CHAPTER 2: THE TOURISM SECTOR

1. INTRODUCTION

1.1 PURPOSE OF REPORT

Chapter 2 of the Status Quo Report forms part of the Phase 3 product of the Zululand Coordinated Local Economic Development Framework project and covers specifically the tourism sector. Whereas Chapter 1 of the report provides a general introduction to local economic development and the context for local economic, Chapters 2 to 4 of the document presents a status quo analysis of what has been identified as the key economic sectors in the Zululand District Municipality, the sectors being respectively the Tourism Sector (Chapter 2), the Agricultural Sector (Chapter 3) and the Business Sector (Chapter 4). Although the Status Quo Report is structured on a sectoral basis it is widely acknowledged that close linkages exists between the various sectors and economic development activities within each of the broad sectors. These linkages will be addressed in more detail in Phase 4 of the project, the strategy development phase.

1.2 PROBLEM STATEMENT

The Zululand District Municipality includes large communities who are impoverished and historically disadvantaged, living in underdeveloped settlements. Very few local people profit in Third world tourism. What normally results is a bunch of poor people making baskets. Most third world tourism doesn’t lift local people out of poverty. Hawaii is the richest tourist destination in the world and they market local Hawaiian culture as the number one drawcard after their beaches and yet the indigenous Hawaiians are the poorest people in the state.

The huge challenge facing Zululand is to develop tourism from the inside out: To simultaneously uplift the people of the region and build tourism infrastructure. The success of third world tourism is directly tied to local people who have a sense of ownership and pride. Equally, it hinges on participation by educated, economically active people who can make it in a competitive environment.

A tourist - the kind of person who seeks out new destinations and experiences - is the most enlightened and well-informed person in society so you have to have something they can identify with if they’re going to come to your area. There either has to be some innate ambience which is attractive to them, or you have to create that. The more affluent and sophisticated the tourist, the more they look for quality experiences which are meaningful.

Tourism in the Zululand District is undeveloped and lacking in the three areas which are a priority for every tourist:

- Quality, clean facilities as basic as immaculate restrooms and a good cup of coffee
- A sense of being safe and knowing that any crime against tourists will be dealt with effectively and swiftly.
- The third priority for tourists is a unique Cultural or Eco-Tourism experience which is rewarding and enjoyable. Zululand has these experiences and there is potential to create many more.
If the District wants tourism to be the Number 1 economic generator then the focus must be on making things work for tourists.

The opportunity in the Status Quo is to evaluate the approaches which have been used up to this point and evaluate what has worked and what hasn't. The planned outcome of this strategy is to create a whole new level of local participation in Zululand Tourism; to think regionally rather than locally, to find innovative ways of doing things in line with world best practice, to identify participants who are economically active and can make a difference so that we get beyond local participation which is limited to dancing and making crafts.

Tourism Share and Activities

While Competitor regions (particularly the Western Cape) are gaining international tourists over KwaZulu-Natal, it is well documented that KwaZulu-Natal remains the premier tourist destination for South Africans. This is because it is within easy travelling distance from the major domestic markets, it is affordable, it has scenic beauty, all year round weather and quality wildlife. But local South Africans are visiting the more travelled routes and better known parts of “Zululand” i.e: Hluhluwe, the areas around Lake St Lucia stretching up towards Kosi Bay. Within the Zululand District there has recently been significant growth in game and hunting attractions around uPhongolo and Louwsburg. Abaqalusi (Vryheid) is the best established town in terms of tourism accommodation and conference tourism. There is limited German culturally-based tourism in Paulpietersburg and there is no visible tourism impact on the impoverished areas around Ulundi and Nongoma.

Much of what happens in Zululand is dependent on the status of Durban as a gateway city. Areas like the Winelands and the West Coast are bolstered by Cape Town’s status as an international and gateway city. Visitors wanting a true African experience will have to come to KwaZulu-Natal and the successful implementation of tourism developments and infrastructure in Durban will determine the tourism growth to a large extent.

Tourism markets are discussed in more depth in section 6.

1.3 CONTENT OF CHAPTER

This Chapter of the report is divided into eight sections, each section covering a specific component.

- **Section 2**: The institutional and planning context for Tourism Development
- **Section 3**: Overview of approaches; Branding, Linkages with neighbours, Tourism Routes, Community Tourism
- **Section 4**: Critical Development Issues around information and access
- **Section 5**: Catalytic Projects – Particularly Emakhosini
- **Section 6**: Marketing Approaches – An evaluation of current approaches
- **Section 7**: Tourist Markets – Current and potential
- **Section 8**: The Tourism Assets of Zululand – evaluation of the existing attractions and proposed tourism projects in each municipal area
2. THE CONTEXT FOR TOURISM DEVELOPMENT

2.1 INTRODUCTION

Tourism development in the district is underdeveloped and almost non-existent around Nongoma and Ulundi. Cultural and Eco-tourism offer the most important development opportunities and these are also the two niche markets identified by Tourism KwaZulu-Natal as having the most potential.

EcoTourism currently has a prominent position in the KZN market and research shows that foreign tourists to the region indicated that 70-90% came to experience the climate, wildlife and landscape. KZN Tourism research shows that the 1st priority for visitors to the province is going to the beach and the 2nd priority is a wildlife/nature experience. Over 50% of foreign visitors interviewed said they would have liked to have had a meaningful experience of Zulu heritage and culture.

The national government has defined eco-tourism as: “environmentally and socially responsible travel to natural or near-natural area that promotes conservation, has low visitor impact and provides for beneficially socio-economic involvement of local people.”

Cultural Tourism is defined as: “Cultural aspects which are of interest to the visitor and can be marketed as such, including the customs and traditions of people, their heritage, history, and way of life.

2.2 THE INSTITUTIONAL CONTEXT

2.2.1 National

South African National Tourism Organisation

The South African Tourism Organisation, SATOUR has undergone major transformation and is now referred to as SA Tourism. SA Tourism is a statutory parastatal body responsible for the marketing and promotion of tourism in the country. It also has offices outside the country. SA Tourism functions are: International marketing and promotion, Research, market intelligence and information management, Industry standards setting, Product development, and Human resource development.

Provincially, SA Tourism is being replaced by a number of different provincial organisations or agencies which are taking on a number of responsibilities which previously fell under SATOUR, eg, providing tourism information, grading of accommodation venues and the registration of tour guides.

2.2.2 Provincial

KwaZulu-Natal Tourism Authority

The provincial government has a critically important role to play in the development and promotion of the tourism industry in the province. Both provincial and private tourism bodies are currently undergoing transformation. Provincial tourism organisations are specifically provided for in the Constitution.
The KwaZulu-Natal Tourism Authority is presently responsible for producing the tourism development strategy for the province under the auspices of the KwaZulu-Natal Ministry of Economic Affairs and Tourism. The public sector has a critical role to play in the development of tourism, but the private sector also provides significant impetus to the industry. The private sector bears both the risks of investment as well as a large part of the responsibility for successful development and marketing. Specific functions of the private sector include: Industry investment; Efficient and profitable operation of tourism plant; Advertising and promotion of individual tourism services; Capacity building; Development and promotion of socially and environmentally responsible tourism; and Community participation in tourism development. Refer to marketing approaches in section 6 for more detail.

AMAFA - Cultural Heritage Management

Amafa, with its head office situated at Ondini, Ulundi, is the statutory body responsible for administering heritage conservation on behalf of the KwaZulu-Natal provincial government. It also carries out the responsibilities of the national monuments council on an agency basis. Amafa, a Zulu name, is the full name of the organisation which in English has the meaning "Heritage KwaZulu-Natal."

The work of Amafa includes the maintenance and management of historically important sites, architecturally important buildings, public monuments and memorials, military cemeteries and other important graves, traditional burial places, archaeological and palaeontological sites and artefacts; rock art, important cultural objects and trade therein and the traditional building techniques of the people of the province. This includes the integration of protective measures into planning, development and local government systems and by providing for the establishment of educational, training, interpretive and tourism related projects.

EZEMVELO KZN WILDLIFE

The two most important conservation agencies in South Africa are the South African National Parks Board and KwaZulu-Natal Nature Conservation Services, now known as Ezemvelo KZN Wildlife. Occupancy rates at National Parks Board facilities were in the region of 62% for 1995 with a total of 1,2 million visitors. There are a further 300 private game lodges throughout South Africa. Negotiations are presently taking place for the development of three cross-border parks: one including parts of South Africa, Zimbabwe and Botswana; and a second between Lesotho and South Africa, the Drakensberg-Maloti Transfrontier Park, which is likely to have a positive impact on related tourism opportunities in KwaZulu-Natal and the third one is being negotiated between Mozambique and Swaziland. The Okhahlamba Drakensberg Park has recently achieved World Heritage Site status having been accepted on all four criteria. World Heritage Site status was conferred on the St Lucia Wetland Park in 1999.

KZN Wildlife has a variety of policies to ensure the long term conservation of the rich biodiversity of KwaZulu-Natal. These encompass biodiversity, resource use, environmental management, community participation, visitor facilities management and eco-tourism.
In terms of tourism development in the Zululand District, the most important are KZN Wildlife's policies on eco-tourism are to:

i. support the development of accommodation facilities on privately-owned or community land adjacent to protected areas, and to engage in consultation with interested parties regarding these tourism development opportunities;

ii. support proposals for the use of land adjacent to protected areas for the purpose of nature conservation and ecotourism development, and where the Board is requested, to manage the nature conservation programmes to recover the costs;

iii. consider requests by private sector and community groups for the Board to manage nature conservation programmes on adjacent land, provided that the full cost to the Board is recovered;

iv. support the development of partnerships between the nature conservation agency, neighbouring communities and private enterprise, where communities are able to plan a meaningful role as share-holders, where access rights to the protected area define the share holding of the Board, and where the development results in capacity building and empowerment of the relevant community;

v. seek private sector investment in the provision of visitor facilities, provided that these are compatible with the management plan for the protected area, and provided further that the Board is constrained for valid reasons from developing the facilities itself in the first instance;

2.2.3 District and Local Municipality

Zululand is the only District Municipality in the Province which has well established tourism structures in every town. Each of the five municipalities has a Portfolio Committee for Tourism which is a sub-committee of the Local Council. The Municipalities are:

- Ulundi (also incorporating Babanango)
- Uphongolo
- Nongoma
- Abaqalusi (Vryheid) – Also incorporating eMondlo and Louwsburg
- eDumbe (Paulpietersburg)

The portfolio committees have a responsibility to co-ordinate tourism activities in the municipality. Each of the five towns has a Tourism Office and the Tourism Officer of each municipality sits on the Portfolio Committee for Tourism in their municipal area. There is no formal representation for the private sector on this committee but they are invited to give input as and when required.

The private sector comes in at Tourism Association level and all of the towns have a Tourism Association with the exception of Uphongolo. The tourism associations are concerned with product development and marketing issues in their local areas. Amafa (KwaZulu-Natal Heritage Council), KZN Wildlife (previously Natal Parks Board) and Tourism KwaZulu-Natal work closely with these tourism associations and in some instances have local representation on the Tourism Association.
2.3 THE TOURISM PLANNING CONTEXT

2.3.1 National Tourism Planning

Based on the government White Paper (1996), the national government has several roles to play in the development and promotion of the tourism industry. These are: Facilitation and implementation; Coordination; Planning and policy making; Regulation and monitoring; and Development promotion.

Facilitation and implementation

- establish a safe and stable political and economic environment for tourism to flourish
- ensure the safety and security of residents and visitors
- facilitate and provide appropriate incentives for private sector investment in tourism
- establish and facilitate enabling and appropriate legal and fiscal frameworks for the industry
- facilitate the development of a tourism culture in South Africa and the supply of skilled manpower for the industry
- facilitate an active labour market policy and an appropriate labour relations environment for the industry
- allocate appropriate financial resources for tourism development
- promote tourism as a national priority
- facilitate and conduct the effective marketing and promotion of the country
- encourage and facilitate foreign investment

Coordination

- coordinate and liaise with international, regional and provincial governments with regard to all aspects of tourism development
- coordinate the tourism-related efforts of all government departments and related government institutions
- coordinate and liaise with NGOs, labour and community organisations, training institutions, universities and other bodies related to the development of the tourism sector

Planning and policy-making

- formulate, monitor and update a national tourism policy and strategy, in collaboration with relevant stakeholders
- develop integrated national tourism plans in collaboration with relevant stakeholders

Regulation and monitoring

- ensure the application of integrated environmental management principles in land-use development proposals to facilitate sustainable utilisation of natural and cultural resources
- facilitate the sustainable and responsible development of the tourism industry, by formulating appropriate development guidelines and regulatory measures
- establish and maintain standards of facilities and services
Development promotion

i. promote the equitable development of all destinations with tourism potential, whether high, medium or marginal potential

ii. promote the involvement of communities at appropriate levels of tourism activity

iii. promote the spread of responsible tourism

iv. promote the development of major tourism projects that will have national and country-wide impacts (e.g. trans-border protected areas).

At the provincial level, the provincial government takes on similar functions as at the national level with three main exceptions. First, the focus is much more on the implementation and application of national principles, objectives and policy guidelines as appropriate to local conditions. Second, as much of the tourism product is itself located at the provincial level, provinces take on a much more important role in facilitating and developing the tourism product. Third, provinces have a major role to play in marketing and promoting their destinations in competition with other provinces locally.

2.3.2 Provincial Tourism Planning

Tourism KwaZulu-Natal's (TKZN's) mission is to initiate, facilitate and co-ordinate strategic tourism marketing and product development programmes for the province, and to provide an enabling framework within which regional and private sector stakeholders can achieve their tourism goals.

Provincial government has given KZN Tourism the mandate to market and develop tourism at a provincial level and KZN Tourism falls directly under the department of Tourism and Economic Affairs. The KZNTA has identified the following as one of its key focus areas and functions:

‘To facilitate the development of a strategic tourism product that broadens ownership in synergy with the overall theme and branding of the province.’

It has set itself the following goals and targets to be achieved by 2003 from a baseline of 1998:

- **Growth in domestic urban tourist arrivals:** From at least 8mn urban adult tourists in 1998 to 8.16mn in 2003
- **Growth in foreign tourism arrivals:** From 459,000 in 1998 to 557,000 in 2003
- **Growth in direct tourism spending:** From R6.8bn to R9.6bn in 2003
- **Total impact on GDP:** From R9.7bn in 1999 to R13.6bn in 2003
- **Total impact on employment:** From 122,482 in 1999 to 132,450 in 2003
- **Growth in average length of stay:** To increase the typical length (mode) of stay from 3 nights in 1998 to 4 nights in 2003 and the stay of domestic tourists from 5 nights in 1998 to 6 in 2003.
- **Increase in the percentage of tourists indicating that their decision to visit KZN was influenced by marketing media:** Domestic tourists from 7% in 1998 to 11% in 2003. Foreign tourists from 35% in 1998 to 40% in 2003.
In addition to its primary key focus and function of Marketing, the KZNTA acknowledges it has a strategic role in facilitating new and appropriate tourism products, as a means of stimulating new in-bound investment into the tourism economy, thereby unlocking additional tourism revenue opportunities.

Its objectives in this regard have been identified as follows:

- Broadening ownership in the industry, particularly amongst the previously disenfranchised sectors;
- Complementing and improving the existing tourism product mix;
- Giving support to the strategic marketing framework and brands;
- Facilitating new investment / funding in areas of low economic activity; and
- The facilitation of new tourism infrastructure.

2.3.3 District and Local Tourism Planning To Date

The local government is closer to the product than the national or provincial governments. The functions of the local government mirror those of the provincial government, but with added emphasis on the planning, development and maintenance of many specific aspects of the tourism product.

While preparing this report, we reviewed all relevant Tourism studies and proposals which have been produced as part of the planning process in the towns and organisations in the Zululand District. The Zululand “Coal Line” Corridor report was useful in that it confirmed many of the tourism status quo findings and showed that little has changed since 1999 when the study was undertaken.

The type of tourism strategies that these documents have proposed include the development and upgrading of game reserves, dams and nature reserves, the establishment and marketing of arts and craft centres, the need for tourism information tools like brochures, information offices and signage and the development of festivals and events. A travellers centre at Ulundi 19, the development of the Emakhosini and the upgrade of roads are projects which have come up in most of the tourism planning to date and these have been considered in detail in this report.

The complete list of projects which have been raised in Integrated Development Planning and other documents are listed in Annexure B of this report.
3. OVERVIEW OF APPROACHES TO TOURISM DEVELOPMENT

3.1 INTRODUCTION

This section considers potential key approaches to establishing an environment conducive to tourism development in the Zululand District Municipality.

3.2 BRANDING

Status Quo: The Province is using the Kingdom of the Zulu to brand KwaZulu-Natal as a tourist destination. Studies have shown that the word “Zulu” is one of the two African words best recognised by foreigners. So strong is this recognition of the word Zulu that Tourism KwaZulu-Natal have opted for the website name www.zulu.org.za

The Zululand District Municipality is the heartland of the Zulu Kingdom. This is where the Zulu nation, “the people of heaven” came into being, where Zulu kings lived and died and changed the course of history. Then there is its modern day character: King Goodwill Zwelithini’s official residence and Palace are here and the district offers visitors a chance to experience both traditional and contemporary Zulu Culture.

Opportunities: At this time when South Africa is re-awakening, an African renaissance is occurring in which indigenous and contemporary cultures are integrating. While moving forward, there is a longing to preserve traditional cultures, and to pass them on to future generations.

No other region in KZN can lay claim to a reigning monarch and a Royal Palace – this sets Zululand apart and can be used to enormous advantage. The marketing outcome of this strategy will address the need to create broad awareness of Zululand as a brand.

Challenges and Constraints: Tourists wanting insightful opportunities to experience living Zulu culture currently seek it outside of the key towns of Ulundi and Nongoma. Instead they visit replicated Zulu Villages and participate in cultural experiences in the more popular parts of Zululand like Hluhluwe (Umkhanyakude District) and Eshowe (Uthungulu District).

In interviews we conducted with tourism decision makers, we found broad agreement on the need to move away from “Angry Africa” - the wars, the heat, the mosquito - and focus instead on the “Happy Heart of Zululand” the sensuality, the pride, the music, the wisdom and oral traditions passed down and the energy of the Zulu heritage. The “Happy heart of Zululand” should also encompass other cultural groups whose roots go deep down into the Zululand soil.

3.3 LINKAGES WITH NEIGHBOURING DISTRICTS

Status Quo: All tourism managers and decision makers we spoke to confirmed that linkages with neighbouring districts are crucial to the successful positioning and marketing of the Zululand District.
There are two reasons for this:

- To access Zululand from the main gateways of Gauteng, Durban and Swaziland, visitors have to pass through other, better known regions with a more developed tourism infrastructure.
- The perception of what “Zululand” is extends far wider than the boundaries of the Zululand District Municipality. Tourism product owners in Umkhanyakude and Uthungulu Districts have marketed themselves under the Zululand banner for years and the entire area north of the Tugela is loosely known as Zululand by the Tourism Industry and tourists themselves.

**Challenges/Constraints:** These are verbatim comments from Tourism Decision makers which sum up the challenges and constraints:

“Zululand conjures up certain images and you have to be true to that. The Zululand District only offers 30% of what tourists perceive the Zululand Experience to be”

“Capitalising on the name “Zululand” is long overdue”

“You can’t change history in the sense of where the Zulus come from – everything north of the Tugela River is regarded as Zululand and because these other regions provide access into our area we can’t ignore them.”

“Ulundi and Nongoma have more claim to being “Zululand” than any other area. But these are traditionally black areas and tour operators are scared to bring tourists in because of fears of safety and lack of basic facilities and tourism infrastructure. Instead, they take them to ‘white Zululand’ perpetuating the injustices of the past where no development came into the traditional Kwa-Zulu areas.”

“We are all Zululand – but we reflect different parts of Zululand - let people still go to the Zululand that they have in their minds - where they feel comfortable, where they know they’re safe – but we need to exploit the traditional perceptions of Zululand and market our district as the first step into the real thing”

**Organisational Constraints with neighbours:** More formal structures for planning joint tourism marketing between the regions are needed.

**Opportunities:** The key opportunities lie in exploiting the Zululand District as “the real thing” – the only place where tourists can have an authentic cultural experience depicting the age old wisdoms and practices. This has the added benefit of local people re-capturing their pride and taking a closer look at the cultural guidelines which build strong communities.
3.4 TOURISM ROUTES

3.4.1 Rainbow Route

**Status Quo:** This route was established as an alternative, scenic route linking Mpumalanga and KZN. The main route extends from Gauteng to Durban via Kriel, Bethal, Ermelo, Piet Retief, Paulpietersburg, Vryheid, Ulundi, Melmoth, Eshowe and Mtunzini. (off-shoots to Carolina, Swaziland, Chrissiesmere, Amsterdam, Pongola)

**Opportunities/Constraints:** It is unlikely that this will ever develop into a notable Tourist route because it is not one of the main routes from Gauteng and is not along national roads. However, it provides a good source of information for tourists and good referral systems between the participating towns who all have tourism information offices and can provide information on any of the member towns.

3.4.2 The Battlefields Route

**Status Quo:** Ulundi, Babanango, Paulpietersburg (eDumbe) and Vryheid (Abaqulusi) have, for many years, been prominent role players on the KwaZulu-Natal Battlefields Route.

The Battlefields Route founders used battlefields as the anchor attraction to develop tourism in the towns of Newcastle, Vryheid and Dundee in the early 90’s. Since then, it has grown to encompass member towns in the district municipalities of Majuba, Thukela, Umzinyathi, Umgungundlovu, Uthungulu and Zululand.

The Battlefields Route attracts mainly German and British tourists and a good spread of domestic tourists who are not necessarily visiting the area specifically to see battlefields. While the major Anglo-Zulu battlefields of Isandlwana and Rorkes Drift fall outside the area, these are easily accessible for day excursions from Babanango and there are registered guides offering tours to these areas. Near Ulundi, Umgungundlovu, where King Dingaan had his residence and Ondini, King Cetshwayo’s royal residence, are of huge historical/cultural/archeological significance.

**Constraints:** Many of the sites do not have broad appeal to tourists because there are very little facilities and poor interpretation. However, the private sector has developed excellent, interactive interpretation, guided tours and themed accommodation around battlefields like Rorkes Drift and Isandlwana (e.g. Fugitives Drift Lodge, Babanango Valley Lodge, Isandlwana Lodge) and Talana Museum has long been known for its excellent interpretation, facilities and displays. Rorkes Drift, Isandlwana and Talana Museum are the three most visited sites by battlefields tourists – both international and local but all three fall outside of the Zululand District. Until tourist infrastructure and promotion around the battlefields and historical sites in and around Ulundi is improved, the Zululand District will not be able to compete with these attractions.

**Opportunities:** An important institutional role player in the development of the Battlefields infrastructure is Amafa (The KwaZulu-Natal Monuments Council). Amafa, together with KZN Wildlife is driving the development of the eMakhosini which presents a rare window of opportunity to preserve
cultural and historical assets that has left an indelible mark on the world stage. Amafa also has the expertise to train local youth as tour guides as the demand grows.

3.5 COMMUNITY TOURISM

**Status Quo:** In the opening remarks of this report, we stated that tourism does not always lift people out of poverty. Throughout the world there is talk of community ecotourism but this ought to be a redundant term. After all, one of the obligatory components of ecotourism is local participation. But world research shows that community-operated tourism services are struggling. In looking for best practice case studies, it becomes clear that:

Until recently, international banks and national tourism ministries have promoted development of "traditional tourism" operations, such as all-inclusive "megaresorts" that cater to the rich, sunworshiper type tourist. If locals or communities are involved in the process at all, it has usually been as contracted labor or in low entry level service jobs. If community tourism operations are constructed, they are often poorly managed and marketed. Developers may talk of "integrating communities into tourism," but rarely do they visit a community and ask what it is locals want. Instead, operations are imposed in an all too familiar top-down fashion.

Understanding Community Tourism – Presented by Ron Mader at the Communities and Tourism International Conference March 2002

Yet despite these obstacles, community-based tourism operations are increasing throughout the world. While funding remains limited, new synergies have arisen that connect localities with regional and international tourism interests.

Successful community-based tourism succeeds when it based on a dialogue among experts and locals. These projects require an understanding of the larger world and specialized niches and an appreciation of what makes a place unique. In the Zululand District there are Community Tourism Models which appear to have the ingredients for success in the long term. One such model is the structure at KwaZulu Private Game Reserve in the Magudu area. Another example is the successful community horse trails in Pondoland in the Eastern Cape.

**Constraints:** Both in southern Africa and overseas, many community tourism projects fail within two years because they do not take into account the socio-economic realities of the community, there is often a lack of perceived ownership and benefit by the community and a lack of understanding of product quality requirements, and marketability.

**Opportunities:** Opportunities for meaningful community tourism have been identified at Ithala/Simdlangentsha, at Emakhosini-Opathe Heritage Park and a number of other areas. In developing tourism strategies it will be important to establish clear community tourism guidelines for the district and investors.
4. CRITICAL DEVELOPMENT ISSUES

4.1 INTRODUCTION

In our tourism strategy we will be proposing attracting large-scale investment from Cell Phone Companies and Petroleum Companies amongst others. Companies like this will not invest in a region unless they are assured of growth and high volumes of people moving through it.

Until now, single product owners and developers have been trying to attract the interest of investors on their own. Investors are only going to listen once the DISTRICT can prove that there is a concrete plan to stimulate the local economy, until it can show that it is tackling the critical issues to create conditions where tourism can flourish.

Substantial planning has been done in the Zululand District. The critical issues below come up in many of the plans we have referenced and they have been raised in personal and telephone interviews and in desk top research conducted by our team. The type of infrastructural and information issues listed here underpin successful tourism world wide.

4.2 TOURIST INFORMATION

4.2.1 Tourist Information in the region

Status Quo: Each of the five towns has a tourist information office but tourists cannot obtain tourist information 24 hrs a day 7 days a week.

Constraints: It is an accepted fact that only 5 – 7% of tourists actually visit a Tourist Information Office. Most tourists obtain their information on accommodation, attractions and directions from Petrol Stations, shops and locals. In the Zululand District, not all of the Tourist Information offices are easily accessible or clearly marked and the standard of service differs from town to town. These offices are closed at night and on weekends when they are most needed.

Opportunities: In order to bring Zululand District in line with Tourism Information best practice, there is an immediate need to create a more professional information network which uses modern technology and is available 24 hrs a day.

There are three solutions:

Cell Phone Technology:
A partnership with a Cell Phone network which would pilot an information system for the Zululand District. A single cell number which is publicised on all the road networks on huge billboards would be available for tourists to phone 24 hrs a day and obtain information on the nearest accommodation to where they are, attractions in the area and details of events. There should also be the option of speaking to a real person and this can be achieved by Tourist Information officers being on call on that number on a rotation basis. Not only would this be a first in the province and indeed in the country, but it would also provide an income stream for tourism as the call income could be split between the Cell phone service provider and a District Tourism Marketing Fund.
A central, physical Information Office directly off the main access route
The cell phone information service should be complemented by a Physical information office where tourists can obtain information and directions 24 hrs a day. The Ulundi 19 site (see pg 13) is ideal for this purpose. The tourist information centre could be enhanced by touch screen information systems for which there are existing service providers, a safe pay telephone service and an internet café.

**Signage**
There is a need for large, bold and frequent signage throughout the district. Ideally this would be linked to the promotion of the 24-hour information cell phone number.

### 4.2.3 Tourist information outside the region

**Status Quo:** It is not easy for foreign or South African tourists to obtain information about the areas attractions at the place where route decisions are made.

**Constraints:** Information on Zululand District is not readily available at Gateways like Johannesburg International Airport and Cape Town International Airport.

Information on the Internet is insufficient and sites are not interactive enough for use by international tourists.

### 4.3 TOURIST SAFETY

**Status Quo:** The biggest factors which determine where a tourist goes are personal safety and clean facilities.

Tourism is threatened by crime and fears for personal safety. The Tourism Working group members were unanimous in their view that Zululand is a safe place to be but they agree that the perceptions are that the area is dangerous particularly around Ulundi. Tourism decision makers we spoke to from outside the region said that they felt unsafe and unwelcome around the Ulundi area.

**Challenge:** Special tourist patrols, a toll free crime help number and a well publicised zero tolerance approach to all crimes against tourists are one of the ways that this can be overcome.

**Opportunities:** A focussed street theatre programme to promote the benefits of tourism to communities and the need to make strangers feel welcome.

### 4.4 PHYSICAL TOURIST INFORMATION AND FACILITIES CENTRE FOR THE REGION

**Status Quo:** Tourists the world over expect clean toilets, a place where they can buy something to eat and drink, a place where they can get information, safe parking and a place to book transport.

There are no facilities for motorists along most of the corridor and nothing to induce travellers to stop. As a result, most drivers aim to get through the area as quickly as possible. There is undoubted potential for a sensitively but creatively designed stop along this route.
It should cater for motorists (petrol, toilets, refreshments, some shady areas to have a picnic and a swimming pool) to which could be added the sale of local crafts and local foods. This could also provide a venue for a 24 hour information office to serve the entire region.

Zululand Coal Line Corridor Report

Opportunity: A site at “Ulundi 19” adjacent to the Ulundi turn-off from the R34 has been considered for this purpose. A tourist facility of this nature is regarded as critical to the development of the region and it could be a major catalyst and one that will induce travellers to slow down and stop at other points along the district.

Zululand Coal Line Corridor report

Our team and the tourist working group support these findings from the Zululand Coal Line Report which date back to 1999. Tourists turning off the N2 and travelling past Eshowe towards Melmoth and Ulundi have no clear idea of what lies ahead, what the distances are, where they can find a rest station etc. Tourists like to be re-assured to receive confirmation and information. This is entirely lacking along this part of the district and leads to visitors feeling unsafe and unsure.

We cannot allow another four years to go by without addressing these issues.

A similar facility could be considered for at Uphongolo to service tourists entering the district from the north.

4.5 ACCESS

4.5.1 Introduction

Regional Status Quo: The current flow of tourism traffic does not work in favour of the Zululand District. Tourists are bypassing the region by staying on the N2 between the Swaziland border post and Durban.

The challenge is to identify road improvements which will result in diverting tourists off the N2 and funnelling them through the Zululand District, particularly the often neglected areas of Ulundi and Nongoma. Tourists need to be able to comfortably travel from Pongola to Nongoma from Itala to Nongoma and from Hluhluwe-Umfolozi Park to Nongoma.

Opportunity: Instead of flying in to Richards Bay and then travelling to the Hluhluwe entrance of the Hluhluwe-Umfolozi Park, they could be flying in to Ulundi and travelling 23kms to the Cengeni Gate of the Umfolozi section of the park which has the best game viewing. OR they could be taking the road through the middle section of the park from the N2, passing Hlabisa and coming out at Nongoma.

Challenges: The biggest challenge relating to all the access issues below is to change the mindsets of tourists. Tarring and upgrading roads is not enough. The perceptions of not being safe and not being sure of what they will encounter along the way will persist with tourists. Each of these routes would need to be promoted in a very visual and practical way to tourists and to the tourism industry to encourage traffic flow in new directions. Such an awareness campaign would need to be rolled out over 18 months to 2 years and would need to make use of wide spread media publicity as well as one on one interventions with key tourism role players.
4.5.2 Development of Golela Border Post

Status Quo: A priority is to develop access/ link roads from the Golela Border Post with Swaziland through to the N2 at Pongola as Golela.

The Biggest inflow of overseas tourists into KwaZulu-Natal is through Golela Border Post which is 28kms from UPhongolo. Tourists visit Kruger Park, Swaziland, enter KwaZulu-Natal at Golela and continue on through KwaZulu-Natal towards the Cape. In season, there are between 3-4 international tour busses passing through Golela every day.

Challenges/Opportunities: The first stretch of road from Golela Border Post to Moolman is a provincial road. It is possible to register this stretch of road with the South African National Roads Agency and have it reclassified. Much needs to be done at the Border Post itself to improve tourist facilities and the first impression and then to direct tourists to the Zululand District by promoting its unique mix of eco-tourism and cultural attractions.

KZN Tourism has provided some funding for an Information centre at Golela. This is currently housed in the SAPS building but there is no permanent, trained information officer or proper signage indicating the tourist attractions of the region.

While Golela is the most used Border Post, the Tourist Working group felt that the other border posts of Onverwacht, Mahamba, Houtkop need investigation as alternatives which can be promoted. Some of these routes are far more attractive for tourists than Golela.

Currently international bus routes are very established through Golela and it would take aggressive awareness campaigns to convince tourism operators to change. What will help the process is the fact that a number of roads in Swaziland are being upgraded. Once this is complete, it is very possible that tour operators will prefer to use other routes which cross the KZN border closer to Piet Retief. This will funnel tourists into Paulpietersburg/Vryheid and to Ithala via the Klipwal Mine road.

4.5.3 Access to Ithala Game Reserve

Status Quo: Northern Zululand has a key eco-tourism attraction in Ithala Game Reserve which is on a par with the best facilities to the North-East of the region but it is not as accessible as Hluhluwe-Umfolozi Park and the St Lucia Wetland Park.

Constraints: The only current access to Ithala is via Louwsburg to the south of the reserve. There is no direct access from the N2 which means that tourists reach access roads to Mkuze and Hluhluwe-Umfolozi before Ithala.

Opportunity
If access could be developed from the N2 on the Pongola side, Ithala would be the first game reserve along the N2 from Mpumalanga and the Golela Border Post and this would boost occupancy considerably.
The proposed access is via the road to Klipwal Mine and would pass through the tribal area of Simdlangentsha. Currently this road is only tarred as far as the Msibi Tribal Court. A road development through this area would stimulate entrepreneurship and eco-tourism opportunities for these communities.

A Feasibility study of a community conservation partnership for Simdlangentsha/Ithala has been undertaken by Rolodex, Ernst Cloete & Ass, The Green Trust and KZN Wildlife.

### 4.5.4 Upgrade of the P700 between Ulundi and Hluhluwe-Umfolozi Park

**Status Quo:** While the world renowned Hluhluwe-Umfolozi Park falls into the neighbouring region of Umkhanyakude, there is a 36km gravel road (The P700) which runs from Ulundi, past Ondini to the Cengeni gate of the Umfolozi section of the park.

**Opportunities:** The Umfolozi section offers the best game viewing and accommodation. Tarred access, coupled with the well equipped but under-utilised airport at Ulundi could significantly increase the number of tourists through Ulundi.

KZN Wildlife funds are available for the development of a new tourist camp (lodge) in the Umfolozi section of the park. Original thinking was to build this lodge on the eastern side which again would benefit tourists coming from the Richards Bay side. Pressure from Amafa and others has resulted in a decision to build the lodge near the Cengeni Gate which is going to give those guests a reason to travel along the P700.

**Constraints:** Reports are that tarring of the P700 is going ahead but this alone will not encourage tourists to use it. There have been hijackings and other criminal attacks on that section of road and Durban Business people we interviewed said they would be very reluctant to use it.

A related drawback is that commercial flights to and from Ulundi are not promoted. There are no direct flights from Durban to Ulundi or between Ulundi and Johannesburg. Richards Bay has direct flights to and from both these cities and will continue to enjoy all the benefits until this constraint is addressed and a demand created.

### 4.5.5 Upgrade of the Road between uPongolo and Nongoma R66

**Status Quo:** There is potential for a variety of development around the Royal Palace and Royal events in Nongoma. This is hampered by poor access. It is also important that tourists can be funnelled southwards from Ithala and the Game Farms around uPhongolo and Louwsburg/Magudu.

**Opportunities:** Tarring of the road between uPhongolo and Nongoma would make this culturally rich area more tourist-friendly and increase tourism volumes
4.5.6 Upgrade of the road between Hlabisa and Nongoma (R618)

**Status Quo:** Most tourists access Hluhluwe-Umfolozi Park from the west at either Hluhluwe or by turning left off the N2 opposite the road to Matubatuba and travelling along the R618 through the park towards Hlabisa which lies outside the park on the western side. The section of road between the N2 and Hlabisa is being tarred but the remaining section of the road from Hlabisa to Nongoma is not in good condition.

**Opportunities:** If this section was tarred and promoted, tourists could exit the park, travel through Hlabisa and on to Nongoma. The road between Nongoma and Ulundi is in good condition so it would be easy for tourists to then be funnelled southwards to eMakhosini.
5. CATALYTIC PROJECTS

5.1 eMAKHOSINI – THE VALLEY OF KINGS

Status Quo: There is little doubt that the Zululand District is in need of a “must see” attraction and that the area needs a major catalyst to attract tourists. eMakhosini is the project with the most potential to achieve this as it will be the only combined game reserve and heritage park in Africa.

The development of eMakhosini is being undertaken jointly by Amafu and KZN Wildlife with backing from KZN Tourism who have prioritised it as a lead project for the province.

Background: The eMakhosini Valley lies just outside of Ulundi and has huge potential for tourism development as it is the birthplace of the Zulu Nation and incorporates some of the richest historical sites in Africa, wildlife and living cultures.

This is where King Shaka grew up and established his Royal Residence. He was followed by King Dingane who established his uMgungundlovu Residence and still later, King Cetshwayo finally succumbed to the might of the British Empire at the battle of Ulundi, on the eastern periphery of the eMakhosini.

The eMakhosini is not only a place rich in history and of great natural beauty, but it is an area of great ecological diversity, ranging from highveld grassland to Valley Bushveld. These habitats support a variety of wildlife, such as Mountain Reebuck, Steenbuck, Impala and the unique Grey Duiker. Rare birds such as the Ground Hornbill, Secretary Bird and the Bald Ibis have made their homes here.

The area is to be ring fenced and stocked with game. This will be accomplished in partnership with the local community. The World Wildlife Fund is looking to establish a Black Rhino conservation project within the park. The eMakhosini development includes Ophathe Game Reserve and crosses the access road to Ulundi and the R66 stretching across a total area of 26 000ha.

The historic sites are to be interpreted and Zulu Guides trained to accompany visitors on tours through the Valley. It is intended that a ‘Must See’ tourist destination incorporating historic sites, wildlife and living cultures be established. Some of the proposed attractions are an 18 hole golf course, development around hot springs, developing hides and picnic sites, education and conference facilities and farming and promotion of Nguni cattle.

Developments To Date: Most of the land has now been acquired. 3.2 Million rand has been raised for the development of Nqokli Battlefields Lodge which is underway. The Spirit of eMakhosini Monument has been completed and was unveiled on Saturday 3 May by his Majesty, King Zwelithini kaBhekuzulu. This monument which combines contemporary and traditional icons overlooks the site of King Dingane’s residence at Mgungundlovu and is situated just a few kilometres from Ulundi 19 on the R34 towards Vryheid.

Opportunities: The towns of Babanango, Ulundi and Vryheid will all have linkages to the eMakhosini. Ulundi has specific interests as the park falls within its municipal area.
There are meaningful opportunities for individuals from local communities to form partnerships with the developers and investments. These lie in creating and managing attractions and in developing accommodation. In addition to Nqokii Battlefields Lodge, a 100 plus bed hotel site on the Umfolozi River has been earmarked within Opathe Game Reserve and there are sites earmarked for a Highveld Lodge with links to battlefields, a Voortrekker Lodge and the uMkhumbane bush camp.

**Challenges:** Private sector investment in the Emakhosini Valley cultural/eco-tourism project is critical for driving this development. Zululand District Municipality can play a significant role in helping to market the investor potential, assisting with infrastructural needs and focussing the marketing of the “Happy heart of Zululand” around the eMakhosini.

**5.2 EVENTS CONNECTED TO THE ROYAL PALACE**

There is always a buzz around a place where there is a reigning monarch. One needs look no further than the daily throng of tourists to London’s Buckingham Palace. Attractions and activities need to be developed around the Royal Palaces; around traditional activities and events like hunting, festivals, rite of passage rituals. With careful planning, the the wisdoms and traditions that have value for all people can be depicted in a way that is relevant and meaningful. There a number of these attractions and events which cannot be experienced anywhere else. These are a huge step away from communities who try to interpret themselves by turning their culture into a slick, marketable version of the original.

**5.2.1 Monthly Mona Market and King’s Cattle Auction**

**Status Quo:** The Mona Market held in the third week of each month outside Nongoma is what it is. It makes no pretences – it is rural African life in the raw. You don't see anyone putting on uniforms and stiff smiles for tourists, its just people getting on with their daily lives.

This colourful, vibrant event has huge potential. The Cattle sale takes place on a Thursday every month and from the Monday, locals from all over start setting up market stalls selling everything from thatched grass to venison, fresh veg, arts and crafts, potions, muthi and snake skins. It’s a place to meet and mingle and consult the sangoma. The Nguni cattle of the area are an attraction in themselves.

**Opportunities:** Mona Market is the Africa equivalent of Chinese markets which are a huge attraction in the East. These markets give you an unequivocal, “in your face” slice of the culture and are promoted to tourists as ‘must see’ attractions. It is doubtful whether there is any other traditional African market like Mona and properly promoted it would draw tourists, particularly from overseas. The good thing about Mona is that it happens every month so there in no uncertainty over whether it will happen or not and it can be included on tour itineraries.

**Constraints:** Most of the district's overseas tourists would need to travel from Pongola or Hluhluwe-Umfolozi Park through Hlabisa to reach the Mona Market. Both accesses are in poor condition. There are currently no suitable tourist facilities at Mona and it is perhaps unwise to introduce facilities which would take away from the market’s current feel and flavour. The well-run Nongoma Lodge, 12kms away would provide a base for visitors to the Market – a place where day visitors could use toilet facilities, have coffee and lunches after their visit to Mona.
5.2.2 Umkhosi woMhlango – Royal Reed Dance near the King’s Palace at Nongoma (KwaNoykeni Palace)

**Status Quo:** This historically significant event has been revived by the King and is held at the beginning of September at the Kings traditional palace halfway between Ulundi and Nongoma.

The Reed Dance (Umkhosi woMhlango) is essentially a rite of passage for more than 1000 young maidens from all over KwaZulu-Natal. The dance is also a celebration of the Zulu nation and performs the essential role of unifying nation and the king, who presides over the ceremony. Each maiden carries a reed which has been cut by the riverbed and it symbolizes the power that is vested in nature. The reeds reflect a deep mythical connection with the origin of the Zulu people, where, tradition tells us, the original ancestor emerged from a reed bed.

In addition to the Reed Dance Ceremony, there is a market atmosphere where communities show off their dancing, singing, crafts and beadwork.

**Opportunities:** The Reed Dance is an important cultural event which can be used to create awareness of the Royal heritage and vibrant Zulu culture and the traditional Palace of the King of the Zulu could become a key attraction in the region.

**Constraints:** The palace where the Reed Dance is held is a huge traditional kraal with grass huts but little has been done to make it accessible to visitors and the only accommodation nearby is the 20 room Lodge at Nongoma. KZN Tourism has spent significant money promoting the Reed Dance for the last three years but there has been no significant numbers of tourists to the event. Much will need to be done to work long in advance to put this on the Tourist calendar, to make it physically and perceptionally accessible and user-friendly.

5.3 POTENTIAL WORLD HERITAGE SITES

**Status Quo:** After many years of isolation South Africa has rejoined the United Nations and therefore qualifies for World Heritage Site Status. These sites are selected and controlled by UNESCO (United Nations Educational, Scientific and Cultural Organisation). In South Africa applications for world heritage status are put forward by the Department of Environmental Affairs and Tourism. Such sites are exactly what the term suggests: areas or specific sites or sights (even single buildings like India’s Taj Mahal) which are fundamentally a natural or human cultural heritage of all the worlds people – hence their importance. Most importantly, these sites attract tourists and tourists mean jobs and entrepreneurial opportunities.
All four of South Africa’s first listings are, in a way, of both natural and cultural importance:

- uKhahlamba-Drakensberg Park – combining exceptional natural beauty with the finest record of ancient rock art to be found anywhere in the world
- Sterkfontein Caves and environs – the richest palaeoanthropological site in the world
- Greater St Lucia Wetland Park – the most important estuarine wetland system in Africa
- Robben Island – One of the most historically important Political prison sites in the world

**Opportunities:** eMakhosini Heritage Park - the only combined game reserve and heritage park in Africa has all the criteria for selection as a World Heritage Site. In addition to eMakhhosini, Zululand can capitalise on the interest in Lake St Lucia World Heritage Site and link the two sites in marketing approaches.

### 5.4 BIOSPHERE IN THE UPHONGOLO AREA

UPhongolo currently has around 40 top quality private game reserves and hunting farms. Facilities around the Jozini dam are attracting high end international tourists.

In addition, the development of three game reserve complexes in the uPhongolo area is going to provide significant impetus for the growth of international tourism to the district. Collectively these game reserves will offer between 300 – 400 beds when complete. The complexes are along the R69 between Magudu and uPhongolo, along the D29 bordering onto Ithala Game Reserve and a German development on the eastern side of Ithala. There is a very definite possibility of proclaiming a biosphere which would stretch all the way from Bhivane Dam, taking in the above mentioned developments and ending at Pongolapoort (Jozini Dam).

The Zululand District Municipalty needs to be the main facilitator and is the body that would need to apply to UNESCO for biosphere status. Such a development would give a 'must see' attraction in the northern part of the district to complement the eMakhosini attraction in the south.

These developments are covered in more depth in Section 8.6 of this report. They are noted here as catalytic projects because they have the potential to draw a significant number of international and domestic tourists with high spending power to the district. The developers are mainly German and Belgian and most of the projects require no external funding plus they have ready markets in Western Europe. There is also potential to develop a significant biosphere incorporating all of these developments.
6. CURRENT MARKETING APPROACHES

6.1 REGIONAL MARKETING

Previously, the Marketing of Zululand was undertaken by the former Zululand Regional Council and the present Zululand District Municipality when they formed one Regional Council. Since the re-division into District Municipalities this co-operation has continued between Zululand and Uthungulu District municipalities but has been constrained by limited budgets and staff.

Other co-operative regional tourism marketing initiatives are the Rainbow Tourism Route (which extends from Mpumalanga through Zululand, the Battlefields Route and the Zululand Birding Route. The Rainbow Route and the Battlefields Route both produce brochures annually and an overview of the tourism products of Zululand District is presented in the Zululand Brochure which covers Zululand, Uthungulu and Ukhanyekude districts.

Constraints: Because the borders of the Zululand District have only recently been defined, many of the tourism product owners and stakeholders are not familiar with the district product and need to network more closely.

Opportunities: While it is agreed that co-operation between the neighbouring districts of Ukhanyekude and Uthungulu should continue, there is a definite need for the Zululand District to be set apart as an attraction which is different to the other regions and offers a unique and authentic range of experiences. Currently there are no marketing tools like a tourism brochure which just focuses on the Zululand District.

6.2 PROVINCIAL MARKETING

KZN Tourism provides marketing support and expertise for all districts in KZN and every effort must be made to ensure that this body is well acquainted with the unique assets and constraints of the region. KZN Tourism is in the process of setting up regional tourism marketing forums. The forum proposed for the Zululand District Municipality will be combined with the Uthungulu District Municipality.

Tourism trade Shows: KZN Tourism offers a wide range of marketing initiatives that can be tapped into. Some of these are already being taken up by the district i.e. Marketing at Indaba Travel show, Getaway shows and others under a joint KwaZulu-Natal Umbrella plus representation at overseas shows.

Website marketing: The KZN Website is also a very important marketing tool. This website has been acclaimed as one of the best tourism marketing sites in the country. Every registered tourism product owner can feature on this site and there is a section on Zululand. However, this needs to be addressed as the Zululand section includes Umkhanyakude and Uthungulu and is not focused on drawing people into the Zululand District.
Brochures: KZN Tourism has developed a whole range of generic and niche brochures which are effectively distributed in South Africa and overseas. Both the district and individual tourism product owners can participate in these.

Marketing investment opportunities: KZN Tourism has a section on their website marked for the investor where they detail tourism investment opportunities in the region. An investment brochure is also produced annually. It is very important that the Zululand District makes use of these opportunities. KZN Tourism also arranged media road shows where international journalists are brought into the area. Every effort should be made to link in to these opportunities to showcase the Zululand District.
7. TOURISM MARKETS

7.1 THE CURRENT MARKET

7.1.1 Historical International Markets

Currently the markets are those which are also the main markets for the whole of KZN ie the UK, Germany, France, the US and the Netherlands. As far as the sizes of the markets go, there were approximately 600 000 domestic visitors to greater Zululand in 2001, and 165 000 foreign visitors. This resulted in the value of the market being some R367 million in terms of domestic tourism, and R738 million in terms of foreign tourism. New data will be available from KZN Tourism towards the end of May 2003. There are no separate statistics for the Zululand District Municipality. UPhongolo is the only town which is starting to attract a growing number of Western European tourists due to the growth of private game farms in the area.

7.1.2 Domestic Tourism

While International tourism is important, domestic tourism is the bread and butter of the region. These visitors are mainly from Durban and Gauteng. Most of this market by-passes the Zululand District and visits the Game Parks and Beaches of Uthungulu and Ukhanyekude districts. Currently Abaqalusi has the largest volume of domestic tourists within the district and Ithala is well supported by domestic tourists.

7.1.3 Tourism Statistics

Because there are currently no reliable visitor statistics for Zululand District Municipality, the marketing strategy should include the establishment of a base line from which to measure tourism growth. Tourism KwaZulu-Natal could be approached to assist in this regard.

7.2 POTENTIAL MARKETS

7.2.1 Americans

Status Quo: There are 350 Million Americans and this market has been virtually untapped for KwaZulu-Natal. Tourism Marketing bodies are failing to draw American tourists into the province and very little information on KwaZulu-Natal is available to Americans from travel agents who are continuing to promote Kruger Park and surrounding private game lodges and the Western Cape.

Opportunities: We discussed earlier in this report the familiarity of the word ‘Zulu’ amongst Americans. Zululand District Municipality needs to capitalise on this and find strategies which will attract Americans. Americans are the biggest users of the world wide web so any strategy should include the development and management of professional internet marketing.
7.2.2 Afro-Americans

Status Quo: Recently ZDM Mayor, Zanele Magwaza, together with other mayors in the province, hosted radio journalists from WLIB (World Leadership and Broadcasting) the number one station for Afro-Americans aged from 18-54. The journalists were delighted by the cultural diversity of KZN and Durban's beaches and sub-tropical environment.

Since 1994, many prominent Afro-Americans have begun visiting South Africa. A number of have stated that they want to explore their historic roots with Africa and make a difference in some way.

Opportunities: Zululand District Municipality has a window of opportunity to tap into this need and create meaningful ways for this groups to re-discover African roots.

7.2.3 Traditional Zulu Weddings

Status Quo: There are also a growing number of Afro-Americans who have arranged traditional Zulu weddings at venues like Phezulu in the Valley of 1000 Hills. These are affluent Americans who are reported to spend at least half a million rand on their weddings in KZN.

Opportunity: Zululand District Municipality needs to look at creating opportunities for traditional weddings and making these easily accessible.

7.2.4 Gauteng Zulus

Status Quo: There are 8 Million Zulus in South Africa. Many of these families who live in Gauteng would welcome the opportunity to bring their children to explore their Zulu history and culture.

Opportunities: Gauteng Zulus have disposable income and can be attracted to authentic cultural experiences, particularly those activities planned around the eMakhosini plus they are increasingly seeking out wildlife experiences.

7.2.5 Gauteng and Durban Visitors

Status Quo: These tourists are mainly by-passing the Zululand District. In the section on access (3.4) a number of critical issues were expanded on to show the importance of diverting tourist flow into the region.

Opportunities: Of particular importance is a regular air-link to Ulundi Airport with scheduled direct flights between Ulundi and Johannesburg and Ulundi and Durban. Currently fly-in visitors make use of the Richards Bay airport. The other advantage is that this market has a high awareness of Hluhluwe-Umfolozi Park and needs to be made aware that there are new and different attractions which can be easily accessed from the P700 once it is tarred.
7.2.6 Backpackers

**Status Quo:** The District has little infrastructure for this growing market.

**Opportunities:** Backpackers traditionally are pioneers always looking for new and genuinely unique and authentic experiences. A program run by the District setting something like that up might draw them in and create the matrix in which the more traditional tourist will feel at home. A safe transport system is essential and not necessarily the state of the roads which like the chaos of Nongoma gives authenticity to an African experience.

There are no rail links between Vryheid and Newcastle and no Greyhound or shuttle service between these two towns. Newcastle is an important link for backpackers coming into the region via the N3 between Johannesburg and Durban and there could be opportunity for privatised tourist transport systems between Newcastle and Vryheid and Vryheid and Ulundi. There is a daily Greyhound service that runs from Jhb/Pta via Vryheid that stops in Melmoth. Pickups could be arranged at Ulundi 19.

An incentive program to encourage the Taxi industry to run Tourist Friendly units meeting certain criteria would be a boon to the backpacker industry.

“Trekking” such as occurs in Thailand is certainly of direct benefit to local people and Zulu Trekking from village to village led by Zulu guides might be very marketable in this District.

7.2.7 Cruise Liners Docking in Richards Bay

For the last year or so, a number of cruise liners have been docking at the Passenger terminal at Richards Bay. Day trips are organised to the nearby game reserves and attractions around Richards Bay but none of this market is being channelled into the Zululand District.

7.2.8 Film Industry

**Status Quo:** One of the reasons why Kenya gained such a high profile as an African tourist destination was due to a spate of movies like White Mischief, Out of Africa, Walking with Lions and others. The impact of the movie industry on tourism is huge – one only has to consider how the movie Braveheart just about doubled tourism figures in Scotland.

South Africa has lagged behind both as a subject for movies and as a movie location. Cape Town has in the last 10 years become popular with film makers, for production of television adverts and for stills photography for catalogues.

**Opportunities:** KwaZulu-Natal has had no organised structure for attracting filmmakers. But recently, renowned Durban film maker, Anant Singh has announced plans to forge much closer relationships with Bollywood and build a film studio on the Durban beachfront. This coupled with the decision of KZN Tourism to create a Film Council for KwaZulu-Natal should create an interest in the province. The Film council should not only regulate the industry but also lobby Hollywood and Bollywood to shoot big movies here. Film crews spend enormous amounts of money in a city.
While Zululand District Municipality has a very specific type of look, the appeal of the region for film making was highlighted when the uPhongolo / Hluhluwe area was chosen as the location for filming the movie “I dreamed of Africa” a few years ago. Although the story was set in Kenya, it was easier for the crews to film around Zululand.

Wildlife documentaries are also very lucrative and should be pursued. Zululand District Municipality needs to ensure that this market is actively pursued and that ZDM has someone represented on the KZN Film Council who can ensure the district is considered by producers.
8. THE TOURISM ASSETS OF ZULULAND DISTRICT MUNICIPALITY

8.1 INTRODUCTION

The Zululand region has a mix of cultural/historical and eco-tourism attractions. Most notable are:

- Ithala Game Reserve – Ntshondwe Camp is a top facility.
- Jozini Dam and Pongolapoort Game Reserve (The Oldest Game Reserve in Africa)
- The diverse range of privately owned game reserves around uPhongolo and Magudu
- Emakhosini – Valley of Kings including Opathe Game Reserve and bordering onto the towns of Ulundi, Babanango and Vryheid.
- The Ondini Museum and Ulundi Battlefield at Ulundi
- The Pongola area which has world class game lodges and private game and hunting farms
- Battlefields sites throughout the region
- The unique German Character around eDumbe (Paulpietersburg)
- The traditional Zulu cultural attractions of the Nongoma area

The municipalities with the most accommodation are Abaqalusi (Vryheid) and uPhongolo with a capacity of around 500 beds in the Vryheid area and 400 beds in the Pongola/Louwsburg area. There are 150 beds in eDumbe (Paulpietersburg) and less than 50 in Nongoma. Ulundi has accommodation for 170 people – the bulk of this being at the 74-bed Holiday Inn. There are around 40 beds in Babanango.

There is very little infrastructure on the South Eastern side of the district. Vryheid has the best infrastructure and a wide range of accommodation and business facilities making it a good base from which to explore the area. It is well suited to the Domestic tourist as more affordable accommodation is available. uPhongolo's range of accommodation has grown enormously over the last five years but much of the development is aimed at the high-end international tourist market which puts it out of the price range of the ordinary South African.

The assets of Zululand are examined by municipality in the section below, looking at:

- An overview of the existing attractions and infrastructure
- Potential tourism developments – planned and unplanned projects

The complete list of tourism accommodation and attractions is attached as Annexure C. Map 3 and 4 contained in Annexure D attached reflects respectively the tourism accommodation and attractions currently listed on the Geographical Information System of the Zululand District Municipality. Game farms and environmentally sensitive areas are reflected on Map 5 contained in Annexure D.

8.2 ABAQALUSI (VRYHEID)

8.2.1 Overview of Existing Attractions and Infrastructure

**Status Quo:** Abaqalusi's main tourism potential lies in its well developed infrastructure, close links with the Battlefields Route and Rainbow Tourism Route, its conference potential, eco-tourism and outdoor and adventure events. Sporting events attracts large numbers of people to Abaqalusi from all over South Africa. There are also a variety of German Cultural and market events throughout the year with which have tourist appeal.
Tourists taking part in sporting events and eco-tourism events tend to have high levels of disposable income and can be funnelled to attractions in the surrounding area.

Some of the larger events are:

- The annual Ithala Golf Day February
- E Cloete Half Marathon February
- Vryheid Off-Road Challenge February
- Various Birding excursions and Bird sales Throughout the year
- Nashua Rugby Week April
- MW Beyers Easter Challenge Ultra-Marathon April
- Country Cultural Crescendo April/May
- German Maifest May
- Lions May Fair May
- Gluckstadt Thangami 4x4 Fun Endurance Race May
- Vryheid Ladies Spar Race May
- Coca Cola Game Park Run (Vryheid Nature Reserve) July
- Dumbe Mountain Race August
- Ithala Escarpment Challenge (Running/Walking) September
- Spring Bowling Tournament September
- German Oktoberfest October
- Vetvee Agricultural Auction and Show October
- Hansa Ithala Canoe Challenge November

8.2.2 Activities for Conference delegates and spouses

Because of the conference growth there is a need to develop activities for spouses of delegates.

8.2.3 Backpacker Accommodation

An area which has not been developed is infrastructure and accommodation for backpackers and this presents a viable opportunity.

8.2.4 Abaqalusi (Vryheid) Cultural Village

Status Quo: 1.8 Million is available from the National Local Economic Development Fund for the development of a community driven Zulu Cultural Village in Abaqalusi. Initially two sites at eMondlo were considered but the site which has been settled on is on the R34 5kms outside of Vryheid on the Melmoth-Vryheid Road next to the Klipfontein Dam.

Constraints: Business plan and a site development plan have been completed by PRO Quantity Surveyors in Vryheid. Construction was due to begin but the project has been stalled by red tape and The Department of Environmental Affairs and the Department of Water Affairs have asked that an environmental assessment study and an environmental construction impact study.
Opportunities and Challenges: From a siting point of view, the Cultural Village will be very well positioned. It is on the main access road to Vryheid from Ulundi, it is close to the town and there are eco-tourism and cultural developments next door and across the road at iMpfofini Game Reserve and at the Inkomana Catholic Abbey and School. The abbey currently attracts visitors wanting a spiritual retreat and the school is active in cultural and musical events.

The kind of activities envisaged for the Cultural Village are:

- Educational talks on traditional life
- Traditional Foods
- Sorghum Beer
- Zulu Wedding Displays
- Traditional Dancing
- Mock Fighting
- Weapons Manufacture
- Beadwork, carving, weaving, traditional cloths, clay pots, Traditional Zulu accommodation, Horse Trails

The design will blend in well with the surroundings and is visually appealing. It is intended that the cultural village will be a section 21 company which is jointly driven by the Abaqalusi Municipality and the community. A management plan needs to be developed. While there is wide acceptance for this development there are also concerns over the sustainability, the structure and ensuring that this development has something that sets it apart to make it viable as a tourist attraction.

8.2.5 Thaka Zulu Private Game Reserve

Status Quo: The development of private Game Farms and hunting has been noted in the Abaqalusi (Vryheid) IDP as an attractive alternative to farmers because of the low labour intensity.

Taka Zulu, situated in the Black Umfolozi Region near Gluckstad, is privately owned land where 12h00 hectares has been registered as a private commercial game reserve. Access is from the Melmoth-Vryheid Road (32kms before Vryheid) or via Nongoma. There is currently accommodation for 100 people and the development includes a mineral spa. Both the spa and the game reserve are operational.

Constraints: As we have pointed out earlier in this report, it is difficult for private landowners to attract investment in the absence of tangible plans to create the networks conducive to a flow of tourists through the region. The developers of Thaka Zulu are finding it difficult to attract investment.

Opportunities: If investors can be found, this game reserve has enormous potential for attractions like a health hydro, exclusive lodges and sustainable community development.
8.2.6 Living Mine Museum Hlobane

**Status Quo:** There has been a detailed study of the potential of a mine museum at Hlobane. This is a concept that was championed by Mr Michael Seeger and it is covered in more depth in the Economic Rejuvenation Study for the Coal Belt Region, Phase 3: Section 2.1.

**Opportunities Creation of a craft and coffee shop:** Within the mine itself, a display area explaining the history of Hlobane Colliery and a live machinery display where the visitors are free to interact with the displays at will.

**Constraints/challenges:** As the mine has closed and is being operated by a private concession, an investor would be required for the project. The area has little tourist traffic flow and is not visually appealing. It seems doubtful that this could be developed into a viable tourist attraction in the short term.

8.2.7 Coal Train Tourist Trips

Identified in the Coal Line Corridor

**Opportunity:** The infrastructure exists for a tourist trip on the coal train returning from Richards Bay with stop off or return points at Ulundi and Vryheid. A feasibility study needs to be undertaken jointly with Uthungulu Regional Council.

8.2.8 Paris Dam Resort

This is a valuable opportunity which, if correctly packaged could attract significant investment. The dam is large enough for the establishment of a yachting club, fishing (will improve as the dam matures), hutted and tented accommodation and the reservation of an upmarket area for the development of chalets or a small hotel. A golf course is also a possibility.

**Constraints/challenges:** An investor would be required for the project.

**Participants:** Impala Irrigation Board, Department of Water Affairs and Forestry, local communities, TLC, investor.

8.2.9 Avi-Tourism (Bird Watching) Around the Entire District

**Status Quo:** The Zululand DM area has more than 370 species of birds which are endemic to the area. Currently very little infrastructure is available for bird watchers to the area but there are nonetheless a wide range of avi-tourism events taking place throughout the year around Vryheid. The Zululand Bird Route is well organised and they run a good, interactive website www.zbr.co.za

**Opportunities:** Involve local communities and the accommodation sector in packaging birding activities and providing guides.

**Constraints/challenges:** Infrastructural development like hides or watch houses, information tools.
8.2.10 Thendeka Wilderness Area and Other Areas of the Nongome Forest

**Status Quo:** The Tendeka Wilderness area is host to 84 indigenous fern species and is surrounded by farms with natural beauty. It currently has camping facilities and a range of hiking trails.

**Opportunities:** The development of eco-tourism activities and accommodation around Tendeka. The need for closer investigation of the Mngome area for a conference venue and the viewing of smaller game has been identified.

**Constraints:** Very poor access roads to Tendeka particularly during wet weather

8.2.11 Ithala Game Reserve

**Status Quo:** This flagship Ezemvelo KZN Wildlife Reserve is 30 000 hectare in extent with upmarket tourist facilities including 240 bed camp and four bush camps and a camping site.

**Constraints/Opportunities:** Ithala has four of the Big Five and is well established with local and international tourists. The only real obstacles are access from the N2 which is covered in detail under section 3.4.3

8.3 EDUMBE (PAULPIETERSBURG)

8.3.1 Overview of the existing attractions and infrastructure

**Status Quo:** eDumbe (Paulpietersburg) lies at the entrance to KZN and the Zululand District on the route from Mpumalanga through to the coast. If international tourists were encouraged to use alternative border posts to Golela, a lot more traffic could pass through the town. See section 3.4.2. Development of Golela Border Post

eDumbe has very distinct German character and architecture which makes it visually and culturally appealing to tourists. There are strong links with German tourists mainly through families and friends, church and educational ties. Currently 50% of the tourists to eDumbe are Germans. Recently groups of Dutch tourists totalling around 360 per year have been visiting the town.

Natal Spa which has the potential to be a bigger attraction because of its natural hot springs. It no longer caters for day visitors but is concentrating exclusively on the conference market.

**Opportunities:** Currently there are no “must sees” in eDumbe but the quaintness of the town, its unique character, cultural and eco-tourism attractions and the neighbouring village of Luneburg can be marketed as a complete experience. The town has good facilities with 6 tea gardens and restaurants.
Eco-tourism attractions include:

- Fly fishing
- The Engodini mountain crater with 35 grass orchid 35 varieties –
- German Cultural events –bazaars and festivals (Oompah bands)

Cultural Attractions include:

- Marketable arts and crafts
- An annual country culture crescendo event once a year

There is opportunity to develop tourist interest in Pension pay days where a rural market atmosphere develops quite naturally.

8.4 ULUNDI

8.4.1 Overview of the existing attractions and infrastructure

Status Quo: While Ulundi’s economy depends on its administrative role in the Province, it will always be important because it is the business and service centre for the large surrounding population. Equally important is its role as a base to very significant cultural and historical assets in the vicinity but the town has proved difficult to develop as a tourist destination because it is not deemed attractive by tourists. It is very important to note here, that the people who have lived in Ulundi for many years are adamant that it does not deserve its reputation of being unfriendly and unsafe. Certainly the statistics do not back up these perceptions but the perceptions seem firmly entrenched and will need to be addressed in the Tourism strategy and marketing planning.

Challenges and Constraints: Ulundi doesn’t meet the two basic requirements all tourists have – personal safety and clean facilities. The town needs to take stock of possible host-tourist conflicts and crime and get rid of the obvious eye sores that make tourists feel unsafe and uncomfortable like litter and barbed wire around the Holiday Inn. There is an urgent need for a good coffee shop and clean pay toilets and a more welcoming attitude by locals. Tourist attractions like the Ndonsa Arts and Crafts centre are not well marked.

A major awareness campaign will be needed to persuade travel agents to promote Ulundi as a base for the district. In view of the under-utilised airport this is very important. The town currently isn’t visually appealing to tourists and the entrances need to be made more welcoming, possibly by the planting of trees.

Opportunities: Ulundi could become a base to a variety of historical and cultural attractions in the area if the issues listed above under constraints are addressed.
8.4.2 Legislative Assembly Tapestries

The tapestries in the Legislative Assembly buildings in Ulundi could be a tourist attraction. This building houses the most beautiful collection of wall sized tapestries which were made by women at Rorkes Drift. The collection is invaluable and of interest to visitors as it depicts the history of the Zulu in 30 huge tapestries. However, while this has come on previous lists of attractions, it should be noted that currently the tapestries are not easily accessible to visitors.

8.4.3 Nearby Attractions

Remains of the village of the controversial Zulu leader Dingane, who murdered Shaka and took over his throne, can be seen at uMgungundlovu. Here Dingane’s hut has been reconstructed, using the original flooring of hardened mud and cow dung. This was the place from where he ordered the death of Piet Retief and his followers. Also in the vicinity of Ulundi is the landmark Ondini, a commemorative reconstruction of King Cetshwayo’s capital that was burned to the ground by the British after the Battle of Ulundi. Built alongside it is the KwaZulu Cultural Museum which houses artifacts depicting the weaponry, craftwork and tribal lifestyles of bygone eras.

8.4.4 Annual Schools Cultural Competition

One of the most significant cultural events held in Ulundi is the Annual Schools Cultural Competition at which a range of traditional Zulu dances and traditional songs or Amahubo are performed. The Competition is run by the Dept of Education and runs from January through to September. During this period a number of smaller festivals are held throughout KZN at which pupils from junior and senior primary and high schools compete against one another. The winners of the small festivals are then selected to compete in the competition final which takes place in the first week of September at Ondini and is run over three days. The competition offers a rich cultural experience which would not only be attractive to foreign tourists but also to local tourists (Ulundi LED Plan).

8.4.5 Princess Magogo

The late Princess Magogo was renowned for her music compositions many of which set traditional praise songs to music. The main road into Ulundi is named after her and there is potential to develop a unique Zulu musical festival around her memory.

8.5 NONGOMA

8.5.1 Overview of the existing attractions and infrastructure

**Status Quo:** Since King Dinizulu, the residence of Zulu kings has been at Nongoma. Nongoma has good potential as a tourist attraction because it offers tourists the opportunity to step back in time and experience a vibrant traditional market town and traditional events and activities centered around the Zulu Royal Palace. The access to Nongoma from Ulundi is via a good tarred road.

All business activity is centered around the main road through Nongoma which is a bustling throng of people carrying on with their daily lives and will be appealing to tourists. Although Nongoma’s main
street doesn’t meet the needs of cleanliness and good toilet facilities required by tourists, there is the well appointed Nongoma Lodge just around the corner from the main CBD. This facility, developed by a local Nongoma businessman, offers a very acceptable level of accommodation and a good menu. It is open for breakfast, teas, lunches and dinner for residents and non-residents and is an ideal base from which to visit the town and surrounding attractions like the Mona Market.

The Mona Market is covered in section 5.6. where key events around the Kings Palace are described in detail.

8.5.2 Making Nongoma More Accessible to Tourists

**Status Quo:** Despite considerable amounts of money being spent by KZN Tourism on promoting the annual Reed Dance (Umhosi woMhlango) very few tourists actually visit Nongoma.

**Constraints:** Access roads are good from Ulundi but there is a problem with access roads from Hlabisa via the Hluhluwe-Umfolozi Park and Pongola. (See section 4.4.5 and 4.4.6 which covers this in detail)

**Opportunities:** Very little should be done to change the “face” of Nongoma because that is exactly what makes it so attractive: “A slice of Africa in the raw”. However in order to become viable for tourists it will need a strong awareness campaign which tells tourists in detail what the attractions are, when they take place, and how to get there, where to stay etc. initially, Nongoma Lodge can be used as a base for day visits.

8.5.3 Interest and Opportunities Around Nguni Cattle

**Status Quo:** In recent years Nguni cattle have gained in importance with respect to the lobola custom. This custom is firmly entrenched in both rural and urban Zulu communities and is of interest to foreign visitors.

**Opportunity:** This creates an opportunity for sales pens (possible in the Mtonjaneni area) and an associated market for skins made into handbags and other accessories for tourists.

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8.5.4 Umuzi Project at Nongoma

Umuzi means homestead. This project carries the blessing and co-operation of the Royal Family. Plans include an 18 hole golf course, development of hot springs and promotion of Zulu Culture and the Nguni cattle found inside a typical Zulu homestead.

8.6 UPHONGOLO

8.6.1 Overview of the existing attractions and infrastructure

**Status Quo:** The area between uPhongolo and Magudu along the R66 boasts top class game lodges and private game and hunting farms (around 40 in all) for international tourists. Pongola is the first town...
from the border with Swaziland and has good tourist facilities in the main CBD. It is an important stop en-route to Mkuz and Hluhluwe-Umfolozi Game Reserves, Lake St Lucia and Sodwana Bay for domestic tourists coming via Vryheid and Mpumalanga and for international tourists coming through the Golela Border Post with Swaziland.

Opportunities: Collectively, the private game farms in the Pongola area should become the cornerstone of the marketing of the Northern section of the district and the development of a Biosphere from Bhivane Dam to Jozini Dam merits serious consideration as the area meets all the Unesco requirements for proclaiming a biosphere. Offering a wide diversity of game and excellent facilities to rival the better known game areas of Mpumalanga and the Northern Province, they are attracting overseas visitors who have an interest in eco-tourism and can be funnelled towards Nongoma and eMakhosini for day excursions. These tourists also create a market for well crafted arts and crafts, for venison and those who hunt have contributed towards the rapid growth of Zululand Taxidermy.

8.6.2 Pongolapoort Game Reserve

The Game Reserve at Pongola Poort (Jozini dam) is the oldest Game Reserve in Africa and has most of the Big Five but it has no overnight facilities or tourist infrastructure. Managed by Ezemvelo KZN Wildlife, this is the oldest proclaimed game reserve in Africa. With the exception of the Dam wall, the entire dam falls into the Zululand District. There are no plans to develop the facilities in the short to medium term.

8.6.3 Development Around Jozini Dam

Land around the dam belongs to private landowners and KZN Wildlife with the balance being public and tribal land. Tiger Fishing at Jozini Dam (Pongola Poort) is a major drawcard as this is the most southern point in Africa where you find tiger fish. Top game lodges around the dam are White Elephant Lodge, Shayamoya Game Lodge, Mvubu Lodge and Nkwazi Fishing Lodge.

8.6.4 Foreign Investment in Game Lodes in the Magudu Area

Belgium and Dutch investors collectively own 40 000 hectares in the uPhongolo area between Louwsburg and Magudu with access from the R69. The game farms are served by an 1200m airstrip where a 20 seater plane can land. The quality of the accommodation ranges from tented to exclusive.

The individual game farms are:

- Mkuz Falls, Magudu Private Game Reserve, KwaZulu Private Game Reserve and Amakhosi Game Reserve.
- Mkuz Falls has a main lodge and a tented lodge with a total of 24 beds and the Amakhosi private game reserve has 12 beds.
- KwaZulu Private Game Reserve currently has a 12 bed main lodge for hunters and eco-tourists. Camps under development are: an eight bed tented camp, Die Gat tented camp with eight beds, the 12 bed luxury Rock Lodge, the 30 bed River Bend Lodge, Welverdiend chalet camp with eight beds and Sekelbos Camp with timber chalets providing 8 beds.
8.6.5 D29 Complex

This complex is to be developed by consolidating private game farms between along the D29 adjoining Ithala Game Reserve. The owners are negotiating with KZN Wildlife to eventually drop the fences between the private game farms and Ithala.

8.6.6 German Complex East of Ithala

This land is owned by German speaking South Africans from the district. They are developing an area on the eastern side of Ithala Game Reserve.

8.6.7 Simdlangentsha Ithala Community Conservation Partnership

The Green Trust tasked KwaZulu-Natal Conservation Services (Now KZN Wildlife) to manage a feasibility study to plan and design a ground-breaking community conservation partnership between KZN Wildlife and their neighbours north of the Phongola River. 15000 hectares of land has been earmarked in conjunction with the local amakhosi. This land lies to the north and west of Ithala game reserve and is accessed from the road from the N2 to Klipwaal Mine.

Access is covered in more depth in section 3.4.3 of this Chapter.

The feasibility study was completed in January 2001 and negotiations are currently underway for the development to proceed.
9. CONCLUSION

While the Zululand District has a wealth of attractions that are authentic and different, the key obstacles to tourism growth lie in lack of awareness and information, lack of accessibility and the failure to package these assets in an attractive way that distinguishes from the other two districts forming the greater Zululand: Uthungulu and Umkhanyakude. These two districts currently attract the overwhelming majority of tourists travelling north of the Tugela.

While there are a number of notable developments in the pipeline, individual land owners are battling to attract investment because of the reasons above. There is an urgent need to develop a high powered presentation and prospectus which will outline the actions planned by Zululand District Municipality to solve the infrastructural and information problems so that outside investors would be more confident to consider development in the district.
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