it appears as though the preference in Ximba will be for nature-based and cultural tourism. This implies that planning along the entire study route is necessary to ensure a coordinated, united tourism network which will allow access by all and thereby provide collective benefit. Mechanisms for achieving this will be enlarged upon in forthcoming chapters. However, before progressing to detailed strategy, it is first necessary to consider stakeholders impacting on the tourism milieu within the study area.

CHAPTER 3: THE HUMAN AGENCY: PARTICIPANTS AND POWER RELATIONS.

3.1 INTRODUCTION.

Preceding chapters indicate that development in the Ximba area should be broad-based and incorporate a balance of industrial, residential, agricultural and tourism projects. Henceforth, this dissertation will focus only on tourism, critically analysing the existing tourism situation and then suggesting how tourism potential can be harnessed to function as a change agent. Although the focus shifts from other developmental activities, the impact of these activities on tourism must be accounted for when setting policy. The potential tourism opportunity/impact inherent in every developmental action should be protected, and where possible, the appropriate mitigation procedures implemented.

The current goal, worldwide, is for development to support sustainable economies (Yeld, 1993; Hindson *et al.*, 1996). As tourism could contribute substantially to the economic base of Ximba and the Outer West, the way forward must consider current knowledge on sustainability. The composite idea that emerges from the literature (Jenkins, 1993; McKenzie, 1993; Munnik, 1993; Cater and Lowman, 1994; Simmons, 1994; Dutton and Ramsay, 1995; Fowkes, 1995; Holt-Biddle, 1995a; Ceballos-Luscurain, 1996; Fouché, 1996; Jacobsohn, 1997) is that sustainable tourism projects rely on wise leadership and holistic considerations for development, which incorporate the natural/built environments, economic factors, and the social and governance spheres. Thus, projects require at least six major considerations in their conception for them to be truly sustainable. These six factors include involving all aspects of people/local communities; holistic planning; comprehensive, transparent communication; efficient financial management; understanding political factors - including safety considerations; and finally, education - including capacity building and research. The literature provides guidelines for implementation and suggests ways in which resources could be used, managed and developed to provide for a sustained, better quality of life. Thus, crucial to all sustainable development is the nature and interaction of people and organisations, both individually and collectively. These interactions should not be considered simplistically, but in the context of social, political and economic factors.

The idea of sustainable projects being people/community driven appears to be common to many authors (Jenkins, 1993; McKenzie, 1993; Munnik, 1993; Carter and Lowman, 1994; Simmons 1994; Dutton and Ramsay, 1995; Fowkes, 1995; Holt-Biddle, 1995a; Ceballos-Luscurain, 1996; Fouché, 1996; Jacobsohn, 1997). It is thought that local communities who are fully involved in the management, use and decision making processes, learn skills which enable them to establish rights for themselves, thereby attaining social justice. Usually this means that a process of capacity building must be initiated within the community before they can exercise their rights. As partnerships and trust take time to be established, this is usually a slow process (Dutton and Ramsay, 1995), and is recognised as a challenge to the successful implementation of Local Agenda 21 (Urban-Econ & Peart, 1997). Once the community is committed and actively involved in the management and decision making processes, the time taken for attaining goals is shortened because of increased capacity. However, this does not happen spontaneously. It usually requires a concerted, dedicated effort on the part of local organisations/people to initiate and drive the process. Therefore, in assessing tourism potential in the Outer West it is necessary to identify the key stakeholders and try to assess their influence on tourism development in the study area.

This chapter focuses on identifying the stakeholders involved in the tourism milieu of both the Outer West and Ximba and attempts to interpret their interactions. Discussion considers the possible effects of these power relations on the evolving tourism milieu.

3.2 STAKEHOLDERS PRIMARILY ACTIVE IN THE R103 SECTION OF THE STUDY AREA.

3.2.1 Outer West Local Council (Outer West)

The newly formed Outer West comprises of a coalition of 16 substructures, all jostling for their position in the Council's power matrix. Combined with this internal jostling, the Outer West is also trying to gain what it considers its rightful power authority and its function as the planner and final authorisation of developmental projects within the study area. Historically, development in the Outer West has been fragmented and isolated. This is evident in the work undertaken by the previous local authorities and town boards under the auspices of the RDP's Urban Renewal Programme to improve local townships. The result is that the Outer West is a mix of provincial and regional organisations with differing ideas and methodologies. With the formation of the

Outer West Local Council, these structures have been consolidated and it is now necessary to reconcile differences in their actions and planning schemes. Because of the historical planning fragmentation, development occurred in subregions where, in the holistic picture, some people now consider it inappropriate- for example, the Shongweni landfill.

The Outer West, having been in existence for a few months, has found itself in the unenviable position of having to establish order, as perceived by Western authorities, over an area where powerful organisations have existed for a long time. Together with this, the lack of an Integrated Development Plan (IDP) for the area has resulted in an opportunity which has allowed developers, private and institutional, to disregard procedure and to try to consolidate their positions in the tribal areas, before the legislation can be implemented. Tenders for the formation of the IDP are likely to be awarded to consultants established outside the Outer West, once again introducing extra variables into a complex, uneasy environment. It is also necessary for the Local and Metro Integrated Development Framework (IDF), Spatial Development Plan and IDP to be complementary.

The Metro IDF consists of a framework covering the full municipal services and combining them with a spatial orientation such as the geographical component of safety involving the placement, not simply the number, of police stations. This allows for a sustainable, holistic development process. However, the IDF must be central to other strategies and will be influenced by people and their actions, particularly the inevitable political manoeuvring. With the current diverse power structure apparent in the Outer West, it could take a while for the IDP to be accepted by all communities, assuming that community participation is intended at all. This delay will once again affect the potential of tourism in the area. It must be noted that there are strong, goal directed personalities within the Council who will not tolerate extensive political manoeuvring. While this might shorten the time delay, it could also result in an authoritarian approach to solving potential problems with a concomitant reduction in community participation.

The Durban Metro's directive to the Outer West is that it must assist in the development of resources within the Metro, to the benefit of the local council as well as the Metro area. Therefore, tourism developments are likely to be focussed towards supporting Metro attractions,

rather than competing with them. Tension is evident over the Metro's desire to retain the extensive open spaces (Metropolitan Open Space System, or MOSS) of the Outer West (Fig.3.1).

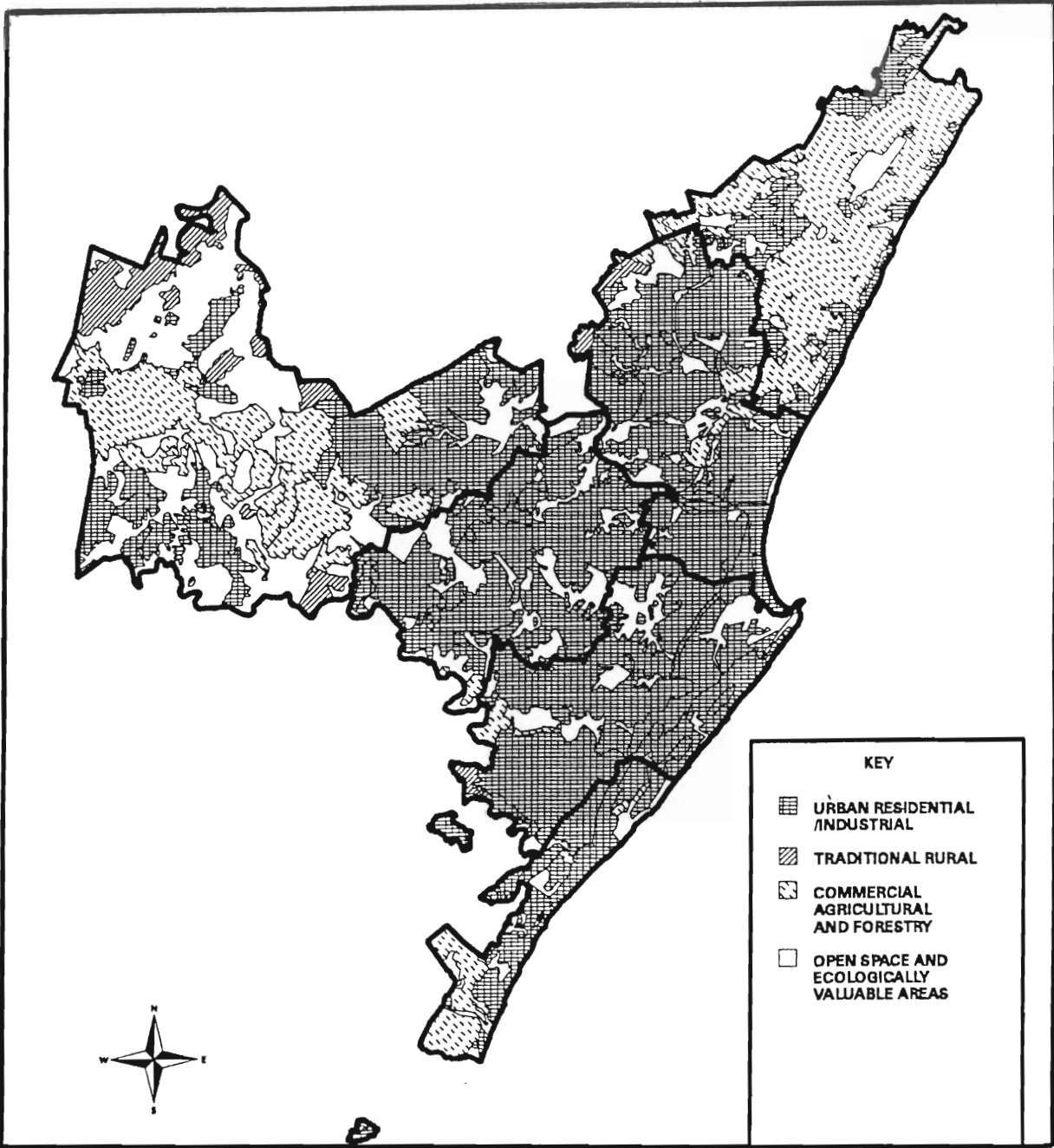


Fig. 3.1 The open space system of the Outer West. (Source: Hindson *et al.*, 1996).

These open spaces can only be maintained at the expense of development, thereby placing a burden on the financial management of the Outer West. Currently, the D'MOSS (Durban

Metropolitan Open Spaces System) is only entrenched in the Durban Metro, although suggestions to develop and incorporate the open systems found in the Outer West were made by Nicholson in 1987. Although the Outer West contains some of the most pristine areas in the Durban Metropolitan area, there are no plans, legislation or demarcation for open spaces to be incorporated into the D'MOSS system yet (Vosloo, 1997 pers. comm.). Therefore an opportunity still exists for developmental proposals using these areas to be accepted, thereby possibly impacting on tourism as a developmental agent.

McCarthy (1997a) considers that the Outer West should focus on the provision of basic tourism infrastructures such as roads, parking, signage etc. while allowing the private sector to provide the innovation and leadership necessary to drive the tourism process. This places further pressure on the Outer West to relinquish their leadership role and acquiesce to other peoples' perceptions of the most favourable developmental trends pertinent to their own industries.

3.2.2 Thousand Hills Tourism (THT)

In a move to encourage and develop tourism within the area, THT was established on the 27th November 1996 with R200 000 seed funding from Durban Metro. Its composition was designed to encourage the formation of partnerships between the Inner and Outer West Councils, business, local authorities and communities and it is affiliated to both Tourism Durban and KwaZulu-Natal Tourism. THT follows on from the 'Wander West' campaign which attempted to promote tourism along the R103 route. This campaign was only mildly successful, mainly due to lack of finance and local government support. Many of the people active, have been entrenched in the tourism environment of the area for a long time and are continuing to direct the tourism process on behalf of the community as a whole, with little direct community input.

A permanent Tourism Officer, paid by the Outer West, was appointed on the 1 June 1997, and the first Annual General Meeting of THT was held on 13 August 1997. Thus, this organisation is also relatively new. THT is expected to deal with all tourism matters relating to the area between Sherwood (Durban) and Cato Ridge. The drive and enthusiasm of the active members of the management committee are undeniable, especially as all act in a voluntary capacity. They regard tourism in its broadest sense, namely, a tourist is any person from outside the area who

spends money within the area.

The management committee should consist of three councillors from the Inner substructure, three councillors from the Outer West substructure, four business people, four community-based people and one labour representative (Fig.3.2). The tourism officer acts in the capacity of secretary.

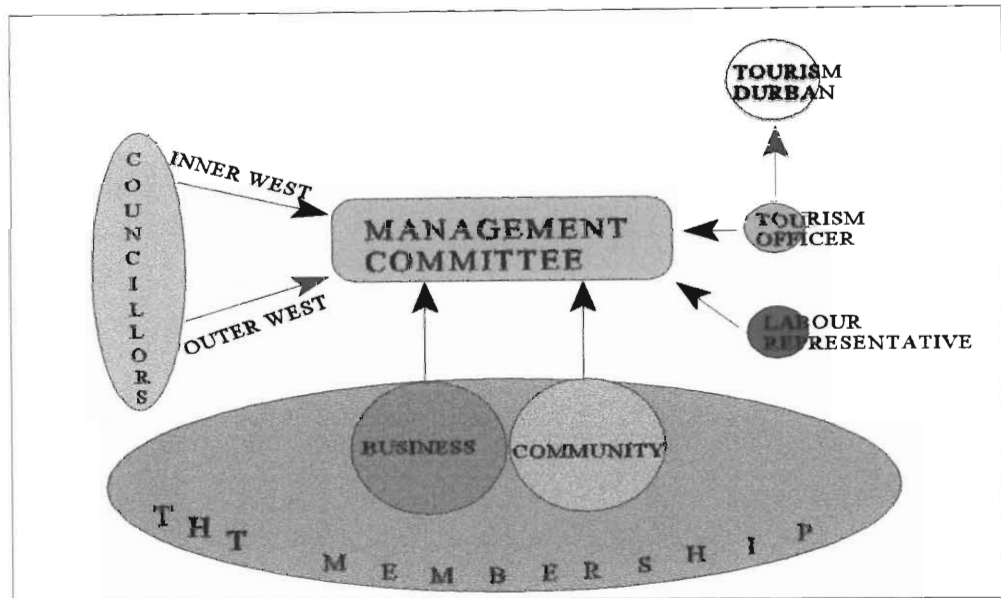


Fig. 3.2 Diagrammatic representation of THT structure as perceived by the author.

Thus there should be 15 members, but since there are insufficient community-based people, there has been an effective 10 member committee to date, of which only about six regularly attend meetings. At the first Annual General Meeting, a person from the Shongweni Valley committee was elected, thus effectively bringing the community complement up to 50%. The remaining community-based seats were left vacant. Cooption of interested people, identified from within the community, will be considered. It is hoped that this will produce a representative and effective management committee.

Transparency and honest are being promoted by allowing public observation at all management meetings. The constitution was amended (13 August, 1997) to allow the public to address agenda items, provided written proposals are submitted prior to the meeting. While allowing opportunity

for public input, this approach will inevitably delay some decisions. As tourism operates essentially in a business environment, skill will be necessary to juggle the time required for community input following this approach, against the rapidly changing business environment.

3.2.3 Valley Trust

The Valley Trust, an NGO, has been operating in the Thousand Hills area for more than 40 years. The organisation has international recognition and aims to promote sustainable rural development and health care to under-served communities in Southern Africa.

The Valley Trust also concentrates on permaculture, horticultural skills and has an extensive seed bank. They train people in sustainable food production and plant-use as well as “soil block” production of building blocks, spring water protection, toilet construction appropriate for rural areas, roof tile construction and basic book keeping, among other courses. These courses can all be accessed by people interested in tourism development, and could prove useful to consultants hired by the ADT in addressing their social responsibility to the community.

3.3 STAKEHOLDERS PRIMARILY ACTIVE IN THE XIMBA SECTION OF THE STUDY AREA

3.3.1 Ximba Tribal Authority

As stated previously the influence of the Ximba tribal authority is extensive, covering most of the Outer West region. Table 3.1 shows the authority of the Indunas in the Ximba Tribal area.

Table 3.1: The Indunas and the areas that are under their authority in the Ximba Tribal Authority. (Spelling is according to the Indunas and Outer West Councillors for the area).

INDUNA	AREA
Mr Ngubane	Esekhelekehleni
Mr Mchunu	Sithumba
Mr Meyiwa	Mvini
Mr Luthuli	Ebhobhonono
Mr Mchunu	Nonoti

INDUNA	AREA
Mr Mgwengwe	Umsunduzi Denge
Mr Mlaba	Esiweni Nconcosi Berea
Mr Mthembu	Entukvsweni
Mr Mkhize	Othweba
Mr Sibiya	Emngweni

The Tribal Chief, currently Chief Zibuse Michael Mlaba, is also a Member of Parliament in the KwaZulu-Natal Legislative Assembly and deputy leader of the African National Congress in KwaZulu-Natal. Chief Mlaba is supported by Chiefs Mduli, Shangasa and Gxumisa in the Outer West, and therefore has an extensive power base.

There is a strong tribal administration (Karim and Morar, 1993) which started generations ago and covered the then Camperdown and Pietermaritzburg districts from Drummond, Cliffdale, Ntshongweni, Mophela (Eston) to the borders of Table Mountain in the north. Although subchieftaincies were set up in the missionary communities of Inchanga and Hammersdale headed by Chiefs Cele and Luthayi, they have since been disbanded, and matters of national and traditional interest have always been decided upon by the Mlaba administration. The Ximba area is strongly ANC, with few IFP supporters.

3.3.2 The Mlaba Family

The leader of the Tribal Authority in the Ximba area has always been a Mlaba and the current leader is Chief Mlaba, perceived by all the community representatives interviewed in this study, as a good man who looks after his people. Discussions with the Chief revealed him to be fully informed on developments in his area.

In the time of Shaka the family worked as iron smelterers for him and controlled all the land that now makes up the Outer West, as well as land beyond the Outer West boundaries (Chief Mlaba,

1997 pers. comm.). This is contested by local inhabitants who claim that the Mlaba family arrived with the European settlers and in payment for their service were given a farm (Allen, 1997 pers. comm.). The AmaXimba are originally Sotho, but now consider themselves Zulus, although they manifest cultural exclusivity and do not identify as pure Zulu. This distinction in their cultural identity has resulted in the political character of the area today being predominantly ANC. Chief Mlaba (1997 pers. comm.) maintains this was not a political choice but arose because the IFP was originally a culturally based organisation- the Inkatha Cultural Movement- which was strongly Zulu in character. As the Ximba people did not want to lose their Sotho culture they associated with the ANC and this affiliation remained over time, despite the ANC's later strategy to promote multiculturalism within the party (Jung, 1997). However, the Chief concedes that mixing of the AmaXimba is now occurring not only from an indigenous cultural aspect, but also from a western, business culture. He is trying to maintain the traditional culture at KwaXimba, but encouraging his people to acquire the western culture necessary for efficient functioning in the business world.

Despite the assertion that the political character of the area developed on cultural rather than political grounds, the family have been victims of political violence and gangsterism. Witnesses at the recent Truth and Reconciliation Committee proceedings reveal that political manipulation resulted in the death of Chief Mlaba's father by IFP supporters.

The family has a number of strong, goal directed personalities and a long record of business acumen. Currently this is focussed on acquiring land wherever possible, to avail themselves of possible developmental opportunities. The family have also positioned themselves into powerful political arenas not just for personal gain, but, they claim, also for the benefit of the AmaXimba. This is evidenced in the deliberate move on the part of the Chief and his family to include Ximba within the Outer west. It was perceived that, as a disadvantaged area within a Metro boundary, the KwaXimba substructure would receive priority servicing, which was not likely to happen as a Tribal area amongst other Tribal subregions. (Chief Mlaba, 1997 pers. comm.). There is the recognition on the part of the family that negotiation is important. For example, if companies, as part of their social development programme, offer to assist with the development of Ximba, the family will assist the companies in return.

3.3.3 AmaXimba Development Forum (ADF)

This forum is fully representative of all 13 tribal areas in Ximba, as it consists of the ten Indunas and is coordinated by Chief Mlaba. The ADF overarches all development in the Ximba area, and is supposed to be the umbrella body for the various subcommittees. However, as it relies on other bodies for funding and the progression of development, it is not perceived by the community as having extensive power.

The forum aims to encourage sustainable development focussed on promoting and improving the quality of life for the community. The forum considers that they should coordinate activities to produce integrated, harmonious development based on the democratically determined needs and desires of their constituents. It is hoped this will eliminate unreasonable conflict and competition between the AmaXimba. Liaison with other bodies and authorities at a national, provincial and local level is desirable to promote and develop Ximba.

Thus the ADF consists primarily of the traditional Indunas and, like all community oriented committees, there is quarrelling and infighting amongst participants. Together with this is the dissension within the communities themselves. Leaders often boycott plans proposed by other people, to achieve a political stalemate, and the communities appear to have a high level of jealousy. This is ascribed to the fact that many want to lead and have access to money. To the outside world a united face is presented that reflects the ethic of Ubuntu, but within themselves, this breaks down. This unstable matrix is further upset by outsiders coming to work in the community without an understanding of the community politics and with a modern western philosophy that is very different from the existing traditional practices. Currently, inhabitants report an increase in familial tension due to a questioning by outsiders of the perceived exploitation of women in the traditional African role. This is further compounded in households where one of the wage earners only comes home at week ends. This allows resentment raised by a third party to simmer in the absence of one of the role players, who then has to deal with the problem in a hurry, during infrequent, short visits.

Recognition is given to the fact that overriding policy decisions would first be cleared with, or initiated from, the ADF, thereby ensuring that community needs and desires are taken into

account. However, as development is dependant upon investment, the driving force of development in the traditional authority structure is the AmaXimba Development Trust (ADT).

3.3.4 AmaXimba Development Trust (ADT)

The ADT was formed by the Mlaba family in response to the need for funding to initiate development projects. It has been operational since approximately 1950 (O. Mlaba, 1997 pers. comm.), although the Trust deed was registered (Reg. No. 2250/95) in 1995 with the Master of the Supreme Court's office in Pietermaritzburg, in terms of the Trust Property Act 1988 (Montgomery, 1995a). The first official meeting was on 25 August 1995. The trustees consist of Chief Mlaba, Metro Mayor Councillor O. Mlaba (chairman), three councillors and other people who are invited onto the Trust if they have something to contribute, not just for their stature (O. Mlaba, 1997 pers. comm.). Thus, there is considerable power inherent in the ADT. However, people have the perception that the Trust is family controlled and consider that board members should be elected.

The Trust meets on a monthly basis to disseminate information, but workings continue on a daily basis. In the early stages, due to other work commitments of the members, there was a problem with following through on decisions and results were not often forthcoming. This gave the perception amongst some people that the Trust was ineffectual. The appointment of an NGO body, Knapuka, to act as coordinator and secretariat for the Trust is now aiding the professionalism of ADT. In addition, earlier positioning by the Trust on various projects is now starting to come to fruition. The chairman states (O. Mlaba, 1997 pers. comm.),

We will not rush the process, but now the pockets of opportunity grasped previously are starting to come together. Many investors recognise the potential of KwaZulu-Natal and Cato Ridge, but cannot start (development) immediately, therefore it appears as though nothing is happening.

Projects initiated by the Trust, such as a community college and sports field, are nearing completion. Cato Ridge is strategically placed for development of the Durban to Pietermaritzburg corridor (McCarthy, 1996a). The opportunities inherent in this are recognised by the ADT which

aim to capitalise on them in developing the area (O. Mlaba, 1997 pers. comm.).

The Trust intends, through broad consultation and in a sustainable manner, to establish a framework which will define the priorities necessary to promote urban renewal in the Outer West, as well as reconstruction and development within the sub region of Ximba. Their vision is similar to the ADF's, but in addition promotes the culture of self-sufficiency (Montgomery, 1995b). Attaining their vision is thought to require community support and involvement, as well as development of an adequate operational capacity within the community.

The ADT's philosophy is that development must be for local community benefit. For example, the sports field, which is planned to be upgraded into a stadium and tourist attraction, must have swimming facilities not just for tourists and outsiders, but for the community too. There must be a social upliftment component that teaches members of the community how to swim so that drownings in the area decrease. Therefore any development must be community friendly and contain elements of capacity building.

Developments should also be holistically planned. For example, water from the industrial and tourism developments, such as the sports field, must be used to promote further development, such as agriculture. Economic capacity building amongst the AmaXimba is considered important. Development should promote community exposure to some part of the bigger economic environment, so that understanding of the forces governing expansion of the local 'spaza' (small shop), for example, can develop. It is envisaged that workers will be allowed the opportunity to obtain shares or equity in the company for which they work. Once an understanding of the larger economic environment, such as the stock exchange, is attained, it is perceived that people will want to go to night school, get a business education, and choose to better themselves (O. Mlaba, 1997 pers. comm.). While the ADT will consider all development proposals, they will have a better chance of succeeding if they adhere to these principles.

The proposed Engen development at Cato Ridge (section 4.2.4.1) is an example of the tenacity with which problems are dealt with. Once an overall vision has been formed and a plan decided on, then all obstacles encountered in achieving the goal must be dealt with. In Mayor Mlaba's

words (1997 pers. comm.);

Where there's a will there's a way, we will always find a path through, maybe not exactly when we want it, but at some time.

It appears as though there is deliberate positioning on the part of the Mlaba family to always try and find opportunities and then work towards achieving them.

3.3.5 Khuphuka

This NGO was initiated by the European Union and designed for members of the ANC in exile. Since the change in the South African government, the aim of the organisation has been redirected, and it is now for the development of underprivileged people. Although the staff were originally returned ANC exiles, today there is no formal link between the ANC and the organisation. However, many contracts/projects are still won through intimate knowledge of the people in government. Mayor Mlaba was the former chairman of the Khuphuka board, but resigned to avoid conflict of interest with any Metro contracts won by the organisation.

Khuphuka acts as secretariat to the ADT, and coordinates the development and implementation of projects. When projects are started, Khuphuka trains members from the community in production procedures, and uses them in the project. Khuphuka employs community members who are aged between 18 and 55 years only one individual per household and, if possible, a 30% ratio of women. The organisation's mission is to:

Promote the region as a progressive area for development supported by a well established and diverse economic base, incorporating the promotion of retail, industrial, agricultural, residential and tourism sectors and with the focus being on Cato Ridge, and all its inherent locational advantage (Osbourne, 1997 pers. comm.).

Currently the organisation is coordinating activities in the Ximba area. Subcommittees for the development of tourism (AmaXimba Tourism Committee) and agriculture within the area have been instituted and are becoming functional. Since the organisation only commenced working in the area in July 1997, this must be regarded as a major achievement endorsing the apparent

commitment of the facilitators for the area.

The tourism committee structure is shown in Fig.3.3

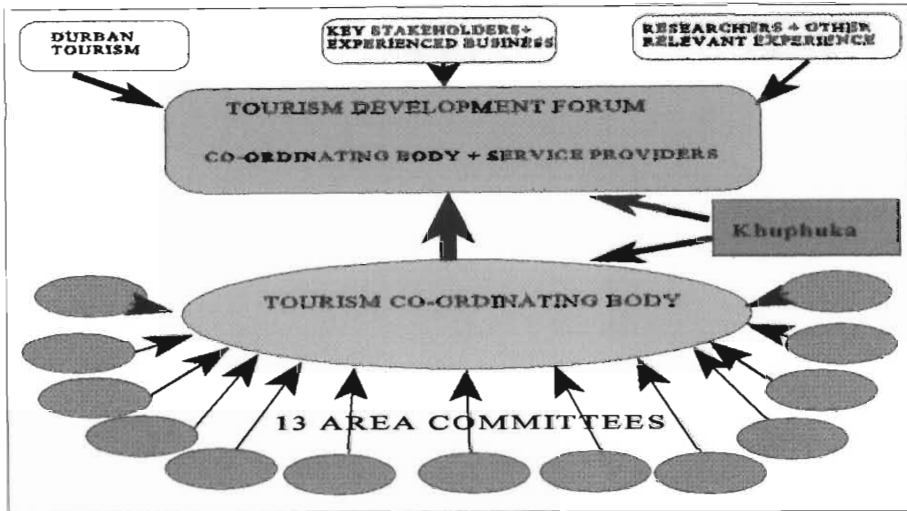


Fig 3.3 The Structure of the AmaXimba Tourism Committee, intended for the Ximba subregion.

The intention is to have a tourism development forum, made up of members from the tourism coordinating body as well as expertise from outside the area. The tourism coordinating body, in turn, has two representatives from the tourism committees of each of the 13 tribal areas in Ximba, as well as the Khuphuka secretariat. Currently, the first two tiers of the structure are operational, and outside interest is evident in the support Tourism Durban staff give events. The aim is to build the local tourism economy, share skills and persuade the tribal tourism committees to be open to suggestion. Working in the study area has been found to be difficult and time consuming (Mchunu; White, 1997 pers. comm.), with all proposals needing to go through the correct tribal channels, as well as be subjected to political manoeuvring amongst the Indunas. Thereafter, the need still exists to gain the community's commitment. Thus, once initiated, projects take a long time to show results.

3.3.6 Enkanzeni Community Development Committee (ECODECO)

This is a partnership formed between a number of committed business people in the area, both black and white, and a local community in Ximba. It is claimed that the members are appointed by the community in a free and fair manner (McGeever, 1996). The objectives of the organisation encompass all those of the ADF, ADT and Khuphuka, and in addition include the desire to act as an advisory body to other agencies working in community development. In line with the White Paper for tourism in KwaZulu-Natal (DEAT-KZN, 1995), the organisation promotes social upliftment of the community by engaging the committee as a key player in the promotion of tourism to the area. It is considered that tourism will create employment and financial stability for many community members (McGeever, 1996).

ECODECO is approved by Chief Mlaba and is responsible for all aspects of development for the community, from water, electricity and roads, to tourism. Obviously this is a duplication of duties assigned by the tribal authority to other agencies as well. However, this organisation was not encountered once during the duration of field research of this study. Thus, non-delivery may be one of the factors behind the tribal authority's actions.

While there is once again communication between certain individuals of different organisations, there is no communication on an official level between this organisation and Khuphuka, although this organisation was active in the area before Khuphuka. The work commitments of key members have made regular meetings difficult. Recently key members have joined forces with private enterprise in the area for the promotion of tours down into the valley, and it is likely that the primary function of ECODECO will be lost in the quest for economic gain from tour groups. In this eventuality, Khuphuka will then be the only organisation committed to capacity building within the community.

3.4 STAKEHOLDERS AFFECTING BOTH XIMBA AND THE R103

3.4.1 Businesses

The major companies in the area that have been identified as currently impacting on the tourism environment are Abbakor, Anglo-Vaal, Engen, Beier and possibly the Inchanga National Consortium.

Some of the companies are major land owners, but have not yet developed the land, or are not yet prepared to disclose their intentions, such as Anglo-Vaal. This company has owned land, zoned for 'differential industry', on the Harrison flats for fifteen years. It has not been paying industrial rates during this time, and since consultants' plans have not found favour with the board members, they cannot as yet be disclosed. However, it has been established that there is an interest to sell the land, but this is not currently viable because of the distance between Pinetown (the nearest industrial area) and Harrison flats.

Development plans for the other companies include comprehensive tourism components and are presented in Chapter 4.

3.4.2 Business Individuals

There are a number of business people in the study area who are focussing on tourism initiatives. Some of the activities are of an exploitative nature and are not coordinated to produce a uniform tourism milieu that will attract tourists to the general area. Instead they market individual attractions. Recent initiatives in the Drummond area indicate the vision of an up market tourism environment and moves have already commenced to upgrade existing facilities. There is little competition to existing businesses in the Assagay/Botha's Hill area and some business people have become complacent and are no longer concerned with providing an exciting new product.

Despite the fact that some business people claim to be elected representatives of the community at large, many of the same business people have been invited, or engineered, to serve on a number of different organisational committee structures. Thus, there is little scope for dissemination of information throughout different sectors of the community. The information is communicated to, and remains within, the same circle of people. A feeling of jealousy is being engendered amongst some community members at the apparent advantages gained by these business people. On discussion with community members in the Sithumba valley, a definite feeling of exploitation was expressed (Sithumba residents; Mchunu, 1997 pers.comm.).

3.4.3 Consultants

A number of consultants work in the Outer West and Ximba region. Some of them are paid and others forgo fees in favour of the larger benefits that might be garnered through political manoeuvring or consideration on larger tenders. It was found that very few of the consultants were prepared to cooperate with the author, and there was great selectivity and secrecy in the communication of information and previous work reports. From the reports that were accessed, it appears that there is little cooperation between the consultants, leading to a slowing of information critical to the community as a whole for the planning of development initiatives. However, there is also a protective climate that prevails amongst consultants operating in the study area. Colleagues known to have done a reasonable amount of unpaid work are promoted to development agencies with a strong plea for payment of services already rendered.

The latest consultant invited by Mayor Mlaba to present a proposal for tourism infrastructural development in the Ximba substructure is a wholly black-owned consortium, consisting of architects, lawyers and planners, but no environmentally orientated person (Mabena, 1997 pers. comm.). They have been asked to provide plans for a major hotel and other facilities required for recreational tourism. Social responsibility is built into their work ethic and will ensure that the people of the area are used in construction and supply of goods (Mabena, 1997 pers. comm.), similar to Khuphuka. They perceive that they must leave the community with better skills than when they arrived. Once again the company wants to keep the entire project in-house and is not keen to cooperate with any other specialist on aspects of the project.

3.5 POWER RELATIONSHIPS BETWEEN OUTER WEST AUTHORITY, THT, ADF AND ADT

Human interaction is usually complex and has subtle nuances at a variety of levels. It is possible that attempts to encapsulate these often oversimplify this environmental dimension, misleading the reader. Thus this dissertation will only attempt to define interactions that are apparent at the broad dimension, and confined to the tourism milieu. Fig. 3.4 presents an encapsulation of the perceived interactions between stakeholders functioning in Ximba and the Outer West.

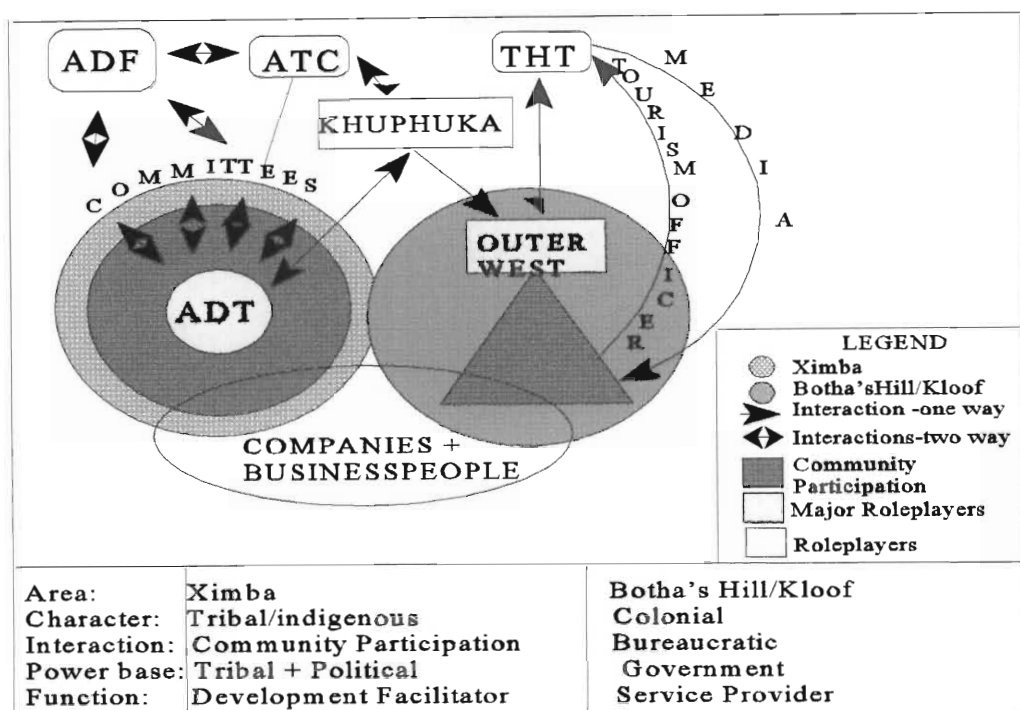


Fig. 3.4 Perceived interaction between stakeholders in the Outer West. (ADT= AmaXimba Development Trust; ADF= AmaXimba Development Forum; ATC= AmaXimba Tourism Committee; THT= Thousand Hills Tourism).

There is limited interaction between the two major stakeholders, who have very different mechanisms of operation within the communities they serve. The ADT is more involved with community participation, while the Outer West has an authoritarian approach. The two tourism bodies have very limited contact with each other and follow the same organisational strategy as their respective parent bodies. Companies and business people interact with both major role players. The following sections will elucidate the interactions in more detail.

3.5.1 The AmaXimba Development Forum (ADF), the AmaXimba Development Trust (ADT) and the Outer West

The ADF and ADT have an uneasy relationship with each other due to the manner in which the ADT arose, and the personalities within the two organisations. While the ADF has been operating for a relatively short time, both organisations have been in operation longer than the Outer West and THT. In addition the ADT has produced some tangible results from their projects even though the Outer West maintains that this would not have happened without their financial

support. The point remains that the projects were promoted under the auspices of the ADT, thereby giving them credibility. Already the ADT has expanded its vision and are engaged in fund raising to develop the projects beyond the limited intention of the Outer West. The sports field is destined to become a sports stadium, hosting national fixtures, while small traditional village attractions will be augmented by hotels and recreational facilities (O.Mlaba, 1997 pers.comm.).

The active involvement and forward thinking of the ADT is further evident by their attempts to ensure that modern urban planning strategies form the base of Ximba's development. A strategic overview of the KwaXimba subregion was prepared in 1995 (Montgomery, 1995a) and in this the need for an Integrated Development Framework (IDF) was recognised by the ADT before the Outer West was in existence. Limited funds for the IDF were raised from the Development Bank, but once appointed, the Outer West assumed authority over the project. Recognition of the changing dynamics is evident in ADT minutes (8/7/97) which reflect Montgomery's perception that the ADT will only achieve its development plans through the Outer West and should join them in establishing the IDF. This review of plans, already in progress, created tension and the compromise now reached is that the Development Bank money will be used by Khuphuka to initiate a capacity building project amongst the AmaXimba. Thus, depending on the level of community participation undertaken, the AmaXimba should be able to partake in designing the IDF.

Anger directed at the Outer West was evident at the community level with respondents stating their unhappiness at the Outer West apparently usurping their development plan. They were prepared to work with the Outer West, but not be dictated to. Dissatisfaction was also expressed by some people at the inclusion of NGOs into their area. These organisations were regarded as outsiders with no rights to interfere in the area. There is no obvious resistance on the part of ADT members to cooperation, even though the Outer West are unlikely to consider this an equal partnership. This union between a strong tribal authority with considerable political power and the newly appointed Outer West Council, understandably, makes uneasy bedfellows. The ADT Chairman's philosophy is to work with the government structures and in that way to win their cooperation and get the job done. This seems to provide a pathway for the existing negative attitudes to meet and start channelling their energies into a positive force for development of the

area.

3.5.2 Thousand Hills Tourism (THT) and the AmaXimba Tourism Committee (ATC)

THT has enthusiastic input from a small number of people, who have managed to direct the tourism process in the area into a coordinated, goal-directed authority, acting under the wing of the Outer West. For an established area such as the R103, faced with strong competition, this is a necessary process to ensure that further tourism development occurs timeously. However, for a newly developing area such as Ximba, with a strong community involvement and apparent Ubuntu ethic, this approach is an anathema. The AmaXimba still identify closely with any new development, particularly in the Sithumba region where tourism has already been initiated and is producing tangible results. This is further influenced by the perception that outside agencies are exploiting the Sithumba community (Khosa, 1997; Mchunu, 1997 pers. comm.). It is considered that while a few members of the community gain economically, the only gain to the community as a whole is from possible job opportunities as domestic employees. Many of the local tourists to the area are asked to supply full time domestic employment (Khosa, 1997 pers. comm.). There is resentment at the tour companies as well as the retailers who are perceived as taking from the communities' resources, but not returning anything. Mr Khosa (1997 pers. comm.) considered the only way outsiders would succeed in their endeavours with the community would be to only employ villagers and not take any money out of the community. Although the THT includes a local Ximba tourism businessman in their management meetings, this interaction is insufficient to overcome the natural suspicion in the community that only a small number of people are benefitting economically from tourism.

As the tourism ethic is further entrenched in the AmaXimba with the recent formation of the ATC, it is imperative for the THT to establish close ties with the ATC to avoid the perception from local communities that the THT are only interested in the more developed 'white' tourism routes. Currently there is close collaboration between some individuals from the different organisations, but not on a formal level, and this involvement is not being reported back to the community. However, even at the limited level of current interaction, tensions exist that are interfering with tourism development. This negative impact is further influencing tourism development as some people mitigate the unpleasantness by deliberately not get involved with the other organisations.

These people proceed towards their designated goals in isolation, regardless of the impact from, or influence on, the surrounding tourism milieu.

3.6 DISCUSSION

The subcommittees of the Outer West are intended to bring together the Inner- and Outer- West in terms of tourism planning. Most stakeholders perceive this to be an advantage as it allows for an integrated, holistic tourism plan. However, holistic planning is ineffectual if the power struggle between key stakeholders becomes inhibitive.

The introduction of new organisations into the area has produced an outside perception that the ADT is in the throes of an identity crisis and therefore their position is weakening. However, this is definitely not the perception within the ADT or the community they serve. The perception from these view points is that the ADT is operating from a strong power base, yet allowing outsiders the opportunity to strength themselves through cooperation. While initiatives have been undertaken in the past without prior consultation, none of them have reached implementation without the Trust's approval. Any initiatives relying on community support will need the ADT's backing first. It is tempting to think, as some developers do, that the communities will automatically rise up against the ADT when economic benefits accrue to the communities. However, this could be a mistaken assumption, especially in light of the strong cultural ties still apparent within the community. Thus, tourism initiatives following the traditional routes of implementation could act to consolidate the ADT's position, thereby widening the gulf between the ADT and the Outer West.

It is also necessary to establish the power parameters over issues involving tribal land and Outer West land. Firstly, it must be established who has jurisdiction over areas within the Ximba subregion. Thereafter, decisions will need to be made on which areas within the Outer West will have to apply for planning permission, and what route the application process will take. Currently, granting of permission for development on tribal land is considered the prerogative of the chief under which the land falls. However, now that Ximba has aligned itself within the boundaries, how far does this Tribal authority extend, and who grants permission? While the Ingonyama Trust, set up by the government, is supposed to protect the rights of traditional leaders, implementing the

terms of the act must now become a reality. Current tourism developments granted by the Tribal Authority are proceeding without planning permission, as this is not regarded as a prerequisite. Permission has been obtained from the relevant chiefs, funding has been raised, and project plans have commenced. Once this process has been entrenched, reversing it to allow the traditional control usually exerted by western orientated planning departments will be difficult. Thus tourism could become an agent of dissension, rather than change within the Outer west.

The favourable attitude towards the Mlaba chieftaincy is further strengthened by the actions of the Mlaba family, namely, grasping opportunities seen to be beneficial for the community, as well as the apparent desire to help drive the development process wherever possible. The threat inherent in this for tourism is that the faster the perceived economic benefit for the community, the greater the chance a development proposal will have of succeeding. To many people industry is the fastest way to realise these goals, yet industry and tourism are rarely compatible. Therefore, the advantages of maintaining tourism's potential as a competitive agent must be kept foremost.

Leadership is evident in the study area, together with the required organisations to promote this leadership. The aims of the official organisations within the study area are all compatible with sustainable tourism ideals, although the ADT appears to have the more comprehensive strategic imperatives for development. While these are not as comprehensive as the collective framework cited in the introduction, they still contain the basics of community participation, networking, commitment to specific goals and capacity building within the community. Developments must benefit the community and be holistic with linkages to other projects, in line with sustainable development ideology. While other stakeholders may intend this, it is not explicably stated in any correspondence, and communication with individuals did not elicit a strong community commitment. Thus, while each organisation alone does not have aims totally compatible with sustainable tourism as presented in the introduction, collectively, they could complement each other. Collectively, they have a consolidated power-base and the capacity to allow for consideration of the built environment, as well as the economic, social and government spheres in sustainable development. Yet in terms of ideology on sustainable, this is insufficient. A strong need still exists for the incorporation of the natural environment into the collective consciousness. An active conservation ethic appears to exist amongst the community along the R103.

Consideration should be given to means of incorporating this apparent expertise.

Collective cooperation would pave the way for the formation of strong partnerships, widely promoted as an important factor in sustainability. The commitment of organisations to partnership formation is recognised as one of the challenges facing the implementation of Local Agenda 21 (Urban-Econ & Peart, 1997). Linkage of the various stakeholders to tourism organisations working outside the study area appears comprehensive. However, within the study area there appears to be only token linkages. Where linkage between individuals is apparent, it is usually because of personal, vested interests such as business gain. For the benefit of communities within the study area, partnership between the ADT and the Outer West is essential. For the benefit of tourism, partnership between the tourism committees of the two organisations is needed. This partnership would be an important means of uniting the two diverse community cultures evident in the study area and directing the region towards common goals. As tourism is more established than other forms of development, it would be possible for tourism to function as an agent of unity between Ximba and the Outer West.

Consideration should be given to the possible effects of partnerships on the holistic tourism milieu. Criticism voiced about the geographical position of the THT office raises questions about the benefits accruing from long term and short term partnerships. Suggestions that the tourism office locate within a major shopping complex that has its own promotions office, the Heritage village, would result in a partnership that is likely to strengthen the position of both organisations. However, the benefits of this partnership are likely to accrue only to a limited geographical area, namely the eastern side of Hillcrest. It is likely that a tourism focus to the western areas of the route will diminish and eventually centre on Hillcrest Village. Obviously this will not be of benefit to tourism development around Ximba, Cato Ridge and in the Assagay/Drummond/Inchanga/Shongweni areas. In addition the tourism market is likely to become restricted to domestic trade wishing specifically to shop. Thus only part of the Outer West will benefit from the government agency and the tourism potential inherent in the rest of the Outer West will remain largely untapped. It is not simply the formation of partnerships that is important, but the potential consequences thereof. Responsible partnerships provide the potential for tourism to function as an agent of equity rather than promote social injustice.

Government backing and ties appear to make the THT a better vehicle than the ATC to use in promoting and developing tourism throughout the Outer West. Potential problems with this are the lack of reliable financing, which future projections base solely on membership fees. Owners of key attractions, which would pay the large membership fees, are not joining up, possibly because the large attractions in the area do not yet see any benefit to be gained from membership. While logic implies that the objective is achievable, to get a reasonable membership, people need to become aware of how serious the association is in its intentions. This will only happen if THT manages to increase tourism income so that it is obvious to all stakeholders there is an economic improvement, or, if it becomes mandatory for anyone wishing to operate within the tourism realm to belong to the tourism authority. Without these large members, it will be necessary to reassess the financial goals of THT. The 1998 budget is based on an income of R310 000 therefore there will still be a shortfall to be acquired. Using the Midland's Meander as a comparison, it is possible for a well developed and promoted route with a membership of 107 to gross approximately R45 million. Operating costs for the Midland's Meander can be covered by this economic generation and assuming that THT can develop to at least the same level, there will be sufficient capital for THT to function. It should also be noted that the Midland's Meander still receives R3 million Metro Council funding (Michaelides, 1997 pers. comm.). As the management committee of the THT contains six councillors, it is necessary for them to start lobbying now for funds to ensure the future of THT. However, as the meetings are poorly attended, it appears that the councillors do not consider tourism as a major economic base, or alternately they are not prepared to work through THT. It is necessary to still identify the key people committed to the tourism process and to identify a champion that will promote THT and the tourism process for the area in higher government. The current committee are well suited to identify tourism requirements and drive the process within the area itself, but additional people are needed for promotion outside the area.

Case studies highlight the importance of culture to African society (Stuart-Hill and Grossman, 1993; Shamase, 1996). The Pilanesberg National Park officials, wanting to introduce lions to increase the tourism potential of the park, found that obtaining community approval hinged on two factors. Firstly, the effects of the increased tourist attraction on their culture and secondly, the effects on the communities' economics. Human safety did not rate as highly as culture. The AmaXimba have a traditional heritage with a strong cultural identity, and history has shown the

strength of their resistance to cultural interference. Ceballos-Luscuràin (1996) argues, that for tourism sustainability, these traditional practices must not be overwhelmed or replaced, but complemented. It is recognised that development should lead to an improvement in peoples' quality of life (Møller *et al.*, 1996), but it is also documented that tourists disrupt local inhabitants' quality of life (Jenkins, 1993; Ceballos-Luscuràin, 1996). This intrusion could be further compounded in senior citizens, many of whom do not like change and disruption to their daily lives. Ximba's demographics reveal a large number of mature people. Therefore, it will be necessary to establish the strength of the communities' sense of self-worth, their willingness to share their life with outsiders, and what the community will expect in return, before any tourism projects are undertaken. Thus, any proposed tourism developments for the study area should enhance the indigenous culture, not change it. In this instance, for tourism to be sustainable, it should be promoted as an agent of authenticity.

The view that developmental options must contain a financial capacity building component for workers is strongly compatible with tourism projects. The diversity of tourism products available imply that projects could be implemented at various economic levels thereby allowing workers the opportunity to engage in the financial area within their capabilities and understanding. For example, workers could buy shares in a multinational hotel conglomerate, operate their own B&B, or promote themselves as tour guides. Each activity reflects a lower level of initial capital required. Buying equity in a company is often not comprehensible to a community used to functioning at a simplified financial level, such as 'cash-and-carry'. They may prefer more tangible benefits such as profits derived from dealing with a group of tourists. While financial capacity building is an important advantage in tourism projects, possibly more important is for tourism to be an agent of financial equity, to provide economic access for all interested community individuals. This will place demands on the industry for growth and further job provision. However, most projects require some kind of commercialisation to secure them (Fowkes, 1995) and future research should focus on the financial criteria necessary to promote this.

The power dynamics in the study area would become less volatile with a detailed plan to guide development in the entire Outer West. This should be provided by the proposed Integrated Development Plan and the Spatial Development Framework. Attendance at meetings indicates

an apparent commitment from councillors to the Spatial Development Framework Committee. However, a need exists to define what the committee's role will be and if possible, to assess how long councillors' commitment to the process is likely to last. It is possible that when details emerge and the overall plan involves a waste dump in a particular substructure, the NIMBY (not in my back yard) syndrome will emerge and destroy the overall intention. A divide in peoples' thinking has been identified in the Outer West, with some Councillors wanting to stop development in scenically beautiful areas and concentrate on tourism improvements. Other councillors consider that since some development has already occurred, maintaining the rest of the area is pointless. An open space system in the Outer West is viewed by some to be an advantage that could yield favourable economic returns in the future, by others to be an asset that people have a moral obligation to maintain, and by others to be unnecessary. In line with different strategies for ecological sustainability, it is recognised that undeveloped areas should be retained and possibly developed for their inherent tourism potential, thereby generating an economic return (Yeld, 1993, Hindson *et al*, 1996). Thus, tourism would emerge as an agent of environmental justice. In the Outer West, Roberts (1997, pers. comm.) is trying to reconcile the emerging conflict, but only expects possible solutions to emerge in a year's time. It will be incumbent upon tourism champions to show that the tourism potential justifies maintaining ecological open spaces, rather than allowing these spaces to be considered as encumbrances.

Based on what the literature considers important for sustainable tourism, the Outer West appears to have most of the basic ingredients. There are key stakeholders consisting of both government and non-government organisations, business, community-based and private individuals, all with commitment and enthusiasm to drive the process. There is partnership within and without the area, but not on a united basis. Each individual/organisation is operating for their/its own vested interest, even though the ultimate aims between people often coincide. The tourism milieu, particularly, is disjointed and needs to be pulled into a cohesive unit for the entire Outer West, with everyone working towards the same vision and following the same strategic pathway.

Each organisation and individual should try to understand and recognise the history and current position occupied by each other in the Outer West. No one person/organisation can gain ultimate control without compromising the basis of social justice and equity, and ultimately the basis of

sustainability, whether it be environmental, society, economic, developmental or particularly, tourism. Greater antagonism to new organisations was encountered at the community level, indicating a need on the part of some organisations to increase their awareness of community involvement and devise means of ensuring and encouraging increased community participation. The tensions caused by practical implementation of an authoritarian approach to development might be eased with increased community involvement and thereby increased awareness of the reasoning behind rules and regulations. The framework of rules should be worked out in conjunction with the communities to avoid feelings of exploitation. Given the expressed willingness to operate within official structures, the suggested partnership should not be difficult to develop. Strong partnerships form the backbone of sustainability and should be encouraged.

Attention will now change from the human dynamic to the tourism milieu. Critical analysis will centre on tourism in its current state and the factors which could alter this over a short time period.

CHAPTER 4: THE STATUS OF TOURISM IN THE STUDY AREA

4.1 INTRODUCTION

The previous chapter reviewed stakeholders presently active in the study area initiating, developing and driving the tourism milieu. To determine their effectiveness, it is necessary to evaluate the outcomes of their endeavours. Evaluation can be achieved objectively, by assessing changes in the physical component of the tourism milieu, and subjectively, by evaluating the sociological components. Ideally both should be incorporated into a holistic methodology allowing a comprehensive analysis. This chapter will focus on the physical aspects of the tourism milieu in the study area.

Before evaluation of progress is possible, a base line of information needs to be established. Very little tourism research deals with providing details on the state of tourism in specific areas of KwaZulu-Natal. Ferrario (1981) produced a comprehensive survey which, although focussed on Durban, did provide some detail relevant to the study area. Due to the time and political constraints imposed on implementing a survey, this dissertation could not generate an exhaustive study, but does provide sufficient data for a generalised impression. This chapter will start with an audit of physical attractions found in Ximba, followed by a presentation of the current tourism milieu. Thereafter developments that could impinge on Ximba's tourism milieu are presented, as well as future developments that are at an advanced stage of implementation. As these future developments are likely to exert considerable influence on the tourism milieu, they are presented in detail. Tourism in Ximba is not likely to develop in isolation and will be influenced by events in neighbouring regions, for example the R103. Therefore, similar consideration is given to the tourism milieu of the R103. The conclusion deals with consideration of Ximba and the R103's tourism milieu as a single entity.

4.2 XIMBA'S TOURISM MILIEU

4.2.1 Audit of Attractions

Ximba has very little infrastructure available for servicing tourism needs. The character of the area is essentially rural or settled landscape with informal housing. Public amenities do not exist, but there are spazas where refreshments can be obtained. Apart from Sithumba Traditional Village which is still in an early developmental phase, tourism attraction revolves around the existing

community and scenery. In the future the community visualises tourist attractions developing around the current sports field and river frontage. Thus, travelling times and distances for the various routes relevant to tourism features within the Ximba area need to be considered. These are depicted in Table 4.1.

Table 4.1 Distances and approximate travelling times between Durban, Cato Ridge and the potential tourist activity sites in Ximba.

Place	Distance	Approximate travelling time (Minutes)	road condition
Cato Ridge	from Durban = 50km	30	Freeway - good
Ximba Sports field	from Cato Ridge = 18,8 km	17	regional tar road and reasonable dirt road
Sithumba Traditional Village	from Ximba community hall= approximately 25 km	45	dirt - poor

4.2.2 Current Tourism Status

There is a recognition that tourism could be developed further, along the lines of authentic cultural villages, adventure activities and guided walks and hikes. Meetings and workshops are currently underway to determine a focussed marketing strategy and identity for the region. Until recently, community-based development has occurred in an *ad hoc* manner, in the absence of any local coordination and planning. Ximba consists of 13 areas, but the tourism focus is all on one area, Sithumba. This is not considered satisfactory, for the following reasons:

- ◆ the existing industry could easily collapse;
- ◆ if the community were successful, there could be increased jealousy between them and surrounding communities;
- ◆ there could be the formation of a monopoly, to the detriment of the whole area; and
- ◆ there might be limited possibilities of encouraging a constructive, competitive spirit between communities.

Coordination and control of tourism in the area are recognised as important, and the formation of one tourism body (ATC), representing all thirteen areas' committees within the subregion, should help to ensure this. Although in its infancy, ATC is already providing the catalyst for interested parties to communicate. Unfortunately, there is still a need for commitment from a number of area Indunas. At this early stage, it is difficult to gauge the capacity of ATC to drive the tourism field in the subregion. The fact that there is a clear recognition of the importance and need for such a development is encouraging.

Initiatives in Ximba have resulted in two projects that currently have some tourism potential. These are Heritage Day - an event, and the Sithumba Thousand Hills Village Project - an attraction associated with Sithumba Traditional Village.

4.2.2.1 Heritage Day

This has been held for the last three years and is an annual three day event of traditional festivities. It is held in October, later than similar events in KwaZulu-Natal and the rest of South Africa. Included are cultural activities such as drama; African, Indian, Scottish and Izangoma dances; traditional cooking; various forms of singing; and in the past, presentations by prominent figures such as King Goodwill Zwelithini, President Mandela, Dr. Buthelezi and, in 1997, Winnie Madikizela-Mandela, who did not appear. The preparation, running and hosting of the crowd, estimated to be approximately 50 000 people, is exclusively handled by local people.

This event is gaining recognition by organisations outside the study area as a major event that could be used to attract day visitors of all cultures to the area. Tourism Durban is undertaking a video production of the event to be used for tourism promotion and intends focusing tourism attention on this celebration. Community members approached felt that white tourists would be accepted in the celebrations as observers, but they felt that the event should be promoted as an event to build a strong commitment to culture, not as a tourist attraction. It was considered that the tourism focus should be reduced.

The National Traditional Healers Association have also asked to be included in the celebration. They view the celebration:

- ◆ as a potential platform from which to create opportunities for far reaching future reforms of the region;
- ◆ as a means to unite communities in KwaZulu-Natal, thereby forming important interrelationships for the benefit of people and business; and
- ◆ to be the initial key activity for development of the whole area, (Ross-Adams, 1997 presentation at ADT meeting [25/6/97]).

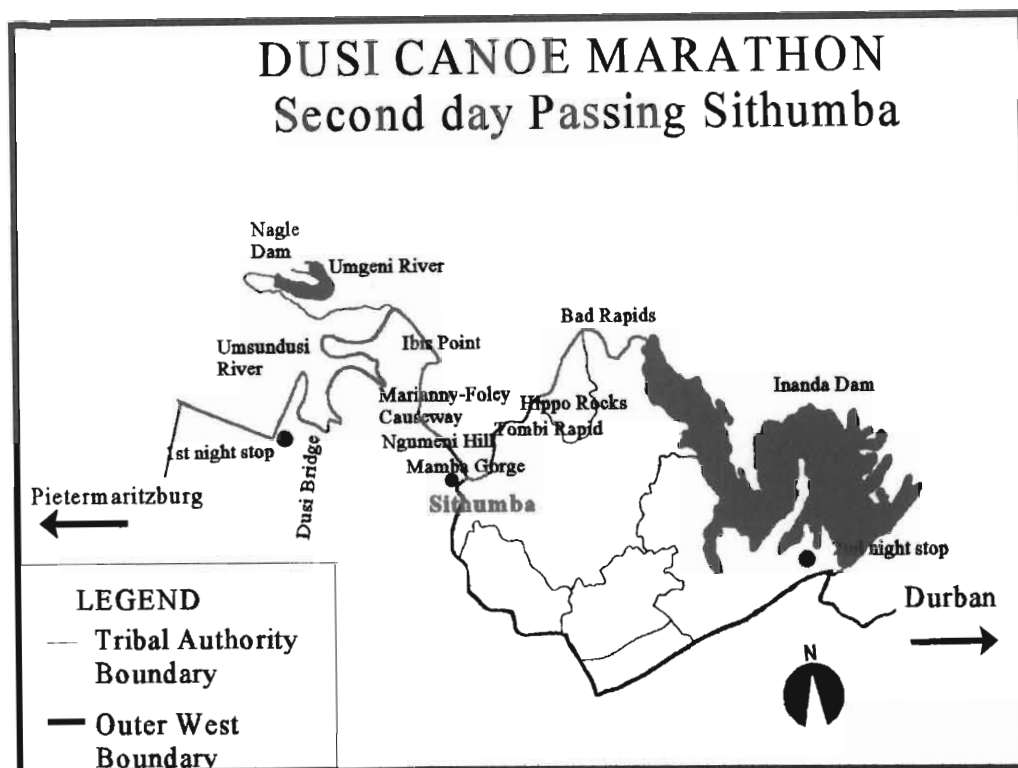
In the past the event was largely funded by the community, but this year the ADT unsuccessfully attempted to raise funds for this event. Their aims for Heritage Day focus on promoting development in Ximba, creating peace and stability and highlighting the tourism potential of the area.

4.2.2.2 Sithumba Thousand Hills Village Project

Sithumba, meaning “where the dog lies” (Chief Mlaba, 1997 pers. comm.), is a village in a valley on the South bank of the Mgeni river at a place referred to as ‘Mamba Gorge’. It is 15 km from Nagle Dam and 10 km North of Monteseel, and exposes tourists to indigenous culture throughout the year. Sithumba refers to a gigantic granite outcrop (batholith) rising 653m above ground to the west of the village, which is used by mountaineers, and is also known as ‘old Baldy’. The Marianny-Foley Bridge, named after the two young men who canoed down the Msunduzi and Mgeni in 1893, is two kilometres upstream on the Mgeni river, while the Ntombi Cataract, Hippo rocks and Gum Tree Rapids are a short distance downstream. The “mamba rapids” in Mamba Gorge are usually portaged during the Dusi canoe marathon (Fig. 4.1). “Sithumba” is also referred to as Isithumba and Esithumba. However, since these latter spellings are forms of Zulu grammar, the former will be used.

Sithumba allows visitors to experience a mix of architecture, from beehive huts with termite mound and cow dung floors, to the more modern, square constructions. Some of the older homes have an aloe near the dwelling to attract possible lightning strikes, while some of the homes have the more modern equivalent of a car tyre. Clothing styles can also be seen by visitors, from the authentic broad circular hair designs requiring a wooden head rest for sleeping on, to the royal

skins and simple children's aprons. All forms of dancing are practised and visitors can also see a Nyanga (herbalist) and Sangoma (diviner, usually with a remarkable knowledge of psychology).



(Source: Dusi Canoe Marathon Secretariat).

Fig. 4.1 Diagrammatic representation of the Dusi Canoe Marathon in the vicinity of Sithumba Village.

This attraction has enthusiastic community and service provider support, which is growing steadily. Sithumba is described by a tour operator as having magnificent scenery, friendly rural people, and is considered a near-perfect venue for taking foreign visitors. Key personalities at Sithumba are described as respectful in their handling of Indunas and women. They are also considered sincere facilitators (McDonald, 1997 pers. comm.). Gilmore, Montgomery, and Michaelides (1997, pers. comm.) all expressed similar sentiments regarding the beauty of Sithumba. However, it must be remembered that these comments are made in comparison to highly urbanised frames of reference that include exposure to contrived, artificial rural settings. People coming from less populated areas in the North of KwaZulu-Natal could possibly consider

the area over settled and denuded of vegetation, and therefore, highly degraded.

The most relevant opinions, however, are those of the foreign tourists who have visited the area. Discussion with a small number revealed that they were amazed at the manner in which the community lived, and had considered the visit an event that could be discussed at length on returning home. However, they had not really enjoyed the visit, finding the experience too primitive. These views were substantiated by Kerney (1997 pers. comm.), a tour operator, who took predominantly English visitors down to Sithumba.

Tours run to Sithumba Tribal Village on Mondays, Wednesdays and Fridays. Booking is through Tekweni backpackers and costs about R125 per person. The tour consists of a hiking trail along the river and through the bush, as well as looking at rock paintings found in the area, (Khosa, 1997 pers. comm.). Use is made of the local bus service for transporting backpackers, which collects visitors at Durban and Pinetown. It has been found that the tourists like to mix with local people on the bus. Tour guides consider the bus preferable to the minibus-taxis in the area whose drivers are considered, “fond of adventure and go very fast with lots of accidents” (Khosa; Ncanana, 1997 pers. comm.). The bus provides loud music to authenticate the experience for tourists and is preferred by the local inhabitants as well.

It is reported that the community get R30 for a bed and R35 if a meal is included, similar to the western B&B concept, or R50 for an authentic, traditional African experience with sleeping mats on the floor. The catering ladies get R5 a plate and only provide the starch component of the meal, usually “phutu”. The tour guides bring the additional ingredients, such as the meat or vegetables, for the meal. This is necessary because of the difficulty in getting sufficient vegetables in the area. Currently, all cooking is done over a wood fire and, as the natural habitat is heavily depleted, care must be taken not to over exploit natural resources.

It is intended to build a “show” village a short distance away from the existing African homesteads and R60 000 has been secured to do this. Currently, the existing village hosts the Zulu cultural programmes, allowing visitors the opportunity to compare traditional, ancient and modern lifestyles. The programme is run in conjunction with the community and although it is claimed that

most of the profits accrue to the community (McGeever, 1996; Khosa, 1997 pers. comm.), there is disagreement about this (Sithumba residents, 1997 pers. comm.).

Although plans exist to extend the attraction, long term planning has not been included in these and the existing plans are lacking. There is no facility for administration of the attraction which will become an important consideration with further development. Currently, the existing attraction is run on one tribe's land, yet the proposed site for the new development is on an adjoining tribe's land. This could cause friction unless controls are implemented on who runs the facility and how economic benefit derived from the attraction is administered. While the communities cooperate with each other on tribal administration matters, they still consider themselves separate entities. Joint ventures have not yet been formalised and the lack of detailed planning between these two communities puts the entire project in jeopardy. Developing community skills in project administration is an important consideration for the initiation of this project.

Cultural skills also require development. Some of the older community members craft beads, but there is a need for younger members to be trained and for existing skills to be developed further, (Khosa; Ncanana, 1997 pers. comm.). Traditional clothing is made and sold to local community members. There has been some thought of setting up a tribal clothing shop, specialising in clothes made from animal skins. This is the sort of tourist attraction which could generate huge sums of money and engender a strengthening of cultural ties, while at the same time presenting a major threat to natural resources. If Sithumba focuses on this form of cultural tourism, linkages with other businesses that can provide the raw material should be pursued such as obtaining cow hide from the Cato Ridge Abattoir. This could also be promoted through partnership with nature conservation and agricultural concerns whereby farming the required indigenous animals could be undertaken. There is a fairly active sewing ethic in the community, and further training could be provided by the nearby Community College. In this way there could be the development of an SMME (small, medium or micro enterprise) that could supply the entire country, as well as cater for the tourism component of Ximba development.

Before the village can be further developed as a viable tourist attraction, the condition of the

roads needs upgrading to enable tour buses to visit the area without damage. There is the need for ablution facilities, and a reasonable guarantee of safety and security for visitors, not only at the village, but also along travel routes. In the longer term, the development is threatened by a lack of finance, as well as the involvement of large companies which will require a larger profit margin for themselves. They could also add to the danger of over developing the area, thereby spoiling the rustic character which is the current attraction.

The current tourism facilities in Ximba consist of the Heritage Day event, a cultural village and the opportunity to capitalise on the Dusi Canoe Marathon event. Cultural activities are likely to form the foundation of short term tourism development, but as this could also impact on Ximba's natural resources comprehensive project planning is required. Comprehensive planning is not possible without contemplation of variables that could impact on the project, thereby allowing for the formation of possible mitigatory strategies. Some community factors requiring consideration, such as skills which would be enhanced by capacity building, were raised. Attention is now focussed on projects that are currently underway and likely to impact on Ximba's tourism milieu.

4.2.3 Current Developments Which Could Impact on the Tourism Potential of the Study Area

The ADT is actively involved in facilitation, and in acting as a catalyst to develop the vision of the trustees into reality. Currently, they are focussed on the following projects which could impact on the tourism potential of the area. These are presented below.

4.2.3.1 Developing an Integrated Development Framework (IDF)

The IDF was planned as a reference framework for all stakeholders, but has recently been complicated by a local government plan which aims to produce an IDF for the entire Outer West substructure. As the Outer West considers itself the ultimate authority, it is necessary for the two reference frameworks to be compatible. Thus, the ADT is no longer initiating this. Currently, the lack of collaboration between stakeholders means that tourism developments have proceeded in isolation and could well be contrary to the ultimate master plan.

4.2.3.2 Industrial Park - Cato Ridge

The ADT's plan is to expand the industrial area of Cato Ridge. Results from a preliminary survey indicate that Cato Ridge is attractive to industrialists, who are not dependant on close proximity to a consumer market (McCarthy, 1996a). Investors are also not likely to rely on capital intensive operations, but rather on a proliferation of labour intensive manufacturing activities (Montgomery, 1995b). It is apparent that there is potential for expansion of the industrial developments beyond the confines of the industrial park demarcation. Spokespersons from large companies in the area indicated the possibility of their own industrial expansion, although this might only be in the distant future. The general perception gained was that industrial development in Cato Ridge was expected to be similar to that found in Richards Bay. Plans are not in open discussion at this time and are therefore not definitive, but as they currently form part of people's ideas, they could become entrenched in future planning.

4.2.3.3 Rietvallei Housing Project - Rietvallei (See Fig. 2.1)

Approval has been granted to the Rietvallei Community Development Trust for a 6500 unit housing development. However, bureaucratic delays combined with the reorganisation of existing government departments have prevented the project from starting. Tenders are out for the servicing of sites, but no appointments have been made (2/9/97). Mayor Mlaba is actively involved in resolving the problem. Since this is a cluster development, its effect on the tourism potential should be localised to the area immediately surrounding it. Careful planning and the use of visual controls such as the planting of vegetation will ensure that the impact on tourism is minimised.

4.2.3.4 Agriculture Research

The agricultural potential of Ximba was discussed in Chapter 2. However, agricultural initiatives are in operation throughout the subregion, and the Department of Agriculture is funding a number of projects such as those at Ebhobhonono and Esiweni near Sithumba. Research also is underway to establish which agricultural products will provide the most community involvement, job creation, and income generation. Unfortunately, there are few progress reports through the ADT, except from a subcommittee level. Thus, agricultural developments appear to be happening in isolation from the overall development milieu and could therefore impact considerably on the

tourism milieu.

4.2.3.5 Community College

Construction of a R1.4 million training centre has begun and involves the Ethembeni School for the Disabled. The school has established the Ethembeni Business and Training Centre and the Institute of Natural Resources (Pietermaritzburg) has made available the Nansindlela Agricultural Training facility at Inchanga to house the community centre's administrative work. The college is extending its activities to nonphysically disabled people as well, and negotiations are underway for Khuphuka, a specialist training provider, to develop course material and administer training in basic housing projects. Suggestions were made that other educators should be incorporated into the programme to provide comprehensive tourism training to people (O.Mlaba, 1997 ADT meeting 28/10/97).

4.2.3.6 AmaXimba Sports Field (Manzolwandle) and River-Front Development

The Msunduzi River borders the North West of Ximba and the site of the Dusi Canoe Marathon's first day's stop over is located near the Manzolwandle Sports Field¹ (Fig.4.1). This site has been identified, by the ADT, as ideal for a river front development. The vision intends to develop year round accommodation, as well as water sport attractions.

Money for the development (R500 000) was given by the Outer West, and the sports field was ready for handing over in November 1997. However, controversy exists as to who will assume responsibility for it. The Outer West maintains that the ADT should be responsible, while the ADT maintains that they are merely facilitators, not administrators and the government agency is therefore responsible. This project highlights the need for built-in controls, as well as capacity building for all participants. The proposed project plans were incomplete, the budget was insufficient to complete the entire project and maintenance and follow-up procedures were neglected. There is a need for public toilets and a one kilometre palisade fence had to be erected to protect the newly planted grass from livestock grazing and community destruction. This alone required an additional R90 000.

¹ The sports field is named Manzolwandle, in honour of the late forefather of the local Inkosi, who dedicated his life, without success during his lifetime, to the development of the area and the upliftment of his people.

Once again, the attitude of the ADT to the sports field is indicative of their vision for the future. They do not regard the final product as a sports field, but intend to develop the current infrastructure into a sports stadium which could also be used for conferences and the yearly Heritage Day event. The plans would incorporate the recreational tourism site planned nearby, on the Msunduzi river. O. Mlaba's dream is to develop an attraction comparable with the Victoria Falls tourist attraction found in Zimbabwe.

4.2.4 Future Developments Which Could Impact on the Tourism Potential

Consideration will now be given to developments that are widely discussed and likely to commence in the foreseeable future. These are developments that have already gained planning permission, but are currently obstructed by some technicality.

4.2.4.1 The Proposed Engen Development

This development (Ambrose, 1997 pers. comm.) concerns the provision of a direct access petrol station on the N3 freeway. It is regarded that this development could have a major catalytic effect in regenerating the economy and development of Cato Ridge, which in turn could influence the development of tourism within the study area, (Ambrose; Mchunu; Mayor Mlaba; Vosloo, 1997 pers. comm.). Should the development, or another of the same nature, proceed, it might be possible to plan the project in such a way that traffic from the freeway could be allowed to meander down into the valleys, if desired. This would allow the Ximba tourism environment some measure of freedom and independence in deciding on entry and exit points as well as linkages with neighbouring areas. For this reason the proposal is presented here in some detail, including historical aspects to allow for judgement on the possibility of such a development proceeding in the study area.

4.2.4.1.1 History of the Proposed Development

The development was initiated in 1990. Based on the Needs and Desirability (N & D) study, provincial authority was granted to Engen in 1992 to start building a direct access service centre (DASC). Plans were lodged, transfer of the property occurred and Engen started building. Shortly thereafter, another company, British Petroleum (BP), obtained a high court interdict and all building was stopped. On review, BP won the motion based on a procedural irregularity on the

part of the then Administrator of Natal.

In May 1994, the Administrator approved a split development, with Engen granted the east bound development and BP the west. By then the company Royal Dutch Shell (Shell) had entered the fray and took the Administrator's decision to the High Court. They won their motion unopposed, and all development has since been stalled. The change in government, as well as changes occurring at provincial departmental levels, have compounded the problem. Currently, regardless of the decision, not all parties can be accommodated.

4.2.4.1.2 The Current Situation

Changing the freeway from a four-lane to a six-lane route has changed the circumstances under which the Administrator granted the original approval. The applications are under review, but the deadline has already expired, and no decision has been taken. An interpretation of the current situation is depicted in Fig. 4.2.

Freeway Distance between ramps	← 1 Km. →		Meters
Petrol company	BP	SHELL	ENGEN
Time needed to start development	Mid-term	Two years	Immediate
Possible combinations between companies which will allow development to succeed.	✓	✗	✗
	✗	✓	✗
	✗	✗	✓
	✓	✗	✓

Fig.4.2 An assessment of the current situation regarding the proposed development of a large petrol station at Cato Ridge. (Concept: Ambrose, 1997 pers. comm.)

Traffic density on the road is approximately 35 000 vehicles a day (McCarthy, 1997b) and approximately 15 000 vehicles a day will support a 'One Stop' type of DASC (Ambrose, 1997 pers. comm.). Therefore, it would be viable to have two major DASCs on the freeway, with ramps on both sides. However, the Department of Road's requirements for the spacing of ramps on the freeway makes the BP/Engen combination the only viable option for two DASCs. Therefore, a decision must now be made on whether to have one or two DASCs. Engen is quite prepared to accept two DASCs, but consider that they have the advantage because:

- ◆ they can start immediately;
- ◆ they conform to traffic rules and requirements;
- ◆ they can provide a pedestrian underpass;
- ◆ they provide the best environmental option as they require less environmental disturbance to build the petrol station. Major earthworks are not necessary;
- ◆ they support the development of the community and have already incorporated this into their planning, and;
- ◆ they promote the development of Cato Ridge.

The BP development is considered to be very expensive and it appears that their approval was in principle from the Administrator only. Shell's development is considered to be in the initial stages of planning, and they have no promissory authority giving them a claim to legal rights of development.

4.2.4.1.3 Components of the Plan and Possible Effects on Tourism for the Ximba Area

Engen's long term view is that Cato Ridge is likely to become an industrial city, relieving the pressure on Durban and Pietermaritzburg, which are viewed as residential in character. It is thought that Cato Ridge could draw on labour from Durban, Pietermaritzburg, New Hanover and Camperdown. Thus, employment would be provided for four residential areas and living conditions in the major towns would then be improved. It is considered unlikely that existing industry will relocate to Cato Ridge, thus the status quo will remain in this area.

The visions Mr Ambrose (1997, pers. comm.) expressed of an industrial city is echoed by others

(O. Mlaba; Strydom; Vosloo, 1997 pers.comm.) Already there are problems between the residential and industrial interfaces, which can be illustrated by issues such as the waste dump in Umlazi, the air pollution in Pietermaritzburg and areas to the South of Durban and effluent discharged into the rivers and sea. All of these environmental problems impact on the tourism potential of an area. Currently the study area does not have environmental problems of the same magnitude as Durban and Pietermaritzburg. The well documented Thor Chemical problem concerning mercury poisoning is under critical peer review (Davis *et al.*, 1997) and the abattoir and Rainbow Chicken waste-effluent problems are removed from the residential interface and are therefore not as prominent. Thus, the tourism potential of the area is still high. Should Cato Ridge be promoted as an industrial centre of the magnitude that will relieve the pressure on Durban and Pietermaritzburg, there is no doubt that the tourism potential of the area will be adversely affected.

The rest of the site is not required by Engen and they propose to donate it to the community. This will be the largest donation in the company's history to date. The document of intent, signed on the 2/9/97 at the proposed site, states that Engen will establish a tourism centre which will be used to promote ecotourism initiatives in Cato Ridge, as well as provide an administrative base for the Trust. Engen will also embark on local community empowerment programmes.

The current plan is that the steep land can be used by the community for agriculture, while the flatter area will contain small training centres that local community members can access (Fig.4.3). These training centres will be developed in partnership with other companies, Engen and the community, and will include aspects such as security guard training, a medical clinic, welding and metal works. It is envisioned that sponsorship will come from other large, trade related companies who have a social upliftment programme. Details such as personnel, costs, infrastructural requirements and rents have not yet been considered. These details are thought to be flexible, but will need to be developed between the social investment section of Engen and the other companies involved in sponsorship and the community.

Other aspects of the proposed plan include the intention to develop a small game park (Fig.4.3) of approximately 20 hectares within the proposed petrol station site. This will be implemented in

conjunction with the Natal Parks Board. The park is sited on wetlands and will be stocked with buck and other small game. It will form the nucleus of any key attraction developed in the immediate vicinity of the petrol station. A helipad and on site facilities consisting of a sit-down restaurant, commercial store and produce market are also planned.

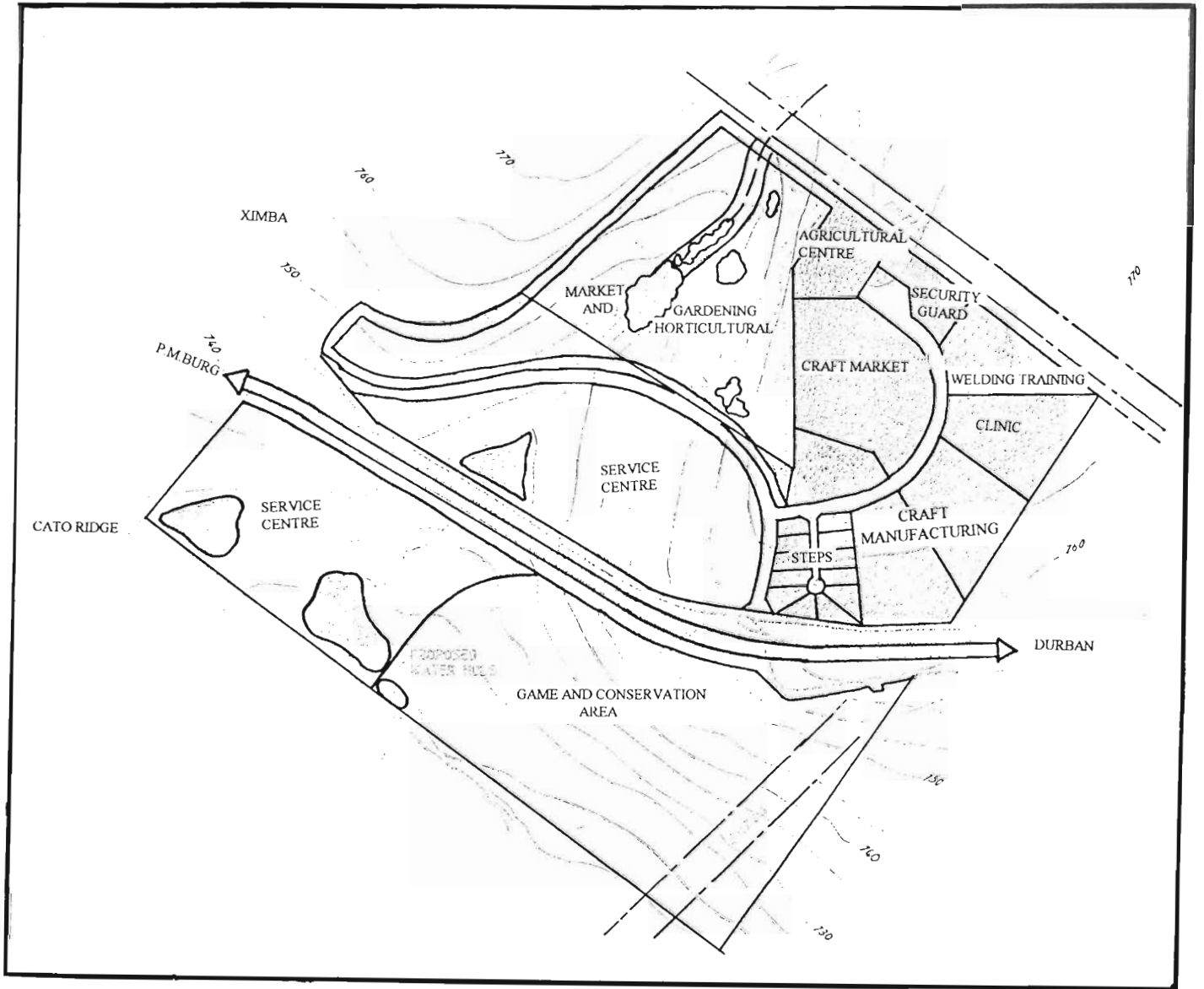


Fig. 4.3 Details of the proposed Engen development, showing the projected plan for the AmaXimba community centre, petrol station and conservation area.

This existing plan is at odds with the communities' idea of development for this land. Communications from the ADT indicated that the community is considering chalets, a hotel, a community craft centre and agricultural facilities on the proposed land. Other proposals include building a traditional village with overnight accommodation for foreign tourists as well as a retail outlet (Mchunu, 1997 pers. comm.). It is thought that the communities' agricultural produce will be sold through a cooperative which is considered desirable as the entire community could experience potential economic benefits. The ADT sees the hotel as a large, fairly luxurious complex, and consultants have been requested to prepare plans (Mabena, 1997 pers. comm.). In line with sentiment expressed on the behalf of the Mlaba family, the obvious difference in vision is not considered an obstacle, but negotiations will pave the way for plans that are satisfactory to both parties (O. Mlaba, 1997 pers. comm.).

Assuming the ADT vision prevails, cognisance is required of the fact that benefit will not currently accrue to the community by placing the craft section on the ground designated by Engen. This is due to regulations which require that this section of the land be fenced off from the petrol station. Therefore, access by the general public to the community will have to occur via the freeway and Cato Ridge. This situation is not conducive to tempting returning holiday makers into the craft village, or the valley route itself. Consequently, despite the admirable intentions, inaccessibility could deny the community of expected benefit.

There will be three types of traffic: through, recreational, and business traffic. Currently, the ordinances only allow major commercial activity outside the demarcated site and dictate that whatever traffic comes off the freeway must be directed back on. It is not possible to allow for the small volume of traffic (which will be termed 'leakage traffic') that might occur if tourism entry into Ximba was promoted from the Engen development. The volume of leakage traffic is not certain at this stage, but assuming that the petrol station has a volume of 15 000 cars a day and 1% of these on average would be prepared to meander into the valley, this means that an average of 150 cars a day might wander off the road. The R103 goes all the way through to Howick and it would therefore be possible to develop a tourism route from Howick to Pinetown. If this were the ultimate intention, the tourism plan would need to be sanctioned by Minister Ndebele (Minister of Transport) and the traffic engineers before a solution to the ordinance

quagmire could be found.

However, the 'document of intent' also states that the donation agreement is subject to the development proceeding in two to four months from the signing of the document. This proviso was subsequently extended as the deadline expired without a resolve to the impasse. It would seem that Engen has, in a policy move, enlisted the help of the ADT to pursue all avenues possible to finally resolve their situation. With the donated land at stake, members of the trust were charged with increasing the visibility of the project and resolving the problem (O.Mlaba, ADT meeting, 30/9/97). The benefit of this development to tourism is therefore questionable. Aside from constraints imposed by ordinances, both parties are manipulating the situation to suit their own ends. Thus instead of tourism being afforded the opportunity to develop into an agent of community benefit, it has evolved into a vehicle for manipulation.

4.2.5 Assessment of Ximba's Tourism Milieu

Present infrastructure in Ximba is insufficient to provide for tourists visiting the area on a regular basis. Vast sums of capital investment will be required to provide the infrastructure necessary to allow the AmaXimba to develop their tourism milieu. The geographical location of Ximba, away from established road and rail routes effectively places it in a *cul-de-sac*, thereby making it difficult to establish Ximba as a through route. Currently it could exist as a tourism end-destination, but it lacks the necessary attractions and infrastructure. Thus, it appears unlikely that Ximba tourism could exist in isolation from the existing established R103 route.

However, the commitment of the community is apparent in the control, coordination and planning that is evident in the existing tourism field. As this is complementary to the requirements for sustainable tourism, it is possible that once sufficient infrastructure has been provided, the community will be able to eventually develop an independent tourism milieu. However, this will only be possible in the long term. As some Indunas still need to commit themselves fully to the programme, total independence could take much longer. People do not appear to be unified in the role that they consider tourism can play in the area. Some people consider that strengthening the community's culture and heritage should supersede the development of tourism. Thus care will need to be exercised in establishing tourism as a developmental agent. It might be necessary not

to focus on tourism as the final aim of development, but rather to establish the final objectives as promoting sociological values among the AmaXimba, using tourism as a vehicle to achieve this. The apparent difference in peoples' view of tourism raises the need to establish collective community views before a definite tourism policy is created.

The Heritage Day event raises a number of issues. While it is encouraging that the event is considered by outside people as a possible tourist attraction, it is disturbing that funding the event is problematic. With an event catering for 50 000 people, it should not be necessary to rely on outside funding. Rather than calling for donations annually, efforts should be concentrated on developing a self-sustaining culture, similar in stature to the annual "Splashy Fen" musical festival held in the Natal Midlands. Consideration should be given to running the event by a business consortium, rather than on an essentially voluntary basis. Appointing officials with a proven record will make it easier to get companies to underwrite the event, rather than having to donate annually. The income generated during the period of this one event could sustain Ximba tourism activities, such as bed and breakfasts (B&Bs) in the valley, for a large proportion of the year. However, for this to become a reality, it is necessary to develop and entrench this event as fast as possible. Other communities in the country are concentrating on the same idea, for example, the "Macube" celebrations in Bloemfontein. Since Macube is the first heritage celebration to be advertised extensively through the media, there is the possibility that it could become the leading heritage attraction. The delay in using Heritage Day as a major tourist attraction in KwaZulu-Natal could affect its ultimate viability.

Advantages in developing the Heritage Day event would lie in extending linkages, both within and without the community, which in keeping with sustainable development theory, could prove beneficial to the community at large. Linkages with organisations such as the Traditional Healers Association could aid other areas of development, for example, indigenous agriculture focussing on muthi plants.

Politics once again affects the direction chosen by the AmaXimba. The Heritage Day celebrations are addressed by political dignitaries, thus providing the potential for a powerful force uniting the various communities. No one was prepared to say why the event was held so late in relation to

other celebrations throughout the country. One possible explanation advanced was that in the past Heritage Day was promoted by the IFP throughout KwaZulu-Natal. Since the AmaXimba did not have the same cultural perceptions, they did not want to hold it on the same day as the rest of the province. The organisers justify the move by saying that they want to promote their area and not just the people of KwaZulu-Natal. It is also possible that most of the dignitaries in the province would be committed to the earlier celebrations and would not be available to attend Ximba Heritage day if it was held in September along with the rest of South Africa. This was obviously an uncomfortable subject that no one wanted to discuss freely. To inculcate this event in the KwaZulu-Natal tourism calendar will require some fast, inventive marketing techniques. There is the danger that it will be superseded by other Heritage Day celebrations that also have the advantage of being closer to Durban.

The Heritage Day event also highlights the concept of “community identity” as an issue. The original media copy for the event was not readily accepted by all the communities because it referred collectively to the “Valley of a Thousand Hills” region. Some of the AmaXimba do not want this collective association, as they have a strong sense of individual identity. This raises questions about the acceptability of possible linkages within the R103 area, despite geographical and economic considerations. It is possible that an education campaign, encouraging recognition of the advantages to be gained through using a collective terminology, could be implemented. Advantages to using the Thousand Hills identity include its national, as well as, international recognition. This terminology is already known to travel agents and some visitors and is marked on geographical maps. The Thousand Hills area is already considered to offer what international tourists desire to see and has, therefore, already developed the status of a “brand name”.

While the sports field forms the focus of potential development, the only other current tourism advantage for Ximba lies in the Sithumba village. Sithumba’s strength lies in its locality and the people to whom tourists are exposed. However, while these factors are a novelty for some visitors, care must be taken that the existing development does not give rise to the concept of “poverty tourism” which tourists tend to find offensive (Ceballos-Luscurain, 1996). This type of tourism is likely to be self-limiting, and therefore ultimately unsustainable.

Special attention will have to be paid to creating a unique product at the new village. There are already staged Zulu villages in close proximity to Sithumba and the reason that Sithumba generates so much enthusiasm amongst tour operators is because of its authenticity. It is possible that changing this authenticity will not aid tourism growth within the village. This in turn will lead to disillusionment amongst the community.

Claims of exploitation indicate a need for increasing operational capacity amongst inhabitants involved in the current project. There is little concept of operational costs, capital outlay and overheads that are inherent in a project of this nature since none of these are being carried by the community. It is unfair to expect comprehension of these factors given the current method of operation by the tour operators. Unless these factors are addressed, it is possible that dissension could fester, eventually exhibiting as anger towards visitors themselves.

Improving the infrastructure and roads necessary to aid increased tourism requires vast sums of additional funding. There is a danger that the initial R60 000 capital provided for Sithumba will raise the expectations of the community regarding tourism delivery. It is likely that the proposed Sithumba project is under capitalised, and when this is combined with the underdevelopment of the area as a whole, it is possible that the attraction will not be in a position to compete with similar attractions in more accessible, better serviced areas. Thus the planned IDF should consider this situation and propose mitigating strategies. The importance of developing a holistic plan is emphasized by the intention to develop recreational tourism on the banks of the Msunduzi river. Water quality in the neighbouring Manyavu region, on the Mgeni, is recognised as a contributing cause to seasonal patterns of health problems and infant mortality in young children (Murphy *et al.*, 1994). If the proposed Msunduzi site also has poor water quality, improving the quality on site will increase the infrastructural requirements and concomitant finances required for any project.

Industrial developments will have to be carefully planned, especially if the area around the proposed Engen development is extensively developed. Industry in this location would hamper the flow of tourism traffic down into the valley, as few people are interested in travelling through an industrial area to get to a tourism attraction. They are far more likely to travel a route that is

aesthetically pleasing, relaxing, does not require much driver concentration and thus entices them to travel further. Should it be possible to get permission for leakage traffic from the proposed petrol station site, people will not be tempted to leave the freeway by their initial view of extensive industry. Alternatives are to find other routes into the valley or to increase aesthetic appeal by planting a natural screen between the industrial development and the road. However, the possible pollution effects from any development and the effect of this on tourism should be considered.

Agriculture would contribute to the rural atmosphere of Ximba, which would greatly enhance the potential for day-trippers from both the Durban and Pietermaritzburg regions. It would be easier to establish a route such as the "Midland's Meander" which would encourage all forms of tourism activity and increase the economic diversity of the community. However, caution needs to be exercised over some of the agricultural proposals for the area. The proposal for goat farming submitted to the ADT (meeting held on 25/6/97) could have a high impact on an already denuded and over grazed landscape. Cognisance should be taken of Kock's (1997) article illustrating the conservation potential of the Kruger Park to be higher than its potential agricultural value, with the additional value gained from strong sustainability maintaining the natural resource capital.

However, land already designated for intensive agriculture could still provide activities complementary to the tourism milieu. Interest has been displayed in farming initiatives in the Natal Midlands, which offer city dwellers the opportunity to pick their own produce. Something of a similar nature could be undertaken in Ximba. If high quality produce was on offer to members of the public at reasonable prices, it would also act as a draw card for day trippers from Westville (Durban) and Pietermaritzburg. Once enticed to the region, these people could then also be tempted to spend their money on other activities, such as tea gardens. However, judging from some initiatives in the Tala valley, close to Ximba, communities would have to be taught the importance of supplying reliable, quality produce and not resorting to the type of marketing technique where bags of potatoes are packed with small inferior grade potatoes in the lower two thirds of the pocket, and higher grade, medium to large potatoes in the top third. Consumers will only get caught once, and the sustainability of the operation would then be in jeopardy.

Capacity building amongst people is a recurring issue, which could be addressed by the Community College. If courses are incorporated into the curriculum that aid the development of tourism activities, in particular service provision, then a tourism ethos could be engendered amongst the community and the tourism product strengthened. An illustrative example is provided on the quality of indigenous products. Teaching the Hlabisa community in the Hluhluwe area to produce a high quality decorative basket has had a visible impact on the community's quality of life. This product alone imports R15 000 per month into a community of approximately 300 people (Glock, 1997 pers. comm.). Similar benefit could be derived by the Sithumba people. The added advantage is that the knowledge already exists for this to be achieved, therefore reducing the time required to implement a similar project in Sithumba. Bead products produced by Sithumba are sold almost exclusively on order to the Pietermaritzburg Publicity Association. Despite urging, no bead products were available for sale at the Heritage Day event. Should the Engen development proceed, the intended forecourt will only succeed in providing an outlet for the community if there are products for sale. Training at the college would be a long term strategy, yielding suitably qualified personnel in three to four years time. Thus, positive benefit would only become apparent within a longer time frame. There is a need to reduce the time so that some benefit could accrue in about six months. It is also necessary that capacity building initiatives should not cost the stakeholders anything initially except enthusiasm. Processes need to be devised where the capital outlay is recovered over time.

Issues highlighted by the sports field again concern the lack of infrastructure, a need for capacity building and a need to raise awareness within the community to stop damage of the sports field by the surrounding people and their cattle. It is likely that some mechanism will have to be found to get the surrounding community to invest in their future, if the tourism potential of the area is to be reached. The realisation must be fostered that initiatives are being generated for the benefit of the community and their commitment is also required. Thus, it will also be necessary to attempt to prevent the negative aspects of tourism, such as begging. A positive contribution of the development is a contribution towards the initiation of a future vision for the area. Without vision it is likely that a community will take longer to achieve a level of development that will significantly improve their quality of life. The AmaXimba have the opportunity to improve their quality of life, and that of their environment.

The importance of the Engen development to Ximba's tourism milieu relates to the freedom it could bestow on the community. Currently, tourism in the area appears reliant on the R103. However, there is no obvious link between these areas that the tourist market can use to extend their travels into Ximba. Firstly, there is no obvious draw card, and secondly, unless people know the area intimately, it is difficult to find a place like Sithumba without a guide. Thus, Ximba finds itself in a tourism *cul-de-sac*. The Engen development, however, provides the opportunity for an alternative entry and exit point that would be obvious to domestic travellers. This in turn provides Ximba with some measure of independence and therefore, control over their potential tourism future. Currently, the linkage of Ximba to the R103 appears unlikely, due to the extensive infrastructure required, and the large undeveloped geographical area between the outskirts of the R103 and Ximba. There is no reason for visitors to be attracted along the route. To the contrary, people consider the perceived security problems to be an active deterrent to further travel. Thus, Ximba does not attract domestic tourists and relies almost exclusively on foreign tourists, taken there by the tour operators. It is thus somewhat at the mercy of these operators.

Although the potential for tourism in Ximba exists, releasing that potential appears problematic. Strategies to drive the tourism vehicle forward must therefore be pursued, indicating that the AmaXimba will have to assume an active part in the process. An obvious strategy is to find the means of incorporating Ximba's tourism milieu into the R103 route. However, doing so might not be in the best interests of the Ximba community. The existing R103 route through Botha's Hill has the main concentration of tourist attractions, but visual appearance and comments from service providers, indicate that the route could be in decline. Reasons provided for this were the competition from Shakaland (near Eshowe, northern KwaZulu-Natal), combined with the threat from general criminal activities in the area (shop keepers, 1997 pers. comm.). Further, KDEA (1993) considers the N3 toll road to be a contributing factor. Studies by Ferrario (1981), evaluated the tourism trade in the valley of a Thousand Hills to be, 'of a high degree of interest' for visitors to, what was then, Natal. It was rated second only to Durban as an area to visit. However, increasingly the perception is that the tourism appeal of the area is steadily decreasing and that the tourism potential has been impacted upon by providing services to areas that should not have been settled initially (KDEA, 1993).

4.3 THE R103'S TOURISM MILIEU

Having presented the tourism status of Ximba and highlighted possible developments which could impact on the tourism milieu, attention must now focus on the R103. The following sections will highlight tourism facilities available as well as the potential impact of a major new development.

4.3.1 Audit of Attractions

Since the R103 consists of established areas, it is necessary to determine what tourism infrastructure exists along the route. A summary of the services provided by the tourist attractions, as well as an indication of the numbers of each type of attraction is provided in Table 4.2. Information was obtained from field visits, the information officer from THT, as well as advertising material available at Tourism Junction (Durban) and other tourism information outlets. Advertising material was easier to find in the R103 study area than in tourism information outlets outside the area, possibly indicating a need to review marketing strategy.

Table 4.2 Products Offered to Tourists in the R103 Study Area. (*= service available.)

TOURISM CATEGORY	ATTRACTION	NUMBER OF FACILITIES															
		F O D	P O C I S T E S	V I S I T E R S	S E E R V I C E S	A C C O M M O D I T I O N	W E L F A R E	C O N F E R E N C E	T O U R I S M	F I S H I N G	A D R E S S I N G	C A M P I N G	W A T E R S P O R T	B & B	S E L F C A T E R I N G	T E A S E R I N G	P I C N I C S
Ecotourism	Kranzkloof Nature Reserve		2	2	2	*	*		*						*		
	Nagle Reserve		1			2	*	*	5	*					*		
	Inanda Reserve		5				*		2	*	*				*		
	Shongweni Reserve		3		*	8	*	*	3				*		*		
	Igweni Hiking Trails					3		*							*		
	War Memorial Park							*									
	Glenholme Gorge				*												
	St Hellier	*														*	

TOURISM CATEGORY	ATTRACTION	F O O D	P I C N I C	V I E W S I T E S	S C E N E R Y	A C C O M M O D A T I O N	W I L D L I F E	C O N F E R E N C E	T R A I L S	F I S H I N G	A D I T I O N A L	C R A F T	W A T E R S P O R T	B & B	S E L F C A T E R I N G	T E A S	P I C N I C S
	Springside Nature Reserve		*						*								
	Palmiet		*														
	Paradise Valley		*						6								
	Assagay	*			*	*	*					*				*	
	Bundu Safari		*			*	*	*									
	North Park		*						*								
	Spy Hill view site			*													
	Giba Gorge				*		*		4								
	Conservancies (7)								2		2	3				*	4
Bed * Breakfasts	Kloof					12								12	1		
	Hillcrest					10								10	2		
	Gillitts					2								2			
	Botha's Hill					2								2			
	Shongweni					3		*						3			
	Assagay					1								1			
Curio shops	Wood/furniture											12					
	Pottery											3					
	Glass											1					
	Curio											12					
	Weaving											2					
Other	Tea Gardens	*										2				4	
	Nurseries	*														1	5
	Restaurants	18															
	Hotels	10			10	10		5								10	
Totals		32	9	3	15	56	7	8	10	4	4	37	2	30	8	18	9

This does not reflect the total number of products and establishments in the area. Since the

brochures were collected from outlets frequented by visitors, the results therefore reflect what visitors perceive to be available to them. An indication of the potential for raising visitor awareness might be inferred from the actual figures for B&Bs. There are reported to be 45 B&B establishments (Ford, 1997 pers.comm.). Information on the wood specialists was mainly obtained from field visits. Only two brochures were obtained from information offices.

Additional products found in the area, which could entice visitors are shown in Table 4.3.

Table 4.3 Additional products on offer along the R103 route.

Tourism service advertising	Number.
Tour Guides advertising in study area	6
Shopping centres - additional services	8
“Zulu” village’s	2
Cultural/Arts	4
Events	7
Antiques	2
“farm” stalls	2

Thus, visitors could establish for themselves that there is a comprehensive array of attractions available to them, even if they were not aware of the total complement of possibilities. However, the number of attractions is not the only factor determining the potential of a tourism route. Amongst others, the distribution of these attractions is also important.

Fig. 4.4 shows the distribution of attractions on the R103, with the majority concentrated along the eastern part. The majority of B&Bs are found around Kloof and Hillcrest, while craft/curio shops are denser in the Botha’s Hill/Assagay section. Hotels are the main attractions around the Drummond/Inchanga section. Shopping centres vary in size with the more comprehensive service providers found in the Kloof/ Hillcrest areas. No banks or autotellers were found between Hillcrest and Cato Ridge and public conveniences do not appear to exist. There are no fast food

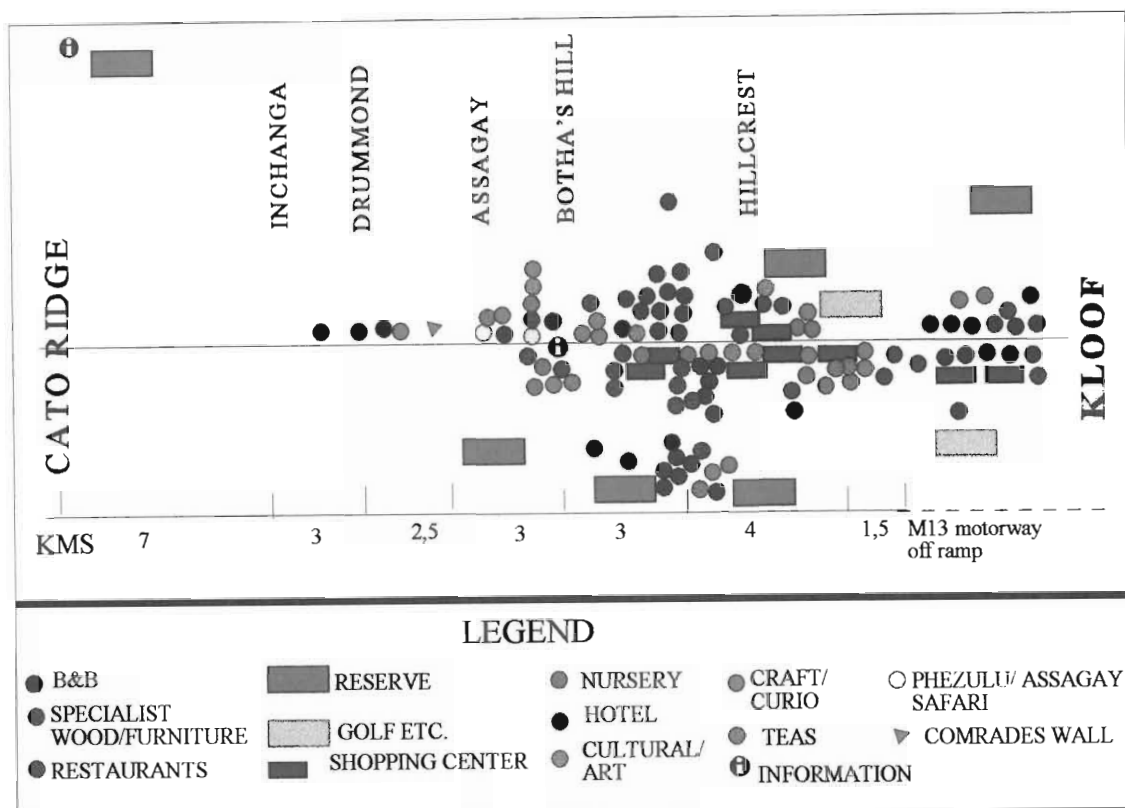


Fig. 4.4 Diagrammatic representation of the tourist attractions that can be found along the R103 between Kloof and Cato Ridge. Distribution between clusters of attractions is relevant but distances between attractions and among individual attractions are not.

establishments beyond Hillcrest, although hotels and tea gardens do occur. Protected natural areas, such as reserves, are distributed up to Assagay. However, as there is little service provision from Botha's Hill to Cato Ridge, a visitor gains the impression of extensive natural landscape. Currently, the lack of protected areas does not impact negatively on the visual aspect of this section of the route. From Drummond to Cato Ridge there are no obvious attractions.

While not part of the infrastructure, events occurring in the R103 also form part of the existing attraction to the area. The Dusi Canoe Marathon, already mentioned under Ximba, proceeds along the boundary of the Outer West with the second overnight stop at the eastern boundary by Inanda Dam. This event takes place in January. The Comrades Ultra marathon run between Pietermaritzburg and Durban passes through the area in June, and the Marathon walk in July.

Minor events, such as the vintage car rally and the Thousand Hills Steam Train/Cyclist Challenge also occur, as well as a recent initiative to promote a music festival in September. Thus, potential exists for the promotion of an extensive events' calendar throughout the year.

The Valley Trust also provides brief morning tours of their complex, mainly to educational institutions, at a nominal fee. Their conference facilities, together with the accommodation, could possibly be accessed to develop the tourism trade in the area. Recent proposals received by THT indicate that the Valley Trust is also considering entering the tourism field with extensive guided tours around the facility and the provision of a traditional, indigenous meal.

Having presented an overview of available infrastructure, attention must now focus on other factors contributing to the existing tourism milieu found along the R103 section.

4.3.2 Current Status of Tourism

Apart from the proliferation of B&Bs and an increase in the number of shopping centres, the audit of attractions available to visitors is comparable with Ferrario's (1981) findings. Therefore it would appear that the R103 route has maintained its tourism *status quo*, without increasing or noticeably upgrading attractions since then. If this is true, it would account for the perceived atmosphere of decline that one experiences along aspects of the route, and could be a factor in the perception of economic deterioration.

There are a number of attractions catering for the nature-based tourist, but insufficient camping and self-catering attractions. Wildlife appears plentiful, but it consists mainly of small mammals and birds. There is one institution offering diversity in the form of crocodiles. Since three dams exist in the region, there appears to be scope for increasing the number of water sport attractions, providing they are compatible with fishing and birding activities. A negative aspect of view sites in the area is the begging that is prevalent there. At the Monteseel view site, refusal by the author to buy the pro-offered bead products resulted in an aggressive, threatening reaction from the vendors, strengthening the perception of violence in the area. Similar experiences have occurred to members of the THT management committee.

Very few advertising brochures mentioned the attraction of the scenery, or special visual features that might appeal to visitors. Accommodation appears plentiful, but without actual figures for the number of beds available, it is difficult to determine. Hotels also appear plentiful and consist of a range of quality with one hotel rated gold and two rated silver (Info Africa, 1997). Prices range from R60 per person per night at the nature reserves to R250 per person per night at the hotels, thus providing for the middle income visitor. Conference facilities, associated mainly with the hotels, are available.

Craft outlets appear plentiful. However, shop owners are turning away their regular suppliers, since current stocks have not been sold (Kroone, pers. comm. 1997). Indigenous craft shops have probably saturated the current carrying capacity of the region. Suppliers of these shops are mainly from other countries, thus the economic impact from declining sales along this route affects not only local suppliers, but suppliers from the Hluhluwe/Umfolosi region in KwaZulu-Natal, as well as other African states. Communication with business owners along the R103 indicate a decline in tourism trade which they ascribe mainly to the violence in the area, and competition from the 'Shakaland' attraction (Zululand), although it could also be from increased competition amongst themselves. Nicholson (1997) also mentions violence and Shakaland as constraints for tourism in the neighbouring Inanda area. Shakaland provides an up-market experience for international tourists and has resulted in tour buses from Johannesburg rerouting through Zululand to visit this attraction. Consequently, there appears to be a need to diversify the products.

Some community-based curio stalls, along the lines of the defunct Umgababa garages on the old Amanzimtoti/ Scottburgh road (R102), can be found on the R103 near Drummond. These stalls were run, but not owned, by individuals from the tribal community, who were responsible for the stock and thus the success of the stall. Ownership of the stalls has recently changed, and the intention is to stock them with the community's wares, as well as merchandise from outside areas, which will be sold on consignment (Glock, 1997 pers.comm.). The stalls will be leased by stallholders and the capital cost of the stock borne by the new owners. These changes will involve stall holders developing new business acumen, as for the first time they will need to be financially responsible and accountable to other people. It is not yet possible to ascertain what the holistic social and financial cost to the stallholders will be. However, there has been an increase in the

quality and variety of curios for sale. There is a paucity of cultural talent such as dancing, singing and painting in the community and training programmes need to be initiated. Handcrafts from local communities, however, were not well represented. It is claimed that there is little local merchandise available, and most of what is, is of a poor standard. There were some items on display from the Mtunzini area, but the majority of the stock consisted of knobkerries and beads from local people and the quality was inferior in comparison with merchandise from local communities in the Hluhluwe area. Thus, role players themselves felt that existing skills need to be developed further (Franz; Ncanana, 1997 pers. comm.). One of the role models is forsaking his stall and looking towards establishing accommodation for backpackers. He considers there will be more potential in this sector of the market. There is the intention for service providers along the R103 route to be instrumental in providing these “Umgababa garages” which communities such as Ximba could access.

The existing talent for dancing and singing, especially amongst pupils of the disabled school, Ethembeni, some of whom are mute, is exciting. The pupils have entered in competitions around the country and went to Cape Town in September, 1997. The community has also been the focus of a telecommunications advert advocating the destruction of AK-47 guns and using telecommunications in the promotion of peace. Thus, potential exists within the community which could be developed into a cultural tourism product similar to that championed by Fouché (1996) in the Thukela region.

The need for a champion to motivate development within a region is advantageous. However, this could be initiated by one person, as is found amongst the gillnet fisheries in Zululand and the Thukela initiative, or by an organisation. Possibilities exist along the R103 for an organisation, namely THT, to assume the leading role.

4.3.2.1 THT: Current Status

From the minutes of meetings of THT, it can be surmised that the intention of the committee is to promote the area mainly as an ethnic/Zulu/ African attraction with secondary attractions being a colonial/Victorian/shopping complex. Thereafter the environmental/nature/wildlife theme will be promoted and finally the idea that the whole of Africa can be found within 50 km of Durban

(THT, 1997 business plan).

In addition to formalising the structure of the THT, presented previously (Chapter 3), an important development for tourism in the region was the establishment of an information centre in June 1997 at the Botha's Hill Health offices and was officially launched on 2nd December 1997. It has been upgraded and decorated in a traditional ethnic style which is hoped will appeal to visitors. Initially a weakness was that the office was manned by one person, and therefore, was not open on weekends. By November, part-time staff were hired to extend the operational hours, indicating a willingness to overcome weaknesses, timeously. Although the management committee have sited the office based on affordability and practicality, there is a perception amongst business people that the office should still be sited within the Heritage Village at Hillcrest.

The drive and enthusiasm of the management committee, commented on by the Outer West Mayor, Councillor Radebe (2/12/97- launch of the information office) is apparent in what has been achieved since its inception. These include: formation of an identity, visualised by the creation of a logo; production of a brochure; regular stakeholders' meetings; instituting a professionally-based membership fee system; organising a comprehensive media interaction; eliciting development proposals from the community and initiating a data collection system to ultimately use as a reference point in discerning trends.

Whilst the dedication of the management committee is undeniable, there is a financial threat to the continued existence of THT. Financial donations from various authorities cease after 1998 and alternate funding sources will be required. Thus, payment of membership fees will become more critical. It is envisaged that 60 members will join at an average fee of R500 p.a. which should generate an expected income of R 30 000 p.a.. Currently there are 52 paid up members contributing an income of R12 313 (Income and Expenditure Statement ending 30/11/97), not even half of the expected income.

Since the management committee are volunteers, it is possible that their resignations could raise concern about the consideration of THT being the tourism champion for the region. However, the business people on the committee have been active in the area for a number of years. Thus,

the resignation of the chairman and/or other committee members might change the character of THT, but is not seen as a major threat to the continuation of tourism development in this area. A bigger threat lies in the lack of support from local business owners who, based on past performance, are sceptical of official bodies operating in the area (see shopkeepers' comments, Appendix 4), especially government bodies. Transparency and honesty are being promoted by making all management meetings open to the public. The THT constitution was amended (13 August 1997) to allow the public to address any item on the agenda, provided the person submits a written proposal prior to the meeting. The intended transparency and apparent honesty of the management body are seen by the management committee as a means to offset this scepticism.

This form of public participation will only be effective if the public are aware of agenda items and will inevitably result in delaying some decisions while members are allowed the opportunity for their input. As tourism operates essentially in a business environment, skill will be necessary to juggle the time required for public input against the haste of business expectations. If the business community do not feel that progress is fast enough, their support for THT will diminish. This will also occur if the local community feel they are no longer part of the process. The development of a tourism strategy and a coordinated approach to the promotion of tourism within the area is now necessary.

Communication could be enhanced by plans to produce a newsletter for members, providing information and statistics as well as ideas for providing better service and products. It is expected that there will be a membership meeting every two months, which will further enhance communication between stakeholders, providing everyone with an opportunity for input, if they so wish.

Membership benefits include the right to display members brochures at the information office. The ultimate aim is that individual members will only be listed in an advertising brochure once they have achieved the standards collectively set by the THT and its members. This will ensure that the public receive a certain level of service, and it is hoped the improved level of standards will encourage more visitors, with a concomitant increase in benefits. In theory it is also possible for brochures to be displayed in other tourism centres, but in reality, other centres perceive this as

competition and therefore are not willing to accept brochures from outside their areas. A unified coordinated approach throughout the province should be encouraged by the KwaZulu-Natal Tourism Authority.

The current tourism status for the R103 indicates an area that has an extensive infrastructure, suitable for a healthy tourism economy. However, historical factors have contributed to a declining tourism sector that appears in financial difficulty. The impetus for change could be provided by THT and new business enterprises. Attention will now focus on new developments likely to impact on the R103's tourism milieu.

4.3.3 Future Development Which Could Impact on the Tourism Potential

Extensive housing densification projects are currently underway, particularly in the Hillcrest/Botha's Hill region. As this is already a highly urbanised area, these developments are unlikely to impact markedly on the existing tourism milieu, provided that they conform to the existing character of the area. The only development likely to impact on the tourism milieu in the foreseeable future in the Beier development.

4.3.3.1 Details of Integrating the Beier Proposal

The proposed Beier development involves a large portion of current, existing undeveloped land in the study area owned by the Beier family. (Day, 1997 pers.comm.). A large scale multi-sectoral tourism, recreational and accommodation centre has been proposed on the land, situated between Assagay and Drummond and adjacent to Ximba. It is proposed that the development meets international standards and caters for multi-sectoral tourism, by providing:

- ◆ an hotel and convention centre, a championship level, 18 hole golf course which will be constructed through a natural area stocked with indigenous animals;
- ◆ a residential development;
- ◆ a craft and ecotourism centre;
- ◆ horse riding and hiking trails; and,
- ◆ a wilderness area.

There is direct access to the site off the R103. The detailed proposal focuses on linkages with the

Ximba community, through the use of trails. The conceptual land uses at this stage are still subject to a feasibility study, but have been planned. A diagrammatic representation is presented in Fig.4.5.

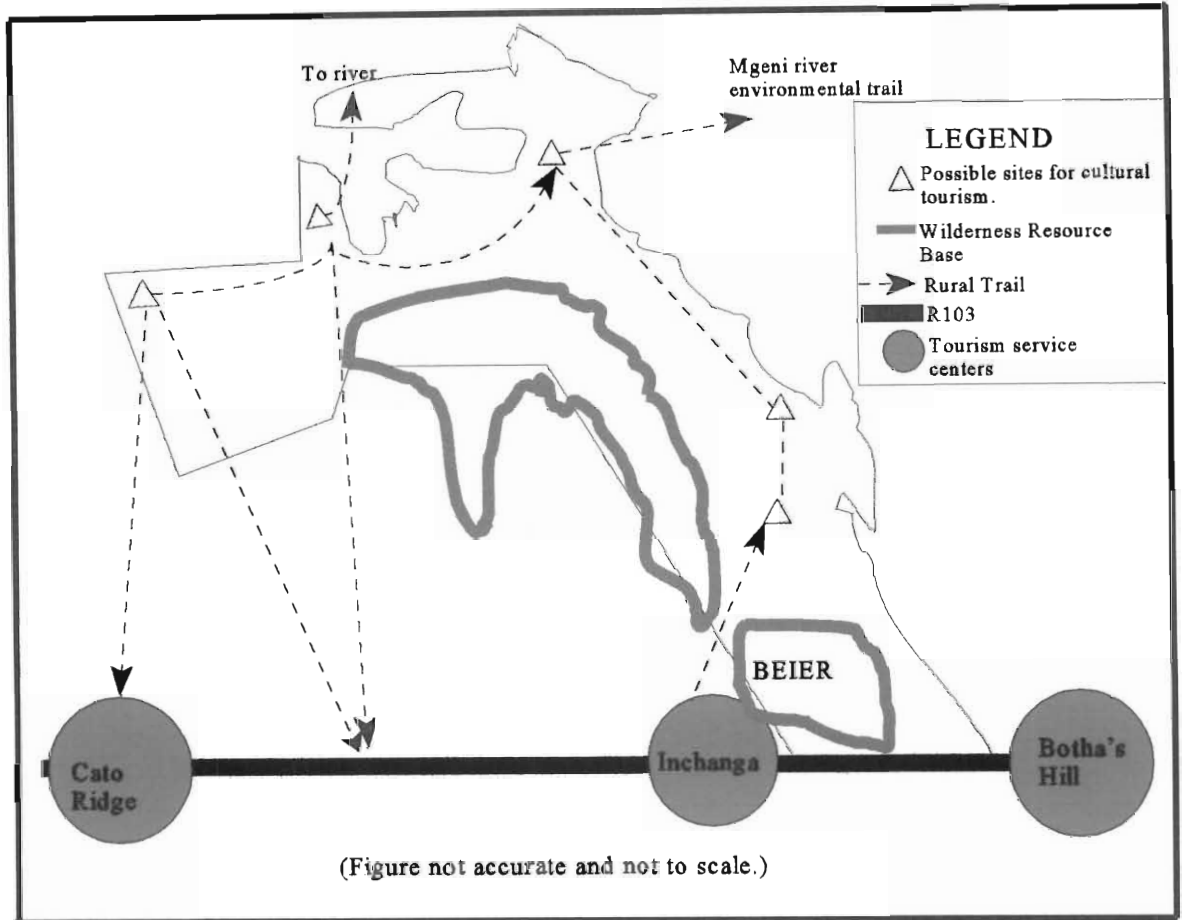


Fig.4.5 The proposed Beier concept for tourism development in the AmaXimba Tribal Authority:- opportunities and linkages. (Source: O'Brien, 1997 ADT meeting).

The concept has four elements:

- ◆ It uses the existing rural trail that starts at Inchanga, goes into the Ximba valley and exits at Cato Ridge. The unique cultural and natural attractions found in the valley are complementary to those of the R103.
- ◆ Potential cultural tourism attractions in the valley are identified. These sites could be considered as potential, comprehensive service centres for the trail, but the

most obvious site for a service centre is considered to be near the low level bridge over the Msunduzi river, near the sports stadium.

- ◆ It is considered that the area has a number of potential environmental attractions. Linkage between the wilderness resource base at Beier and that depicted at Ximba is possible. Attractions also include the Msunduzi and Mgeni river courses which could be used for recreation and nature-based activities, as well as the wilderness base found on the steeper slopes. It is thought possible to locate huts and hides in this region, while still allowing the local community to use the resources. The proposed game park to the west of Ximba (linking up with the Outer West boundary) could support this type of project.

- ◆ There is a possibility of developing linkages outside the area by extending rural trails into the surrounding tribal and non-tribal areas. In these areas, other nature-based attractions could be found, as well as having links to the river courses, valley slopes and surrounding areas.

Thus, this development has the potential to impact significantly on the tourism potential of the R103 route. This impact could be in two forms. Firstly, it is possible for the development to proceed in isolation to the other R103 attractions, thus becoming a key attraction used to link smaller attractions. Or, alternately, the Beier development could proceed as part of a united plan, developing the surrounding R103 section holistically, thereby allowing the entire region to derive mutual benefit. The second scenario would still allow the Beier development to maintain its market edge, but greater benefit would be derived by all the smaller business enterprises. It is possible that this in turn would allow the Beier development to derive greater benefit than in the first developmental option.

Attention will now focus on an analysis of the above factors on the tourism milieu of the R103.

4.3.4 Assessment: R103's Tourism Status

Tourism activities within the region of the Outer West encompass cultural, historical, getaway,

nature-based and eco-tourism which are all variants of recreational tourism. The Valley of a Thousand Hills is an attraction in its own right, and forms the basis of the main “getaway” tourism of the region. This focuses on the scenic old main road route (R103) along the Valley of a Thousand Hills and includes many restaurants, hotels and shops. The hotels offer accommodation and conference facilities as well as roadside stalls. Cultural and historical attractions within the Outer West area currently include: the old trading stores in Drummond, the archaeological digs at Shongweni, the railway station at Botha’s Hill, the PheZulu Cultural Village and tours down to Sithumba. Unfortunately, inadequate promotion, particularly in the distribution of brochures, is not creating awareness of the possibilities amongst people from outside the region.

Shongweni, Inanda and Nagle Dam Resource Reserves are three of the main nature-based eco-tourism attractions within the region which also contain the Mzinyathi falls. Nature-based eco-tourism includes travel to natural areas and understanding the natural history of the environment. It includes activities such as hiking, bird watching and fishing. Birding activities are providing large sources of revenue and are developing into a major industry (Holt-Biddle, 1995b). Hiking and backpacking are major components of nature-based activities. Development plans, already initiated, promote the further formation of conservancies and biosphere reserves and there is the potential to increase the development of nature-based tourism as well as water sports and recreational tourism.

Despite the extensive infrastructure existing in the area, there appears to be a possibility of economic decline especially along the western aspect of the route. The R103 route was a desired destination in 1981 (Ferrario, 1981) and it is possible that all that is required to regain that position now is a raising of the public’s awareness of the route. This would require a comprehensive, aggressive marketing campaign that would tempt the ‘new wave’ tourist into the area again. The challenge to be faced is how to encourage visitors to travel further along the R103. Currently, day trippers have little incentive to travel beyond Heidi’s Farm stall, thus seldom progressing through to Botha’s Hill on their meanderings. Attractions found at Assagay generally cater for foreign visitors. Encouraging travel further along the R103 is the first step in possibly increasing the revenue generated. Consideration must be given to how this may be achieved.

To ensure a holistic tourism development, linkages with other organisations and policies in KwaZulu-Natal are important. United, coordinated tourism initiatives are lacking in this province and this is a weakness of the general industry. A possible linkage could be with the Nature Conservation Services (the combined Natal Parks Board and KwaZulu Department of Nature Conservation), for example, which is developing tourism into the Drakensberg with the hope of having it declared a 'world class heritage site' (SWK Planning and Development Resources, 1997). Other linkages could involve Tourism South Africa and the iNdllovu Regional Tourism Development Authority. Linkage with these projects might enable the Outer West region to develop a stronger tourism project, thereby benefitting the province as a whole.

The tourism route is already established in a manner which allows people to meander through visually important scenery. Major development is limited to the two extremes of the route, but the opportunity does exist for service nodes along the route which, if planned correctly, will not impact negatively on the existing attraction. Key anchor attractions are well established and cater for a diversity of tastes. Existing market attractions thus bode well for the potential of the Outer West. A recent SATOUR survey (Seymour, 1995) reinforces the importance of scenery as an attraction for international tourists. In the survey most of the respondents cite the key attractions for visiting South Africa (excluding visiting friends and relatives), as the landscapes and scenery, wildlife and to a lesser extent the climate (Seymour 1995).

Recent development plans proposed for the area by private business indicate entrenching the existing environmental attraction with the development of a corridor system of nature-based activities, which would be linked to a corridor of recreational-based activities containing service nodes catering for tourism needs. This framework again provides the Outer West with a competitive advantage, as it allows for the diversity of attractions required to rejuvenate the area and develop a sustainable tourism climate.

Attention should be given to the compatibility of using the open spaces to reintroduce and develop indigenous flora and fauna. If done along the lines of social agriculture, the project could benefit all nature-based, wilderness, adventure and cultural tourism developments, as well as provide additional income for community members by supplying the muthi trade with indigenous

resources. The open space system should be extended into the tribal area, particularly along river courses where riparian vegetation could be replanted and by encouraging the mixed farming of indigenous animals, such as game and Nguni cattle. This extension would provide ecological benefit in the form of reduced erosion, enhanced visual appeal through extension of the nature base and increased diversity to the communities' economic sources.

The Beier development will impact significantly on the tourism milieu of the R103. It would provide an anchor attraction that will encourage travellers to proceed further along the R103. This up-market attraction, together with the apparent upgrading of current attractions in the Drummond vicinity, indicate the potential for enticing people up to Drummond. Another advantage of the Beier proposal is the opportunity it affords for considering the Ximba and R103 tourism milieus as a continuous entity. This potential, and implications of thereof, will need to be considered further, but the possibility forms the basis for commonalities between the two tourism milieus which can be explored.

4.4 COMMONALITIES BETWEEN THE XIMBA AND R103 TOURISM MILIEUS.

It would appear that communities are committed to tourism in the study area. Both the AmaXimba and people bordering the R103 developed tourism projects before organisations came into the area and formalised the tourism development milieu. Initiative and motivation are displayed by both communities. The R103 had a well-developed route based on Zulu cultural displays, and the AmaXimba, particularly in the Sithumba area have developed an attraction based on indigenous everyday culture. The Ximba area is more involved in community participation in tourism development, while the R103 route is more competitive and business based.

Positive aspects of the current tourism development within the study area are the formation of tourism visions and the ability to initiate and to some extent, plan and control the field. What is required is the uniting of these visions into a common goal for the region. Both Ximba and the R103 appear to be able to focus on providing cultural and nature-based themes for delivery of their product. This should enable both communities to strengthen their tourism product by providing additional attractions and increasing the allure of others, such as hiking and birding activities.

It will be easier to build a uniform vision and objectives for the combined region if all interested parties are able to participate. This will mean uniting the two tourism organisations. However, the difference in their functioning might make an amalgamation unrealistic and the challenge will be to develop a coordinated, synergistic partnership characterised by equity, that provides benefit to both communities. Both organisations require capacity building, but in different areas, and should be able to help each other in some instances. For example, THT needs to develop a more representative community participation approach and needs to develop a detailed tactic to project planning, while ATC requires the benefit of the vast tourism experience found amongst THT members. Both organisations require external help with developing their financial and project evaluation skills. The imminent IDF initiated by the Outer West emphasises the importance of developing a strong partnership quickly, in order to protect the interests of both communities. Both tourism milieus are faced with the same threats presented by other developmental options, such as, industry, agriculture and residential. Given the strength of the Outer West planning authority and its desire to increase its economic base as quickly as possible, the possibility exists that tourism as a developmental option will not be accorded equal consideration. Alternately, limited capacity within the authority might also see the rights of nature-based tourism options being compromised, thus resulting in a perpetuation of the environmental and social injustice that has already occurred in the study area. It is necessary to explore commonalities between the organisations, using them to develop a united policy from which input into the IDF process can occur. Historical evidence of the authoritarian approach adopted by the Metro council, and the usually limited opportunity afforded the community for participation, suggests that the THT and ATC will have enough problems just ensuring their participation, without the additional problems of dealing with differences amongst themselves.

Funding provides a threat for both communities. While the THT has operational funds available, the continued existence of these will be dependent to a large extent on their performance over the coming year combined with their ability to navigate through the political milieu. Partnership with the ATC will strengthen the diversity of products on offer throughout the Outer West and an increased opportunity for representative community participation will strengthen the image presented to outside investors. This in turn will make raising funds easier. Joint initiatives to investors for funding are more likely to succeed than separate initiatives that request the investor

to put capital into the Outer West twice.

The study areas' financial base could be strengthened by capitalising on the events in the following calendar. (Table 4.4)

Table 4.4 Events that could be developed into main attractions for the study area.

EVENT	TIMING
Dusi Canoe Marathon	January
Comrades Ultra marathon Run	June
Comrades Ultra marathon Walk	July
Heritage Day	October
THT Steam Train/Cyclist Challenge	November

Minor events such as the vintage car rally would occur at other times. If the proposed music festival occurs, it would provide an additional attraction in September. This calendar provides a potentially strong product, but it needs harnessing and formalising as a business product. It is unlikely that either organisation has the capacity or the experience to develop this into a successful product.

Increasing the diversity of attractions and products is necessary for both communities. While the Ximba tourism milieu is more at risk from collapse than the R103, both require diversity in order to consolidate their tourism milieu. Diversity would also decrease the risk of monopolies forming within certain sectors of the community, thereby also diminishing the spectre of community jealousy and infighting. A marketing strategy must accompany the diversification. Currently both communities are hampered by insufficient, and poor, coverage of their activities. Individual efforts are producing results, but this is an instance where the concept of "Gestalt" applies: namely, promoting the whole is more cost beneficial than promoting the sum of the parts.

The Engen and Beier proposals could provide benefit to both communities. The Engen proposal not only gives the AmaXimba a measure of independence, but also provides the R103 with the

means of extending the tourist route, thereby enabling them to diversify. The Beier proposal presents the opportunity for the R103 community to consider the extension and promotion of the R103 route, while providing a means for linkage with the AmaXimba.

Both communities have to face the challenges presented by the perception of violence within the area. While this is a common problem for all tourism in KwaZulu-Natal, it would appear that community members consider it to be a bigger problem within the study area than in Durban generally. Consideration needs to be given to what the reality of the crime situation within the study area is, as well as possible strategies of mitigation. Begging is also a common problem, but difficult to deal with in this environment. It is possible that once the areas' economy improves, aggressive begging will become a self-limiting problem that can be resolved by social dynamics within the communities. However, currently economic perception generated by shop owners implies a general economic decline of the R103. Before a remedial strategy could be devised, the perception itself requires further investigation. More tangible tourism constraints, which could be acted upon relatively quickly, are those presented by the physical environment to developmental options. For example, water-based tourism developments are likely to encounter health issues. Research has shown that the water quality of the Inanda dam is poor, while health problems can be related to the water quality used by the Manyavu community. Thus, water quality is a reality that must be considered, to enable the conception of realistic visions to be formulated for the study area. The next chapter considers these factors in more detail.

CHAPTER 5: CONSTRAINTS TO PROPOSED TOURISM PROJECTS

5.1 INTRODUCTION: VISIONS AND REALITY

While it is apparent that tourism potential within the study area exists, and that there are the necessary dedicated visionaries to drive the process, caution must be taken that their visions lie within the sustainable limits of the environment, particularly the natural component. Chapter 2 depicted a physical environment with exciting, diverse tourism potential, but characteristic of hilly terrain, containing, what physicists would term, a high intrinsic, potential kinetic energy that would require little stimulus to be released and cause major environmental degradation. This limits the ability of the environment to support the existing human demands placed on it, effectively lowering its carrying capacity. In addition, over-grazing and population pressure have caused increase soil erosion, thereby decreasing the ability of the land to produce.

Analysis of stakeholders currently operating in the study area shows a plethora of planning and business oriented people, and a dearth of environmentally orientated people. This raises concerns about the ability of tourism development to stay within the carrying capacity of natural, as well as human, environments. These are considerations which visionaries rarely pay attention to when developing their vision. The presented visions of various stakeholders in the Outer West indicate a tendency towards developing the tourism environment to the maximum, while encouraging participation and capacity building within the human community. The environmental components are virtually ignored.

This raises questions concerning the validity and potential for tourism to positively change the Outer West milieu, and Ximba in particular. Ximba presents a highly stressed natural environment, with a developmental burden greater than that found along the R103. Indiscriminate tourism development could take the environment beyond its current carrying capacity, thereby, in monetary terms, compromising the environment's 'capital reserve' (Kock, 1997). The subsequent viability of development would be further compromised, thus affecting the overall sustainability of tourism within the area. Sunter (1996) views human well-being as resting on a balance between three determinants: economic development, quality of life and environmental health. If visionaries develop their ideas in isolation rather than holistically, these determinants become unbalanced,

affecting human well-being. Ignorance of constraints increases the probability that tourism developments will negatively change both the natural and human components of the study area. This in turn could impact on other types of future development.

Visions presented in Chapter 4 rely on environmental health, in particular: the rivers; quality of life phenomenon, namely the perception of violence within the study area and the economic health of the R103 region. The previous chapter raised the possibility that Ximba has a measure of freedom of choice in developing a tourism milieu in conjunction with, or separate from the existing R103. Factors influencing this decision are numerous, but necessitate consideration of the current economic health of the R103 region. Little will be gained by consolidating with an ailing economy. The first section of this chapter will therefore analyse economic perceptions gained of the R103, as these are an important consideration.

Violence is well known to negatively effect tourism (Birns, 1997). For example, tourism in Kenya is down by 40% over the 1997 Christmas season due to the violence associated with the recent elections. Approximately 150 000 workers have been affected (The Mercury, 9/1/98). The threat does not even have to be real, but merely implied, and tourists will stay away. Without tourists there is no chance of an ailing tourism economy recovering. Thus, the perception of violence in an area is considered as large a constraint as the present economic climate prevailing along the R103. Therefore, the following section in this chapter will attempt to consider the magnitude of the violence in the study area and possible contributing factors to the perception of such violence. An impression of violence in Ximba has been obtained in previous chapters from expert opinion, thus, this section will focus on the R103.

Thereafter the focus will change to an environmental consideration, specifically water quality in Ximba, given the nature of proposed developments within the region. This is not presented last because it is considered unimportant, but as technological knowledge exists to mitigate poor water quality, it is a factor that can be more easily overcome.

5.2 ANALYSIS OF PERCEPTIONS OF THE ECONOMIC CLIMATE PREVAILING IN LOCAL BUSINESSES

5.2.1 Perceptions Gained

General observation, as well as comments from people in the area, gave the impression that the Botha's Hill/Assagay part of the route was in economic decline (McCloud; Kroone; various shop keepers, 1997 pers. comm.) It was thought that this was due to competition from Shakaland, as well as an increase in violence, both within the study area, and in Durban, especially along the beach front. Although remote in location, beach front violence was thought to deter Gauteng visitors from coming to Durban, and this in turn would affect the number of domestic visitors day tripping along the route. Some shop-keepers indicated that business had declined to the point where they would have to consider closing before December 1997. However, not everybody agreed with this perception, namely, Dr Wimble (1997 pers. comm.) and Michaelides (1997, pers.comm.). They based their argument on improvements proposed by one of the large anchor hotel attractions (which were subsequently postponed), and expansion of one of the crafters.

Further investigation revealed that the economic climate is affecting different types of tourism businesses in the Botha's Hill/Assagay area in different ways. Refer to Appendix 2 for details on the methodology used. A five point rating scale was presented to the shop owners to allow them to record their impressions. One was a rating of very bad and five a rating of very good.

5.2.1.1 Wood/ Custom Made Furniture Shops

Generally, this business sector considered that business is currently better. This is ascribed to these shops becoming better known in the trade industry around South Africa. None of those interviewed felt that they catered for the foreign or domestic tourist trade, but recognise that it helped advertise their product through word-of-mouth. Most sales are made to local day trippers and, in particular, trade shops in KwaZulu-Natal and other provinces throughout South Africa.

Generally, business has progressed from bad to average to good over the last two years. All felt that business would be good in two years time, but could not definitely say why. No one thought it would be very good (Fig. 5.1).

Owners interviewed had the impression that crime was very bad in the area. All knew people who had been shot, held up or killed in the study area, but they felt that as they were not really catering for tourists, but retail stores, crime would not affect them on a business level, only on a personal level. They had not thought about how the loss in day trippers would affect their trade as most of their advertising was through trade brochures and exhibitions.

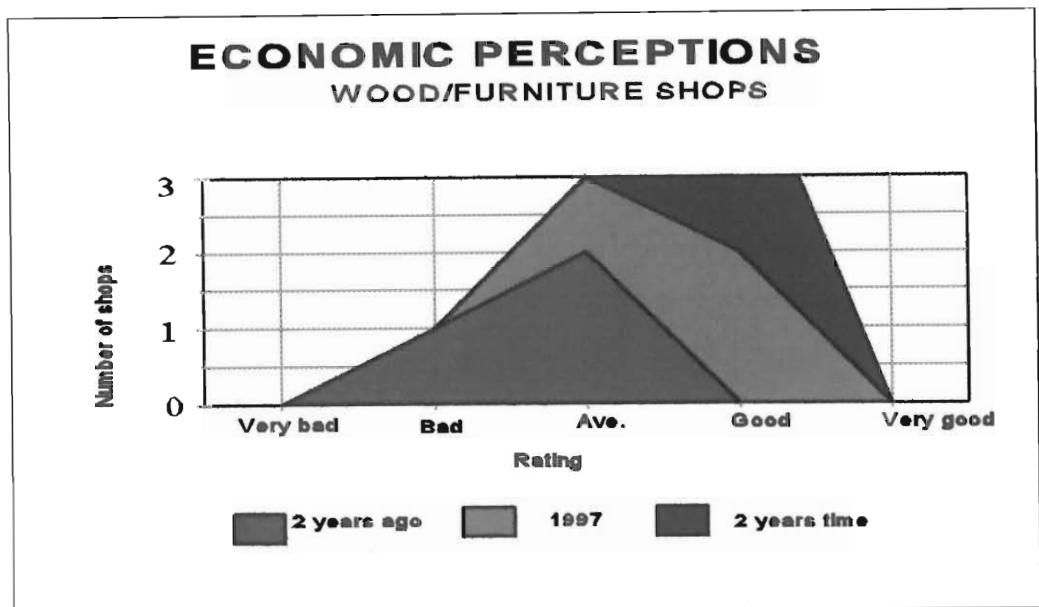


Fig. 5.1 Economic perceptions of wood/furniture shops operating in the Assagay/Botha's Hill area for the period 1995 to 1999.

5.2.1.2 Curio/Novelty Shops

Four shops in this category were interviewed. Three had been in business longer than two years and one had been in business a year. The results of the perception rating (Fig.5.2) show that the owners who considered business to have been average to good two years ago, are now finding business average to very bad, with two of the owners finding business bad. They also consider that in two years' time business will range from very bad to good. Some shops were having to move to cheaper premises as the increase in their revenue had not kept pace with their rent and general business costs.

This category of business found it particularly difficult to be objective about business prospects

in the future and most tried to take an optimistic outlook.

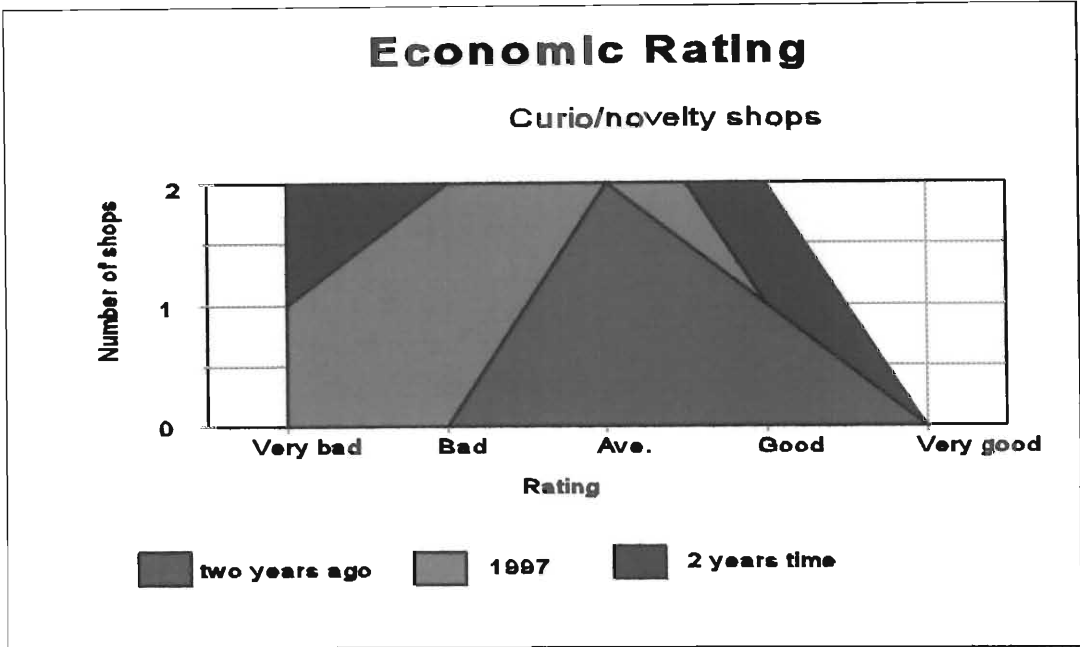


Fig.5.2 Economic rating for curio/novelty businesses operating in the Assagay/Botha’s Hill area from 1995 to 1999.

The main issue with this group of businesses was the violence in the area. They state that more tourists are visiting now than eight years ago, but there is a lot of petty crime such as bag snatching and theft of cars. Visitors reported that they felt unsafe and did not often leave their cars to “browse”. Shop owners felt this problem was having a major effect on their revenue and that if the crime was not dealt with quickly, they would not be able to recover economically. This group of shopowners has the additional problem of criminals shop lifting goods, which was perceived to be by organised gangs. As a protective measure, a large number of the shopowners had their security doors locked at all times, only unlocking to allow customers inside, which also adds to the perception of a crime ridden area. All felt that they would be safer if their shops were positioned closer to Hillcrest.

5.2.1.3 Bed and Breakfast Establishments (B&Bs)

Owners of establishments in this category appeared to give conflicting results with economic trends ranging from very bad to very good. Thus, no clear graph emerged for the whole sector.

Closer examination indicates that it might be possible to further subdivide this category into B&Bs that appear to be in an economic upswing and those that are depressed. Those in an economic upswing report that two years ago business was good. However, many were not in existence then, and those in the interview that were, are considered upper market establishments. Currently, business is considered very good and is expected to become good in the foreseeable future. The reason given for the apparent decline is the proliferation of B&Bs in a currently fixed market. Owners of establishments which appear to be economically depressed report business two years ago as average; currently, good to average; and could not give an indication for two years in the future, but considered that it would be bad in the near future.

A variety of factors could be influencing the trends in this category. However, two that are mentioned here involve the distribution of the establishments along the R103, and the clientele. Those establishments not showing economic improvement tend to be off the main route, down in the valleys and towards the eastern section of the route. Establishments showing economic improvement are closer to Kloof, on the spine and towards the middle of the R103 and tend to cater for business people, rather than tourists. In the opinion of the owner of one successful enterprise, this was the main reason for the difference in the trade, as business customers were more likely to return regularly, while tourists should be considered more as a non-returning trade and a market that was difficult to maintain. Marketing strategy was considered important for the tourist trade.

Marketing appeared to affect the B&B trade more, with little trade coming from adverts placed in trade magazines, or travel guides, but more from aggressive marketing techniques involving the distribution of brochures, particularly, brochures given to returning foreign tourists. One establishment catering for the tourist trade that was experiencing economic growth, maintained that overseas trade was generated exclusively from brochures handed out to friends by returning visitors. This method gave the most effective cost-benefit returns.

In relation to the total reported number of 45 B&Bs (Ford, 1997 pers.comm.), this small sample cannot be considered statistically valid, and follow up research should be undertaken to determine if the initial economic trends are accurate.

5.2.1.4 Key Attractions and Hotels

A key or anchor attraction is usually the main feature that draws people to an area. Anchor attractions and hotels are two different categories in the study area, but have been combined here as they are the largest economic generators in the area and have an influence on the general tourism climate. Generally, this group indicates an upswing in economic trends, with anchor attractions having experienced a greater past economic depression than some of the hotels. One hotel considers that economic trends in two years time are expected to become excellent, a rating not included on the scale. The remaining attractions and hotels considered that economic trends would become good to very good (Fig.5.3) and a feeling of optimism pervades this category.

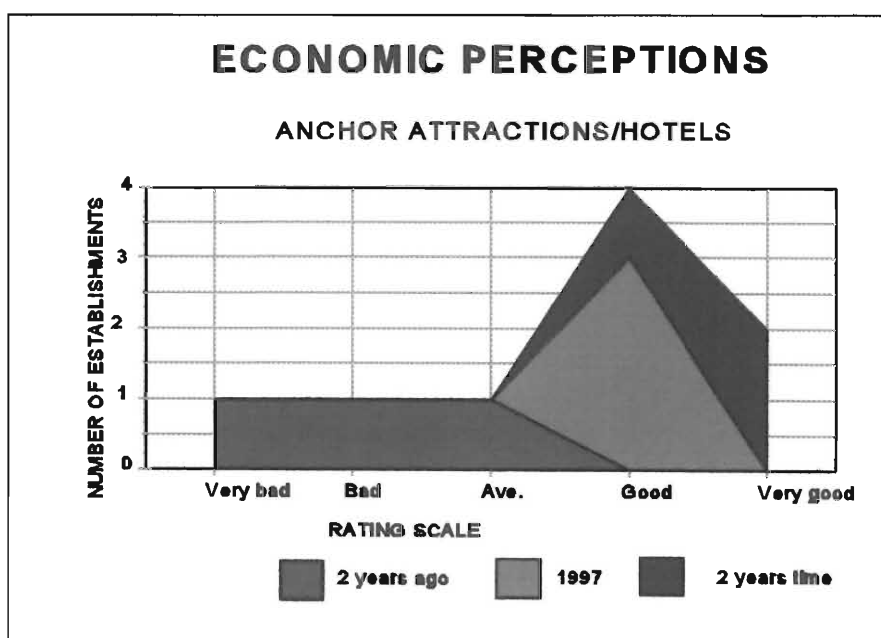


Fig.5.3 Economic perception rating of anchor attractions and hotels within the study area.

Thus, it appears that a mixed economic climate prevails along the R103, making it difficult to determine the true status. As the major economic generators, the extremely positive reaction from the anchor attractions and hotels could possibly give the best indication of trends in the foreseeable future.

Attention will now focus on the major constraint apparent to people, namely, security along the R103.

5.3 ANALYSIS OF POSSIBLE FACTORS CONTRIBUTING TO THE PERCEPTION OF CRIME ALONG THE R103

5.3.1 Perceptions of Crime Reported in the Local Press versus Reality

As crime was perceived by many business people to be a major reason why tourists were not coming to the area, it was considered necessary to determine whether crime statistics support this negative impression. Some key stakeholders maintained that crime in the area was not as serious as was imagined and that the perception had been created by the media. Thus, both the local media, and official crime statistics were investigated.

Editions of the paper, published irregularly, but, approximately every fortnight were analysed. Using the methodology described in Appendix 2, the results in Appendix 3 were obtained. These are simplified in Fig.5.4.

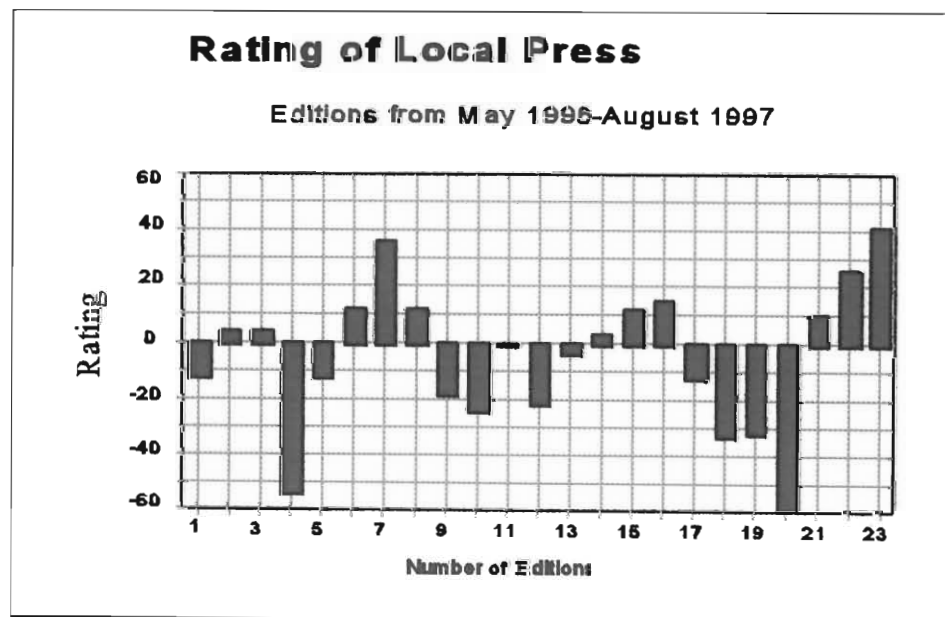


Fig.5.4 Perception obtained for articles from the local press on the prevailing security and crime position in the Botha's Hill / Assagay area.

Although there is a cyclic trend between negative and positive issues of the Hilltop Press, it does

appear that there is a slightly greater negative perception gained from analysing the newspaper editions. Although the number of positive and negative issues of the newspaper does not vary greatly, there is a larger value that could be attached to the negative issues, namely, -60. The positive value only goes as high as 40.

The total number of overall negative issues is 11 while there are 11 positive issues with one rating of zero. It appears, therefore, that based on this analysis, there is a balance between the positive and negative issues. However, there appears to be a difference in the magnitude of the mean negative value (-27; standard deviation (sd) = 18,37) compared to the positive (15,9; sd =12,9) and the psychological impact of this could nullify the analytical interpretation of the press's effect on the community. However, significance testing revealed that there was no statistically significant difference between the values of the two means ($t = 1,29$).

Crime reporting moved from page four to page two after the first few editions, which possibly influenced the readers' perception of the importance of crime. The editor explained the move by saying, "bad things should be got out of the way first and people should be left to dwell on the good things" (McCloud, 1997 pers. comm.). However, tourism related events were usually reported on page 10. By the time the reader gets to this page, they would probably not be reading the paper attentively and would therefore not remember these articles in as much detail as the previous negative articles.

Often the same crime related events are mentioned in two editions. The first edition reports the crime, the second edition reports on the progress of the crime and the victim, thereby refreshing one's memory and reinforcing the event so that one remembers it better. This would certainly increase the perception of a greater percentage of negative events in the area. Thus, there could be a negative perception of "tourist inhibiting" crime events that is passed from the newspaper to the general public living within the area, but there is no evidence that this is a deliberate tactic to generate sensationalism for the paper.

It must also be noted that this perception of crime is being gained by people living in the study area since the newspaper is delivered locally from Hillcrest to Botha's Hill. This is essentially a

local, white readership. As little mention is made of violence in the area by the mainstream press (for example The Mercury and the Daily News), outsiders' perceptions of a crime ridden area must be gained more through word of mouth from the local inhabitants and to a lesser extent, from the local press. However, comments from various people in the area elicited information about the type of violence. In particular, violence had become more life threatening in recent times (Moon; shopkeepers; Ncanana; de Haas, 1997 pers.comm.). This indicates that the crime situation cannot be ignored and in order to gauge the actual situation use was made of official police statistics.

5.3.2 Official Police Statistics

Unfortunately these statistics do not exist for the specific nodes along the R103 route in the study area, namely, Botha's Hill, Assagay, Ximba etc. As such, the area statistics corresponding most closely to the study area were chosen, that is, Hillcrest, Inanda, Ndwedwe, Camperdown, Mpumulanga, Pinetown and Inchanga. Thus, the figures cannot be taken as absolutes but will give a general impression. Other variables in the use of the statistics include: classification of one crime under a number of different categories, depending on how the perpetrator is charged; and, not reporting all crimes, or reflecting them incorrectly in the official statistics. It is difficult to determine the level of under-reporting, as this relates to the type of crime concerned. It is estimated that in the category, petty crime, about 60% of cases are withdrawn, while only about 50% of rape cases and about 80% of armed theft are reported, (Moon, 1997 pers. comm.). Therefore, it appears that, the more serious the crime, the more reliable the official statistics. However, despite these inconsistencies, it is possible to assess trends in the data and gain an overall impression.

Violence in the province peaked in 1995/96, but the 1997 figures have still not dropped below pre-1994 levels. Despite the positive perception that the tourism officials and Business Against Crime are trying to present, the problem of popular perception still remains. Although crime may be officially decreasing, the level is still high and the seriousness of the crime is increasing. For example, there is an increase in car-jacking, with the associated abduction and murder almost becoming an expectation amongst the general public. Many robberies are now classified as armed and involve a life threatening situation.

Consideration will now be given to the types of crime as categorized by the police, that are likely to affect the tourism milieu. Discussion will focus on the relevance of crime categories to domestic and foreign tourism. In order to compare previous years with the present, only data from the January to June statistics has been used. It is expected that the official June to December 1997 figures will only be available towards April 1998 (Moon, 1997 pers. comm).

5.3.2.1 Murder Statistics

Results from the investigation are shown in Fig.5.5. General trends indicate that in most of the areas, murder has remained similar to, or is slightly higher than, the 1994 levels. Since 1994 was considered particularly violent, because of the elections in the country, this indicates a cause for concern. The only areas with significant decreases are Inchanga and Ndwedwe.

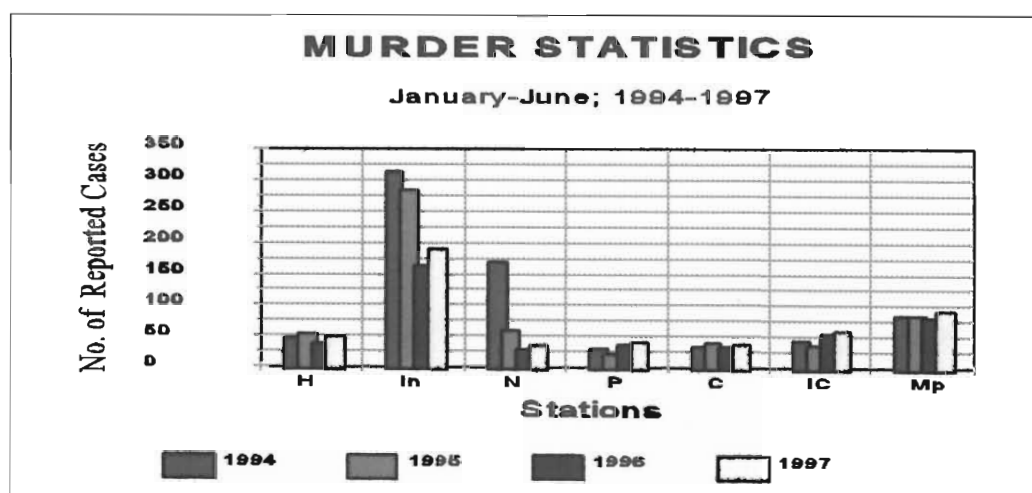


Fig.5.5 Combined murder statistics for police stations thought to impact on the study area. H = Hillcrest, In = Inanda, N= Ndwedwe, P= Pinetown, C= Camperdown, IC = Inchanga, Mp= Mpumulanga.

5.3.2.2 Robbery

Robbery statistics are depicted in Fig.5.6. Hillcrest and Mpumulanga show 1997 levels of robbery statistics similar to 1994 levels, but slightly down on 1995 levels. Inchanga and Pinetown are steadily increasing, while Ndwedwe and Inchanga appear to have decreased slightly. Camperdown figures are down from 1994 levels, but appear fairly steady since then. Generally, it appears as though 1997 robbery levels are similar to 1994 and that they could be decreasing.

However, it is not yet clear if this is the case, and more data is required.

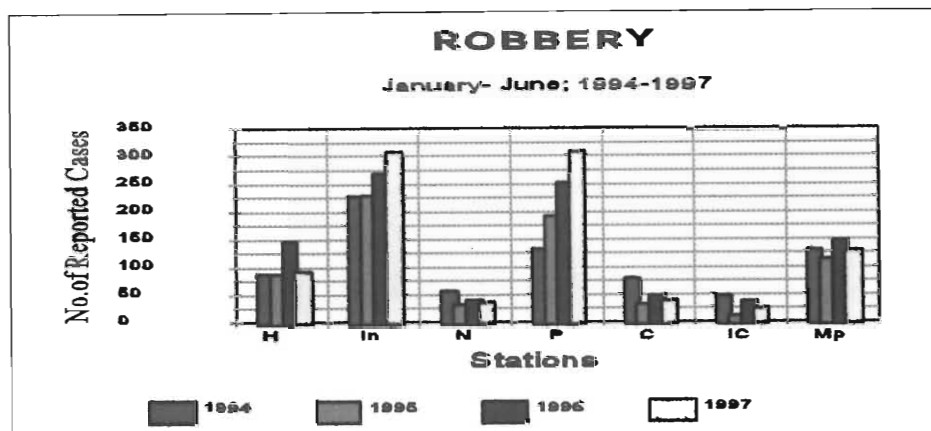


Fig.5.6 Combined robbery statistics for police stations thought to impact on the study area. H = Hillcrest, In = Inanda, N= Ndwedwe, P= Pinetown, C= Camperdown, IC = Inchanga, Mp = Mpumulanga.

5.3.2.3 Assault

Generally, assault is on the increase and is equal to, or higher than the 1994 levels (Fig.5.7). This is an indication that crime is becoming more violent in these areas, and is a definite deterrent to tourism.

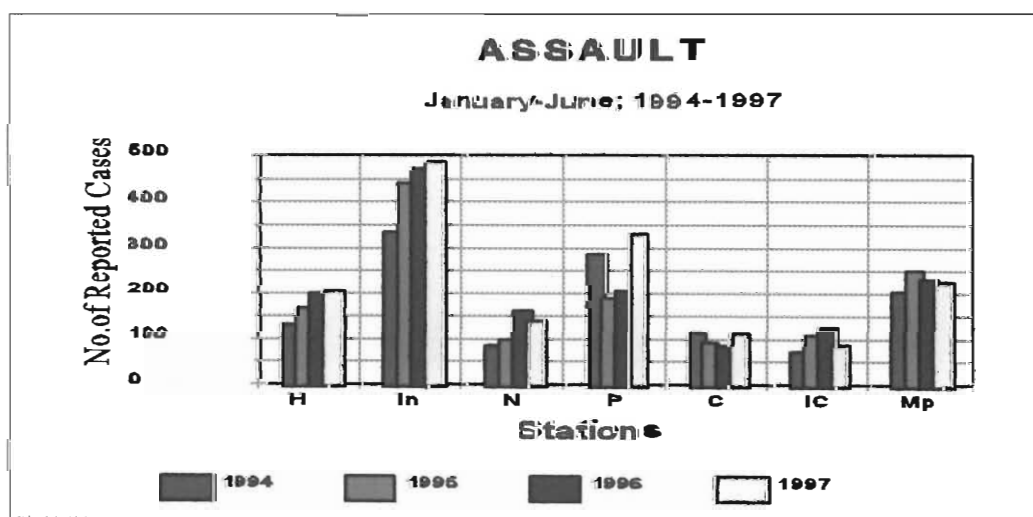


Fig.5.7 Combined assault statistics for police stations thought to impact on the study area. H = Hillcrest, In = Inanda, N= Ndwedwe, P= Pinetown, C= Camperdown, IC = Inchanga, Mp = Mpumulanga.

5.3.2.4 Break-ins and Shoplifting

In comparison to Pinetown it appears as if the remaining areas do not have much of a problem with regards to theft and break-ins to business premises (Fig.5.8) although one needs to take into account the difference in the number and type of businesses in the Pinetown and Botha's Hill areas.

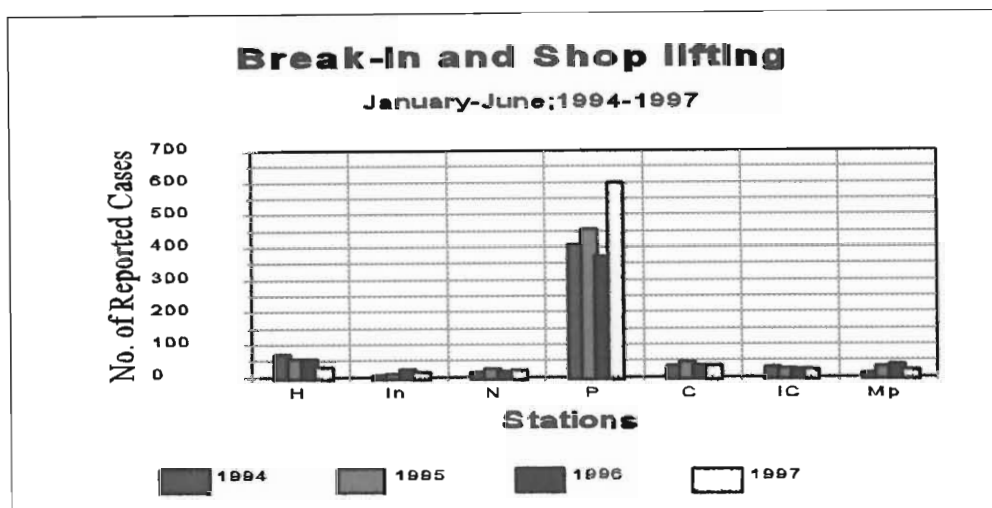


Fig.5.8 Combined business break-in and shop lifting statistics for police stations thought to impact on the study area. H = Hillcrest, In = Inanda, N= Ndwedwe, P= Pinetown, C= Camperdown, IC = Inchanga, Mp = Mpumulanga.

However, generally the levels are similar to 1994 levels. Hillcrest does show a decline, which could be beneficial to tourism. It is necessary to obtain more detailed statistics to determine the effect on businesses in the Botha's Hill/Assagay area. Although there are approximately 40 reported cases, shop owners indicated that they did not report many shoplifting cases. Thus, the figures reflect mainly burglary to premises. Considering the relatively few shops along the Botha's/Hill Assagay route, together with the fact that there is a business premise burglary nearly every week, it is possible that businesses are suffering financially. Obviously if there are no shops, there is nothing to attract tourists, and a 'catch 22' situation develops. This appears particularly serious as the two major business centres on the east section of the R103, the Fainting Goat and Sugar Loaf, have a high vacancy rate.

5.3.2.5 Motor Theft and Car-Jacking

Motor theft and car-jacking appear to be on the decline in most areas (Fig.5.9). However, the format of police reporting has changed, and car-jacking figures were not a specific category in the official 1997 statistics.

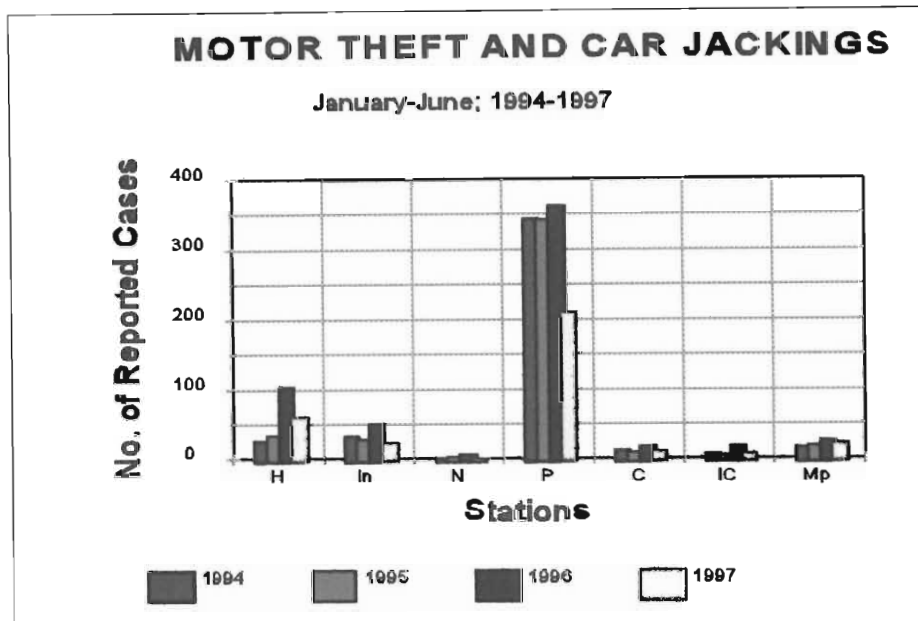


Fig.5.9 Combined motor theft and car jacking statistics for police stations thought to impact on the study area. H = Hillcrest, In = Inanda, N= Ndwedwe, P= Pinetown, C= Camperdown, IC = Inchanga, Mp = Mpumalanga.

From the reported statistics, it appears that levels are still similar to 1994 levels, but in the case of Hillcrest, more than double. The traumatic nature of car-jacking, which seem prevalent in the Botha's Hill/Assagay area, mean that the psychological effects in the public mind endure long after the event, giving the impression that the problem is insurmountable. This becomes particularly serious when one considers that 38 (36%) of the motor thefts in Hillcrest during 1996, were car-jackings, - one every 9½ days. The car-jacking of a tourist would garner major publicity which would impact heavily on the industry.

5.3.2.6 Theft from Motor Vehicles.

Of a less life threatening nature, thefts from motor vehicles figures in 1997 are similar to 1994 levels or increased (Fig. 5.10.) in some areas. However, Hillcrest appears to have a high level of theft when one considers the size of the population in relation to the other regions. Once again, a situation incompatible with tourism.

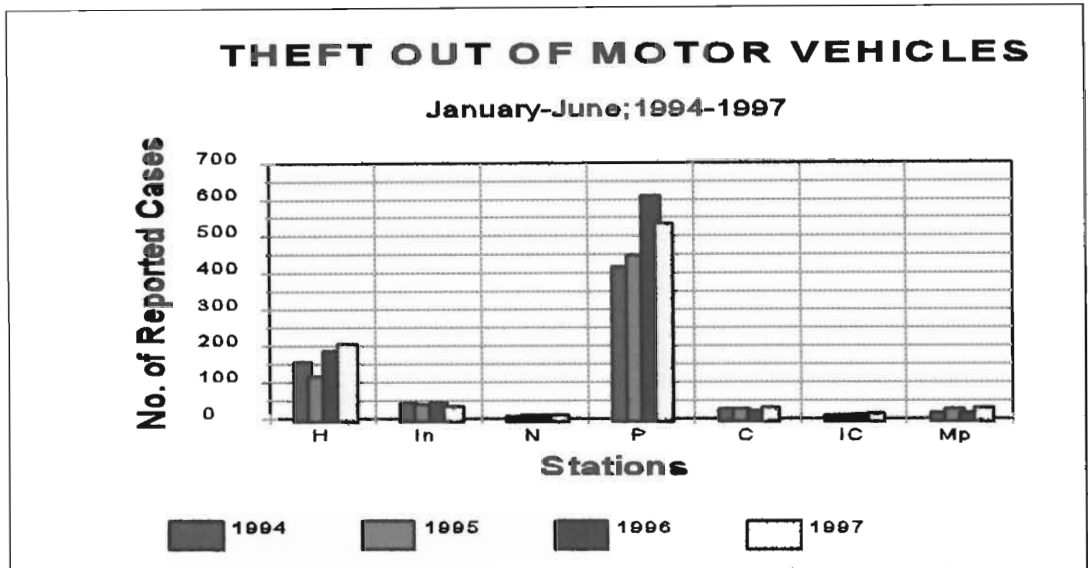


Fig.5.10 Combined Theft out of motor vehicle statistics for police stations thought to impact on the study area. H = Hillcrest, In = Inanda, N= Ndwedwe, P= Pinetown, C= Camperdown, IC = Inchanga, Mp = Mpumulanga.

Thus official police statistics uphold the general perception that crime is a justifiable concern along the R103. This will be considered further in discussion.

Attention will now focus on the immediately obvious environmental constraint to water-based recreation, namely, water quality.

5.4 ANALYSIS OF PHYSICAL CONSTRAINTS TO THE DEVELOPMENT OF A RIVER-BASED ACTIVITY

5.4.1 Water Quality

Proposed developments in the Ximba and specifically at Sithumba indicate that consideration is being given to the development of water-based activities. While a multitude of physical constraints

would need consideration, only the most obvious will be considered here, namely, water quality. Until recently, riverine water quality in the area was monitored by Umgeni Water (Hedley; Wimble, 1997 pers. comm.) and although the monitoring function has been taken over by Metro Water, there is no reason to suppose that the water quality will have changed, as water is free flowing in the study area. Yearly events, namely the Dusi Canoe Marathon, where competitors are reported to get sick (“Dusi Guts”), indicate that the water quality may not be suitable for this type of development.

5.4.2 Determining Water Quality

Water quality is monitored by counting the bacteria, *Escherichia coli* (*E.coli*) and faecal *Streptococcus* (faecal *Strep.*) following the incubation of samples on a culture medium. *E.coli* usually gives rise to other forms of bacteria which are also detrimental to health. Faecal *Strep.* is more resistant than *E.coli*, which means that it survives longer in a column of water, thereby possibly infecting more people. Bacterial counts indicate whether the water is suitable for human consumption. Of interest in this study is not whether the water is suitable for drinking purposes, but rather, recreational purposes. International standards for recreational tourism are 126 *E.coli*/100ml of suspension for a medium contact water sport, such as swimming, and 1000 *E.coli*/100ml for intermediate recreation, such as canoeing (Terry, 1997 pers. comm.). The Department of Water Affairs and Forestry has an *E.coli* limit of between 1 and 2000/100ml of suspension depending on the conditions and the end use of the water. European standards for faecal *Strep.* are 100/100ml for all contact recreational uses (Terry, 1997 pers.comm.).

5.4.3 Results of Bacterial Counts

Results of bacterial counts in 1996 (Fig.5.11), and trends for *E.coli* over the last five years (Fig.5.12) were obtained from Umgeni Water Services. Three sampling sites (No. 68- on the outskirts of Pietermaritzburg, No. 69- at Mshwati outside Ximba and No.70- within Ximba, at the proposed site for the river development [sports field]) were chosen, in an attempt to determine the probable source of contamination. *E. coli* counts at site 70 ranged from 18 to 70 000 counts/100ml (Fig 5.11). Comparison of trends at the three sites indicates that *E.coli* counts decrease from the outskirts of Pietermaritzburg (site 68 on the Msunduzi) to Mshwati (site 69) probably due to die off of the organisms. However, there is a marked increase from Mshwati to

the area around the sports field, indicating that the water in this vicinity is not suitable for recreational tourism.

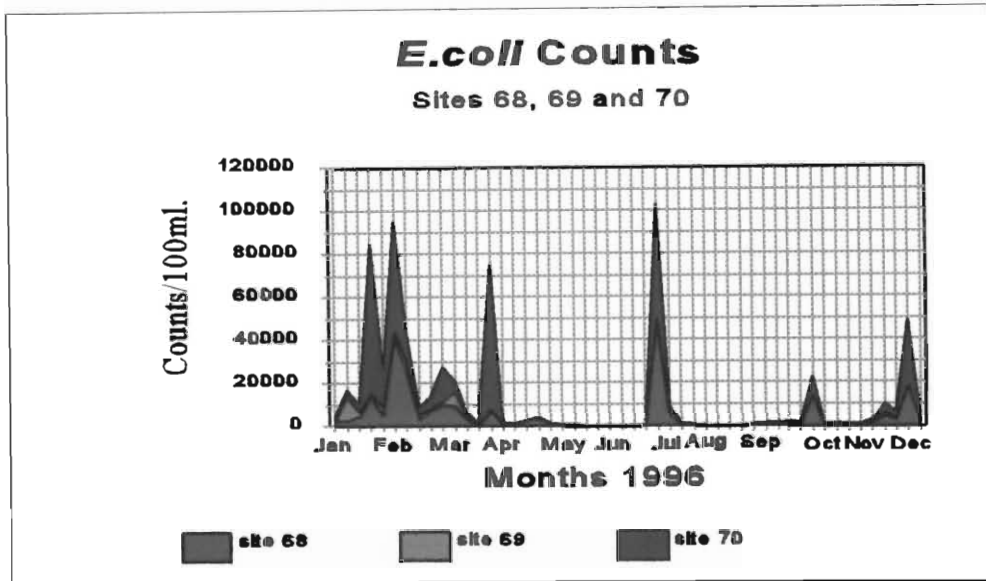


Fig.5.11 *E. coli* counts for sites 68, 69 and 70, on the Msunduzi river in 1996. (Data source: Umgeni Water).

The source of infection seems to be coming from the surrounding area itself and could be due to poorly constructed pit latrines and overgrazed and overstocked land, resulting in an increased runoff of livestock's contamination from the area (Terry, 1997 pers. comm.). This increased runoff will occur in two forms; the increase in the quantity of dung produced by stock overcrowding, and increased erosion and runoff due to vegetation degradation. While this source should not be high in winter, due to the cattle dung drying out and the organisms dying, it is quite possible that this will not be the case in the rainy months. Fig. 5.12 shows the yearly trends for 1992 - 1996.

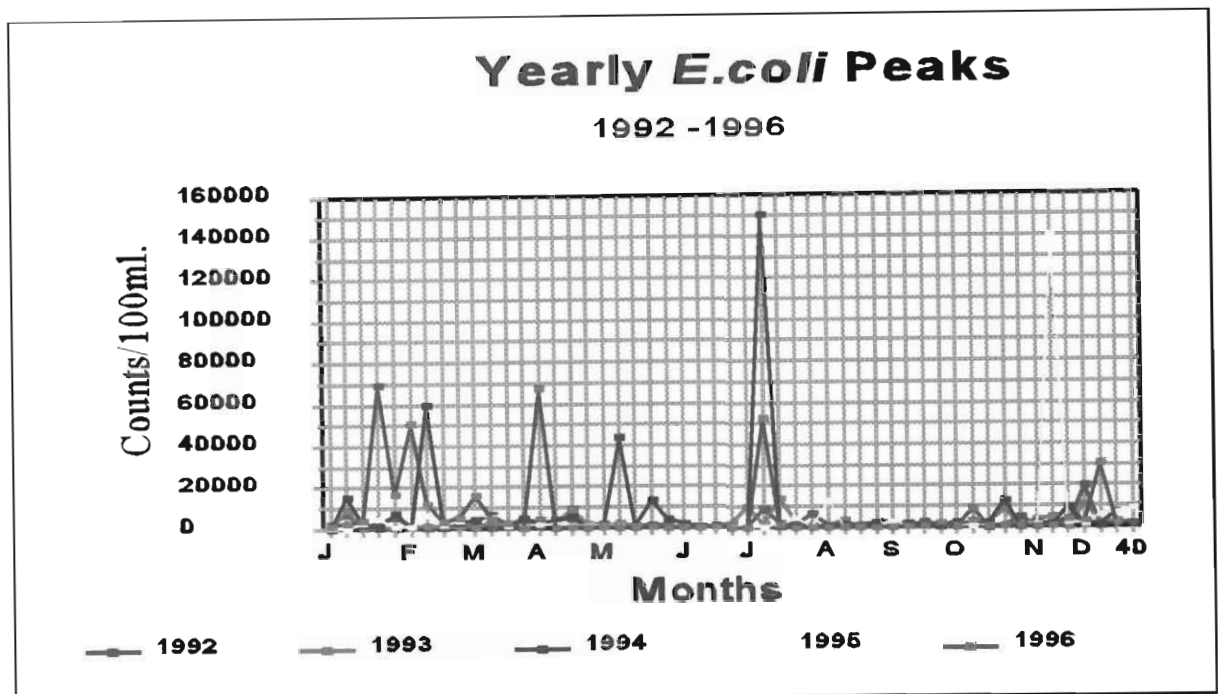


Fig.5.12. Yearly trends of *E.coli* for the period 1992 to 1996. (Data source: Umgeni Water).

Contamination appears highest during the summer months with additional peaks in July. This mirrors gastrointestinal complaints which show seasonal peaks in summer (Murphy *et al.* 1994). The increase of contamination in summer months is of concern for water-based recreational tourism, as this is when occupancy figures will be at their highest, and most people are likely to get sick. Faecal *Strep.* results for 1996 were also above the accepted limits and varied from 2 counts/100ml to 3200 counts/100ml. There did not appear to be a count fluctuation among the three stations.

The river is fairly heavily used by local residents for their gardens and a pump scheme exists for them to irrigate the vegetables grown in the area. The river is also used by the children for swimming. Therefore the source of *E. coli* is mainly localised although some is transported into the area from further upstream. However, it is not possible to determine from this data whether the source of the contamination is human or animal.

During high river flows, for example, when it rains, *E. coli* transported from Pietermaritzburg is a significant source of contamination. The Ximba area is close to Pietermaritzburg and therefore

there is a rapid transport time with insufficient die-off time between the areas. It is thought that the Edendale sewage works is the main source of contamination (Terry, 1997 pers. comm.), however the Edendale municipality is trying to solve the problem. Results indicate that it is the local area which is the major, ongoing, source of contamination.

Water pollution is not confined to the organic pollutants in the study area. The much publicized contamination from industrial waste should also be considered.

5.4.4 Heavy Metal Contamination

Due to the high profile, toxic chemical damage in the vicinity of Cato Ridge, it is necessary to consider the effects of heavy metal pollution on potential water-based tourism activities. Results were obtained for heavy metals, particularly mercury.

It appears as though the concentration is only high at the source and has little, or no, downstream impact. Thus, only the spring below the chemical factory, near the abattoir and Fredville, could have a problem. The rest of the riverine system does not, (Davis *et al.*, 1997; Terry, 1997 pers. comm.), and this is likely to have little impact on water-based tourism developments in the area.

Industry usually requires, and uses, fairly extensive water sources. Currently in the area there is potential pollution from contributors such as the abattoir, poultry concerns and FeroAlloy. It is difficult to assess the current pollution position as these industries do not wash their discharge directly into an outside water source, and drainage into the water courses is unknown. It is considered that these forms of pollution will currently be insignificant, and very dilute (Terry, 1997 pers. comm). However, with these industries already on site, there is the possibility of similar industry locating in the area, and this could eventually result in a potential problem for the tourism industry downstream. Thus consideration should be given to implementing control procedures.

5.5 DISCUSSION

Current economic trends, summarised in Fig. 5.13, indicate a variable economy, which based on reports from major economic generators along the R103, generally appear positive about the future.

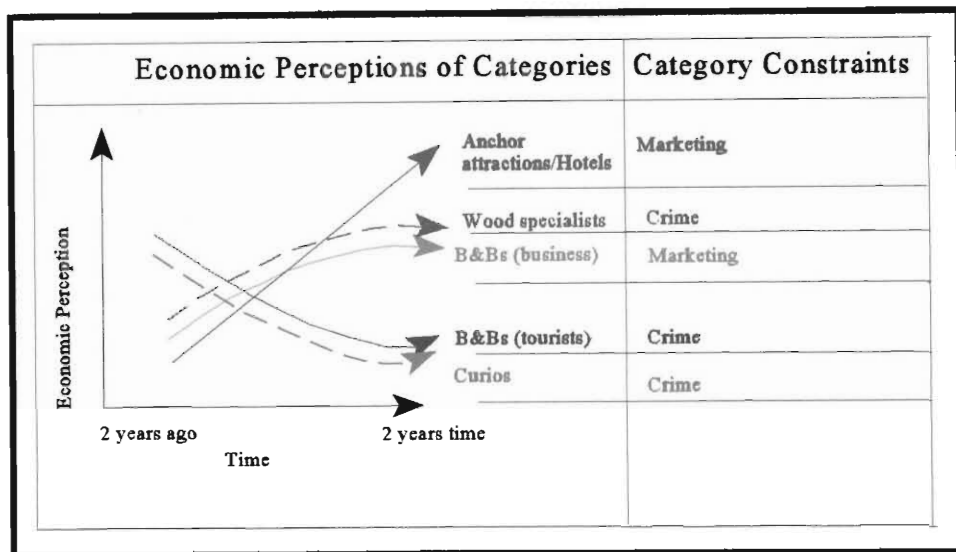


Fig.5.13 Economic perceptions of businesses within the study area and constraints each category of business perceives to apply to them.

The validity of their optimism will only become evident with time, but the 1997 Christmas season, which ends in February, will provide an indication of whether the current trend is increasing or decreasing. The major constraints perceived by the businesses were crime and to a lesser extent, marketing. While wood specialists and some B&Bs also appeared optimistic about future prospects, they do not rely on tourism within the area and are therefore unlikely to contribute significantly to generating increased tourism trade. Thus, although they would obviously benefit from any tourism increase, they would not contribute to regenerating a tourism trade. However, anchor attractions and hotels were extremely positive about an expected economic increase over the next two years. As these facilities draw tourists into the area, it would seem sensible to focus primarily on these facilities and devise a strategy that will strengthen their position within the tourism milieu. This would incorporate a marketing strategy that would need to be implemented urgently, so as to enable full benefit to be derived from the expected economic upswing within the next two years. To allow the expected improvement, efforts would need to be focussed on methods of reducing factors constraining the economy, such as the crime situation.

It appears that the crime situation in the study area is at least the same as, and, in some categories, worse than the 1994 levels. There is no real indication that the overall crime level is decreasing, or likely to decrease, in the foreseeable future. Crime in surrounding areas is also similar to 1994

levels, but appears to be more consistent, and therefore could be more entrenched, than in the Hillcrest area. This implies that more energy will be required to decrease crime levels in surrounding areas, a situation necessary to encourage visitors to travel through these places to the study area. Unlike the rest of KwaZulu-Natal, where indications are that apart from assault, common robbery and shoplifting, crimes are decreasing (CIMC, 1997b), the overall impression in the study area (Fig. 5.14), is that crime is a real constraint to both international and domestic tourism along the R103.

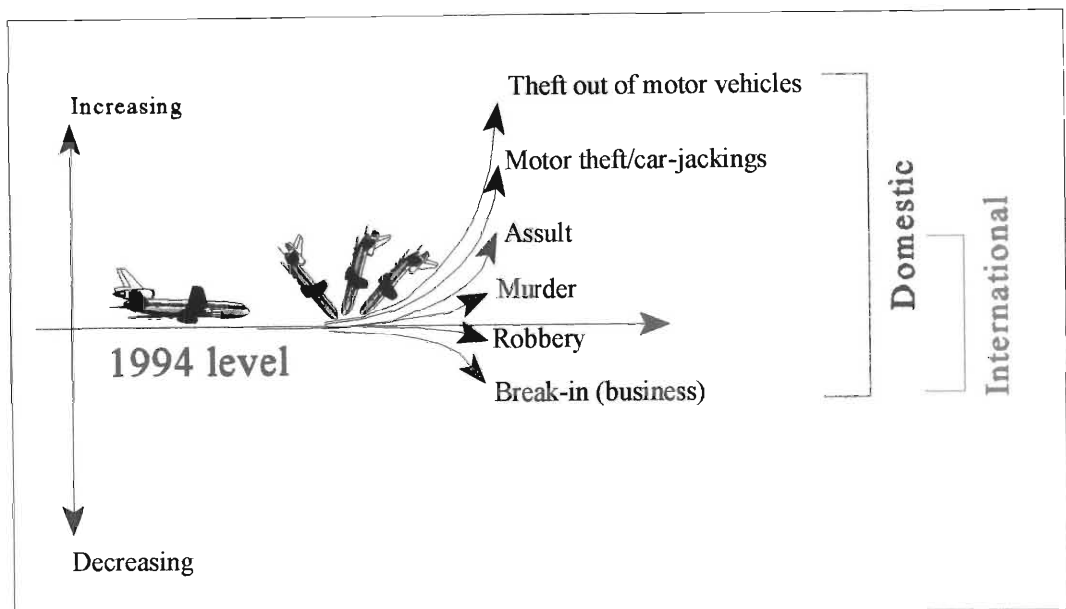


Fig. 5.14 Crime trends in the Hillcrest area since 1994, and the category of tourism that could be affected.

Only two categories, robbery and break-ins, show a slight decrease from 1994 levels. Interviews with tour operators indicated that assault, robbery and murder could possibly affect international tourists directly and business related theft would affect them indirectly because of the type of businesses that would be prepared to operate under the current conditions. Personal security considerations would also affect tourism in Ximba. However, de Haas (1997 pers. comm.) was not able to find any record of trouble over the past two years in the violence monitoring statistics at KwaXimba, or KwaNuyswa, which lies below Valley Trust. Inchanga and Ndwedwe are currently violent and as Ximba is in close proximity to them tourism travel will be problematic.

From records, de Haas (1997, pers. comm.) maintains that violence tends to be area specific, but can change quickly and dramatically within an area as perpetrators are either killed or move to new targets. Two years ago it surfaced that armed training was going on in the Valley of a Thousand Hills, but most of the valley is now quiet (de Haas, 1997 pers. comm.). However, the perception still remains that Ximba is situated in a violent area.

Thus, developing tourism routes in the study area will be affected by crime problems both within the study area itself, as well as in the neighbouring areas and the AmaXimba will have to take this into consideration when deciding on a tourism policy and strategy to follow. If the intended market is to be international tourists, then attention must be concentrated particularly on decreasing assault, murder and robbery. It is important that a combined strategy to combat crime be initiated as soon as possible. Not only will this aid the development of the tourism milieu in general, but should tourism increase along the entire R103 route up to Cato Ridge, there will be a concomitant increase in vehicular traffic. This in turn will increase the probability of criminal activity migrating up to Cato Ridge and Ximba. It would not be desirable for tourism to act as a catalyst in importing additional, unwanted criminal activity into the Ximba area.

Although statistically it would seem that the local press do not contribute significantly to the perception of a violent area, the psychological impact on civil society of any violent crime, and reporting thereof, should not be minimised. It would be in the interests of improving residents' quality of life to change the reporting style and not give violent crimes prominence in the newspaper layout. It seems likely that the biggest contributors to the perception that the R103 is violent, especially in the vicinity of Hillcrest/Botha's Hill, are the residents themselves, spreading the perception through word-of-mouth, although the initial awareness is probably raised by the local press. Starting an active campaign in the media would help change local perception, decrease alarmist word-of-mouth advertising, and thereby, change perceptions in surrounding areas. This could result in improving the flow of domestic day trippers to the area, which in turn would help raise societies' collective awareness of the potential of the area. In turn, this would make tour operators more amenable to promoting the area and increasing both domestic and international visitations.

Environmental constraints appear to be important considerations in implementing tourism visions that exist in the study area. Obviously, water quality is a concern arising primarily in the Ximba section. While some of the pollution is imported from outside the area, this is not as important a consideration as that generated from within the area. Despite 73% of Ximba having pit latrines or Phungolothus (Chapter 2), it appears that for the pollution problem to be as large as it is, systems are either badly built or, are in need of repair. The excessive number of domestic livestock also appear to contribute significantly to the problem, but decreasing this would impinge on the cultural foundation of the AmaXimba. In this instance, solving the problem to allow for tourism development would benefit the community by improving health conditions and, therefore, their standard of living, but could also negatively impact on them culturally and economically, thereby decreasing their general well-being. Thus, to elicit cooperation and commitment from the community would require devising a strategy whereby affected parties would benefit from proposed tourism developments.

Recent events reporting on the bad quality of seawater in Durban sparked controversy through the media with Dr. A. Connell (Sunday Times, 21/12/ 1997) responding that isolated incidents of high bacteria loads should not be used to judge the suitability of water quality. Cognisance should be taken of his comment. However, the tourism sector is notoriously fickle and it is argued that even an annual occurrence of health problems at a resort will severely compromise the sustainability of the attraction. Attention should be focussed on controlling the problem.

Environmental constraints also highlight the need for holistic development and planning. It is not always necessary for environmental constraints to stop development, but in the interests of environmental and intergenerational justice, it might be necessary to devise compatible strategies and develop mitigation procedures. While an argument could be raised for maximising profits to increase benefits to impoverished communities, unless control mechanisms are in place to enforce this, it very seldom happens, and communities are often exploited. Recent legislation on Environmental Impact Assessments (EIAs) will help achieve some form of control, but an effort should be made to include environmental costing into the total cost/benefit analysis. In this way it would mean an increase in capital outlay, for instances installing a sanitation plant, but an overall decrease in community and environmental costs, with a resultant benefit and safeguard for

the community should the resultant development not be economically viable.

Once again the need to determine operational strategies between tribal authorities and the Outer West comes to the fore. Commencing on 1 April 1998, Environmental Impact Assessments (EIA) will be required for any development involving a change in land use, such as, residential to commercial (Implementation Schedule, Regulation Gazette No. 5999 Vol 387). Research has shown that an environmental problem concerning the ADT vision exists and the EIA will be particularly pertinent. However, with the current political situation it could be possible for unscrupulous developers to exploit the existing power imbalances, thereby compromising intergenerational justice.

It is acknowledged that many constraints will apply to the tourism milieu in both Ximba and the Outer West. Those presented here appeared to be the more pressing, but with time limits restricting the breadth of research possible, they are presented to illustrate the necessity for comprehensive investigation of every tourism proposal, and the need for multidisciplinary, expert collaboration.

Preceding chapters highlighted the need for tourism to be incorporated as one of the economic thrusts of the Ximba region, rather than the main economic base. Thereafter, the possibility of Ximba developing its tourism sector either in isolation or in conjunction with the R103 was discussed. Regardless of the developmental route taken, the same constraints and considerations would apply to both tourism milieus. Thus, factors influencing decisions taken on which type of tourism it would be suitable to pursue will be common to both. Some of these factors will be presented in the next chapter.

CHAPTER 6: TOURISM CONSIDERATIONS AFFECTING BOTH XIMBA AND THE R103.

6.1 INTRODUCTION: FACTORS FOR CONSIDERATION

In addition to constraints such as those presented in the previous chapter, tourism development in the Outer West will need to consider factors relating to the tourism market when determining a direction to follow. The direction chosen will depend on characteristics of the current tourism market, as well as the greater KwaZulu-Natal tourism milieu, and the visions of higher authorities, namely, the Metro. Long term, future developmental projects could also impact, although the uncertainty principle implies that the potential impact of these projects should be judged with caution.

Analysis of existing infrastructure (Chapter 4) indicates a need for different, yet complementary tourism development between Ximba and the R103. Developing a tourism plan requires that consideration be given to using the existing geographical layout in such a way that existing infrastructure can be optimized, with a minimum capital outlay. Thus, the two tourism milieus should consider using their natural physical assets as the base for their tourism industry, and consider the factors relating to nature-based tourism.

Consideration also needs to be given to the market characteristics of nature-based tourists to plan an enabling framework. If nature-based tourism is promoted as the main tourist activity, would it still be possible to incorporate other forms of recreational tourism, or would the tourism market be restricted?

Nature-based tourism activities usually involve infrastructure compatible with Agenda 21 for Tourism (WTO, 1995) and since activities include trails and hikes, there is usually an overnight visitation component. The apparent surfeit of B&Bs along the R103 would be able to immediately service this requirement, and potential exists for Ximba to diversify further into this sector. However B&Bs are simply an alternate form of land use and business opportunity, which leads to increasing the number of people visiting an area. Thus, consideration needs to be given to the implication and consequences of a proliferation of B&Bs.

While some tourists will visit an area independently, many, particularly foreign visitors, are encouraged to visit an area by tour operators. Previous chapters indicated that tour operators were currently rerouting via Shakaland, rather than using the R103 route. The money generated by the foreign market makes this sector a desirable component of the tourism milieu. Thus, in developing strategies for the implementation of tourism, consideration should be given to tour operators' requirements.

Sustainable nature-based tourism decrees that benefit should accrue to the host communities. Sustainability suggests that host communities should be fully involved in projects developing within their area. Thus strategies for developing the tourism milieu in the study area should incorporate communities in Ximba as well as the R103. However, community-based capacity building requires that the communities themselves not only desire to be incorporated, but are developed to a level sufficient to enable them to parttake, without undue stress. If this is not followed, communities can become frustrated and demotivated, thereby decreasing their well being. Thus, tourism developmental strategies will also need to consider characteristics and requirements of the communities involved.

Complementary to the above considerations, financial capacity is important. Without sufficient investment, implementing strategies requires vast energy inputs from participants that tend to divert people from focussing on their objectives. Thus, progress is slowed and, without the positive reinforcement of goal achievement, motivation is lost.

Thus this chapter will focus on the overriding plans apparent from the Metro council, as well as unsubstantiated plans. It will consider the requirements for nature-based tourism, as well as tour operators, and the implications of a proliferation of B&Bs. Thereafter, apparent community characteristics and the financial capacity within the study area will be determined.

6.2 PROPOSALS AFFECTING THE OVERALL DIRECTION OF TOURISM DEVELOPMENT IN THE STUDY AREA

Proposals presented to date are being promoted openly, but if brought to fruition are likely to only impact on individual aspects of the study area. However, the following proposals will

determine the direction tourism follows in the entire study area. Consequently, thought must be given to them at the outset.

6.2.1 Durban Metro's Plans

Allen (1997, pers. comm.), in a proposal on the behalf of Durban Metro, suggests that the bulk of the tourism market in the Outer West should lie with the backpacking and camping sections. These are currently under catered for. It is suggested that the MOSS scheme be extended to include Nagle and Inanda Dams, with major resorts at both locations. At some later stage routes could be extended to Shongweni Dam and finally, through to Durban following the Umbilo D'MOSS system.

It is suggested that the first stage of the route to be approximately 70 km with stopover points every 10 km. The main attractions would be activities such as hiking, pony trekking, camping, rock climbing, wild life viewing and such like, but future plans could include the revival, via Mpumalanga and back to Nagle, of the old ox wagon trail which used to run from Umlazi up to Eston. As a round trip of about 200kms or, 20 day trips of 10 km each are envisaged, the feasibility of these trails will have to be investigated.

It is thought that the road from Nagle to Hillcrest and the railway's service road from Cliffdale to Shongweni could also be developed to aid this plan. Funding would be required to initiate the project and possible sources could be from the Arts and Culture Department, the Reconstruction and Development fund, the Metro Council via the tourism board, private enterprise and individual contributions/donations. It is suggested that the safe passage of tourists be enhanced by re-training unemployed ex MK (Umkhonto weSizwe) members as security guards to ensure this. It is recognised that if harm befalls any tourist the project is will flounder (Allen, 1997 pers. comm.).

Plans have recently been initiated by the Durban Metro to demarcate and consolidate the MOSS scheme in the Outer West (Roberts, 1997 pers. comm.), and while these will still have to be negotiated with the Outer West they will form the basis for implementing plans similar to those proposed above.

6.2.2 Unsubstantiated Future Proposals.

Through out the study period, people interviewed intimated that the proposals briefly outlined below were under consideration, but there has been little or no public disclosure and substantiated information on the proposals cannot be provided in this study.

People in both Ximba and Botha's Hill were aware of proposals for a casino in the area, but no-one could pinpoint the location. Follow up with the Outer West indicates that there is little chance of the Outer West being allocated a casino development as suitable land is in private ownership and the political matrix within the Metro makes it unlikely that a licence will be granted to the Outer West (Strydom, 1997 pers.comm.). However, there is an intention to use the opportunity surrounding the granting of casino licences to further develop the tourism attractions in the Outer West.

Further to the casino, offers for a shopping complex, canoe sports facility, large scale housing and commercial complex and a multipurpose convention centre are recorded in Khuphuka documentation. Details are difficult to determine and therefore the feasibility of the projects cannot be ascertained.

Generally, it would appear as though a driving force exists, which is trying to guide tourism developments in the Outer West towards nature-based tourism. This is complementary to culturally-based tourism and the two fields are usually components of ecotourism. As the existing infrastructure, geographical planning and community desires indicate a strong possibility for nature- and culturally-based tourism, particularly along the eastern section of the R103, considerations will now focus on this tourism sector.

6.3 NATURE-BASED TOURISM IN BRIEF

A survey of the literature shows that there are as many definitions of nature-based/ecotourism as there are practitioners in the field. As this is a very new and rapidly emergent field, this lack of definition is to be expected, especially as the applied practitioners appear to be advancing faster than their theoretical counterparts. Hattingh *et al.* (1996) defines ecotourism as follows:

an enlightening, participatory travel experience to environments, both natural and cultural, that ensures the sustainability of these environments and, whilst respecting the integrity of the host communities, produces economic opportunities that make the resource base beneficial to them.

In Canada, the Alberta Regional Authority Consulting Group (1994) has the following definition:

Ecotourism is an enlightening nature travel experience that contributes to conservation of the ecosystem, while respecting the integrity of host communities.

Therefore, while the two definitions appear complementary, South Africa appears to place greater emphasis on the economic use of the environment, possibly reflecting the needs concomitant with a developing nation. This is also reflected in the Outer West who perceive that the open spaces must contribute substantially to the economy.

Key characteristics of ecotourism compiled from the literature (Alberta Regional Authority Consulting Group, 1994; Holt-Biddle, 1995a; Ceballos-Luscuráin, 1996) include a first-hand experience with the natural and cultural environments that allow travellers the opportunity to experience nature on **its** terms, not the traveller's. There is recognition that the natural and cultural resources are the key elements of the travel experience and, therefore, there are limits to their use. Benefits should be provided to participants through education and interpretation, thereby promoting positive environmental ethics. All levels of the local community should be involved from planning through to delivery of the tourism product. Economic benefits derived should be directed towards the maintenance and enhancement of the resource base, the community and the tourism industry.

Butler (1992) agrees with some of these principles, and includes three others; namely, that nature-based tourism should concentrate on intrinsic, not extrinsic values; it should have a biocentric, not homocentric ethic; and, it should have high cognitive and affective dimensions.

It appears that the emerging idea is to use the environment in a sustainable manner, so that there

can be benefits for people. These people then have stewardship of the natural resources and should return benefits to the same natural resources that they use. There should be an educative component on the use of the resources and a promotion of high moral and ethical values.

Ecotourism has traditionally included a component of cultural tourism within it. However, the focus of both Tourism Durban and KwaZulu-Natal Tourism appears to be specifically on the development of cultural tourism in the form of model villages for tourists to visit. This shifts the focus of ecotourism from a combined nature-people interaction to an essentially person-oriented activity focussing on economic generation from only one source. This situation is far from ideal as truly sustainable tourism should not regard components in isolation from each other. There should be total interaction and it is hoped that the burgeoning tourism field in KwaZulu-Natal will quickly evolve to a more holistic viewpoint.

6.3.1 Characteristics of the Eco/Nature-based Tourist

Research on international ecotourists travelling abroad was conducted by the Alberta Regional Authority Consulting Group (1994). As these are the same sort of people that visit South Africa, profiles should be identical. These tourists are:

- ◆ aged mainly between 25 - 44 years (60%), and 40% of the tourists are aged between 45 - 75 years;
- ◆ usually a couple (not necessarily married) from the same household, travelling without children;
- ◆ not usually on holiday for more than two weeks at a time;
- ◆ found in two income groups. Namely, \$20000 - \$28000 per annum, (usually single people) and more than \$40000 per annum, (older and established people); and,
- ◆ More than 80% of them have graduated from college and university and they come from cities in Canada, United States, Germany, France and England.

The middle age, middle income tourist group are usually married with children and are looking for relaxation and non-educational entertainment. While this may occur in a nature-based environment, they are not classified as ecotourists.

One of the most important features is interaction with the tour guide, leading to a learning experience which is perceived as unique. The tourists are not confident enough to "guide" themselves. They particularly want programs that include natural history, human history, environmental ethic/political discussions, detailed expert or professional knowledge and the learning of some skill (Alberta Regional Authority Consulting Group, 1994). Further it is reported that they require an active component in the learning process, not just a passive experience. Hiking is considered by many to be a passive learning experience that requires more interactive communication. However, the activity must be at a level within the tourists' abilities, and the tourists should be graded into compatible levels, both mentally and physically, where possible. It is also essential that these activities occur in an unspoilt "natural" area. This means that the surrounding community must be ecologically literate and active. Approximately 50% of ecotourists are motivated to go on a vacation by the need to enjoy nature and scenery.

Ecotourists are looking for multiple activities and show a preference for boating, camping, historic sites, hiking/backpacking, wildlife viewing, swimming, fishing, local cultures, cycling, interpretive/educative programs, and canoeing. However, they also require experiences other than nature-based tourism such as up-market shopping and dining in a modern centre before departure.

Although booking is usually done through tour companies, travel wholesalers and travel agents, nature-based tourists use friends and personal experiences as their major information sources. Thus, it would be possible for operators to access the ecotourist trade through "word of mouth" promotion, providing a quality product had been experienced by the visiting tourist. This would result in substantial marketing savings for service providers. Therefore, consideration must be given to the requirements of tour operators.

6.4 TOUR OPERATORS REQUIREMENTS

It is not in the scope of this investigation to under-take an exhaustive study into the requirements of tour operators, but it was considered necessary to gain an idea of what the basic requirements of attractions on the R103 route and Ximba should be. This information was not available from

KwaZulu-Natal Tourism so a brief interview with two different tour operators, operating in the KwaZulu-Natal region, was undertaken. It should be remembered that different segments of the tourism market have different requirements. Since the part of the R103 route under investigation in this study is considered to be, and promoted, as a cultural/nature-based tour route, opinions were garnered from nature-based tour operators. Obviously each operator has his/her own speciality that gives him/her the market edge, but the following commonalities existed.

6.4.1 What Visitors Should Experience

There must be some “event” in the life of the tourists that forms a memorable experience. Attractions should preferably be within one hour’s drive of Durban and, currently, should consist of a cultural experience, particularly Zulu. Themes such as Indian, Colonial, German and so forth are considered “add on” attractions that will enhance the Zulu experience. The operators suggest meeting the tourist with an activity such as a local choir in traditional dress, or an impi “attack” similar to that experienced at ‘Simunye’ near Melmoth (de la Harpe, 1997). After this initial activity there should be some explanation highlighting the significance of various aspects, such as the song, dance or the dress. This should be done by someone who has intimate knowledge of the culture, as in their dealings with foreign visitors, it has emerged that visitors require detail and insight into local culture, rather than a predesigned speech. Foreign visitors are more demanding in their expectations than domestic visitors. They like to feel that they have “discovered” something unusual which they can relate back home.

Thereafter there should be the usual tour of the traditional village showing the beer making, mielie stumping, impis and shields, with a detailed explanation of traditional daily living. The position and duties of men, women and children should also be explained. These patriarchal, authoritarian practices usually elicit some reaction from foreigners. Thus, the guide should have some affinity for cultural comparisons. A demonstration of musical instruments is usually enjoyed. Thereafter, the visitors should experience a meal, served in the typical African setting, with a full explanation of what they are eating and why that product was used traditionally. This should occur with men and women eating separately and if possible, with the foreign women visitors serving the meal. The author’s suggestion of providing the opportunity for visitors to be involved in making an article, such as, a small, beaded love letter, weave a basket, or such like was greeted with

enthusiasm by the operators.

Some Johannesburg tour operators are not interested in the R103 route as they feel that there are no exciting attractions. It was stated that the existing attractions on the R103 were not suitable for use by the tour operators as some of them were considered dilapidated and inferior. The route did not project an authentic example of traditional life, but rather projected a commercialisation of African culture. Other suitable attractions are too distant from Durban (approximately a two and a half hour drive away) and the route is through flat, visually boring countryside, characterised primarily by sugarcane. One tour operator interviewed is currently trying to find an event for a Johannesburg-based company that runs four, 65 seater buses between Johannesburg and Durban airport weekly. These buses do not currently stop anywhere in KwaZulu- Natal as the tourism industry in this province is considered by the Johannesburg-based company to be too disorganised, with an inferior service.

6.4.2 Tour Guide Requirements

A consideration important to tour operators is that the timing of the event must be well structured and coordinated. The excuse of bad planning or, “African Time” is not acceptable to commercial enterprises. Tour operators must know that if a tour is billed to last four hours, it will. This allows them to plan morning and afternoon events for the group of visitors without wasting time.

Perceived exclusivity is important for their groups. This means that venues must not be double booked, or overlapped, with another tour group. It was felt that if a venue could accommodate 25 people it must be booked and paid for in full, even if only five people eventually go on the tour. It should not be ‘filled up’ with outsiders. Visitation of the attraction should be by appointment only, as visitors who have experienced the intrusion of other groups feel that their experience has been ruined.

New tour buses are capable of seating 65 people. Thus, venues should be able to accommodate this number of people. The tour companies are not necessarily looking for luxury, but there should be sufficient facilities, such as toilets, parking and turning circles.

Costing for these “events” should be in the region of R100-150 per head if a meal is included and all commissions must be included in the price. It was strongly felt that a commission should be built into all prices charged, and not added or taken off afterwards. It was suggested that attractions ensure that enough allowance is made in the budgets for marketing. Marketing should not just include the production of brochures, but also a five to fifteen minute professionally produced video, which should be sent to overseas tour operators, as well as to operators in other provinces. The video should also be on sale to visitors. Obviously the longer the video, the greater the start up costs, but this should all be recouped by visitor sales. Overseas visitors in particular are interested and conditioned to buying prepackaged promotional material. However, care should be taken not to exclude tourists from taking their own pictures as insistence on only allowing prepackaged media can alienate tourists. Experience shows that many people still buy the media on sale as backup to their own, unique material, should it fail. The distribution of this material in key outlets is important. There is no point in hosting an ‘event’ if there are no tourists to witness it.

Crime once again surfaced as an issue. However, it was thought to affect the domestic and foreign tourist trade in different ways. It was perceived that the domestic day tripper market tended to be characterised by up-market people with disposable income. The European middle age market is not particularly adventurous and the young do not have much disposable income. However, for the R103 route this is unfortunate, as the linkage between the up-market personality and crime is stronger. The up-market person provides a more promising target for bag snatchers and such like. Thus, if there is any perception of crime, political unrest or petty theft in an area, this section of the market stays away. Political unrest in localised areas is not too great a deterrent for foreign visitors who are already in the province, but petty theft is. The biggest problem with foreign visitors is persuading them to visit a country, thereafter, a particular province in the country. Once they are in the province, localized violence does not impact on them because they perceive they are in the safety of an organised tour. However, muggers can still attack individuals within a tour group.

Currently many tour operators are setting up new routes to commence in 1998. This is usually done on a three to four year cycle and many are planning their next cycle. Therefore, if attractions

are not brought to their attention now, the study area will have to wait until the next cycle is established in three years time.

Encouraging a tourism market that extends beyond day trippers will relieve the obligation to meet tour operators' requirements, but this is only possible if a healthy accommodation sector is available. Auditing the study area indicated a proliferation of B&Bs that could meet the requirements, and attention will now focus on this tourism sector.

6.5 CONSIDERATIONS FOR BED AND BREAKFAST

While one or two Bed and Breakfast (B&Bs) establishments have little effect on an area, a proliferation of them will have a profound effect on the area itself, its inhabitants and surrounding business trade. As the Botha's Hill/Assagay area appears saturated with B&Bs, the potential exists for tourism development reliant on them to proliferate. As this type of tourism related sector requires little additional infrastructure many residential entrepreneurs will be tempted into providing the service, especially if the tourism development reliant on this sector expands. Interviews with local people in the Ximba region highlighted that people were promoting the idea of overnight B&B type accommodation within the community as an easy means of providing additional income.

The original carrying capacity of service provision for the area, such as, electricity, sewage, roads and so forth would need consideration. It is always difficult to imagine that the provision of services will be exceeded, but the continual increase in population pressure makes it inevitable. This is particularly true of rural areas where service provision is expensive and usually kept to the minimum. Sustainable tourism requires remaining within the carrying capacity of the region.

The attitude of the local authorities, in this case the Outer West Council, to B&Bs is important. Issues concerning registration requirements will need clarifying. It is possible that this form of the tourism sector will be considered an easy means of raising capital. For instance, the B&B could be required to register as a business, which would mean that the payment for rates and services would increase. If these payments are fixed, one room facilities will be required to pay the same as a multi-roomed facility, thereby increasing its overheads. How would planning control be

enforced between the Outer West and the Tribal Authorities? The details of applying this system to Ximba would also need to be considered, otherwise dissension could arise between B&Bs on the R103 and those in Ximba. Existing property zonation could also become an issue. If re-zoning is required this could possibly add to the capital required to initiate the business, and time delays. In some instances, increases capital outlay could put the business beyond the reach of local residents. Further considerations centre around the granting of business rights. If the rights are granted to the owner of the property, then these would lapse on the sale of the property. Thus, the owner could not sell the B&B as a viable business (Living Africa, 1997).

To avoid degradation of the natural resource, control of nature-based tourism is desirable. Unlike proclaimed natural areas that have a fence around them, it is not possible to restrict entry of people into the area. As the B&Bs provide a base from which tourists could operate, one method of control could be through registration of the B&Bs with a tourism authority. However, a unified tourism authority does not exist. Thus, the issue of registration becomes contentious. Registration would also enable the tourism authority to increase its revenue base thereby increasing its viability. It is also possible that Indunas in Ximba would require a levy to be paid to them as well. This would further affect community-based B&Bs. It is possible that with everybody trying to increase their revenue base from the B&Bs, their viability would be compromised.

The capital resource base could be further compromised by the effects of rural B&Bs offering a cultural experience. Similar establishments in Mpumalanga Province encourage the visitors to partake in gathering fuel wood in the surrounding country side. This places an added burden on an already scarce resource. Most rural communities do not have a regular refuse removal system, thus depending on the size of the industry, waste generation could become a problem. Planning of resource replenishment, such as “spiking” the surrounding area with wood brought in from commercial wood lots, would have to be incorporated into planning the overall tourism milieu. However, this type of control, although potentially sustainable, increases the overhead costs of the business enterprise.

The present cultural interdependence, or Ubuntu, ethic might make these problems immaterial in

the traditional Tribal Authority sense, but incorporating this into the control-orientated, western management system will require flexibility and innovative discussion. This in turn would require the willing participation of all stakeholders.

Attention will now focus on the communities found within the study area's tourism milieu and how they are likely to impact on tourism considerations within the area.

6.6 COMMUNITY CHARACTERISTICS: THEIR IMPACTS ON TOURISM

In Chapter 3 consideration was given to the influence stakeholders would have on the development potential of the study area. This influence would also extend to the tourism milieu. While these stakeholders tend to influence the macro level of development, role players within the communities tend to influence the micro level. This occurs because they tend to exert influence at an individual rather than at an organisational level and they are responsible for implementing strategy devised at the macro level. If they do not agree with the strategy, there is less chance that it will be implemented effectively.

Informal interviews with community members provided the basis for generalisations about community characteristics. The interviewees have invoked confidentiality in this section due to the nature of their interaction with other community members.

Despite leaders having vision, the AmaXimba community are perceived to lack vision and adopt a waiting attitude to determine if projects will succeed. Only once success of an initiative is evident, are they willing to commit themselves, and then they copy the initiative. There are individuals amongst the community who could have a constructive empowering role and have been able to generate ideas, but lacked the skill to maintain projects. Most of the community leaders are employed, only two were found to be self employed, thus it is easier for them to bemoan the lack of entrepreneurial spirit. They would like people in the community to develop an entrepreneurial attitude rather than automatically assuming they must have a "boss" before they can consider themselves to be working.

Discipline is considered an issue within the community as parents are either not at home, or too

busy to provide active traditional role models on which children can base themselves. As a result it is perceived that the community structure is collapsing. The lack of discipline extends to financial matters and developments within the community are being organised that do not involve cash hand outs. It has been found that the people tend to spend donated money without achieving tangible results. Historical examples highlight the need for donations to be delivered in such a manner that the majority of the community benefit, rather than just a few, otherwise conflicts and jealousy arise.

Generally, it is thought that the women are happy to work, but are not really interested in full-time employment from home, preferring to have the choice of accessing available economic opportunities when they need to generate extra income. The preference for full-time employment rather than self-employment and a roster system to alleviate the stress of hosting tourists, indicate that tourism development will only be beneficial to the community if it is controlled and developed carefully. It was thought that it might be possible to restore community values to the area if its employment characteristics could be changed from an employed labour force to a male dominated, entrepreneurial one. Thus, the tourism industry will be initiated and supported by the women since they are at home. Thereafter the men could decide to take over, as is possible in traditional African society, thereby again decreasing the earning opportunities available to the women. It is therefore possible that family conflict could increase, rather than decrease.

It is difficult to ascertain the community characteristics along the R103 route, as the nature of community involvement is different to that at Ximba. Role players along the R103 route appear to be more individualistic and self-directed and community members wanting to build capacity would need to rely mainly on their own self-initiative and support from a mentor. In contrast, communities in the Ximba area reflect a close knit supportive character with interdependence between role models and the community. The community provide collective support to role models, sometimes in the form of finance, and role models expect to 'apprentice' community members seeking to follow them. This implies very different attitudes and perceptions of the community by the different role players, and raises questions about the ability to integrate the two, diverse community systems successfully. This in turn influences the type of tourism development that could occur in the study area.

The focus on the R103 appears to be business oriented, rather than community orientated, and it is apparent that it is not tourism *per se* that is important, but rather the influx of money into the area from people who reside outside the Outer West boundary. The reason for this influx is immaterial and attractions are not viewed with recreational tourism or community preferences and involvement in mind, but rather on how the attractions can be used to get more money into the area. The focus of intent is different.

Communities along the R103 are deeply concerned about personal safety and as a result have developed a 'laager' mentality. Namely, everything is heavily shuttered and barred and they are attempting to exclude the outside world in an attempt to protect themselves. This attitude is becoming entrenched within the community and will require a determined effort to change. Unless it is changed, tourism will never be viable along the R103 route, as the communities fear is contagious and will influence outsiders' perceptions of the area. The view was expressed that the community was no longer working together and did not appear to have spirit anymore (McCloud, 1997 pers. comm.). Only the older people ever stopped and talked to one another, and even this was decreasing, although it was still more pronounced in the Botha's Hill /Assagay area than the Hillcrest area. The decline in community interaction could, therefore, simply be a reflection of urban growth moving along the R103 Route. While some people would consider this an inevitable consequence of development and not of major importance, this phenomenon is an important consideration for the strong community spirit found in the Ximba community and should be a serious consideration in formulating what tourism policy to adopt for the entire area.

The last consideration raised for development of a holistic tourism milieu is that of finance.

6.7 FUNDING

Despite the greatest visions, supported by the most committed, goal-directed people, if funding is not available for projects, visions will flounder. All tourism projects in the study area depend on the current development milieu and it is necessary to consider what effect funding, or the lack thereof, will have on the status of projects.

Despite the efforts of the ADT, funding still remains an issue for development of the Cato

Ridge/Ximba area. Some finance has been raised for small individual projects, such as the R500 000 for the Manzolwandle sports field; R1,4 million for the Community College and R60 000 for the Sithumba tourist attraction. Although foreign investors appeared interested in the presentations that have been made to them, no major investment capital has yet come through. This problem has existed for a long time and has become ingrained into the development psyche of people which is manifest in different ways. The chairman of the ADT does not focus on how much a project costs, but rather on what progress has been achieved in the project (ADT meeting). The AmaXimba are not used to getting things and were openly sceptical and amused when told that funding for the sports field had been secured from the Outer West. Lack of funding has forced the AmaXimba to become self-reliant and could be one of the reasons why the AmaXimba appear to be self-motivated. This is an impression supported by Murphy *et al.* (1994) who found that projects progressed within this community quicker than other communities.

Administration of the money appears contentious and, while in principle funds are to be transferred to the ADT from Tourism Durban, a year later this has still not happened. Historical misappropriation of funds for projects such as building block manufacture (confidentiality invoked) has highlighted the need for control measures in funding administration.

Money for development projects is available to the Outer West and THT has a R 310 000 budget available for operational and development costs. There is R140 000 available from Tourism Durban, through THT, to fund community-based tourism projects in the area, but a year later this has still not been made available to THT because of bureaucratic delays within Tourism Durban. Despite this however, the financial power in the study area would appear to reside with THT.

The Outer West also has approximately R450 000 available for the development of a local spatial plan and service provision and there is some money available from large corporations in South Africa wanting to change their “pre-Madiba” image and become involved in community development and upliftment. Some smaller companies have openly approached the ADT and are awaiting project proposals to be presented to them from the AmaXimba, as well as the removal of bureaucratic red tape that is currently delaying projects. This creates a problem for a community which has ideas, but does not have the capacity to develop planning and development

proposals.

Currently the study area is dependent on donation money to initiate development. Existing development is not generating enough income to sustain further development. This could have major implications for the tourism potential of the area. Self control will be needed by decision makers to adhere to the wishes of the community rather than be tempted by the easier route that industry presents, if it becomes interested in the area for development. As interviewees concerned with decision making have already mentioned possible incentive schemes to tempt industry, interest in investment could be generated in the near future.

6.8 DISCUSSION

It would appear from Durban Metro's plans that there is a desire to use the existing open space system and coordinate it into the MOSS concept. This extended MOSS system is compatible with current developments such as the Beier development, but will need integrating with the Cato Ridge/Engen development. This would also be compatible with the envisaged community tourism development that Ximba is initiating. It would appear that potential for tourism to generate income is being used as the selling policy for this vision. Tourism itself is not able to generate income; motivated people will be required to do so. Thus once again tourism is used as an agent of manipulation. Rather than being considered negative factors by some people, the open spaces should be recognised for the assets that they are and be capitalized upon. Nature-based activities would make it possible for the conservation areas to be consolidated with the open spaces and the incorporation of communities and their culture into these developments could entrench a sustainable ethic. The challenge is to find means by which financial benefit could be derived from the open spaces.

The study area is ideally suited to fulfill the requirements of nature-based tourism. While this may not be considered the main form of tourism to develop in the area, if the existing potential is protected, access to this sector of the market will not be compromised. Concomitant with nature-based tourism and trails is the backpacker, and it is possible that this market should be explored more fully. Currently, the backpacker is not receiving prominence in marketing strategy, which appears focussed on the foreign, vehicular-based tourist. Recent statistics from Australia indicate

that the backpacker is an important money spender, who stays longer, and spreads money over a wider area, thereby creating jobs throughout the country, rather than in localised area (Natal Witness, 8/11/1997). This also means that the backpacker's expectations of infrastructure are not as up market as organised tour groups and thus a tourism economy can be generated in any area that still has natural scenery and friendly people, namely a rural area. While the Outer West is no longer a rural area, Ximba retains some characteristics that can be successfully developed for this tourist segment.

However, once again the security dilemma is raised, this time confirming a new emphasis, namely the possibility that different crimes will affect different sectors of the tourism market differently. While it is possible to keep a tour bus of people reasonably protected, it is not possible to do the same for the active, nature-based tourists, especially backpackers. This could possibly be overcome by developing a culture of backpacking with a personal, trained guide, who could also provide the intimate component required by nature-based tourists. However, this will increase travel costs and is unlikely to lead to an expansion of the backpacking sector. Malaysia has successfully managed to incorporate ex- army personnel into the tourist trade, but this is more as specialised tour guides for groups of people wishing to experience the trails depicting the historical warfare in the country, rather than for personal safety.

The other possible developments could aid the current tourism milieu in the Outer West by providing infrastructure and forming service centres along the R103 route. The possible convention centre would help encourage business tourism into Ximba, thereby diversifying their tourism base. All these initiatives would impact on the tourism potential of the Ximba area, changing the future vision from the provision of open space, nature-based tourism, to vehicular-based arts and craft tourism, similar in nature to that found on the existing R103 route.

Research has shown that casinos are not a major draw card for people choosing a holiday destination (SATOUR, 1997). Thus, while a casino would improve the economy of the Outer West, it would probably attract people directly to it and thus not really be instrumental in dispersing money throughout the Outer West. However, if it were positioned on the western sides of the Outer West, for example around Cato Ridge, it would encourage vehicular traffic to

traverse the tourism route first and might then aid economic dispersion considerably. The placing of the attraction will be crucial. It could either be used to redress past imbalances and be located near Cato Ridge, or more likely, near an already urbanised area, thus contributing to further congestion. Should plans for a casino come to fruition, they would increase the base of recreational tourism available to the Outer West.

The above plans indicate a cautious willingness by outsiders to consider further expansion within the study area. Some of the plans would impact directly on the tourism milieu, and others would improve infrastructural support, particularly in the Ximba section, thereby, impacting indirectly on tourism. However, a noticeable fact of all development in the study area, is how few of the visions come to fruition. Many reasons contribute to this, including factors such as lack of community capacity. This lack of capacity is not confined to the AmaXimba, but is manifest in different ways within the R103 community as well. What is common to both communities is the lack of finance which could be used to enhance the limiting facets of their respective capacities.

Lack of finance appears to be one of the main constraints on implementing projects. Submission of project proposals show that people obviously need help in compiling a funding proposal and devising project management. Combined with the limited ability on the part of Ximba people to access the information in the adverts calling for proposals, the vague responses received from both communities imply a waste in advertising money on the part of the THT. Another method of accessing projects will have to be followed. Given the apparent self motivation of the AmaXimba, capacity building amongst both communities might improve the prospects of finalising finance and enabling people to reach tangible goals. As capacity grows, people will become more aware and it will then be possible to control exploitation.

It would appear that the government agents of the Outer West and THT should consider the formation of strong linkages with the ADT and together act as a vehicle driving the tourism process. Both the ADT and the Outer West are being approached by independent investors and would stand a better chance of securing the investment if they combined their energy and power. The relationship among the three agencies should not be considered triangular as this implies an apex with a power base, but rather as a circular partnership with equality for all participants. If

it is accepted that these three agencies are representative of their respective communities it is possible for them to then use tourism as one of the major means by which to drive and shape development in the Outer West, thereby controlling the influx of undesirable industry that could compromise both communities' quality of life. As the Outer West is primarily involved with service provision, it will be the task of the ADT and THT to capitalise on current opportunities and using a goal directed strategy, use tourism as an agent of delivery (Fig. 6.1). Furthering the tourism milieu will require coordination and cooperation between both tribal and government authorities to ensure that the tourism industry does not become economically overburdened and ensnared in bureaucratic "red tape". Agreed upon means to prevent this will have to be found.

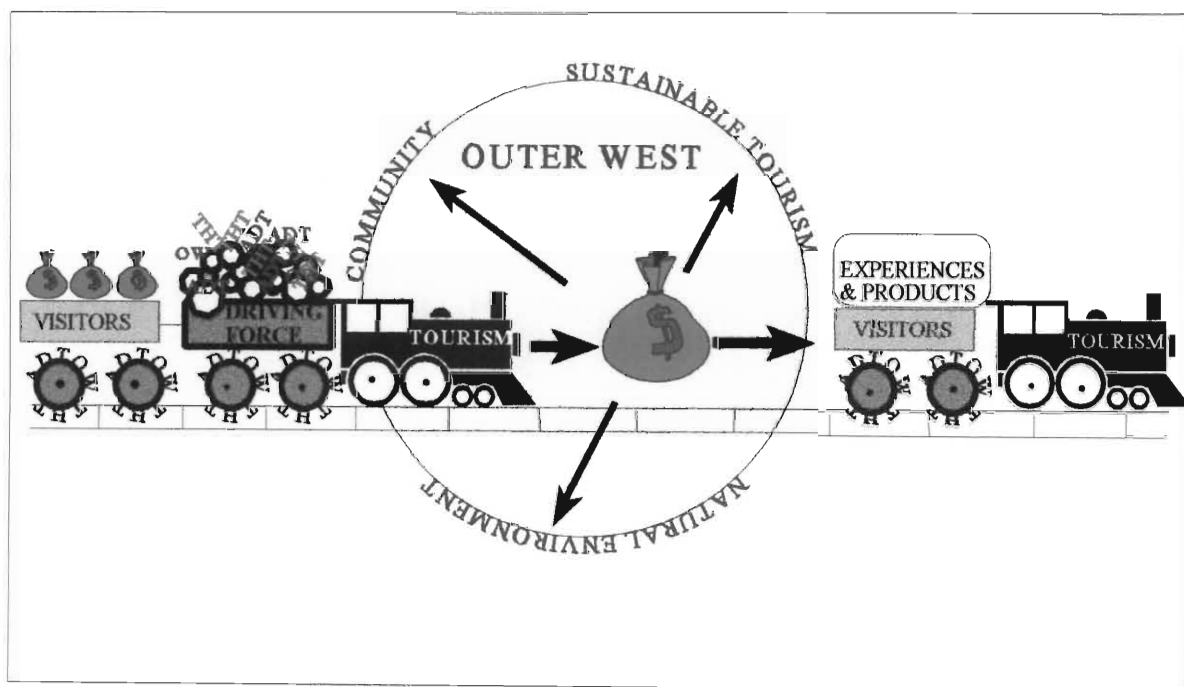


Fig. 6.1 Conceptualisation of the need for the ADT, THT and Outer West (OW) [the wheels of the train] to drive tourism development together and use tourism as a vehicle to achieve change in the study area.

The community should act as stewards to ensure that money derived from tourism is used to maintain the community as well as the tourism milieu and the environmental base. To overcome the increased environmental stress created by nature-based tourism, the community needs to be ecologically literate while providing active, product-interaction that is authentic. In addition, this

must be delivered with a high level of professionalism and service, yet it only requires basic levels of infrastructural provision. Thus, both Ximba and the R103 are ideally suited to provide the required service, although a stronger product could be delivered if they could find a way to interact and complement each other. Both routes need capacity building in providing a quality professional product, and the active conservancies and environmental ethic (Chapters 2 and 4) offer the basis for capacity building in ecological literacy. The community could also serve as the vehicle to enforce environmental justice and serve as custodians for the existing environmental base. This function could become increasingly important as development proceeds within the study area. Sustainable tourism focussed on international trade will require the promotion and integration of strategies proposed by Agenda 21 for Tourism (WTO, 1995). These include an increase in environmentally friendly “green” buildings and development and the promotion of energy conservation practices such as riding bicycles. B&Bs and nature-based tourism in both Ximba and along the R103 lend themselves to the implementation of Agenda 21 strategies.

Marketing strategy requires consideration. All project planning concerning tourism provision requires a significant portion of capital outlay for promotion. Expertise in this field does not exist within the ADT or the THT and consideration should be given to means of improving capacity in this field. If the current tourism cycle is to be accessed amongst tour operators, consideration should be given to time constraints. If it is considered that time is needed to develop the required processes which will ensure a fully participative approach, it may be necessary to delay the marketing phase. Therefore, a strategy could be aimed at engaging the cycle in three to four years time. The challenges to be faced then will be finding means to overcome competition from other routes within the Metro surrounds.

The existing tourism milieu within the study area has now been presented, together with possible constraints and considerations necessary to bring visions to fruition. Issues that need to be addressed are the best practical tourism options for Ximba and the means by which these can be achieved. It is becoming increasingly apparent that for Ximba to develop its tourism option independently of the R103 will be difficult, and may not be in their best option. Accordingly, the following chapter presents an overarching view of the possible way in which tourism development within the study area could proceed.

CHAPTER 7: POSSIBLE TOURISM DEVELOPMENTS FOR THE STUDY AREA

7.1 INTRODUCTION

In analysing the current tourism activities it is obvious that most of the tourism development has taken place on the R103 spine of the subregion. There is clearly room for growth in all the types of recreational tourism already mentioned, particularly cultural and adventure tourism. The overall character of the study area should be taken into account and the IDF should consider devising a plan specifically for the tourism sector of the study area. This all embracing concept will allow potential attractions to be positioned to the advantage of the entire area. It is possible to devise a broad framework along the lines of a grid system, familiar to geographical planners. This broad system is presented first for possible consideration.

Given the infrastructural imbalances between the R103 route and Ximba, it seems that a more detailed three-pronged strategy should then be considered to develop tourism. Firstly, a rejuvenation and upgrading of existing infrastructure, coupled with an aggressive marketing campaign, could serve to make the public more aware of tourism opportunities in the area, thereby strengthening the tourism product. Secondly, an extension of the existing R103 route up to Cato Ridge would allow for the incorporation of Ximba and the development of a “Midland’s Meander” type of attraction. This extension would also allow for linkages with other routes on offer. Lastly, concomitant capacity building within both the AmaXimba and the R103 community, aimed at developing and implementing the tourism product should occur.

This chapter will outline a possible broad grid concept for tourism in the study area followed by means of extending the tourism route. Ways of linking the grid concept are explored and specific types of attractions are then presented. Clearly defined historical highlights are not evident in the study area, but the examples of everyday history that could be found are explored for their contribution to the tourism milieu. This chapter combines the tourism potential for the study area presented and discussed in previous chapters. Thus, the focus here is not on discussion, but rather on a presenting an idea designed to conceptualise the tourism product.

7.2 BROAD CONCEPTUAL PLAN

Following the geographical grid planning concept of corridors, it is possible to propose a plan for the study area, as well as expanding it to incorporate the remainder of KwaZulu-Natal. The concept consist of a grid of urban and green tourism corridors set up to maximise existing infrastructure and open space (Fig. 7.1).

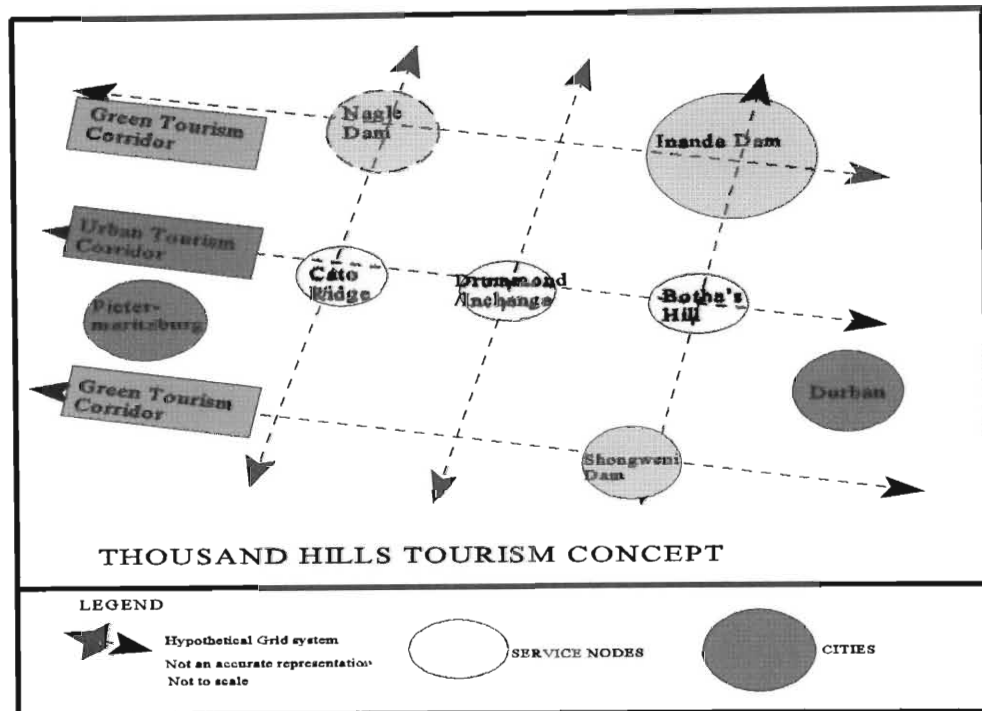


Fig.7.1 The grid corridor's plan of urban and green tourism for the Thousand Hills Tourism Concept.

Thus the R103 currently has a ribbon development of urban tourism and could form the main urban tourism corridor with service nodes along its length situated at Botha's Hill Drummond/Inchanga, Cato Ridge and Inanda. This could be complemented on either side by a green corridor that would straddle the river valleys, which include Ximba. The corridors will only approximate the axis of the grids as shown in the diagram. The urban and green corridors could be linked by developing rural trails, for example, hiking, canoeing, mountain biking and horse riding, while the urban corridor would be linked by vehicular and hiking trails. In this way ecosystems and habitats could be conserved and it might be possible to eventually form a

biosphere with Drummond area at the centre (O'Brien, 1997 pers. comm.).

The R103 forms the first incremental stage to the model as it is already well developed. This urban tourism corridor would consist of vehicular-based activity and the nodes such as Inanda, Hillcrest, Inchanga, Nagle Dam and Cato Ridge could become the service providers and focus facilities such as banks, shops and so forth. This should control the 'ad hoc' development of services throughout the route and decrease the "dribble effect" of services developing along the routes. Indiscriminate service facility development could lead to congestion and over development, thereby decreasing the tourism potential of the entire area.

Tourism opportunities are identified as focussing on the cultural villages, catering and accommodation, as well as the resource reserves such as the conservancies and natural areas adjacent to the dams. Using this as a basic concept, it would then be possible to tie developments such as the Beier proposal, the two game parks proposed at Inanda (Nicholson, 1997 pers.comm.) and Cato Ridge (Collins, 1998 pers.comm.), and the sports complex at Ximba into a holistic tourism development concept.

It is desirable to introduce new attractions into the route, as well as redistribute some of the tourism potential. One means of achieving this would be to extend the current R103 route.

7.3 ROUTE EXTENSION

It is possible to develop an integrated route stretching from Sherwood through to Cato Ridge with at least three very distinct characters (Fig.7.2). The initial route from Sherwood through to Hillcrest could cater for the surrounding neighbourhood's need for short 'getaways' from home, namely, day trips. This could focus on the provision of high quality shopping and attractions such as nurseries with tea gardens. The Hillcrest to Drummond area could form another section of the route, focussing on domestic, recreational tourism of a relaxing nature, such as children's activities and Sunday lunches. If this is incorporated with the theme of colonial, frontier life in KwaZulu-Natal and Anglo-Saxon traditions, it should provide enough difference to attract domestic day trippers and weekenders further along the route. The third portion, from Drummond to Cato Ridge (including KwaXimba), could develop a rural, traditional African flavour,

distinctive from staged attractions such as Phezulu, and be more attractive to foreign visitors who could possibly stay overnight with a traditional Zulu family.

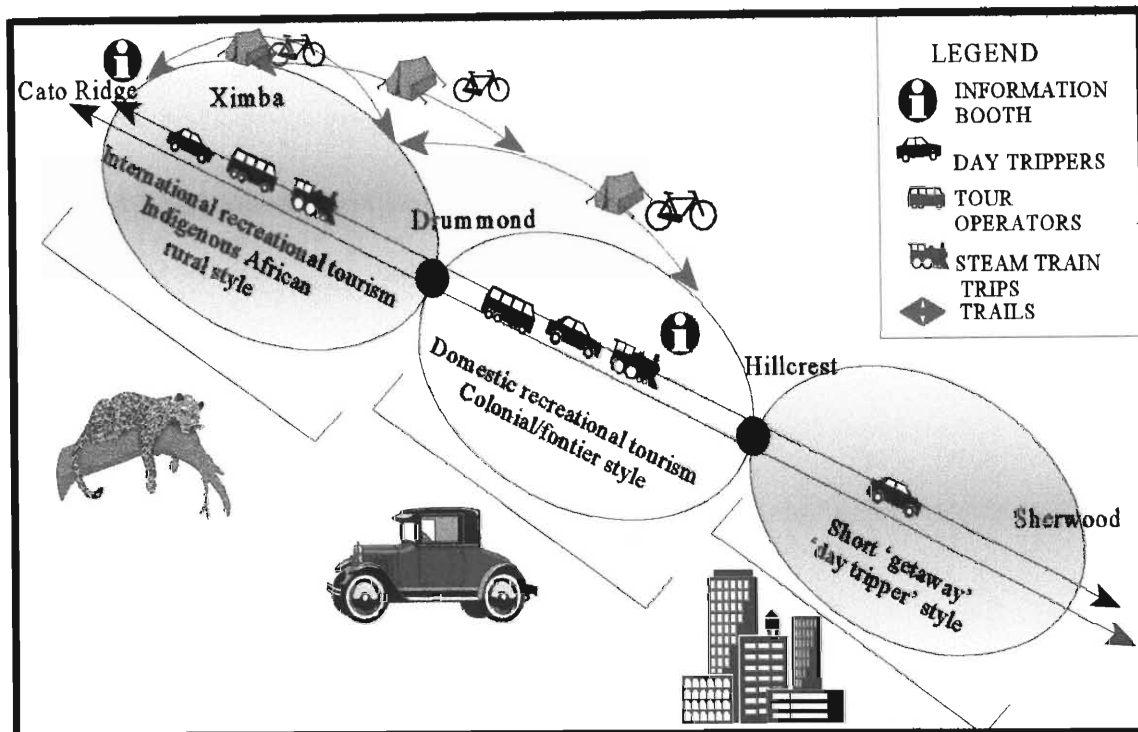


Fig. 7.2 Suggested extension of the R103 route up to Cato Ridge, focussing on three main development themes.

7.3.1 Service Node Consolidation

The consolidation of attractions around central nodes would be desirable. Up to Hillcrest the attractions are densely spaced, but from the outskirts of Hillcrest there are large areas without attractions, and areas where the attractions are too far apart to entice casual shopping and walking. The existing shopping centres need to be consolidated and developed further, and areas such as Botha’s Hill, Drummond, Monteseel and Inchanga require the development of tourist attraction nodes, including places of refreshment and a concentrated area of ‘impulse’ shopping attractions. Secondary routes are fairly well catered for, although they could all be developed further, without spoiling the essentially rural character of the Outer West. No banking facilities are available past Hillcrest central, thus limiting the potential for impulse shopping. In addition,

ablution facilities are lacking, both in the valley and along the R103. A consideration would be for the Botha's Hill tourism office to have an ablution facility and possibly even a small shop which could provide some additional incentive for people to stop there.

Empty shops need to be occupied. The abundance of empty shops adds to the air of despair. Service providers should be helped to develop a character that is unique and aided by little details such as the type of music played to set the atmosphere. The Botha's Hill Station tea shop created a good atmosphere by playing period music, but should have followed through with the full dress theme complete with basket vendors and such like on the station. It would take time for the extra effort to yield results, but these could greatly aid tourism along the route.

7.3.2 Cato Ridge Anchor Attraction

Establishing a tourism facility in the Cato Ridge area would be a strong boost for tourism in general throughout the region. A company with a social development ethic could appoint a tourism manager for the area, and discussions with Engen representatives elicited a favourable response (Ambrose, 1997 pers. comm.). In addition, a community-manned information kiosk could be placed on the tourism facility forecourt, easily visible and accessible to motorists. The kiosk should be run in conjunction with other stakeholders, for example, the Conservation Services, THT and ATC. The booth should include a full selection of brochures, freely available to the potential tourist as well as all other relevant information. Community guides could offer first-hand encouragement to experience the region's cultural and ecotourism experiences.

It would also be possible to establish a tourism curio centre, allowing vendors the opportunity to access travellers. Diversity in curio products should be encouraged. Domestic tourists are not really interested in an endless supply of bead necklaces. Quality utensils such as interesting, useful presents- bead baskets', presentation platters, fresh produce - might garner more interest and stop some visitors' automatic refusal to look at the goods. The beads are usually of more interest to the overseas tourist. Care must be taken to keep attractions along the R103/Ximba route fresh and different to those at the curio centre, otherwise tourists will lose their incentive to travel the tourist route through Ximba to Incharanga and then along to Drummond and Botha's Hill. It might be possible to use the centre as a publicity venue at certain times during the year by providing

“live” attractions that might persuade travellers to travel the old route through to their destinations.

This is not likely to be a short term project as infrastructure would still need to be built. Time would then be required for the stop to gain recognition by the public. However, once established this would have the effect of putting the region firmly in the national eye, thereby substantially increasing the economic opportunity. This should be regarded as a medium to long term tourism development.

7.3.3 Theme Development

Development of service nodes should be carefully controlled and coordinated. Active roleplayers in each node should decide on an overall theme of development, but should also encourage local initiative in implementing the theme for individual attractions. This will retain the diversity required to provide interest, while encouraging a consolidation of identity which will encourage the development of regional pride. Landscaping, fencing, and architectural forms should be actively encouraged to consolidate the theme chosen. This does not need to be undertaken on a large scale, thus less capital is required, but returns could be maximal.

7.3.4 Linkage

There is the potential to develop the existing railway nodes into major tourist attractions with the popular, romanticised ‘steam train’ theme being expanded upon. The ‘Inchanga Choo-Choo’ provides a good means of linking the Outer West area into a cohesive route, as it could stop at Kloof, Botha’s Hill, Inchanga and Cato Ridge. The service itself needs to be formalised. It is currently run on an informal, non-competitive basis and has low cost/benefit economic returns. Expanding the service could lead to conflict with residents through noise and dirt pollution, thus mitigation strategy will need to be instituted and a comprehensive cost benefit analysis undertaken.

Further initiatives could include the development of new events such as the Umgeni Steam Train/ Cycle Race, and moves by Durban Metrorail to reopen the old lines will increase the opportunities accordingly. New trends in South African nature-based tourism include vintage train safaris to

game reserves. With the potential of the Outer West to develop a game reserve and biosphere, these types of excursions could be offered on a very competitive, cost recovery basis. There is a need to develop user friendly infrastructure for general urban tourism in the area. Cycle and pedestrian paths lining the R103 will greatly add to the 'getaway' potential of the area, and if designed properly could aid the staging of events such as the Comrades Marathon, cycle competitions, the Ultra walking marathon and so forth. Not only will these increase the tourism potential of the area, but they will decrease the traffic conflict.

7.4 DEVELOPMENT OF TRAILS

Adventure activities in the form of guided walks and hikes along the relatively unspoilt valleys could be planned, and form an extension of routes for the physically orientated visitor. This form of tourism provision would enable the area to be promoted along the lines of a health orientated holiday, thereby catering for the growing band of professions with disposable income, who are in need of a healthy, stress free holiday.

Locally trained guides, accompanying each group, could assist in promoting coordination and cooperation within the region, thereby eliciting a bigger commitment from the communities. A well marked and planned trail interlinked with a sociological tourism experience, such as living with communities along the hike, could be an added and unique attraction for backpackers and adventure tourists.

There is potential in the area for the establishment of a variety of hikes and trails. These would normally suit nature-based visitors and/or backpackers and it would be possible to supply a variety of graded trails. Keeping areas pristine would require a lower incidence of trails and it is suggested that differential pricing structure be considered for easier mass trails as opposed to the more difficult specialist trails, or even inaccessible, 'wilderness' trails. This would help maintain the carrying capacity of the environment. It is suggested that the trail development be carefully coordinated and planned with expert opinion and the inclusion of the Conservation Services. This area has a high intrinsic potential for degradation and will require careful management.

Trails for different types of activities, such as horse riding, hiking, commando type and such like,

could be developed. Trails could be extended to include bicycle trails, of which there are very few in KwaZulu-Natal. At least three grades of trails and hikes could be established. An illustration is provided using bicycle trails as an example.

7.4.1 Grade One

The first, in line with Agenda 21 for Tourism (WTO, 1995), would consist of providing bicycle transport for visitors staying overnight at a hotel, or one of the numerous B&Bs. While this would be popular with people on holiday there are two major obstacles. Firstly, domestic and international tourists must be persuaded that it is preferable to stay in the study area, rather than seeking accommodation in Durban, or on the North and South coasts. The second obstacle to be dealt with is the lack of cycle track provision lining the R103 route, and other minor town roads that lead to attractions. The R103 is too dangerous for both motorists and cyclers to share the route.

7.4.2 Grade Two

The second could consist of trails required by marathon rallyists and should consist of both one and two day events, through the area, possibly extending through to Nagle Dam. Again the potential to degrade the natural environment is high, and careful planning management and maintenance must be considered. This type of trail provision would require service facilities in the form of huts, ablution blocks and so forth.

7.4.3 Grade Three

The third, would consist of wilderness trails for the mountain enthusiast. Once again careful planning is required to minimize and control damage to the natural environment as well as ensuring that the hikers and bikers do not spoil the experience for each other. Due to the potential for damage, it is once again suggested that this type of trail be considered 'elitist' and carry a high price tag.

7.4.4 Trails in Ximba

The potential for trails in Ximba is high, but the provision of trails will only become viable once the security of hikers and bikers from crime as well as political manoeuvring can be guaranteed.

Verbal assurances at this time will not be sufficient as potential hikers and bikers need to be confident of their right to personal safety.

7.5 GAME RESERVE

There is potential for the Outer West, in conjunction with neighbouring regions, to link existing open spaces and create a large game reserve that could extend through to the Pietermaritzburg surrounds. It would be possible for this to rival that of the Hluhluwe/Umfolosi complex. This type of attraction will have a strong appeal for foreign tourists. English tourists place wild animals high on their lists of “must see” attractions (SATOUR, 1997), and this could be a means of keeping them in the vicinity of Durban rather than them departing for northern KwaZulu-Natal. This would increase the average length of their stay and thereby increase the amount of money retained in the region. This, in turn would benefit other metro regions, as well as maintain the current conservation status of the Outer West. The concept could incorporate the development of a semi-traditional, sleep over facility for backpackers.

7.6 THE ALLURE OF ‘TENTED HUTS’

The emphasis on nature-based tourism does not have to revolve around backpacking and hiking. Urbanised dwellers would also consider the concept of sleeping in the wilderness attractive. Especially if the illusion could be produced in an area close to their home, thereby reducing their travelling time. However, few urbanised adults truly enjoy the inconveniences associated with wilderness life. Thus, the concept of tented huts in the study area provides a means of suppling both needs. The ‘tented huts’, found in Botswana, comprise a rigid, permanent structure covered by a large tent roof. They are usually equipped with modern conveniences and built into the existing natural landscape with minimal disturbance to the physical environment. Thus, they combine the romance of camping with the convenience of modern living. These attractions could be augmented by mud huts with westernized, colonial fittings. After all, in Ceballos-Luscurain’s words (1996), “the German business man still remains a business man with his own comfort zone, even in ‘Darkest Africa’”. As this would require capital, it is suggested as a medium to long term development project.

7.7 DAY TRIPPER ACTIVITIES

Day tours aimed at enhancing cultural identity and set up in conjunction with the local community, could also be developed. This is one of the few business examples where there is a strong possibility of enhancing the cultural and environmental status of an area through development, rather than simply trying to protect it. The potential for developing these activities is high in Ximba and should allow visitors the opportunity to take part in several experiences, such as:

- ❖ making a small Zulu bead love letter which is kept by the visitor,
- ❖ initiating the brewing of small amounts of beer which are taken home by the visitors. There, fermentation continues and the product can be sampled again with family and friends. It is unlikely this would be suitable for overseas tourists as the average stay in KwaZulu Natal is only 5-7 days (SATOOR, 1997) and it is probable that they will experience problems with customs officials,
- ❖ providing freeze dried packets of “ingredients” to be made up back at home such as porridge, bread, beer and so forth,
- ❖ teaching visitors some of the traditional dances and their significance,
- ❖ looking at historical factors that have shaped culture to its present state. An example could be the mines and the development of the “gum boot” dance,
- ❖ a detailed account of the importance of Nguni cattle to KwaZulu/Natal, as well as an explanation of the relevance of the hide/skin patterns to Zulu culture (Schroeder, 1996),
- ❖ developing a well-known herb/fruit/vegetable community that would provide produce for urban dwellers. This could be linked with an elegant tea room specialising in herbal teas for specific ailments. There could be a resident Sangoma to advise black and white tourists, domestic and international on the more innocuous herbal remedies and practice ‘predictions’,
- ❖ the development of a high class, “Out of Africa” restaurant along the lines of the mediaeval experiences, ‘Camelot’ and ‘Green Sleeves’, available in the study area as well as in Gauteng. This facility should also be designed to cater for large functions such as weddings and parties. Weddings should incorporate an ethnic theme with the bride being attended by Zulu maidens in true traditional style.

However, cultural attractions are not of perpetual interest to domestic tourists who are only likely to visit them once or twice. The foreign tourist market, however, is continually renewing itself. Therefore Ximba is likely to continue appealing to foreign visitors and decisions need to be made on whether the rest of the route through to Ximba should cater primarily for domestic or foreign tourists. The current upgrading in attractions at Drummond are aimed at foreign tourist trade and this could be the market to aim for. Points favouring this approach are that Ximba will then be catering for an elite, small number of people who will probably be more amenable to paying slightly higher prices. Thus less infrastructural provision is required and the capital outlay is less. Also there will be fewer negative effects felt from intrusive tourism.

7.8 EVENTS

Formalising the events' calendar has been dealt with previously. The calendar could be expanded to include supporting attractions such as a week's carnival prior to the Comrades Marathon. Linking attractions could be considered such as an information kiosk in the vicinity of the commemorative Comrades Wall. If this were to incorporate an exclusive Comrades memorabilia shop with the provision for computer registration, it would encourage domestic tourism from participants. The concept of the commemorative Comrades Wall could be extended further to help counteract severe erosion along other parts of the R103 route. Where applicable other themes could be developed for a wall such as one for the memory of crime victims throughout South Africa. It would also be possible to plant vegetation in the wall and add to the atmosphere of the area.

There is enormous potential for the development of an Outer West "village green" similar to that found in Durban. Correct management would enable this to host international artists and events. This concept could prove highly competitive, as the Outer West has more open space and therefore correct planning could ensure that the nuisance factor currently experience by residents in Durban is reduced.

7.9 HISTORICAL ASPECTS IN THE AREA THAT COULD BE DEVELOPED INTO TOURIST ATTRACTIONS

All aspects of life should be considered when developing nature- based as well as cultural tourism

attractions in an area. Due to recent developments in South African history, an emphasis on traditional people's culture is to be expected. However, to eventually give visitors a more enlightened and enriching experience, all cultures will need to be depicted. With this in mind the history of the study area was explored, hoping to highlight historically significant sites. However, it was found that little recorded history exists. Recently residents were asked to provide anecdotal information from their personal resources to document Hillcrest's centenary in 1995 and this resulted in a colourful account of the area. It is necessary to find ways of documenting and preserving the history of neighbouring areas before it is lost from living memory. Available information was used to suggest the following themes for tourism development.

7.9.1 Local Indigenous History

There is very little written on the traditional history. It is thought the original inhabitants before Shaka's Zulus, were Nguni tribesmen (O'Keefe, 1988; Ross, 1995) and that the area was well inhabited. Now only the stone walls of the cattle kraals remain. It appears that the Ximba people were originally part of the Cunun tribe (Bryant, 1965) and worked the mines for Shaka. They might have been instrumental in helping Shaka develop the short thrusting spear (ikhla), which changed his fighting capability. It is postulated that they were originally driven into the Valley of a Thousand Hills area by the warring of the Zulu nation that caused so many tribes to break away. The Ximba people are Sotho by heritage (O. Mlaba, 1997 pers. comm.).

In 1812 there is a record of the Amatuli tribe being cannibals, as discovered when they fled from Shaka's Zulu impi, leaving their pots cooking. When the impi's sat down to eat, they discovered the contents of the pots were the lower parts of human legs (O'Keefe, 1988; Humpheries, 1988; Ross, 1995; Coutts, 1998 pers. comm.) These cannibals are referred to as the AmaTuli by Ross (1995), the AmaKanjwayo by O'Keefe (1988) and the Nyavu (man eaters) by Humpheries (1988).

It is possible that later inhabitants, the Qadi tribe, arrived in 1837 when Dingaan ordered their extermination. If so, they would have migrated across the Tugela river and eventually settled in the Valley of a Thousand Hills near Botha's Hill. They form part of the early tourism in the area, as in the early 1920's day visitors were travelling to their settlement to see how real Zulu people lived (Bulpin, 1953; Corporation of the City of Durban, 1953).

The valley area, sculptured by the cutting action of rivers, erosion, upliftment, ice action, faulting and folding gave rise to the Zulu name of Inshangwe (the sharp edge of a knife) to describe the ridges along the southern rim of the Umgeni Valley. It is thought that Inchanga is a western corruption of the original Zulu name (Bulpin, 1966).

Mgeni means the “place of acacia thorn trees”. The river arises in the Natal Midlands in a large vlei surrounded by the Impendle Hills. The vlei had the ancient name of Msonginyathi (gatherer of the Buffaloes) and is thought to have been the place where herds of buffaloes grazed. The river flows east into Midmar Dam and then flows over the 94-metre high Howick falls and 12 metre Albert falls. It feeds the Nagle Dam, winds through the valley past Sithumba and into the Inanda Dam. It is canalised in the Springfield flats for part of its route and then enters the Indian Ocean at Blue Lagoon.

Little other indigenous history could be found, but a general account of African life in The Valley of a Thousand Hills is presented by Tedder (1969). This is a very general description of indigenous life, but is probably suitable for the average tourist. It is suggested that this account could form the basis for developing indigenous cultural tourism attractions. It is possible that this could aid the new Sithumba village in acquiring a more authentic feel than any of the other contrived Zulu villages. Alternately, it might be better to consider designing the village to highlight the differences in historical and modern day indigenous life, explaining the catalysts responsible for the change in cultural manifestations. It would also be possible then to incorporate the individual day tripper activities mentioned previously into the design. This would provide an active, learning experience which forms the basic requirements for the nature-based tourist.

Tourism in the Durban vicinity was officially embarked upon by the Town Council in 1907 when it was decided to develop Durban as a holiday resort (Corporation of the City of Durban, 1953). Until recently this has been confined to the coastal area, and places to the north and south of Durban have developed as holiday resorts. The tourism trade has relied almost entirely on the sea as the key attraction and it is only now that attention is being seriously focused on inland attractions and the rich cultural diversity that exists in the province. Unfortunately this biased focus has resulted in the loss of attractions, such as the major Zulu dancing competitions that used

to be held in Somtseu Road on Sunday afternoons (Corporation of the City of Durban, 1953). Today these events could be major draw cards to augment what used to be the key attraction, the sea. Reinstating this major event is possible, but will be difficult as the change in lifestyle from rural to urban amongst the Zulu people has been achieved to a large extent with a concomitant loss in culture. Today there seems to be far more emphasis by the young people on western dancing events such as ballroom competitions.

7.9.2. Colonial History

This can be traced to a few key figures responsible for the establishment and eventual development of the different towns changing them from original pioneer frontier farms that existed. Kloof is sited on Richmond Farm owned by the Hon. W. S. Field. It would be possible to develop a cultural display on the story of the loss of his ship the 'Sea Bride' which was taken just outside South African waters by the confederate raider, the 'Alabama'. This episode became the subject of a South African folk song, "Daar kom die Alabama". (There comes the Alabama) (Ross, 1995).

The original farmhouse still stands, as does the Hon. W. S. Field's later residence, which was renamed Thaxted House. It is thought to be occupied by Mrs Riddel (Natal Mercury, August 1997), who is converting it into a B&B. These buildings could also be used to display the pioneering aspect of Kloof in the 1850's, either by constructing a house museum, or by developing overnight houses in which guests experience the frontier life. One can envisage aspects such as living with wildlife, especially predators on one's doorstep; having to corral stock at night to keep the animals safe from predators and the Zulu people; and sleeping on the verandah with the cry of leopard sounding in the night. The apparent lack of leopards in the study area would necessitate some creative thinking on the means to supply an authentic experience that did not appear contrived. Displays could be used to depict the embarrassment experienced by Mrs Field, when a delegation consisting of dignitaries from Durban caught her skinning a leopard that she had shot. She was doing this because she did not trust anyone else to skin it properly (O'Keeffe, 1988). A great indignity suffered by a Victorian Lady, but part of frontier life.

The use of the streams to cool the milk before transporting it to Durban, the making of butter and

the difficulty in obtaining medical care, for example, would be informative. Comparison could be drawn between modern living and how both the indigenous Africans and the white colonials had parallels in their life styles such as having to wash their clothes in the nearest stream (Ross, 1995). Engineering feats could be illustrated by erecting a plaque for Mr Gillitt's remarkable 'dry wall' construction of his farm fence, some of which is still visible today.

Controversy exists on the derivation of the name for Botha's Hill. Some accounts favour P.R. Botha, General Louis Botha's grandfather, as the founder, while others favour Cornelius Botha (Kersney College Research Unit, 1988), an innkeeper and former Harbour master of Port Natal. Evidence favours Cornelius Botha. Display boards could also include the information that Drummond was founded in 1886 by Sir Charles Drummond and that Inchanga derives from the Zulu word Ntshangwa meaning a "long bladed knife". In 1840, George Christopher Cato was given the farm Uitkomst as compensation for his suffering and indignity at the hands of the Boers during the war. On the death of his son the farm was divided up and leased. The leases were taken up by approximately 75% German and 25% English residents, giving a distinct German character to the district around Cato Ridge. This could serve as a theme for the area which could enhance the diversity required in the tourism product.

The history of the Voortrekkers, followed by that of the German settlers can be displayed within an establishment catering for tourists and specialising in the famous German Hops bread. The German life style is well depicted at Bergthiel Museum, Westville, and a local history museum housed in the primary school. However, the Bergthiel Museum report that there is little visitation over weekends, and, since it is not cost effective, they are now only open during the week (Bergthiel Museum Curator, 1997 pers. comm.). It is possible that this situation is due to the position of the museum, within the offices of the Westville municipality, as well as a lack of advertising. The local primary school museum is also not well known.

While not part of the colonial pioneers, Indian settlers arrived in the area in 1849 as they provided labour for the building of the railway. Later, in response to the Group Areas Act, 1950, they were relocated. Once again this is a part of the area history that could be further developed.

7.9.3. Transportation

Various dimensions of transport could form the subject of another tourism experience. Trips in ox wagon should be available and displays showing the difficulty of using a double oxen span to transport the first 5 ton boilers up the mountain range to the goldfields in the interior could be constructed. It would also be possible to show the transport of supplies needed to build the Shongweni dam. The difficulty in transporting dynamite, as well as the business competition between “waggoners”. This competition eventually became so fierce that the result was free rides, as well as lunch for passengers (Kersney College Research Unit, 1988). This could be expanded on. The problems that land owners faced with the road “lays” (Ross, 1995) which provided 24-hour servitude to travellers and their cattle or oxen could be compared to modern day road problems. This could then be followed by the development of the railway to Botha’s Hill in 1879, and further inland thereafter (Ross 1995). Atmosphere could be created by showing the meeting of the troop trains by residents during the Anglo-Boer war and the provision of tea for the troops. This was provided by boiling water in 4 gallon paraffin tins on the platform. Tourists could take walks to the sheds used for housing the soldiers. A trunk, which unknown to people was full of gold coins and pay sheets for the army, that sat on the platform of Botha’s Hill station for about 45 years waiting to be claimed, makes an amusing anecdote (Ross, 1995). Life with petrol rationing could also be highlighted (Ross, 1995).

The history could continue with the closure of the steam train in 1973 (O’Keefe, 1988) in response to the development of electric trains. The incorporation of the Old Botha’s Hill Station tea room, as well as the ‘Inchanga Choo-Choo’ stream train run, would be the ideal places to develop this historical theme.

The effects caused by the expansion of the transport routes on opening up the interior, as well as speeding up the development of communication could be developed. The results of this on supply provision, mail delivery, business and development could be highlighted. The subsequent effects of the national highway opening in 1955 and the demise of the area could also be depicted (Ross, 1995). It is interesting to note that the opening of the highway was welcomed by the residents as it cut down on the amount of traffic passing through the villages. However, in trying to revive the town through tourism and day tripping, ways are now being sought to get the traffic off the

highway and back through the villages. The obvious compromise hoped for is that the traffic will increase to allow business to flourish, but not to the point that traffic will interfere with residents again.

7.9.4 Personalities

Personalising an area always enriches the tourism experience as it provides anecdotes for tourists to relate to family and friends. It is suggested that where possible, stories on historical figures be used for illustration. The indignity suffered by Mrs Field has already been related. Another possibility would be the actions of ‘Old Jack’ Field, who is described as having a rich, irascible character by O’Keefe (1988). He struck a bargain with the rail authorities, in which he would supply, at no charge, water which they needed to be able to navigate up Field’s Hill. In return, he and his family could stop the train at his farm whenever they needed to transport produce, or themselves, to other areas. The agreement was adhered to until one day a clerk refused to stop the train. ‘Old Jack’ immediately cut the water supply and watched as chaos ensued. This continued until eventually a high level official visited him to apologise (O’Keefe, 1988). This sort of personality lends character and interest to places visited by tourists.

Dignitaries known to have visited the area are Winston Churchill as a War Correspondent 1899-1900, Paul Kruger, the Duke and Duchess of York, the body of the Prince Imperial on its way to France and King George VI, Queen Elizabeth and the two princesses (O’Keefe, 1988; Humpheries, 1988; Kersney College Research Unit, 1988; Ross, 1995). An interesting tourism display could be constructed around Percy Fitzpatrick, who wrote part of ‘Jock of the Bushveld’ at Hillcrest in the early 1900’s (Ross, 1995).

A tribute to famous sports men could form part of a display around the Comrades’ remembrance wall. For instance, Thomas Samuel (“Skirt”) who played cricket for South Africa as well as other contemporary sports personalities could be depicted.

7.9.5 Schools

The history of the various schools could be personalised with stories on the background of the dignitaries that founded them, as well as the ill feeling that arose when Saint Elizabeth School was

renamed Saint Mary's School. There are amusing descriptions of girls swinging from the rafters of the old building constructions, sleeping on verandas and having to endure 'bucket system' toilets.

7.10 HORTICULTURE

The area has a history of beautiful gardens and horticulture, with the development of the 'Natal Pink' carnation in the area, and the introduction of Cleomes by Jane Swan (nee Godge) (Ross, 1995). Folklore associated with flowers could be displayed. For example, some people believe that if a person gives away the seed of a Cleome it will disappear from the donor's garden, but flourish in the recipient's. There are a number of nurseries in the area and it should be possible to develop a day tour of the nurseries with lunch and tea provided in pleasant surroundings.

7.11 ARTS AND CRAFTS

Cultural tourism by itself will not greatly aid the economic prospect of the surrounding community. Cultural festivals generate a large economic base as illustrated by the Grahamstown Arts Festival which attracted 25 000 visitors and generated R25-million (Mail and Guardian, 20-26/6/1997). Key cultural attractions along the R103 maintain that their money does not come from the cultural feature, but rather from the goods bought at the accompanying shops. Some of the people interviewed envisioned the area from Botha's Hill through to Esikaleni and Nagle Dam as the prime area to establish a route similar to that found in Golden Gate and the Eastern Transvaal, with people stopping at scenic view points that also cater for arts and crafts stalls. A natural focus point for this type of development is the Sithumba village, especially with the community's plans to develop the village into an area for recreational tourism with a tea garden. It would be possible to develop the main R103 route with stalls at the suggested service centres, as well as on secondary routes off the R103 catering for more specific attractions. With twelve businesses specialising in wood craft (Chapter 5) it already appears possible to develop routes with specific themes. If an average travel time for each route is determined, brochures could be developed for specific routes, or combinations thereof. For example, attractions 1+2+3 form a cultural route that will take approximately five hours to visit and can be marked in yellow on the brochure.

7.12 DISCUSSION

The overall character of the study area lends itself to designing an Integrated Development Framework compatible with the urban-green corridor concept presented in the chapter. However, this presupposes the willingness on the part of the communities to cooperate with each other and to want to develop a united concept. Infrastructural imbalances mean that although Ximba has the option of independent tourism development, it will require vast amounts of capital input and time to achieve the same status as the R103, both limiting factors. Tour operators are currently looking for products to market and this will determine the next four-year cycle. Trying to implement investments to meet this deadline will be impractical and cause stress amongst participants. The unlikelihood of being able to meet the goals will probably result in demotivation, and disillusionment with tourism as a means of affecting change. A more rational approach could be to support the existing potential of the R103 and generate as much benefit from that as possible for Ximba. Providing the principles of sustainable tourism are adhered to and benefit is returned to the tourism base, this will provide capital for the necessary improvement of the existing tourism milieu in Ximba. This in turn reduces the reliance on generating outside investment interest which has not been successful to date. By improving the existing infrastructure, Ximba would then place itself in a stronger position to access future tourism cycles. Ximba could augment the R103 milieu by supplying a product currently in vogue. This would strengthen the tourism position of both areas making it easier to fulfil the other two requirements needed to rejuvenate the R103, namely, extending the route and devising an aggressive marketing strategy.

The above would require an active commitment on the behalf of Ximba to supporting the R103. If the desire for economic gain by the AmaXimba is not so great, a more passive strategy would be to raise awareness of Sithumba further and then harness the potential economic gain from increased visitation by opening local homes and forming B&Bs. Economic benefit would be localised to a few participants only. In addition, this would require considerable upgrading to some facilities as well as an increase in infrastructure to cater for the passing vehicular tourists. Not only would this require considerable capital input from individual residents, a point of conflict would arise with tour operators, black and white, who are currently using the village to provide tours for visitors wanting an “unspoilt” traditional experience. The “unspoilt” character and upgrading of facilities are incompatible. The impact of extensive vehicular tourism on the

community itself will have to be considered. It will also be necessary to consider mechanisms for ensuring that benefits accrue to the entire community rather than individuals, as is the case with vehicular tourism such as the Midlands Meander, and North and South coast activities.

While Ximba would greatly benefit from the Engen development at Cato Ridge, the R103 would also gain an additional entry point, thereby enabling the tourism route to be extended. This would strengthen the entire tourism milieu. Encouraging visitors from inland to divert from the freeway onto the R103 could be achieved by providing complementary packages to motorists at the Mooi River Toll Plaza.

The corridor concept is compatible with the incorporation of an arts and crafts sector into the tourism milieu. Not only would residents of the R103 benefit from expanding this sector, but Ximba could land up in a strong position by supplying product for this sector. Essentially the R103 product is fixed at specific locations along the route. Extending the service nodes would provide additional outlets that can be filled with the Ximba product. Not having infrastructure, Ximba would benefit from providing a mobile tourism product that can be used along the R103. Mobile tourism products can be found in the culture of the people and the things they produce. Thus, the challenge facing the AmaXimba now is to develop sufficient capacity to enable them to develop a high quality mobile product. This would eventually give the AmaXimba additional freedom as the product can be moved to areas experiencing economic upswings, whereas the strength of the R103 currently lies in its immovable infrastructure.

Diversity in the tourism product is possible by catering for the different tourism sectors when providing links from the main spine of the grid concept down into the valley. This allows for nature-based recreational activities, as well as vehicular-based activities conducted in a pleasant natural environment. The day tripping sector provides a temporary influx of people into an area, however, encouraging overnight visitation implies a more permanent increase in the density of people. Possible consequences of this are increased traffic congestion which will be exacerbated with the inclusion of cyclists and additional pedestrians. Currently the placement of dining attractions requires people to travel to Hillcrest for a variety of meals. This is especially treacherous at night because of the twisted, unlit, downhill section of road between Botha's Hill

and Hillcrest. During the day people have to conduct their normal business. Increased traffic on the road will test driver patience, especially with the drivers of slow delivery trucks on route from Cato Ridge. There are very few places to overtake and the current volume of traffic makes it difficult to do so. Irritation amongst residents in the area, with people meandering to enjoy the view while residents are trying to conduct a normal life, could overflow into the same level of rudeness experienced by visitors to Durban and the south coast. Thought must also be given to the capacity of the R103 to deal with the increased pressure. The dirt roads to Ximba are considered totally unsuitable by tour operators who are reluctant to take tour buses along the route. Those tour guides who are operating are using mini buses and Land Rovers. While the Land Rover tours are adding extra appeal by taking the guests on a “safari” type excursion, it does indicate the limit imposed on general traffic. In addition the condition of the roads significantly increase the travel time (Chapter 5). There is also too much livestock on them which could precipitate accidents. Accidents will mean an increase in the need for unexpected services, such as medical, and the increased irritation to residents in the form of dust and congestion could result in an overall decrease in their well being.

The consolidation of themes at each suggested service node will greatly aid the impression of product diversity. Historical accounts provide the means of enhancing the tourism experience and devising a unique character for each centre. This strategy has proved itself in Australia with entire towns taking on a united, individualistic character (Kenyon, 1996 pers.comm.). However, as it is possible to display a diverse history in a small area, residents will continually be made aware of South Africa’s often irreconcilable past differences. In addition, previous chapters highlighted the pride and individuality of the Ximba people manifested in their unwillingness to accept being blanketed by the term ‘Valley of a Thousand Hills’, or presumably, Thousand Hills Tourism. Historical accounts open up the possibility of finding a name acceptable to all communities, namely, Inshangwe. Thus, it will be necessary to consult widely on what would be acceptable to inhabitants, otherwise dissention could emerge, particularly amongst Ximba’s more volatile neighbours and along the R103. This dissention could manifest as further violence, thereby, effectively destroying the tourism potential.

There will also be a need to actively incorporate currently marginalised areas such as

KwaNyuswa. This could then lead to the formation of committees that could help promote the financial benefits of tourism to the area, and emphasise the destructive nature of crime and violence. Both de Haas and Chief Mlaba (1997, pers comm) advocated that this would be the only way to curb the currently destructive, violent situation at Fredville and in the Botha's Hill/ Assagay region. Not only does crime discourage visitors, it also changes the kinds of attractions that can be considered in the area. For example, it is not possible to have plazas with outdoor cafes where visitors can relax and enjoy the vista of passing people. With the lack of capital, it might be necessary to initially consider unlikely issues as tourist attractions. For example, it is stated that Mpumalanga was the first to initiate peace in the 1980's (Ncanana, 1997 pers comm), but while they were fighting many homes were destroyed. Residents have considered that some of these houses be retained as tourist attractions to chart the history of this period.

Care should be taken as to how historical information is imparted to visitors. Canada has strategically placed very large bill boards, consolidated in areas. These areas are large enough to allow people to leave their car and peruse the information at leisure. The effect of this is to persuade tourists to leave their car, thereby proving an opportunity for money to be spent. In addition, a plethora of signs do not litter the country side, a criticism of the R103 currently (Appendix 4- shopkeepers' comments.) Other methods of raising awareness also need to be found, such as display boards at petrol stations, especially the stations along the freeway. It is also advisable to consider displays at travel places such as the Automobile Association of Southern Africa (A.A.) and major shopping centres. These display areas are commonly used overseas. Since the objective is to persuade people from outside the area to visit, promotion must occur outside the study area.

The concept of proposed game reserves incorporating parts of Ximba and the R103 appears viable and raises a number of issues. Consolidation of natural areas often requires the cooperation and eventual unification of separate communities. On a larger scale, the effects of the concept can be seen in the Peace Parks that are forming between South Africa and neighbouring countries (Douglas, 1997) and at a more local level, the Pilansberg and Phinda Game Reserves which have formed alliances with neighbouring communities. Ecotourism expert Geach (1997) is reported as saying that Peace Parks are a means of healing a fragmented South Africa. This could also be true

on a smaller scale of Ximba and the R103. Another consideration in establishing a park in such close proximity to city areas is that city residents consider it an ideal place to escape the tensions of city life. As it is easy to access, they tend to visit it more often than they would the Hluhluwe/Umfolosi, complex for example. The effect of this could be similar to that experienced in the Yellowstone National Park (America) where the incidence of day tripping is exceeding the park's visitor carrying capacity. The moral argument is that these reserves are a national heritage and should therefore be accessible to all. However, when the results of implementing these ethics threaten the continued existence of the asset, then there is also a moral obligation to protect it. The government has been charged by the people, through the constitution (Constitutional Assembly, 1996) to look after national assets for them. Thus, the government also has an obligation to protect these assets from the people in order to be able to look after them for the people. In the study area these reserves are not likely to belong to the government exclusively, although it could become a partner in the enterprise. Thus, consideration should be given to how control mechanisms could be implemented with the least amount of controversy.

The success of the suggested attractions will depend on the enthusiastic delivery and interaction with tourists. Currently, the service ethic is not considered a strong feature of the study area and the shop owners are categorised as retired or housewives trying to earn additional money in part-time jobs (Michaelides, 1997 pers.comm.) If this is combined with the 'laager' mentality resulting from the security problems, the picture that emerges is not conducive to enthusiastic interaction with visitors. The challenge is to devise means of changing the mental attitude and improving the service ethic. The over riding factor to achieving this is improving the safety position.

Implementing a development plan, such as that suggested above, requires that the tourism milieu within Ximba and the Outer West is operational. Currently it appears as though the potential exists for a highly competitive tourism environment to develop which could benefit both Ximba and the R103. However, changes could be made to enable the milieu to develop more cohesively. Attention will now focus on the strengths and weaknesses of the tourism milieu that have not been previously discussed. Thereafter possibilities for improvement will be suggested.

CHAPTER 8: XIMBA AND THE R103; THE WAY FORWARD

8.1 INTRODUCTION

While it appears that there is definite improvement in the driving force of tourism along the old R103 route with the recent formation of official bodies that appear to be coordinated by knowledgeable, capable, and enthusiastic people, there is no marked increase in visitors coming to the area yet. It is to be expected that this will take time. What needs to be considered is whether the momentum will be maintained and significant results obtained in time to generate further funding that will ensure the continued existence of THT. Providing this happens there is little doubt that a linkage and development of a complete route will be beneficial to all partners, rather than the development of separate routes with their own gateways. Suggestions have been proposed for ways to enhance the tourism milieu within the study area. While a strong tourism potential exists, it needs redefining and rejuvenation. This will need to be complemented by an aggressive marketing campaign aimed at raising people's awareness of the study area, both in South Africa and overseas. The dissertation has outlined a number of strengths and weaknesses of the tourism milieu within the study area and this chapter is aimed at presenting additional information and consolidating what has already been presented. Some of the more important issues will be highlighted further.

There is little to be gained from analysing a situation unless ways can be found to improve the current milieu. Therefore recommendations are made that should aid the general tourism product in the study area. Despite the apparent advantages to be gained by combining with the R103, the AmaXimba should still determine their own tourism policy. Factors that should be considered for this will then conclude the chapter.

8.2 SWOT ANALYSIS OF THE EXISTING TOURISM MILIEU

Discussion on issues evident in the study area has been fairly comprehensive. Therefore, little would be gained by discussing them again in the context of strengths and weaknesses. However, it is necessary to consolidate the information. This is attempted in Table 8.1. which presents the strengths, weaknesses, opportunities and threats (SWOT) for both Ximba and the R103. To

ensure that the reader can identify the rating of issues, they are presented in some detail. Where no rating is given, it implies that the issue has not been assessed for the area. All assessments are done in relation to the effect of the issue on tourism's potential, and opportunities are considered to exist where incorporating the issue into a tourism strategy could improve tourism potential.

Table 8.1 A SWOT Analysis of the Existing Tourism Milieus in Ximba and the Outer West.

ISSUE	XIMBA				R103			
	S	W	O	T	S	W	O	T
Proximity to Durban/Pietermaritzburg	*		*		*		*	
Settlement Pattern + opportunity to develop tourism route		*	*		*		*	
Environment: Natural vegetation/ landscape	*	*			*		*	
Ability to rehabilitate natural environment		*	*		*		*	
Physical Environment (pollution of water)				*				
Open spaces (undeveloped with natural vegetation)	*						*	
Consolidation to form biospheres and game parks			*				*	
Recommended active conservation status			*		*			
Agriculture: relation to tourism			*				*	
Monoculture				*				*
Bad practices, i.e. overstocking				*				*
Access to area: existing		*			*			
Condition of roads				*	*			
Rail links		*			*		*	
Transportation costs in/out		*			*			
Demographics: Apparent educational level	*		*		*		*	
Willingness to be educated	*		*					
Level of health education		*						
Community initiative		*	*					
Informal settlements (poverty impression)				*				*
Unemployment			*	*			*	*

ISSUE		XIMBA				R103			
		S	W	O	T	S	W	O	T
Disposable income (enabling private development)				*				*	
Apparent desire for full time employment			*	*			*	*	
Needs Analysis				*	*	*		*	
Cultural:	Traditions	*		*				*	
	Unity	*							*
	Identity (effect on developing a united product)				*		*		
	Diversity			*				*	
Economic :	Diversity to base		*				*		
	Amount generated through rates etc.		*			*			
	Ability to raise investment				*				*
	Current economic status		*				*		
Power milieu			*		*		*		*
Industrial potential					*				*
Tourism value (McCarthy)			*	*		*		*	
Tourism Product: Scenery		*		*		*		*	
	Infrastructure		*			*			
	Competition - Shakaland				*				*
	-North and south coasts			*	*			*	*
	-N2 free way				*				*
	Audited attractions		*	*		*		*	
	Use of Events		*	*			*	*	
	Existing publicity		*	*			*	*	
	Quality of craft products		*	*		*		*	
	Diversity of attractions		*	*			*	*	
	Number of key attractions		*	*			*	*	
	Accommodation facilities		*	*		*		*	
	Quality of tourism infrastructure/attractions		*	*			*	*	
	Service ethic		*	*			*	*	
	Authenticity	*		*			*	*	
	Capacity to deal with large tours		*	*		*		*	

ISSUE	XIMBA				R103			
	S	W	O	T	S	W	O	T
Professionalism		*	*			*	*	
Tourism milieu: Initiative drive	*		*		*		*	
Existence of tourism Organisations			*		*		*	
Linkages between organisations		*	*			*	*	
With outsiders		*	*			*	*	
Credibility of organisations with people	*		*				*	
Planning	*		*		*		*	
Visions	*		*		*		*	
Unity within organisations	*		*		*		*	
Leadership	*				*			
Community involvement	*		*			*		
Possibility of media coverage		*	*			*	*	
Control of milieu		*		*		*		*
Archaeological finds			*				*	
Availability of expert opinion within the area		*			*			
Crime: Perception of violence				*				*
Effect of Political instability				*				*
Official statistics				*				*
TOTALS	16	31	41	17	26	18	40	14

The figures do not give absolute values, but rather an indication of the strengths and weaknesses of the respective areas. Thus, the R103 appears much stronger, with fewer weaknesses than Ximba. However, both areas have approximately the same number of opportunities open to them, and threats that have to be overcome. Although the threats are not identical, there are enough similarities to suggest that combining forces to deal with them would be the better approach to take. The greatest discrepancy between the two areas is found in the realm of the tourism product, with the R103 showing more strengths and fewer weaknesses than Ximba. However, the tourism milieu is rated similarly for the two areas. The R103 has a stronger structure to its tourism organisation only because it is already more formalised. Once the ATC is fully operational this

position could change. The ATC appears to be more credible with the community than THT, although THT is producing results and is likely to gain acceptance with time. The most apparent difference lies in the depth of community involvement evident within each organisation.

Threats should be considered more important than the strengths and weaknesses. Although in number they appear relatively few, the effect they exert is great. Regardless of the strengths and opportunities, crime will eventually affect the tourism market to such an extent that no tourism route will be viable. Comment from a member of the R103 community has already indicated that crime on the Durban beachfront affects trade along the route, simply because domestic tourists do not even come to Durban. Despite heroic efforts by the Business Against Crime initiative, to change the perception that crime in South Africa was exceptionally bad, all their efforts have been threatened by the killing of a German tourist on the Durban beachfront (The Mercury, 2/1/98). Combined with the two attacks earlier in the year on prominent German businessmen and their families, it is little wonder that the German government is considering issuing warnings to its citizens. The United States government have already warned their citizens about KwaZulu-Natal and have a permanent message on the World Wide Web. Since German tourists comprise the second biggest market to South Africa (SATOUR, 1996), a lack of visitors will affect the tourist milieu badly. It is possible that this scenario prompted a message of condolence from the premier of KwaZulu-Natal, Ben Ngubane (Sunday Tribune, 4/1/98). In the light of these current developments serious consideration should be given to whether tourism in KwaZulu-Natal can be regarded as a viable entity and therefore, whether it can function as an agent of delivery at all.

Attention will now focus on issues that require additional emphasis, or have not yet been discussed. Concomitant with these, suggestions for devising the way forward for tourism in the combined milieu will be made.

8.3 ISSUES AND SUGGESTIONS FOR CONSIDERATION

8.3.1 Capacity Building and Training

8.3.1.1 Workshops and Training to Raise Awareness

The call for project proposals has shown that people in the study area do have ideas, even if they do not know how to communicate them. However, people need help in a number of ways. The

AmaXimba require training in general life skills as well as specific business skills. Currently an informal mentor system is developing where the older generation instruct the younger generation in such things as dancing and crafts. One vision is to develop Sithumba into a practically orientated trade school for young people (Khosa, 1997 pers. comm.), despite the availability of the Ethembeni college. It is thought this would help to raise the community awareness that cultural entertainment is a form of work, not just a temporary situation until other employment can be obtained. An exercise is required to raise awareness amongst the general population on what tourism is, as well as the associated benefits and costs to the community. In the words of Khosa (1997 pers. comm.), "They need to see that they are not simply a zoo."

The negative impact of the tourism "intrusion factor" does not appear to be a problem with the Sithumba people, or more generally the AmaXimba, at this point. Members of the community, including the Indunas, stated that they were very pleased to consider tourists in the area and many were quite happy to parade in their traditional dress. However, it must be pointed out that at no time have the people been exposed to mass tourism. The Sithumba Village and Heritage Day celebrations are no more than a mere taste of what the future could be like, and it is suspected that economic considerations currently override the discomfort factor. This form of tourism development must be carefully controlled, coordinated and developed, if it is to gain support of the communities, and government. High profile figures such as the Provincial Minister of Economic Affairs and Tourism, Dr Zuma, are open about their dislike of the potential this type of tourism has to turn communities into "zoos" thereby demeaning and trivialising the Zulu culture in a fashion similar to the American "red Indians". All these aspects need to be explored through interactive sessions or workshops. Even then they will only present an approximation of the realities.

Employment awareness workshops will need to focus on the myth that considers self employment the same as non-employment (Khosa, 1997 pers. comm.). Concepts such as pension and medical aid and their position in self-employment should be advanced. In addition an analysis of full-time employment and part-time employment needs to be explored with the community.

8.3.1.2 Expansion

To satisfy the requirement of creating employment, the tourism milieu needs to be expanded. Currently, this is beyond the understanding of the community who feel that if they and their immediate family are employed, then there is no need to actively make provision for strangers. They can understand development in relation to their immediate surrounds but cannot understand the bigger picture and the diversification that is possible. The result is that they are being led by individuals with their own visions and vested interests and are not forming a cohesive strong vision to which all parties can be committed. Expansion is needed simply to provide for existing residents, let alone immigrants. This is illustrated by the position of the tour guide within the community. Presently the attraction can only support one person and there is no one else available. The guide wants to enrol in a three month upgrading course, but knows there is no one to assume his position temporarily. He will lose it. The existing infrastructure will also not support the volume of trade needed by tour operators to make the attraction viable for them, namely, at least 3-4 tours a day (Kroone, 1997 pers. comm.). Thus, each operator will need to visit Sithumba at least once a day. Therefore the attraction is in a catch-22 situation: to expand it requires more tour operators, and more tour operators require an expanded attraction. This is not possible without investment capital, which does not appear forthcoming. Thus, capacity building on economic dynamics is vital.

8.3.1.3 Collective Community Development- A possible scenario

If the work ethic within the community cannot be expanded to recognise the need for fulltime commitment, then it is suggested that curio production within the community be developed on a collective system, namely, ten part-time carvers rather than five full-time. This dynamic will need to be explored until it is possible to ensure a continual supply of the commodity or service. Over time, this approach will also allow the more determined and enthusiastic person with entrepreneurial flair to emerge. However, it could also decrease individual responsibility and accountability and eventually lead to the entire tourism milieu collapsing in the long term.

8.3.1.4 Professionalism

A weakness of the existing tourism milieu is a poor service ethic. The attitude of many businesses in the area towards customers is based on their terms, not on what is required to promote business. It is considered that the age profile of the area is old, conservative and with a “preservationist” mind set (Michaelides, 1997 pers. comm.). Ximba’s service ethic problems take on a slightly different form. The attitude of the people is not negative, but the lack of adherence to a time frame, as well as poor communication, are unacceptable to tour operators. They need to know that they can take people down into the valley on a regular basis without the need to organise each tour, days in advance with select community individuals. Business was lost to the valley when scheduled appointments with a tour operator were not able to go ahead because the organiser had to first check that the attraction was prepared, and in so doing sustained a flat tyre. As this could not be fixed, he could not keep his appointment with the tour operator. Since there was no means of communication and being unaware of the problem, the tour operator waited half an hour; thought the person had no professionalism and then left.

8.3.2 Operational Capacity

Along the R103 capacity building is also required but with a different focus. The lack of specialists within THT, such as project evaluators, was dealt with by requesting outside assistance. However, operational capacity is inadequate for the immensity of the rejuvenation task required to ensure that the Outer West regains and maintains its competitive advantage. It is suggested that consideration be given to the formation of a dedicated tourism department consisting of at least two people in addition to the current information officer. The current organisations are committed to tourism development, but by operating with voluntary personnel they lack the capacity to dedicate to tourism and are thus developing the milieu on an *ad-hoc* basis. Planning needs to occur at the current management level, but another tier is required to implement the plans. It is not possible to act in the capacity of a full-time information officer, and also be out in the field implementing projects. The current Outer West council does not have the manpower capacity or the mandate to dedicate personnel to rejuvenating the tourism potential. Alternatively, consideration should be given to following steps taken by the official tourism organisations, and forming a Section 21 company. This is under consideration by other tourism bodies in the province, and will allow some measure of autonomy. Currently reliance on Durban

Tourism is not proving viable as its operational constraints make it difficult to obtain due monies. Lack of finance is a threat to the proper integrated development of tourism throughout the entire area. The Outer West tourism milieu requires a cohesive, coordinated frame within which to function. Constructing this requires capital.

8.3.3 Investor Options

Interest amongst potential investors appears to exist. However, final commitment does not. Investors are not keen on investing without land ownership and this appears to be a problem, particularly for the Tribal Authority. Once a project has been identified, getting the rights to the land is difficult because of the land tenure system. This aspect could be viewed as a weakness by eurocentrically orientated business men, but could also lead to a change in business practice, forcing it to become more community oriented and friendly. The challenge for business is to find methods incorporating what would amount to a new ethic for South Africa. As business currently lacks the vision to achieve this, communities within the study area should find solutions on the behalf of business. Proactive presentations to companies are more likely to generate benefits.

8.3.4 Locality and Developmental Options

Tactical manoeuvring resulted in the incorporation of Ximba into the Metro boundaries. This has afforded a larger rate's base which will provide revenue to aid a rapid improvement in service provision. Improved service provisions should result in improved living conditions and care must be taken that the impact of this is not accompanied by a rapid influx of people from neighbouring areas outside the Metro boundary into Ximba. This essentially rural community could be greatly impacted upon by rapid urbanisation. Natural resources of the area are already over utilised and a significant influx of people will result in further development of squatter camps and natural resource base destruction. This in turn will impact significantly on the tourism potential of the area, and will result in either a very narrow base on which to try and develop a tourism product, or the total loss of tourism as a potential revenue earner. Thus, what could be considered by some to be an astute political move could prove costly in terms of the psychological and cultural impact on people and their future development. Their material quality of life will improve, but spiritual well-being may decrease. This negative effect could well be enhanced by cultural and nature-based tourism.

The Ximba area is essentially in a *cul-de-sac*, both from a travelling and a developmental view point. Thus, current industrial development at Ximba is unlikely. It appears that leaders instinctively recognise this and have been promoting industrial development at Cato Ridge and micro-community development within the rest of the region. This should allow individuals to access whatever economic opportunities exist, but adds the additional burden of transporting goods out, into the main stream of distribution. The only time this burden is overcome, is in persuading visitors to travel into, and stay in, the community, thereby promoting cultural tourism. As transportation is often a difficulty for low income individuals, means will have to be found to aid communities. It is possible that cooperatives with local taxi operatives could be formed. In this way it might be possible to transport community produce out of the area during quiet periods of the day. If this proves financially viable, it might aid in reducing taxi violence.

8.3.5 Fragmentation, Transparency, and Participation and Cooperation between Individuals

8.3.5.1 Organisational Level

The currently fragmented tourism milieu is not conducive to holistic development. One of the first areas that should be amalgamated is the existing organisational level. An attempt is made to depict the situation that currently exists in the tourism milieu and outside organisations (Fig. 8.1).

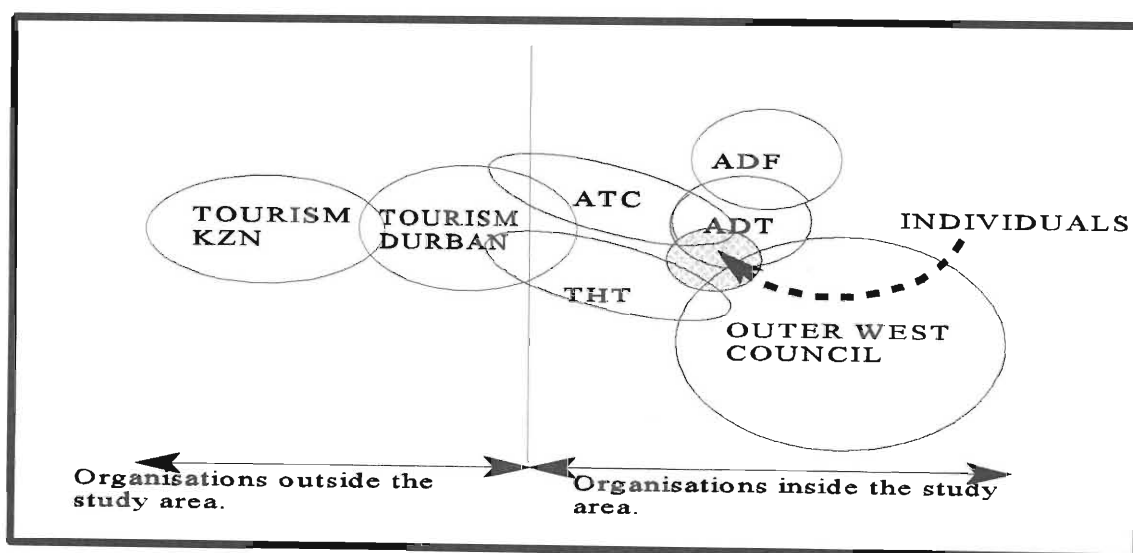


Fig. 8.1 Regular interactions between organisations both within and without the study area.

Although it is not quantitative, the overlap in the diagram gives some indication of the apparent level of cooperation and communication between the groups. In view of the similarity in vision and intended structure between the tourism organisations in particular, it is obvious that in depth consultation between the parties would result in a stronger, more goal directed process developing, which could achieve far more than is currently the case.

Both tourism organisations in the area have similar ideas in the formation of subcommittees for different areas of the tourism environment. The major difference between them is the level of community participation that occurs within their respective organisations. A coordinated committee structure should be developed further, to unite planning in the area and since the committees of both organisations are elected, to ensure involvement and enthusiasm from all participants. However, it must be remembered that not everybody has the same access to resources. For some people, lack of transport makes it difficult to attend meetings at any time, let alone after hours. Coupled with this is the cost involved in travel, often beyond the means of the less affluent person. Some people do not have access to paper, let alone typewriters and secretaries, thereby making correspondence difficult. In the rush to promote development in the study area and successfully reach objectives, it is easy to overlook this fact, thereby marginalising important people, and trivialising their input. Tremendous pressure exists for newly formed organisations to show their achievements and worth, in both the private and political sphere. With this pressure, it is easy to interpret non-attendance, or lack of response to invitations, to mean non-interest, obstructionism, and power play.

Leaders in the Outer West insist that people be involved in planning, (O.Mlaba, 1997 pers. comm.). It is erroneously assumed that the consultants cannot devise plans without detailed community consultation. While the IDF initiative has reached some form of compromise by supposedly embarking on a capacity building campaign within the AmaXimba, this has still not been embarked upon. However, tenders have already been called for. Thus the planning process could be completed before the initial awareness programme has begun. Token consultation might have occurred, but it will not be sufficient to truly relate to peoples' expectations and needs. There is a need for power structures to realise that transparency and consultation does not occur by simply having mixed cultural compositions at board level, but that there is also a need for

communication between different levels of power. There is little communication with grass roots' structures. While this allows for timeous easier delivery, it is no different from the unacceptable developmental structures that existed with the past government.

A weakness of the existing milieu identified by THT is that bylaws and government regulations do not allow for flexibility in catering for people ideas or needs. It would be possible to defuse some of the apparent anger amongst community members through a more participative approach. Thus, it might mean that some authorities have to change their preconceived notions of how things should operate, or what should be important to begin with; a lesson quickly learnt in the environmental field while formulating policy for environmental management. A strong need exists for all parties concerned to examine their own goals and interests and those which are not truly inclusive, transparent and holistic, should be altered accordingly. Some powerful individuals may even need help in understanding what transparency and full participative community involvement actually entails.

8.3.5.2 Individual Level

There already exists a certain amount of cooperation between individuals in this area who are elected representatives of different stakeholder bodies. Yet the cooperation does not seem to extend through to the stakeholders in the organisations they represent. As a result, the majority of individuals only interact through a third party, or not at all. Fragmentation is notorious in the tourism environment in KwaZulu-Natal. This is detrimental to the entire tourism milieu and must be overcome by grass roots development, not copied. For example, reciprocity between tourism offices should be encouraged and brochures should be freely available on display in other centres. Potential visitors should be able to access information about a route before they arrive on the route.

8.3.5.3 Locational Level

The Thousand Hills area needs a unifying identity. The easiest means of achieving this is through the development of 'brand' name similar to that associated with commodities. While this will help with the marketing and promotion of the study area, it is also considered necessary to break down clichés that have formed and even out the current power imbalance that is an obstacle to

cooperation. While it is tempting to use the name “Thousand Hills”, it does appear as though some of the AmaXimba might object to the name as they feel they will lose their identity. It is recommended that a truly consultative, transparent process be initiated to show the need for a unified name as a marketing tool, as well as to settle on a name and image that is compatible with each subgroup. The concept of “the whole of Africa in 50 km” could form a starting point and could unify the communities into their own expression of Africa.

8.3.6 Role Models

Role models exist in all sectors of the tourism milieu in the study area. These consist of leaders, tourist experts, businessmen and planners. Many of them are actively involved in community development and in most instances, in both the black and white areas, are elected representatives of the community. Activities have already been initiated by them to promote the tourism development of the area. However many of these people are unknown to each other, let alone to the communities they purportedly serve. Initiatives should be undertaken to incorporate more of the role players in joint activities that will allow communities exposure to them. This will also help reduce the secret negotiations that allow some individuals to act in both tourism areas to their own advantage.

8.3.7 Vision Building

Most leading stakeholders have a vision for the area. Currently, the visions are diverse, but not necessarily exclusive. They range from wanting to establish attractions similar to the Victoria Falls (Zimbabwe) African village, to up-market recreational tourism, nature-based tourism, and general economic generation, regardless of the base required to obtain it. An example of devising strategy to implement the different visions involves the unavailability of extra land surrounding the local abattoir to use for the disposal of effluent. Currently, the land requires re-zoning before sugar cane, on which the effluent could be disposed, can be planted. However, it would be possible to create a large artificial wetland which would purify the effluent while attracting birds into the area. Tourism based on birding is currently the fastest growing sector of nature-based tourism with high potential returns, (Holt-Biddle, 1995b). Thus, industry could be served at the same time as improving the environment and encouraging community self sufficiency, a condition satisfying all visions.

Despite the visions of leaders, there is a need for local communities to learn how to develop their own visions. While they relate easily to factors affecting their immediate environment, they cannot understand the integrated whole and the diversification that is possible. The result is that they are being lead by individuals with their own visions and vested interests and are not forming a cohesive strong vision that binds the Outer West together.

However, it is felt that before vision building can be undertaken, the community needs to be exposed to what development implies for, and to, them. Currently, many people have no realisation of future scenarios. This was demonstrated with the presentation of the Engen proposal. Many people were commenting on the beauty and tranquillity of the chosen site, and how perfect it was for the proposed nature- and culturally-based tourism projects. No one could conceive the hustle and bustle that accompanies a direct access service station, and how the very service station itself would destroy the wetland and nature-base they were admiring. Scale models interpreting before and after effects have been found by the author to be effective as a communication technique with communities. It is suggested that similar communication methods form part of all developmental proposals impacting in the environment and communities.

8.3.8 Communication

8.3.8.1 Advertising

Attention needs to focus on more effective communication methods. Awareness of the route needs to be raised among the public. This will not happen without extensive advertising. It is suggested that this be undertaken on a collective basis for the area, rather than the current situation where individual business take out their own copy. One business estimated that one month's advertising in a trade brochure had cost him R3000 and not resulted in one visitation. The significance of the one enterprise was lost amongst the hundreds of others advertising in the same brochure. Collective advertising, similar to that of the Midland's Meander allows that same R3000, collected from twenty businesses for example, to multiply to R,60 000. A collectivity that enhances the power and therefore the possible results from the money spent. Aside from increasing the prominence of the possible advertising, it then becomes possible to create a job for a person who is then responsible and accountable for results. This allows for a more efficient and sustainable use of the advertising revenue.

8.3.8.2 Media

The support of the media both within and without the study area is vital. Not only does this provide an effective method of raising awareness amongst local people, but it is an effective means of conveying a message to a multitude of people. Currently, the media are accused of being biased and responsible for the negative mind set leading to the promotion of the 'laager' attitude amongst residents. Inviting the press to tourism oriented events will help generate more copy. However, this alone is not enough. Events must be followed up with good, attention grabbing, written accounts of the event, thereby making the job of the reporter as easy as possible. Anybody working to a time limit prefers the quickest means of producing a result and the likelihood therefore increases that events will be reported. As awareness builds in the local community, so these events will start to become more important to them, thereby encouraging more comprehensive coverage.

8.3.9 Focussed Planning

The existing tourism organisations need to decide on an area of developmental focus for the immediate future. The current idea that they focus on tourism from Pinetown through to Cato Ridge means that they are spreading their existing capacity too thin. Tourism concentrating on day trippers such as those found in Westville is not as viable further along the route. Westville is too urbanised for people to perceive it as a tourism or day tripping venue. There is nothing to get away to, and it is also too close to home to want to stay over night in the vicinity.

The current emphasis within the THT is on developing the Assagay/Botha's Hill area, which from results in this study, also appears to be the most threatened in terms of continued economic generation within the area. It is also important to realise that allowing this area to die will negatively influence tourism throughout the R103 route for domestic tourism. Despite possible resistance from members, it is recommended that the tourism organisations consider this as a short term strategy while also maintaining, but not increasing, promotion of the existing Pinetown/Hillcrest area. Workshops with members would provide an opportunity to explain strategy and could even result in a commitment from some of them to help with the promotional aspects of the already established sector. Transparency and community participation are

considered necessary to elicit commitment rather than anger.

8.3.10 Linkages

Linkages should be established in as many areas as possible. Physical route linkages have already been discussed, but attention should also focus on social linkages. These usually occur at an organisational level, and includes linkages between business in the area, tour operators, Valley Trust, ATT, ADT, Outer West and so forth. Linkages with outside organisations, especially foreign, should be strongly encouraged.

To strengthen the nature-based appeal of the area, linkages with resource reserves, and consolidation of open spaces thereby furthering the D'MOSS concept should be considered. It is acknowledged that this could happen at the expense of the Outer West's economic base. However, the area has sufficient, enthusiastic people in positions of influence that could ensure that this does not happen. The rate of urban expansion within the surrounds of Durban and the concomitant densification imply that in the very near future the Outer West could have an asset similar to Yellowstone Park with its enormous revenue base generated by day trippers. At the very least developing extensive indigenous practices and providing produce for the muthi trade will generate substantial revenue.

8.3.11 Evaluation Strategies

Concomitant with every strategy must be the means to evaluate progress. It is suggested that these means be determined at the outset. As this field involves a composite of environments, such as science, environmental science, social science, economic sciences and so forth, finding representative criteria will not be easy. It is likely that an extensive mix will be required. Little published base-data exists on the Outer West, making it difficult to establish a base line. It is possible that this study will provide part of the necessary information. It is also recommended that consideration be given to adapting McCarthy's (1996a) GIS data as well as the GIS system devised by J. Duncan (Department of Geographical Sciences, University of Natal, Durban). This is currently under evaluation, but could provide the sociological criteria enabling evaluation of the study area, but in particular Sithumba. Currently the focus is very specific, but it might be possible to broaden it and apply it to the R103 route as well. In addition to this a comprehensive checklist

of criteria and goals could be devised similar to those currently used by Environmental Impact Assessors.

8.3.12 Crime

Security has been dealt with throughout this dissertation. It is a problem and immediate steps need to be undertaken to resolve the crime situation. The major problems in KwaZulu-Natal were identified as violence, crime and unemployment, (Møller *et al.* 1996), with violence and crime seen as being greater in KwaZulu-Natal than in the rest of South Africa. It was perceived that crime was the major factor inhibiting other developments and this seems to be borne out in the study area, with investors appearing willing to support development, but, to date, no definitive funds and projects have been forthcoming. This was further substantiated when projects such as the Rietvallei Housing project were stopped because of violence within the area. Some people feel that the problem may not be as serious as perceived. However, events which receive news coverage on national television such as Fredville people leaving the area because it is no longer safe (SATV, Channel 3 News at Eight, September 1997) add to the perception of violence.

None of this bodes well for tourism. Existing attractions on the route are insufficient, and require upgrading, hence investment, before a viable tourism climate can be created. Thereafter, it is possible to attract visitors. However, violence inhibits both these processes.

It is possible that people are afraid to leave their areas because of what Nicholson (1997, pers. comm.) terms the 'stranger' factor, a perception of danger from the unknown. This is that people simply do not trust strangers and perceive danger even when there is none. Current research shows that people at Inanda do not wish to leave and /or travel outside their area as they perceive Montclair and other neighbourhoods to be unsafe (Nicholson, 1997 pers. comm.). This could also be true of people of surrounding neighbourhoods not wanting to travel into the study area. However, police statistics do tend to corroborate the impression that there is a security problem. However, the fact still remains that a perception of crime is keeping people at home and not encouraging them to spend money outside their area, thus, stifling tourism development.

As security appears to be a problem throughout KwaZulu-Natal, finding solutions is not easy. It

appears that law enforcement methods may provide short term solutions, but inhabitants of the study area felt that long term solutions will only be achieved by participatory involvement of the community in everything. Once the community become aware of the 'cause-and-effect' of violent actions, it is thought the violence will decrease under the leadership of the Tribal Authority. While this will not happen overnight, it is possible that it may be resolved in 4-5 years, consequently strengthening the need to start immediately.

Imposing security forces on people might curtail the problem in the short term, but unless the desire stems from the people themselves, nothing will curtail it. If a nation, using its collective power, could force the collapse of a government, surely the same could be done for crime. Until a united will arises within the communities, there are no suggestions to be offered for this problem. A possible mitigation strategy might be to concentrate energies on attracting the foreign market and not the domestic. The number of foreign tourists is relatively small and therefore easier to protect, for instance, by providing individual body guards. However, foreign tourists have the entire world at their disposal for a holiday destination. There is no need for them to place themselves in life threatening situations. Any incidence of violence could be the catalyst that closes the door.

8.4 CONCLUSION

The major issue facing both Ximba and the Outer West is that of job creation. Research has shown that tourism has the potential to create jobs, although the exact number is not known. In Chapter 2 it was shown that to deal with the current unemployment problem it is estimated that the Outer West requires approximately 288 000 additional jobs a year. At this point in time tourists do not come specifically to visit the Outer West, but tend to include it while they stay in the surrounds of Durban. Thus, the Outer West obtains a share of the greater Durban area's tourist market. Again accurate figures do not exist, but it is estimated that KwaZulu-Natal attracts approximately 27% of the international tourist market to South Africa and 30% of the domestic market (Seymour, 1998 pers. comm.). From the SATOUR (1996) figures it is possible to estimate that approximately 1,43 million people visit KwaZulu-Natal. Seymour (1998, pers. comm.) estimates that approximately a third of them visit the Outer West, namely an estimated 477 000. Therefore to cater for the unemployed, the tourism milieu in the Outer West must attract

approximately 765 000 visitors. A seemingly impossible task. However, projections for visitor figures (SATOOR, 1996) show that this target is possible by the year 2000 when, assuming that the market share remains the same, the Outer West could expect to receive approximately 774000 visitors. Thus, while tourism alone will not account for all the unemployment, it could contribute significantly as a generator of employment. The above scenario holds true provided the crime position, and perception thereof, improves.

Chapter 1 raised the issue that the current economic climate is uncertain and unpredictable. It is thought creativity and innovation are central to devising the means of dealing with competition. Due to the unstable changing dynamics currently found in the Outer West, opportunities abound for innovation and creation. Thus, the proposed tourism management plan should provide the opportunity for ideas needed by the Outer West to improve its current status. Ideas could follow two pathways: either, to actively increase the Outer West's market share of the existing KwaZulu-Natal market, or to passively wait for South Africa, and hence KwaZulu-Natal, to attract more visitors. Either way, visitation to the Outer West will increase, but the passive route will be determined by the capability of the larger organisations to generate an increased visitation. Chapter 1 also mentioned the apparently lethargic development of the tourism milieu in KwaZulu-Natal to date, and this combined with the repercussions resulting from the recent murder of a German tourist raise questions about the extent to which tourism in the broader milieu can be expected to meet demands. It is strongly recommended that the Outer West stakeholders to consider the broader tourism picture in KwaZulu-Natal extensively and, from a more informed platform, to devise their tourism strategy.

Recommendations for improving the combined tourism milieu have been presented. However as mentioned earlier, the AmaXimba should not rely on the R103 to provide the impetus necessary for developing the tourism milieu. The peoples of Ximba should still form their own policy, that can then be adapted to ensure that it is complementary to that of the R103, if a combined tourism drive is desired. Thus, the next chapter will conclude the dissertation by focussing on recommendations and policy specific to Ximba. Concluding remarks will consider tourism as an agent of change.

CHAPTER 9: CONCLUSION:- RECOMMENDATIONS SPECIFIC TO XIMBA

9.1 INTRODUCTION

Ways and means of generating income in Ximba are imperative. Although a long standing issue, awareness of this need has only recently been raised by rearranging municipal boundaries, thereby heightening people's awareness of existing economic differences. Tourism had been identified as an economic generator within the area, but no further steps have been undertaken to entrench this. It is essential that the AmaXimba develop a sound tourism policy against which decisions can be made. While not formalised, some policy does exist in THT but needs to be developed further. Sound policy making should involve a fully participative process where decisions on key factors are taken collectively. The ultimate aim should be a document that sets out the determined goals and specific objectives; means of implementation; control processes and allocated responsibility and accountability. This process is beyond the scope of this study, thus, policy *per se* cannot be suggested. Awareness has been raised about some of the factors arising out of this study, and suggestions generally applicable to the entire tourism milieu within the study area have been made. While this goes a long way towards forming a basis for decision making, it does not ensure that the management objectives specific for Ximba will be devised. Thus, suggestions will now focus specifically on KwaXimba and factors that should be taken into consideration during the decision making process leading up to a policy definition.

9.2 KEY FACTORS FOR CONSIDERATION IN DEVISING POLICY FOR KWAXIMBA

It is suggested that the AmaXimba consider the following factors when drawing up a tourism policy.

9.2.1 The Results of the Needs Analysis

The policy should take into account results of the needs analysis conducted by McCarthy (1996a). Thus, it should focus on tourism sectors that generate the most economic potential while satisfying the needs of the community.

9.2.2 Physical Planning

It is suggested that consideration be given to the GIS map number 13 devised by McCarthy (1996a) for sensitive areas and tourism potential. However, this should not exclude knowledge gained from field work and other experts. Thought should also be given to such factors as access routes and development around these entrances as well as infrastructural requirements.

9.2.3 Key People

Key people involved in tourism around Ximba as well as those mentioned in this dissertation should be included in the stakeholder composition for devising a policy, as should interested members of the community.

9.2.4 Communication

Communication of the decision making process within the community is essential and leaders do not always take the complete message back to their areas. It is recommended that regular meetings be held along the lines of open fora within the community so that everybody can participate. This requires time and patience as was found in establishing the Tswaing Crater Museum near Pretoria and developing its tourism potential. The project took three years of consultation before showing results (Küssel, 1996)

9.2.5 Security

It seems likely that violence in the area can be attributed to political, historical and land issues. While members of the ADT gave assurances that there would be no threat to my safety, they still insisted that I travel with the Chief to ensure my safety and keep his goodwill. This raises two issues:

- ◆ Despite assurances from individuals and the police, until the public feels one hundred percent safe they are unlikely to visit an area for recreation. Tourism will not progress in this area until all violence ceases and the public's perception is changed.
- ◆ If the area is developed as a "through route" for tourism, it will not be possible to control the rate, type or flow of tourists through the area. This will impact on the

AmaXimba's quality of life. What type and level of impact will be acceptable to the local inhabitants? Policy development and implementation must reflect these considerations.

Decision making should reflect how violence in the area will be controlled to allow the tourism milieu to function. It is suggested that a crime prevention policy and strategy be devised concomitant with the tourism process and not afterwards. If controlling strategy for the two factors is implemented together, they might both come to fruition at the same time, thus allowing the tourism milieu to thrive.

9.2.6 Range of Products

There should be provision for a diverse range of tourism products from low cost to up market. Cheap products will be quick to develop and require less capital, but care must be taken that they do not tarnish the image of the area, consequently making it difficult to establish longer term sustainable enterprises. Policy should be designed to allow for flexibility in dealing with the diversity of the product required. The decision making process should also consider possible incentives to encourage private enterprise, as well as control measures to safe guard investment.

9.2.7 Area Identity.

It will be easier to market the area, or an attraction in the area, if the AmaXimba develop a specific character for their region rather than developing a uniform "rural Zulu" character. A few examples of specialized themes for the area could be;

- ❖ a Zulu iron age village,
- ❖ Zulu culture,
- ❖ Historical struggles,
- ❖ birding,
- ❖ muthi nurseries.

Physical planning guidelines within these areas should then be in line with the chosen identity and building material guidelines laid down. A cultural identity and pride in keeping with the chosen theme should be encouraged and promoted to visitors. Overseas tourists find themes identified

with Africa as the most interesting, rather than an American, German or Swiss theme.

Brand names already in use in the near vicinity include the well known “Midlands Meander” and iNdlovu/ elephant concepts of Pietermaritzburg. Possibilities from historical accounts could involve the fact that the AmaXimba, were related to the Cunun clan, and were versed in the skills of iron smelting and manufacturing metal implements and weapons (Bryant, 1965). The AmaXimba were described by the saying,

..nina eni-dla isiCaba, ni-si-dla ngoku-si-cazelana (you who eat crushed corn, eating it sharing it together) Bryant (1965).

However, it is not clear whether this is a reflection of their hospitality or their thrift. It would be possible to expand the hospitality view and use it as a marketing tool for the area, particularly in relation to the corn and the proposed agricultural developments. This would foster the character of rural tourism. Alternately, the “brand” name could be associated with a meaning ascribed to the word Ximba or even Mlaba. Thus, the process embarked upon to generate tourism policy should include a component dealing with the issue of identity. Raising awareness on the importance of this would not form part of the policy generation stage, but it is possible that the initial stages of a strategy for implementation could be incorporated into the decision making process and reflected in the policy.

9.2.8 Lack of Infrastructure

While the area is well positioned and has good rail and road linkages, the rest of the infrastructure necessary for the provision of tourism facilities is lacking. Despite wanting the “Out of Africa” experience, tourists still want their comforts such as clean attractive ablution facilities, attractive tea gardens and so forth. In some areas, roads will need to be upgraded to avoid damage to vehicles. It is suggested that an account of the infrastructure required to promote the tourism milieu be compiled. This will provide a means of determining the goals for policy and a possible method of evaluating the implementation of policy.

9.2.9 Potential Market

Before an inclusive policy can be devised, one must know the intention in developing a tourism sector; this also requires developing a market strategy. To do this attention should be given to the

potential tourist market to be catered for. A strategy for the implementation of the policy could be through a marketing plan, developed accordingly. This plan could consider factors such as; if domestic tourism is to be encouraged, how will people be enticed into the area and stopped from travelling between Johannesburg and Durban in five hours? Is it possible or even desirable to encourage nightly stop overs, and develop a route similar to the Garden route in the Cape? If it is accepted that families with children want to get to the sea, how can they be enticed back up the route for a day's excursion? It is perceived that women and children need things to do during the school holidays. What can be done to provide attractions for them, and to make them feel comfortable in the area? Would targeting the foreign market not provide a more viable alternative?

An identification of the desired market should be undertaken and a market strategy devised accordingly. Is a more exclusive, retired person with no children and a disposable income desired for the bed and breakfast trade, or is mass recreational tourism the better option? If the day tripper is to be catered for, then a more up-market personality with a disposable income should be considered. The European middle age market is not particularly adventurous and the young do not have much disposable income. Currently there is a growing black middle class market developing that shows a preference for visiting the Drakensberg (SWK Planning and Development Resources, 1997). Although it is not suggested that this market be targeted exclusively, it is possible to initiate development of tourism in the area by focussing on the established white market that frequents Valley of a Thousand Hills and shortly thereafter focussing on the potential black market. Fluctuations in the tourism market should be investigated and short and long term proposals reflected in the marketing plan.

If the THT is focussing on day visitors, bringing outside money into the area, there is a danger the route could develop as a shoppers paradise, attracting casual, bargain-buy shoppers. This type of trade will not encourage tourism and is usually not sustainable, as costs increase, and shoppers' tastes change. Also this type of development will not encourage people along the entire Ximba route and there will be little or no opportunity for linking into the economic potential generated by this type of trade, without destroying the tourism potential of the area. Thus consideration should be given to how Ximba can form partnerships to overcome this danger and

determine what points are crucial to sustain tourism in Ximba. This will allow identification of factors that could be considered extraneous and therefore useful bargaining tools in the negotiation process which is necessary to formulate an integrated policy for the study area.

9.2.10 Through Route

The KwaXimba region lacks the infrastructure currently to consider development as an end destination without injection of a large amount of capital. The existing Valley of a Thousand Hills route needs to be extended to include a loop back onto the N3. The envisaged multi-sectoral development between Drummond and Assagay could act as the link to achieve this. This means that the tourist does not have to drive the same route twice, as currently happens - most buses and motorists turn back to Durban at Drummond. This effectively creates a circular route which is more desirable for potentially diversifying tourism developments en route. If tourists are welcome in the region (refer sections 8.3.12 / 8.5.5), it is recommended that the tourism strategy promotes the region as a through route.

9.2.11 Education and Training.

This must be an inherent characteristic of any development policy. The ADT already intends establishing training facilities which should be extended to include facets of tourism training, and should also serve as a focus for part of the visitor's tour. Thus, the means for implementing the policy exist. Merging the education, tourism and private sectors and forming partnerships in educating school children and visitors is the basis of the community-based training programme, "edutrain" (Roper, 1994).

The proposed Community College should offer courses in the service and guiding fields, which would complement tourism activities in the area and encourage community participation. A short course in community policing should also be investigated, with the aim of making tourists and visitors to the area "feel" safe. The marketing strategy should form the basis for determining what additional training areas should be provided. If a proper feasibility study is conducted at the outset, the success of students obtaining jobs will form a basis from which to evaluate the success of the tourism policy in generating employment.

9.2.12 Support

Thought should be given to the support required by small, medium and micro enterprises. The required support could be financial, but is more often intangible and needs to be developed to suit the local business requirements. This type of capacity building is the only sure means of putting wealth in the hands of the people. As the demographics reflect a large number of women in the region there should be a specialised support service for women entrepreneurs. Thus, the decision making process should also include a section on the possible support required and participants should be representative of the womens' groups

9.2.13 Funds

As with all development initiatives, funding is needed. Means should be created in the policy whereby initial "start up" capital can be provided for small, medium and micro tourism initiatives, at low, or no interest. As with all policy, control procedures should be considered.

9.2.14 Benefit

The decision making process will enable all stakeholders to determine what benefits tourism should be expected to provide, who will receive the benefits and what will have to be done to be able to receive the benefit. At the same time it will be necessary to determine how much benefit would accrue to the natural environment, as well as the tourism environment, and who would act as custodian to ensure this happens.

A more detailed account of what factors to include can be found in the policy devising process followed by the Department of Environmental Affairs in devising CONNEPP (Consultative National Environmental Policy Process) (DEAT, 1996). Both the provincial (DEAT-KZN, 1995) and national policies should also be considered (DEAT, 1997).

Specific examples where policy could be used to protect the inherent tourism potential in all activities are discussed more fully below.

9.3 IMPLEMENTING TOURISM IN KWAXIMBA

The ADT has laid down the requirement that a good environmental policy must be an integral part of all management decisions, rather than a separate policy. This should also be the case with a tourism initiative. It is not possible for tourism to launch the economy of the region and therefore tourism cannot be viewed as a short term solution, or an industry separate from other development policies. However, the medium to long term tourism potential for the area is exciting and must be protected. It is recommended that:

- ◆ tourism be considered as an integral part of all other proposed developments and not have a separate focus;
- ◆ a policy is devised where the minimum required level of controls are drawn up to protect the inherent tourism potential of all development initiatives. For example, the minimum requirement for air pollution is that it falls within the guidelines applicable to the environmental management policy. In some instances, where national regulations are considered too lax for the situation in Ximba, it may be necessary to design stricter guidelines or standards;
- ◆ this policy should then form part of the holistic decision making process in the same way as environmental considerations form part of the physical planning process;
- ◆ physical planning should be linked to short, medium and long term tourism potential;
- ◆ all development proposals should contain a motivation for the inclusion of tourism aspects in their proposal. These tourism factors should foster the provision of an economic opportunity for members of the community. Plans could involve **tangible** products such as:
 - ❖ the development of tours through commercial undertakings. These could educate the public on some aspect of the commercial process. For example, a tanning factory could illustrate the difference between the modern and traditional Zulu processes and uses. Likewise, traditional iron age production could be shown.
 - ❖ a farming enterprise could undertake to supply part of their produce to a centrally located farm stall to ensure the stall is always stocked with fresh, competitively priced goods, desirable to the urban dweller.
- ◆ where industrial development would not be suitable for tourism initiatives run by the community, **intangible** tourism products should be catered for such as:

- ❖ an undertaking by the proposed business to supply a loan, or carry the cost of training a local person as a specialist guide;
- ❖ supplying resources to the craft industry, such as plastic bags and such forth for recycling into mats;
- ❖ financing a low cost loan to a local entrepreneur;
- ❖ maintaining the premises and surrounding area in a state pleasing to potential tourists, i.e. cleaning up litter;
- ❖ generally underwriting the tourism process of the area in some way.

This should not necessarily be an additional financial burden on the commercial sector, especially at the micro commercial level, but should show a commitment and willingness to foster a climate suitable for tourism initiatives.

For the Ximba tourism milieu to be sustainable, reliance should not be placed on initiating projects with donation money only. If all proposals incorporate a solid financial plan based on raising a loan and repaying interest, it is more likely that capital could be raised. It is possible that companies would consider a low cost loan as part of their social responsibility strategy more willingly than a donation. Reliance on donation capital that is not forthcoming will stifle the tourism potential before it has a chance to develop.

9.4 STAKEHOLDER UNITY:- THE FIRST STEP

One of the difficulties in this study has been determining the physical parameters of the areas. While Ximba is confined to the small area demarcated in Fig 2.2, the influence of the ADT extends far beyond this, although not into the R103 area. The Outer West is supposed to incorporate both Ximba and the R103, as well as other areas such as Mpumulanga, Shongweni and Hammersdale. Although the focus of this study was on Ximba and the R103, very little was learned about these additional areas, indicating that there is very little integration within the Outer West. Therefore, the need to integrate all stakeholders within the Outer West appears a priority issue. The main focus of those stakeholders encountered appears to centre on the R103 spine and Cato Ridge, with a small amount directed at Shongweni. Therefore it is possible that the suggestions made in this dissertation could be viable for the entire Outer West milieu, however

it is also recognised that the political dynamic might be different in other areas. While the 'divide-and-conquer' rule is a known form of management technique, on a large scale it is not compatible with sustainable development and infringes the rights invested in the new South African constitution. Thus, the way forward for the entire Outer West region appears to be with the initial steps of interactive workshop sessions to allow a united dynamic to form within the region. It would be in the interests of the Outer West Council to break up the existing cliques and diffuse some of the apparent suspicion and anger, before they will be able to form a united development ethic.

To counterbalance the power base inherent in the Outer West Council, the tourism milieu in particular must be united. Thus, the way forward in the tourism milieu appears to start with stakeholders needing to make each other's acquaintance. Thereafter attempts should be undertaken to devise a unified tourism body for the area. Failing this, consensus should at least be attained on a unified vision for tourism development within the area. It is suggested that action then embarks on a participative decision making process culminating in a documented policy. This document should present the aims of tourism development as well as an operational strategy. It should also allocate the agent of delivery and determine accountability. Thereafter a detailed marketing strategy for the study area should be devised. Rapid delivery on this strategy is imperative given the current tourism milieu within South Africa. Concomitant with the tourism plan, a special group should be formed, tasked with the job of attempting to change the prevailing security climate. Without success in this sphere, tourism will never function as an agent of change.

The implementation and initiation of suggested policy will take a few years to come to fruition. As mentioned, tour operators devise their schedules on a three to four year cycle, thus the results from starting a strategy of improvement now are likely to coincide with the tour operators new schedules. Therefore time should be considered a constraining factor.

Suggestions made in this chapter are not meant to be exhaustive. People need to expend energy and start directing a process themselves before they will want to assume ownership and thus take charge of a process. Suggestions made here point the way forward, but allow flexibility in scope. It is hoped that the communities will become motivated by their initial analysis of the suggestions

and thereby take charge of their own process.

Focus has now narrowed down to suggesting possible pathways for Ximba policy makers to follow. However, tourism within the study area is unlikely to function at maximum productivity unless tourism within the province also improves. Should this happen the potential for tourism development within the study area is enormous. Fulfilling even part of this potential will create changes within the study area's milieu.

9.5 CONCLUSION: TOURISM AS A CHANGE AGENT

People's expectations of tourism appear high. Tourism is not merely expected to sustain the tourism base from which it is derived, for example culture and nature-based tourism, but all other economic enterprises associated with supplying peoples' needs, such as the food industry, accommodation and so forth. In addition Ministers B Mabandla (Deputy Minister of Arts and Culture) and P Mlambo-Ngcuka (Deputy Minister of Trade and Industries) expect cultural industries to develop a robust and effective engine for job creation, thereby alleviating poverty. They also wish to see a redistribution of wealth away from festivals such as the Grahamstown Arts Festival and require that tourism further develop their concept of Africanization and nation building. (Mail and Guardian, 1997). Thus, tourism is expected to 'assume responsibility' for developing a sustainable economy, creating jobs, alleviating poverty, redistributing wealth, and rebuilding the African nation, responsibilities usually expected of ministers.

There is also the promotion of partnerships, particularly involving industry, with the hope that industry will supply the much needed capital investment. In return tourism is expected to satisfy the requirements of all partners and provide benefit to the investor. In cultural tourism the benefit usually assumes some sort of promotional aspect which allows the investor to gain credibility. This raises the danger of cultural tourism being manoeuvred into specified pathways that allow the investor's identity to surface. Not many investors would be prepared to remain nameless and not insist on promoting their association with the product. Thus, the manipulation of tourism could be the very means by which culture is destroyed.

Focussing on the urban-rural apartheid issue raised by the Stutterheim communique, people in the

rural areas of South Africa are required to redistribute wealth to themselves, via the production of cultural artifacts. Policy makers in international cities such as Edinburgh, Naples and Pittsburgh have created vibrant cultural tourism enclaves that draw visitors and residents, thereby generating wealth for the cities. In this manner they have effectively reclaimed their inner city decay, reduced crime and thus, rejuvenated themselves. Durban appears to be focussing on the same strategy. Thus it is likely that money generated by residents and domestic visitors will be confined to Durban, effectively widening the urban-rural divide. Therefore, redistribution of wealth around the province will not happen, and the tourism vehicle is likely to be perceived as having failed.

Should the ultimate goal be achieved and cultural tourism succeed in redistributing wealth to rural communities, the increased revenue will lead to changes in the way the community live. Currently, a community's standard of living is judged against western criteria, thus improving standards can result in the community becoming more westernised. Therefore improving the quality of life could result in changes occurring to the traditional culture of the community. Even without improving the economy, cultural change will become evident in the community as they are exposed to the different cultures of their visitors. Thus, cultural tourism inevitable changes the foundation from whence it originates, thereby putting its continued existence in jeopardy. As it inevitable creates change, the long-term sustainability of cultural tourism is questionable.

From the above discussion it seems as if the promise of tourism potential is being used as a means for driving provincial development. This is helping readdress some of the infrastructural imbalances created from the past, but the true imbalance between the people cannot be addressed as easily. Obviously balancing infrastructural needs helps improve the quality of life amongst the disadvantaged majority, but there is little need for the improved bus service, if one does not have the money to use the bus service. There is no need for the time and money spent on training people, if there is no industry to serve. The promise of tourism potential can only go so far. Product delivery is needed to extend the ability to redress poverty imbalances. Not the delivery of isolated, amusement activities such as the Waterfront development in Durban, but a coordinated industry, operating within a national framework that guides and controls, but which is flexible enough to allow for initiative and local flavour to develop.

A concerted marketing campaign aimed primarily at foreign visitors and marketing the entire country in such a way that local initiatives can link into and access it, will help develop a multifaceted, broad-based industry that could achieve the potential expected from it currently. This will be aided by the improvement of current departmental structures and the re-motivation and training of personnel. The formation of national and provincial teams of developmental champions in tourism is necessary. There seems to be Ministerial effort which now must be accessed by local effort if tourism potential is to be developed as a major industry. Partnerships must not only form with international investors, but on a local level as well, and should involve all role players. Only when the promised tourism potential is achieved, will there be any hope in redressing imbalances created by history.

It is interesting to note the change in leaders' expectations of tourism in recent months. As cited in Grant and Scott (1996), Minister Zuma expressed the view of tourism being the main development force in KwaZulu-Natal. However recent newspaper articles are showing a trend for increased overseas visits by many ministers, with the aim of raising investment capital (Tribune, 8/6/97). Minister Zuma is now on record as saying "Industry and Tourism together" (The Natal Mercury, 24/6/97). It seems as though the realisation has occurred that tourism alone cannot provide the necessary driving force to redress imbalances created by the past. If people in the tourism organisations do not start doing their jobs effectively and link onto the work done by the Ministers, tourism in South Africa, and KwaZulu-Natal particularly will have no chance of ever reaching its potential.

Finally, the term 'tourism as an agent of change' needs consideration. Both the Chambers (Anon, 1993) and Collins dictionaries (Anon, 1994) define an 'agent' as 'a person or thing that is active in producing a result'. Thus, while it might seem to some that tourism can function as an agent, an illustrative example will show why tourism *per se* cannot be an agent of anything. Petroleum can be used as a cleaning agent even if human energy is not exerted. Chemical reactions allow petroleum to actively achieve a result, even without human intercession. Tourism however, cannot create change without human intervention. Humans have to be the agents, using tourism to deliver what they desire. Thus, using tourism as an agent of development, an agent of redistribution, an agent of job creation and so forth, cannot happen. All these processes are the result of human

actions, using tourism as a medium, or vehicle. Therefore, if the promise inherent in tourism potential within Ximba and the Outer West fails to materialise, blame should not be placed on tourism, but rather on the human agents' failure to drive the vehicle efficiently.

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APPENDIX 1: INTERVIEWEES CONSULTED IN THE STUDY AND MEETINGS ATTENDED

NAME	DATE OF INTERVIEW	CREDENTIALS
Wood shop owners	4/11/97 5/11/97	Shop owners/ managers within the Botha's Hill / Assagay area
Bed and Breakfast owners	2/12/97	Shop owners/ managers within the Botha's Hill / Assagay area
Anchor attraction owners	28/11/97 2/12/97	Shop owners/ managers within the Botha's Hill / Assagay area
curio shop owners	17/8/97	Shop owners/ managers within the Botha's Hill / Assagay area
Residents of Sithumba	15/10/1997	Residents of Sithumba cultural village
Allen M.	10/12/97 18/7/97	Councillor
Ambrose B.	26/8/97 2/9/97	Engen spokesperson
Bengu L.	16/10/97	-A local tourism operator, -Member of 1000 Hills Tourism Association - A trustee of ADT
Berthiel Museum - curator	25/8/97	Historical attraction listed in THT brochure.
Bretzke K.	10/9/97 11/9/97	Urban Strategy Department
Collins S.	10/1/98	-Interface Africa -Facilitator for the proposed game reserve
Crawford D.	20/22/97	-Institute of Natural Resources -Manager of the Phongoluthu project.
Courtney I.	5/11/97	-Business person catering for tourist trade -Resident in the area
Coutts A.	14/1/98	-Tourism consultant -Historical tourism specialist
Day S.	18/9/97	Scott Wilson Kirkpatrick - consultants

NAME	DATE OF INTERVIEW	CREDENTIALS
de Haas M.	15/8/97 27/8/97	- Violence monitor - University of Natal (DBN)
de Beer E.	1/9/97	Consultant
Ford S.	2/9/97	Tourism Officer- Outer West
Frantz P.	23/8.97	-Curio stall holder at Thousand Hills Hotel -Involved with Sithumba village
Gilmore Q.	4/8/97 14/8/97	Outer west - town and planning
Glock H.and L.	2/12/97	-Owners of Arts and Crafts Africa -Champions of Hlabisa village -New operators in area
Hedley M.	12/9/97 18/9/97	Umgeni Water Services
Kerney Mr. and Mrs.	15/10/97	-Ex-owner of Travel Africa Tours -Business in Heritage Village -Residents
Kenyon P.	12/7/96	Specialist consultant from Australia
Khosa J.	17/8/97	-Backpackers Tour operator and curio stall holder.
Kroone L.	30/10/97 2/12/97	- Owner of key anchor attractions in the area. PheZulu and Assagay Safaris Park - Resident
Mabena I.	28/8/97	-Inala HSSI Consultants appointed by O. Mbaba to develop a plan for required tourism infrastructure
McCloud J.	26/8/97 2/9/97	- Editor of local paper - Resident 27 years
McDonald C.	4/12/97	- Ecotours operator
McGeever K.	4/12/97	Tour operator
Mchunu S.	16/9/97 2/10/97	- Khuphuka Project officer - facilitator for the following ADT sub committees: tourism, agriculture, Heritage day.

NAME	DATE OF INTERVIEW	CREDENTIALS
Michaelides H.	12/8/97 9/9/97 14/10/97	-Councillor -Chairman of 1000 Hills Tourism Association -Councillor for the area -Businessperson
Mlaba O.	5/9/97	- Durban Metro Mayor - Chairman of ADT - A local resident
Mlaba S. (Chief)	7/10/97	- Paramount Chief of the Tribal Authority - Deputy chairperson of ADT
Montgomery R.	10/8/97	- Consultant
Moon D. (Senior Superintendent)	25/8/97 5/9/97 21/9/97	Commander SAP-Crime Information Management Centre.
Moran J.	18/9/97	Scott Wilson Kirkpatrick - consultants
Ncanana M.	11/9/97 18/9/97	- Facilitator for ADT + Urban Strategy - - A resident - Mpumalanga
Nicholson A.	18/9/97	Researching PhD on tourism in Inanda, Social Anthropology Department, University of Natal (DBN)
Osbourne H.	16/9/97	- Khuphuka- Project manager - Trustee for ADT
O'Brien M.	18/9/97 26/8/97	- CEO, Executive member of ADT - Scott Wilson S.A. (PTY) Ltd. - Tourism development strategy- Beier Plan -Trustee for ADT
Rob Roy Hotel	2/12/97	Anchor attraction
Roberts D. (Dr.)	4/9/97	- Head, Urban Development- Environmental section
Seymour J.	5/8/97 20/8/97 9/12/98	-KZN Tourism Authority -Tourism Interim Steering Committee
Strydom G.	25/9/97 12/10/97	CEO Outer West substructure

NAME	DATE OF INTERVIEW	CREDENTIALS
Terry S.	10/9/97 20/9/97	Umgeni Water Services- Pollution Prevention Scientist.
Van der Hever P.	4/8/97	Outer West Council -Development section and funding
von der Heyde N. & M.	17/9/97	-Tour operators in KZN. -Gillitts residents trying to identify "events" in area.
Vosloo U.	25/9/97	Manager Planning and Development -Outer West
Wimble K. (Dr.)	26/8/97	Director Valley Trust
Whitelaw G.	7/11/97	Natal Museum - Pietermaritzburg.

MEETINGS ATTENDED:

August 1997 ADT and THT (management committee)
September 1997 ADT and THT (management committee)
October 1997 ADT and THT (management committee)
November ADT and THT (management committee)
December ADT and THT (management committee)

Opening of the THT information office

APPENDIX 2: METHODOLOGY

INTRODUCTION

The focus of this study was to determine whether tourism was a viable developmental option for the Ximba subregion. To establish this, it was necessary to determine what developmental options were available to the AmaXimba, and then to place these options in the context of the overall developmental framework for the Outer West. Once the advisability of tourism had been determined, it was then necessary to focus on how tourism would affect the sub region and its inhabitants, as well as determine a developmental policy for the tourism environment. Due to the diverse information required it was necessary to employ both interpretative social scientific methodology as well as objective quantitative methodology. Time constraints made it impossible to follow an exhaustive quantitative methodology.

IDENTIFICATION OF PARTICIPANTS

As the population throughout the study area is somewhat heterogenous in nature, it was necessary to access people from each identified grouping. Sub groupings identified were: indigenous rural dwellers, business and industry, tourism organisations, facilitators, consultants, policy makers, provincial government substructures as well as relevant provincial structure and urban dwellers. People from each group were approached. Interviews were conducted with key figures, usually elected individuals who were assumed to be representative of each broad group. Where possible their opinions were substantiated by correlation with other participants in the relevant fields. There was some overlap between people representative of different groups, which assisted in the identification of attitudinal trends. However, this study is not an attempt to label or characterise the different groups within the study area.

RESEARCH TECHNIQUES

A multidimensional approach was adopted. This consisted of face-to-face-interviews, group interviews (conducted with the aid of translators where necessary), direct observation, field work, and contextualisation within the provincial framework, by recourse to consultants' reports. It is acknowledged that this qualitative data is subjective and open to differential interpretation. Contextualisation to the tourism field was through direct observation and a literature research.

The subjective component of the study provided an added dimension which allowed the author to determine whether developmental proposals subject to political manoeuvring would succeed. Also, whether the potential change affected by different components of the tourism milieu could be perceived as positively, or negatively beneficial. Due to the value system inherent in the human component of tourism, it is essential to include the subjective dimension. In this way it would be possible to expose the perception of the stakeholders to developments within the study area, and in this fashion, to expose the different relationships between the stakeholders.

Differential data gathering techniques are outlined in the relevant subsection of this chapter.

DIFFERENTIAL DATA GATHERING TECHNIQUES

AUDIT OF EXISTING ATTRACTIONS

It was felt that there existed a need to determine the current status of attractions. It was thought that this would provide an idea of the current tourism status of the route. This was done by consulting the newly established Geographical Information Systems (GIS) data base at Tourism KwaZulu-Natal, in conjunction with stakeholders' knowledge, and field work. As the data base is still in the process of construction, it was considered necessary to corroborated information obtained with attractions that Thousand Hills Tourism (THT) had identified. Both sources were verified by conducting a field visit throughout the area and were advised of inaccurate information in their databases. This concept is similar to that is being devised by Open Africa (de Villiers, 1996), and should eventually allow for a comprehensive network of tourism attractions throughout Africa. However, it must be noted that the unstable nature of business operations makes it impossible to be totally accurate and up to date on the information. This information can only be viewed as a guide to what is in the study area and will give some indication of strengths and weaknesses of the tourism potential for the study area. To be accurate the databases will need to be updated on at least a monthly basis, assuming that most tenants have to give a month's notice. This will prove extremely costly in manpower.

DETERMINING ECONOMIC STATUS OF THE ATTRACTIONS FROM BOTHA'S HILL TO ASSAGAY. - SHOP INTERVIEWS

This area forms the western most aspect of a possible linkage route with the Ximba area and it

was necessary to determine the advisability of such a move. Good market strategy dictates linkage to a product with a strong market potential, but caution is required in other circumstances.

At the request of two major stakeholders, it was not possible to conduct an in-depth socio-economic questionnaire in the study area. This information was considered vital to the study, and an attempt has been made to judge the economic climate of this area, through communication with shopkeepers and informed parties. These included dignitaries and bank managers from the Hillcrest branches. It is acknowledged that this is not satisfactory and at best will give a perceived notion of the economic climate in the area. When agreeable to stakeholders, it is recommended that an objective, quantitative study be undertaken.

The Approach.

Over the weekends, shops in the area that were open and obviously relying on recreational trade, were approached and informal interviews conducted with those who were willing. Shops were classified according to their main form of business, and categories from which information was collected include: specialist furniture; curios; key attractions such as hotels and major curio farms catering for tour operators; bed and breakfasts, craft shops.

Anchor attractions such as the Rob Roy Hotel, Assagai Safari Park, and the bed and breakfast establishments were approached during the week in their quieter periods so as not to disrupt business. Information volunteered by the trade is used throughout this report, and a perception rating scale on the state of business in the area was used to ascertain the economic climate in the area. This rating scale was similar to that used by Møller *et al.* (1996) in determining value perceptions of interviewees. As no formal questionnaires could be conducted, it was not possible to validate the findings through a detailed, economically based questionnaire.

Participants were asked on their perception of what tourist trade was like in their store, two years before now, at the present time, and what they thought it might be like two years into the future. A five-point rating scale was used where business was rated as very bad, bad, average/reasonable, good and very good. Each category was assigned a value, with very bad being assigned one and very good five.

ESTABLISHING THE ACCURACY OF MEDIA REPORTING PERCEPTIONS

As allegations were made that crime in the area was perceived as bad, mainly because of reporting from the local media, it was considered necessary to determine whether this was so. The approach undertaken to do this was to scrutinise the local newspaper predominant in the area, as well as relevant police statistics. It was hoped that trends between these sources could be correlated.

The newspaper came into existence in May 1996 and serves mainly the Hillcrest, Assagay and Drummond areas. Each issue, since its inception, was analysed to determine the paper area given to crime related articles which could affect the tourism trade in the area. Each article was assessed to determine if it were reported positively, negatively or as an information article that was not designed to engender a positive or negative reaction. Thus, articles on car-jacking, murder robbery and so forth were considered negative articles that would affect the tourism trade. Positive articles reported events such as the establishment of Business Against Crime Campaigns, successes that law enforcement had or a decrease in crime statistics. Information articles were considered to be articles dealing with the relocation of police offices, statistics without any accompanying commentary and general news articles on individual law enforcement officers achievements. It is acknowledged that simply presenting a small table of the months crime statistics could be construed as negative, even though there is no contextualisation of the reported figures. As this is debatable, it was decided to assign these articles a neutral value. An information article was assigned a value of 1 as this would not influence the scoring, negative articles a rating of -2, and positive articles a rating of 2.

The area of the article was judged by determining if the article were small - less than a quarter of a page, medium- between a quarter and a half a page, large- more than half a page, and extra-large a full page, or in one instance a full page article continued on another page. The headlines were included in the size determination of an article. As larger, negative articles are perceived by the author to have more impact on people than small articles, extra-large articles were assigned a value of four, large a value of three, medium a value of two, and small articles a value of one.

As peoples attention span decreases through the length of a paper, it was thought that the page the articles appeared on would influence the perception of the articles' prominence to the reader.

Accordingly, the page of the article was recorded, and the pages were given a rating value of 4 for page one, 3 for page two, 2 for page three and 1 for page four or any page thereafter. This rating was chosen because it was found that the layout of the paper had page two devoted to crime related articles, while major events such as murders of car jacking was reported on page one. Very few crime- related articles were found on other pages, and only two after page four.

Thus, each article was assigned a value for its size, positive or negative qualities and the page it was reported on. As all of these factors are thought to influence a person's perception of an article, an overall value for an article was found by multiplying the three factors together. Each newspaper issue was then assessed for the overall positive or negative perception of crime in the area, by adding the values obtained for each article reported in that issue.

It must be pointed out that the numbers arrived at are not absolute values, but simply a means of determining the possible positive or negative perceptions that people could gain on the amount of crime in the area. This would not be a total crime perception, but an indication of the seriousness of crime events that could adversely affect tourism in the area.

ANALYSIS OF POLICE STATISTICS

Police statistics from 1994 to the latest available statistics were obtained from the South African Police Services, (CIMC, 1997a; 1997b). People appear to be influenced by what happens within an area as well as the surrounding areas, therefore security of the following stations was considered; Hillcrest, Inanda, Ndwedwe, Pinetown, Camperdown, Inchanga and Mpumalanga. Due to the combination of the reported statistics, as well as the current moratorium on the release of statistics, it is not possible to obtain individual station figures. Thus, it was not possible to obtain crime figures for Ximba, although expert opinion confirmed what residents and leaders maintained, that the area appeared to have little violence, and no politically motivated violence, (de Haas, 1997 pers. comm.). The latest statistics released are recorded up to June 1997. Due to the nature of charging people, it is possible for one person to be charged with more than one crime, as well as for some crimes not to be reported at all. Therefore absolute figures are not a good measure of what is happening in an area, although, when related to the population density in an area do give an indication of the more violent areas. As a result, analysis will rely on trying

to establish trends in the crime statistics. Therefore, to keep results comparable, the results presented only show the January to June periods for years 1994 to 1997. While figures exist for June to December, 1994 to 1996, at the time of obtaining the data there are no figures for 1997.

Based on the information obtained from tour guides, the crime statistics were considered in two main groupings, those cases that would probably affect the international and domestic trade, and those that might affect the domestic trade only. Obviously crime will also affect the international trade, but it would not stop tourists from coming to KwaZulu-Natal, whereas petty theft will stop domestic tourists from leaving the comparative safety of their homes.

As this is not a criminal dissertation, the statistics were not kept in discrete categories but summed together. For example murder and attempted murder were classified together. All robbery whether it involved weapons or not was classified together. It was thought that while robbery may be on the decline in KwaZulu-Natal, the robbery which is occurring is of a more violent nature than in the past. Thus, people will expect the worse case scenario. Categories such as public violence, rape, attempted rape, kidnapping and drug offenses could impact on the tourist trade, but, as life threatening crime is currently more serious, rape etc. are not reported in this dissertation. Categories that are dealt with are murder, public violence, robbery, assault, breaking and entry for businesses combined with shop lifting, car-jackings and motor theft, which are classified together and theft out of vehicles. It is considered that robbery, murder and public violence are likely to affect the international and domestic tourists, while car-jackings/motor theft and theft out of vehicles will have a bigger impact on domestic tourists alone, as they do not use tour buses. In other words if the murder, public violence, and robbery could be controlled, it is unlikely that motor theft etc. will influence the organised tour groups. The breaking and entry category for businesses was included to determine the existing climate for businesses in the area. The Assagay / Botha's Hill area appears to be very depressed from a business perspective as most houses are behind fences, many of which are electrified and businesses unlock gates to allow customers into the premises and lock the gates once the customers are viewing the goods inside. This does not promote the type of refreshing free atmosphere required for tourist meandering. It is thought that the theft and breaking and entry statistics might place perceptions in a more favourable light. However, it must be remembered that the theft statistics refer to all theft not just

shop lifting, and business breaking and entry refers to all types of businesses, not simply, tourist orientated industry.

DEMOGRAPHIC INFORMATION

No primary research exists in the study area. Due to the shortage of time, funds and resistance to in-depth research amongst inhabitants at this time, it was decided to use secondary sources. Expert opinion from a person who is intimately involved with communities in the area considered it appropriate to extrapolate information from surrounding areas, where it was available (Wimble, 1997 pers. comm.). In addition to this information data from the Urban Strategy unit was used. However, this data has been criticised as being inaccurate particularly by the Outer West who considers that the estimates are too low (Bretzke, 1997 pers. comm.).

This work was done in 1994 using field work, as well as aerial photos of dwellings. The team comprised a number of recognised specialists in the field and the data collected was not subject to political manoeuvring. Knowing the average density per room, it was possible for the team to calculate the number of people per dwelling.

While it is possible to count every dwelling marked, the problem lies in how many rooms the dwellings contain, and how many of them are actually used. For example, kraals have the cooking hut, in addition to huts for the first wife, second wife and so forth, therefore at best, the calculated figures can be only estimates. In addition, the field work had to be done during the explosive time of the provinces elections, therefore some areas could not be accessed as thoroughly as possible.

However the same methodology has been applied across the board, and therefore mistakes will be common. GIS (Geographical information systems) was used to determine figures for population, housing and so forth. The Urban Strategy Unit concedes that these figures are an extrapolation and therefore are not accurate, but the strength lies in the common methodology applied to the entire Metro. This is the first time this has happened as, in the past, each town board did its own estimation and there was no uniform work done in the entire area. Informal settlements were virtually ignored.

Once again the difficulty in establishing baseline data indicates the need to concentrate rather on changing trends when undertaking planning exercises. Until the latest census figures become available, there is little opportunity to judge the accuracy of the information, given that uncertainty exists over the accuracy of preliminary census figures.

GENERALISED SPACIAL FRAMEWORK OF THE STUDY AREA.

For the first time in decades the change in government substructures at the provincial level has provided the opportunity for a holistic view and planning impetuous for the Durban Metro area. This has occurred at a broad level through the establishment of a spatial framework for areas incorporated into the corridor studies (McCarthy, 1996a and 1997b). Information compiled for the Durban-Pietermaritzburg corridor is used as the basis for a generalised overview of potential development and planning options for the study area.

McCarthy (1997 b) provides detail on the methodology employed for this compilation and only a brief synopsis will be presented here.

Using GIS a range of multidisciplinary information consisting of quantitative and qualitative indices was melded into a complex matrix to provide an objective tool for judging the priority of competing land issues. McCarthy acknowledges that this is only applicable at the meso level of planning and needs refined and contextualisation at the micro level.

Indices were determined, in most part, subjectively (Nicholson, 1997 pers. comm.), with the use of 1:10 000 Orthophoto maps and supplementary research into secondary sources and field trips. Indices for conservation value were determined and rated in relation to both pristine qualities and the potential for rehabilitation. Agricultural potential was determined by consideration of soils, climate, topography and irrigation potential. Tourism values were rated on the character and quality of landscape, and landscape which provided important backdrop or quality to an area, determined the visual value index. The extent of landscape disturbance was evaluated and a sensitivity analysis derived from a collective overlay of one, two or three of the above positive indices were correlated. Conservation of areas classified as priority one are likely to yield economic return in the form of enhanced tourism, while priority two areas will aid the tourism

potential, but do not require active conservation measures. Densification and infill priority rating are areas where higher levels of urbanisation and utilisation will not further degrade the status of the area. New urban development is seen to be possible on areas with a Specialised priority rating, provided the development is complimentary to the existing surrounding land use.

As the above methodology does not extend into the Ximba section of the study area, McCarthy's (1996a) study was used to determine the possible quality of land bordering the study. This was further augmented with field work, which was used to obtain an indication of the interior land quality Ximba region. The results still only provide a broad conceptualisation of potential land use in the region.

The area bordering the R103 from Cato Ridge to Hillcrest is included in McCarthy's study, (1996a) and is used without modification for this study.

A Critique of the Spatial Framework Methodology.

A critique of the above methodology is that a total, quantitative approach is applied to a facet of development, which contains a large component of human desires and inherent value systems. Once broad planning concepts are in place, it is usual for bureaucratic procedures to emerge which stifle the individual and site specific variability that is needed for sustainable, holistic development. While the approach might meet with better success in an emerging development where people are allowed the opportunity of deciding if they wish to subject themselves to the developing characteristics of the new environment, it is destined to cause conflict in an established area with an established character, whether that be high density urban, or rural in nature. It is not possible in a democratic society with emerging values of environmental and personal justice to follow a non consultative approach.

It is also necessary to obtain a more diverse perception of valuing the criteria selected to quantify the corridor studies. Different cultures, with different socio-economic status, have very differing perceptions on the aesthetic value, and requirements of land issues. It is easy to visualise the high priority given to conservation of the existing environment, given the socioeconomic character of the Hillcrest-Drummond region. However, this becomes irrelevant to communities in the Fredville

/Ximba area requiring an improvement in their Quality of Life. In the same way the financial burden placed on the Outer West substructure by maintaining open space perceived by outsiders to be important does not promote socioeconomic equity.

A danger lies in assuming that the final result of the objective assessment will form a strong base for current planning studies. The provincial substructure is only now at the stage of starting to appoint consultants to develop more site specific plans for the substructure. Development, based on the outcome of these studies, will probably take a further two to three years. During that time South Africa is destined to go through another landmark political election. The country is still in a state of transition. Only after these elections is some sort of stable order likely to emerge. As observation in KwaZulu-Natal has shown over the period since the last election, the rate of population redistribution is placing a tremendous strain on the environment with the result that the environment is changing on a daily basis. The Ximba area has shown a marked increase in settlement over the last four years which makes the static nature of the resultant corridor studies a threat to responsible, sustainable development. To overcome this it would be necessary to update the GIS data regularly and assess changing trends in the resultant analysis.

However, the positivist framework provided by the corridor studies has successfully managed to combine a number of diverse factors which can form a basis for incorporating other factors from the subjective, human environment. With extensive consultation, it will provide a framework that will be acceptable to the majority and suitable as a workable framework on which to base decisions. Achieving this will take time, but it will be time that in the long run will return cost-effective dividends and allow for the development of a sustainable society.

***E. coli* COUNTS FOR THE DUSI RIVER, SITES 68, 69 AND 70**

The nature of some intended developments combined with the conflict existing on permission requirements for Tribal Authority land makes it imperative that a holistic EIA process is incorporated into all development plans regardless of the current legislation. The intention of the Ximba community to develop their existing facilities into major tourist attractions and encourage the use of the Dusi for water sport activities raised the issue of water quality. The area is not yet fully serviced, and the intention to use the Dusi in its existing condition will not require the

provision of services. However, yearly reports can be found in the provincial newspapers of marathon canoeist partaking in the annual Dusi Canoe Marathon suffering from stomach ailments, usually related to the poor quality of the river water. A similar scene would not auger well for an intended tourist attraction.

To determine the potential effect of the river on the intended tourism industry, results of water analysis were obtained from Umgeni Water in Pietermaritzburg. These were analysed to determine the extreme ranges of *E.coli* and the frequency with which *E. coli* counts exceeded normal limits for recreational tourism. It was not considered relevant to concentrate on average figures, as it was thought that a single serious outbreak of stomach ailments would be sufficient to depress the tourist trade in the area.

CRITIQUE OF RESEARCH DESIGN AND METHODS FOR THE STUDY

OBSTACLES TO THE STUDY

As an outsider to the study area, it was difficult to establish initial contacts and identify key figures within the community. Thus, initial stages of the research were slow to develop. In the Ximba substructure initial resistance was encountered as the leadership had not directly invited me to conduct this study. Only once they were totally satisfied with my intention not to become involved with individuals in the community, were they amenable to allowing the study to commence. Affiliation with a tertiary institution led to easier acceptance amongst all stakeholders, but the affiliation with the University of Natal was definitely more acceptable to the indigenous people than the affiliation with the author's primary workplace Technikon Mangosuthu.

The current financial climate for consultants created an information problem. Currently, new tenders are being posted which have created competition amongst the existing consultants. With the emergence of new affirmative action companies and black owned companies, the competition is even stronger and, initially, consultants were unwilling to exchange information with the author for a number of reasons. It is evident that they were conscious that any release of information might give away their market edge or upset the evolving power dynamics, and many were not sure what the author's standing within their field was. They commented that it was difficult to perceive the author's affiliations, and what the resultant bias from these would be. Until people

were satisfied that the author was independent, information was not forthcoming.

The limited communication technology in Ximba made it difficult to contact rural people and this always had to be done through a third party. The need to follow communication channels within the community structure, as well as being sensitive to the situation encountered by other field workers in the area, slowed the speed of interaction resulting in a slowing of the flow of information considerably. As a result it was not possible to communicate with people spontaneously and in some instances the underlying philosophy and motives could not be determined. The lack of social contact within the study area inhibited the understanding of the subtle nuances that affect the political milieu as well as some development negotiations that were conducted on a social basis. However the focus of this study is on tourism initiatives and not the sociology of the community, therefore the information gathered is used to draw conclusions with cautionary notes included where appropriate.

The lack of primary data makes it difficult to establish a tourism environment that will be compatible with the wants and needs of the different communities encountered in the Outer West, especially the Ximba community. The limited time, funding and attitude of authorities constrained the ability to establish this primary data required. Thus, the resulting conclusions in this study will need to be modified to tailor them to the specifics of each area.

FACTORS LEADING TO THE SUCCESS OF THE STUDY

Despite the need for the initial problems with some people, the independence of the author from any established stakeholder's group allowed the study to be perceived as free of bias. After the initial suspicion about the author's motives, this independence was the main factor which led to the perception of trust on the part of the stakeholders. However it is recognised, that on the part of some interviewees this was also a form of insincere posturing which was evident with the lack of disclosure of their reports. This was usually discovered when reports were volunteered from other sources.

A mixed blessing was the lack of financing from any recognised, infield source. After the initial reluctance to disseminate information, people were forthcoming and in some instances quite

generous with their willingness to help. This does raise questions about transparency and disclosure within the planning field. One of the requirements of the White Paper on Environmental Management (DEAT, 1997) is the free access to information. Not only is the current development and planning milieu in violation of the environmental policy, it is antiethical to the spirit of the new government order. Lack of disclosure places obstacles in the path of a truly integrated, holistic planning procedure, threatening its sustainability.

The lack of impersonal questionnaires and the resulting reliance on personal interviews allowed for the interpretation of non-verbal cues. This together with the discursive nature of the inquiry allowed for the gathering of unexpected data. However, non-quantitative data gathering is open to subjective interpretation and follow-up procedures quantifying some data is necessary.

Work in the Ximba area by agencies in the tourism field aided the collection of data, as the level of awareness in the community was high, although they lacked a diversity of tourism knowledge, and were not aware of tourism implications. The long standing tourism environment in the developed areas of the study resulted in a knowledge base that was diverse, aware and conscious of the implications of tourism development. Thus, participants were able to contribute positively to the current study.

An extensive visitation to the study area and repeated contact with key stakeholders allowed for onsite contextualisation of problems and information. Familiarity of the participants with the author led to an increased willingness to share knowledge.

**APPENDIX 3: RESULTS OBTAINED ON ANALYSIS OF LOCAL NEWSPAPER
ARTICLES.**

(Refer to Appendix 2, pages 223-224 for methodology.)

	S	M	L	XL	POS	NEG	INFO	PG1	PG2	PG3	PG4	Article Total	Issue Total
Values	1	2	3	4	2	-2	1	4	3	2	1		
Dates:													
24/5		2				-2			3			-12	-12
12/6				4			1				1	4	4
27/6				4			1				1	4	4
24/7			3 3			-2 -2		4 4				-24 -24	-54
		2 2				-2	1		3 3			6 -12	
14/8		2				-2			3			-12	-12
28/8				4			1		3			12	12
11/9			3		2			4				24	36
				4			1		3			12	
25/9				4			1		3			12	12
9/10			3			-2			3			-18	-18
23/10		2 2				-2 -2			3 3			-12 -12	-24
13/11		2 2			2				3 3			12 -12	0
12/12		2				-2		4				-16	-25
	1					-2	1		3 3			3 -12	
29/1		2				-2		4				-16	-4
				4			1		3			12	
26/2		2 2			2	-2			3 3 3			-12 12 3	3
	1						1						
26/3				4			1		3			12	12
12/3				4			1		3			12	15
	1						1		3			3	

	S	M	L	XL	POS	NEG	INFO	PG1	PG2	PG3	PG4	Article Total	Issue Total
14/5			3	4		-2	1	4	3			-24 12	-12
28/5	1	2	3			-2 -2	1	4	3 3			3 -12 -24	-33
11/6		2 2 2		4	2	-2 -2 -2		4	3 3 3			-32 -12 -12 12	-44
25/6	1 1	2 2 2 2 2				-2 -2 -2 -2 -2	1	4	3 3 3 3		1	-16 -12 3 -12 -6 -12 -4	-59
9/7		2 2 2 2 2	3		2 2	-2	1 1 1	4	3 3 3		1 1	-24 6 12 12 2 2	10
30/7		2 2 2 2	3		2 2	-2 -2	1	4	3 3 3		1	24 12 -12 6 -4	26
13/8	1	2 2			2 2		1 1	4 4 4				8 8 16 9	41

APPENDIX 4: COMMENTS FROM SHOP KEEPERS (BOTHAS HILL AND ASSAGAY)

ADVERTISING

“No tour busses stop here, mainly because there is no advertising. We only get a mixture of families, all in single cars - parking problematical. Locals won't come because of the crime - Sugarloaf Centre particularly bad.”

“Small business survival is very difficult. Currently there is only word of mouth advertising, and security costs are very high. We have to lock customers in and out.”

“Advertising in this area is the first priority.”

“The entire tourist fraternity is bad with advertising. The ICC opening had no advertising board telling where it was, there was nothing inside to show where the arts and crafts were - no listing. It was luck if someone found it.”

THT

“The THT is part of the council and should offer their services free. I won't become a member on principle and also because with business so bad I cannot afford the fee.”

“The THT office needs to be right on the main road, and information booths on the toll road and freeway. Pamphlets should be free as they are over seas.”

“Information booth (Not office) should be right on freeway off ramp so that it is visible to all.”

“We shouldn't need to phone news in every month, the tourism officer should be on top of it and do all that. The office at Botha's Hill is definitely in the wrong place.”

“We are across from the new offices and have not yet had a visit.” (6/10/97)

“ The fees for THT should be R10 per month especially as we still have to pay to produce leaflets.”

SIGNAGE

“ There is a need to clean up Hillcrest and Botha’s Hill. It is becoming seedy and dirty. From the freeway it looks tatty as there are too many notices. There is a need to attend to signage and smarten up the area. Where is the direction signage for this area?”

“ We need signage before the Assagay turn off, such as a large route map and pamphlets - consolidate all little signs into one big one, clear up the clutter.”

“ It is easy to find the big centres, but the smaller exclusive places need help to be found. There are no route maps.”

SERVICE PROVISION

“Entrance fees into attractions act as barriers, once in then offer other money reliving devices.”

“Service in the area, and country as a whole is particularly bad.”

“ This Area must get away from the flea market idea - Heritage Village should be very up market.”

“There is a lot of political interplay around this area and much doesn’t get done because of it. Business is better in the last six weeks, I don’t know why, and is now similar to two years ago. There is a lot of jealousy and infighting. There is no reason why there shouldn’t be more than one shop catering for a craft. Each crafter has his own style, and that is what people come and buy. It would be more of a tourist draw to have a number of attractions clustered together. It is always

possible to insist on an ethical code of conduct so people do not copy each others idea's in the area and this will also force them to become more innovative.”

GUIDES

“ There should be a few part time tour guides available for people who are not going through an official organisation, to cater for people such as the wives of delegates. These tour guides should have travelled themselves so that the know other cultures and can relate to other travel experiences.”