FEASIBILITY STUDY FOR AN UMLAZI TOURIST INFORMATION CENTRE

BY

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DECLARATION

I, **Sibongile Princess Tshabalala** declare that this dissertation represents my own work and that it has not been submitted previously as a dissertation or thesis for my degree at any other university.

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ABSTRACT

After the first democratic elections in South Africa in 1994, South Africa was heartily welcomed into the family of nations of the world. Likewise, South Africa should extend a warm welcome to peoples of the world to its shores.

South Africa must take full advantage of its political popularity under the democratically elected government. Besides, South Africa has an abundance of natural resources and is rich in history because of its racial diversity. The cultures of its indigenous people of South Africa can make this region one of the most sought after tourist destinations of the world.

Tourism, like all other industries in this country, has been badly affected by sanctions, violence, crime and internal political conflict. Furthermore, the media has created a turbulent atmosphere through its exaggeration of incidents that are common to all countries of the world. These have dissuaded thousands of people who would otherwise have chosen to visit South Africa especially the Black townships and rural areas.

Tourism has, unfortunately, received little attention, from both the previous and the present governments compared to other industries. A number of projects and programmes have been directed at alleviating problems of Black communities with the ultimate aim of improving their standard of living. In most cases, these programmes have failed to achieve this objective. Instead, in tourism, it is the wealthy hoteliers who have been beneficiaries and not the target population.

South Africa has engaged in a number of tourism forms with the objective of including and involving Blacks such that they benefit from tourism development. Presently very few Blacks have been properly involved in tourism in a positive way.

This study focuses on establishing a Tourist Information Centre in Umlazi that will provide information concerning tourism that may be required by potential tourists. Tourism needs much more than providing information to tourists, it also needs that the infrastructure available should be of a suitable standard. The development of such infrastructure in Umlazi and neighbouring townships has lagged behind in the past because of the policies that were in operation. Tourist Information Centres will help develop a high level of awareness of the potential benefits available in Umlazi Township for both the tourists and the host communities.

It has been found from the tourism workshop held in May 1998 to orientate the people of Umlazi in tourism, that tourism awareness campaign seems to be the only criterion that can be used to answer all the questions and challenges pertaining to tourism industry.

The survey conducted re-iterated the need for tourism education and, also revealed that the majority of Umlazi community would love to see a Tourist Information Centre materialising. The opinion survey showed that the support from the community cannot be doubted.

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CHAPTER ONE

ORIENTATION TO THE STUDY AND THE CONCEPT OF TOURIST INFORMATION CENTRES

1.1 INTRODUCTION

The study seeks to create the role of township tourism in the South African tourism industry by looking at the issue of accommodating tourists and taking the tourism industry to the township in a manner that will benefit both the tourist and the township community. The researcher sees the establishment of a Tourist Information Centre at Umlazi as a model for taking tourism to the townships, thus developing the township and the people economically, socially, educational and physically.

According to White Paper on Tourism 1996, tourism is a creator of jobs and an earner of foreign exchange. Tourism seems to be the only industry that hopes to bring employment to people found around big cities of South Africa, Durban Metropolitan and Umlazi in particular being the focus of the study.

Since tourism encompasses so many recreation facilities and business related activities, Umlazi community will directly and or indirectly benefit from tourism. The tourism White Paper 1996, sees Tourism creating thousands of new jobs in the near future. This cannot be achieved to the benefit of the people if the local community is not made aware of opportunities that tourism can offer. Consequently tourism awareness campaign seems to be

an urgent solution which can make a breakthrough in the challenges and problems presently facing the tourism industry namely crime and the fact that it is still white-dominated, and as such to some degree the community has a negative perception and negative attitude towards tourism.

The objectives of this study is to establish the feasibility of opening up a tourist information centre at Umlazi which will drive tourism in the township. South Africa focuses on international information centres or gateways and regional tourist information centres and tend to ignore local information centres, especially if they need to be established in Black areas. It is due to this neglect of tourism in Black areas that has prompted the writer to embark on this study.

An attempt was made at looking at tourist information centres and found that there was very little written material. World Tourism Organisation (WTO) has done tourism research before, but nothing on establishing tourist information centres has been written. Consequently, the writer based her discussions on several reports. This leaves scope for researchers to consider exploring the issue of information centres.

In chapter one, the writer gives a brief orientation to the study, and the historical background to tourism in South Africa. Methodology used in conducting the research is also shown here.

Chapter 2 deals with the existing situation at Umlazi, the history of Umlazi and the background to tourist information centres in relation to South Africa.

This will guide the writer as to what needs to be considered when opening up a tourist information centre

Chapter 3 discusses the elements of feasibility which forms the pillars for the new development. This chapter is very important because the recommendations for the establishment come from how feasible the elements such as land availability, financial implications and views of the community are.

In chapter 4 the writer describes the analysis namely: SWOT and feasibility analysis. Researched information is analysed, indicating their relevance to the study.

Chapter 5 deals with conclusion and the recommendations towards the establishment of the tourist information centre.

1.2 BACKGROUND TO SOUTH AFRICAN TOURISM IN RELATION TO THE STUDY

Tourism in South Africa has recently featured as an industry with great potential to alleviate many of the economic challenges that the country experiences. Factors favouring the development of this industry are South Africa's large population of approximately 41 million and an area of 1.27 million square kilometres which is nearly five times the size of the United Kingdom (Tourism White Paper, 1996: 1). Furthermore, South Africa boasts a tourism attractiveness and diversity, which includes accessible wildlife, impressive scenery, unspoiled wilderness areas like St. Lucia, the surrounding wetlands, diverse cultures, and a largely temperate climate.

In addition, a well-developed infrastructure and unlimited opportunities exist for special interest activities such as whale watching, deep-sea-fishing, hunting and diving.

According to Tourism White Paper 1996, South Africa is a complete destination for tourists having, also, unique archaeological sites for Bushmen paintings, battlefield sites, excellent conference and exhibition facilities, a wide range of sporting facilities and internationally known attractions like Table Mountain, Sun City, the Kruger National Park, the Cape of Good Hope and Maputoland. With these attractions South Africa and, in particular, KwaZulu Natal Province, could have been amongst the best and most widely visited tourist destination in the world, were it not for the short-sightedness of the policies of the previous government which made tourism a predominantly white industry.

The tourism industry has been expanding for the past nine years and has grown rapidly since 1994 with a total tourist expenditure estimated at R26.8 billion in 1998 (Statistics South Africa, 1997). According to the South African Tourism Board (SATOUR), foreign arrivals (all ports of entry excluding overland African arrivals) have increased at a tremendous rate over the last few years

(see figure 1 below).Source: CSS 1997

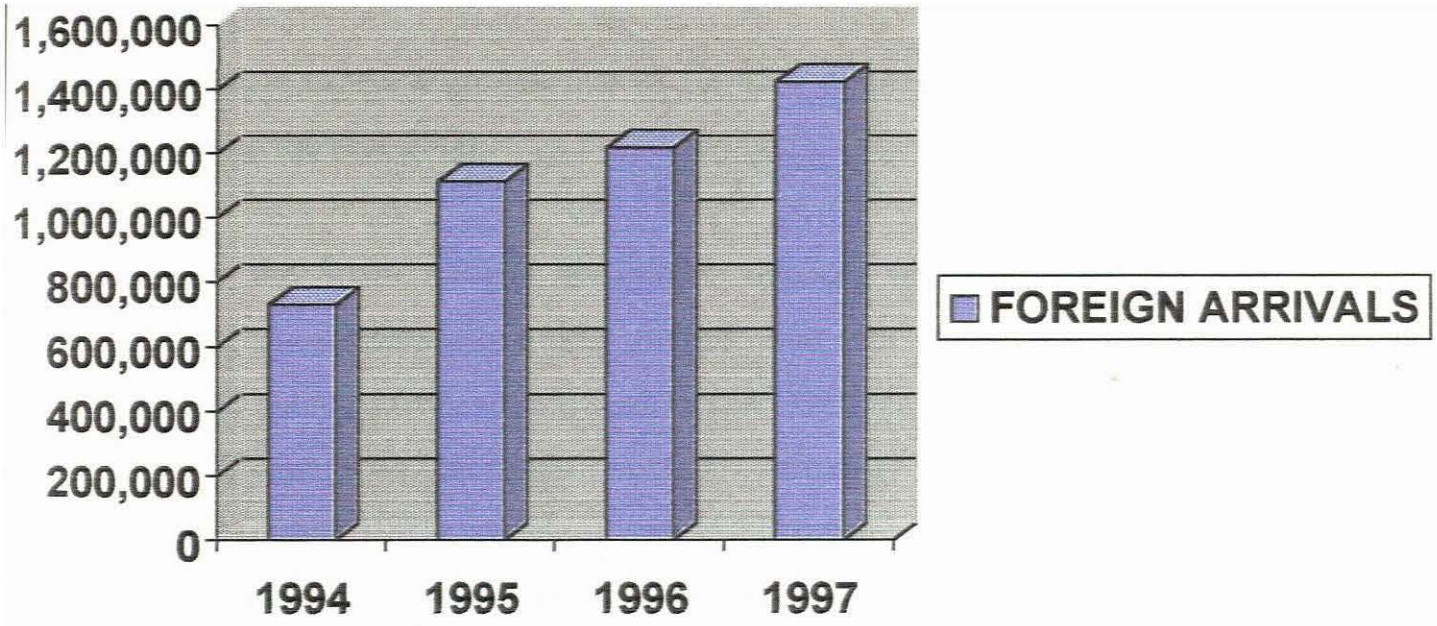


FIGURE 1- ANALYSIS OF FOREIGN ARRIVALS

- 729 000 in 1994
- 1 424 066 in 1997

A growth rate of 53% was recorded in 1995. This growth rate dropped to 10% in 1996 mainly due to a collapse in arrivals in February and June 1996. This is very abnormal but the rest of 1996 recorded growth rates of approximately 15% when compared with the arrivals during the same period in 1995. The trend continued throughout 1997 and the average growth rate when compared to 1996 was 15%. This is significantly higher than the international growth rate in tourism which has been recorded at between 5% and 6%.

The potential for growth in South Africa is still significant if the government fully supports tourism. How? By fighting crime, for this has a negative effect on tourists who become discouraged to come to South Africa. We can

therefore expect a growth rate of 10- 15% in arrivals to continue up to and beyond the year 2000.

After the South African democratic elections of 1994, there has been a tremendous increase in tourist arrivals. The data which exists for KwaZulu Natal, obtained from several sources (SATOUR 1997, Statistics South Africa 1997, the KwaZulu-Natal Tourism Authority 1998, Decision Survey International 1997) provide a high level outline of the tourism industry for the province as a whole and for broad tourism regions within the province. (See figure 2)

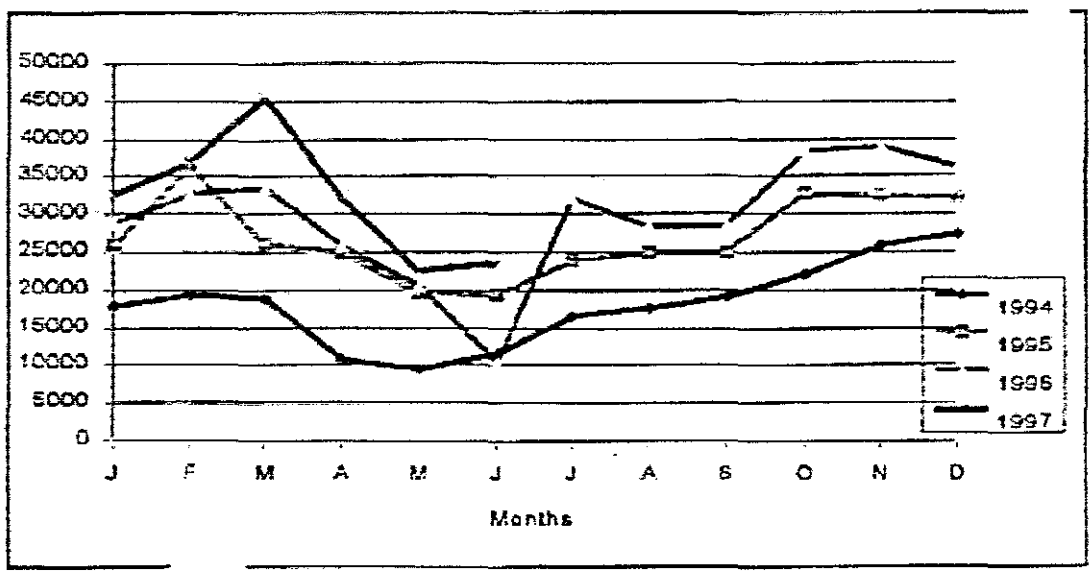


FIGURE 2 OVERSEAS VISITORS TO KWAZULU-NATAL

The Decision Survey International survey (DSI, August 1997) indicates that one third of all foreign visitors spent time in KwaZulu Natal. Most foreign visitors make the trip to KwaZulu Natal in mid November or towards the end of March. Some 22% of all foreign tourists visit Durban (268 000) and 8% travel up to the North Coast to Zululand and the game parks (97 500). The

townships, Umlazi in particular can benefit from foreign tourists as Durban receives 22% of the foreign visitors to KwaZulu Natal.

1.3 STATEMENT OF THE PROBLEM

Durban, in particular, is enriched by four important characteristics, namely its temperate climate, its hospitality, its multicultural diversity and one of the most magnificent urban seaboards in Africa. In the highly competitive world of destination marketing, Durban and its surrounding townships have to develop a distinctive tourism product that distinguishes it from its competitors. Cultural tourism in KwaZulu Natal and in particular around cities is one of the best products for promoting urban tourism. Historically, however, the cultures of the indigenous people have been totally excluded from tourism promotion, yet as attractions they could have made South Africa an extremely desirable destination (KwaZulu-Natal Tourism Authority- Research Division Report 1997).

In considering the tourism potential of the cultures of the indigenous people of South Africa, in this case those found in rural areas and in the townships of Durban, of which Umlazi is one, there is much that needs to be explored and exploited.

1.4 BACKGROUND TO THE PROBLEM

There is a lot more needed in tourism. The infrastructure of tourism development has been neglected in previous years, especially in the previously disadvantaged communities whether rural or urban, where people do not own any tourism product. If additional hotels, tour coaches and

improved airport facilities (as it is happening with Johannesburg International airport), are a few of the issues to be addressed urgently, the need for development in the previously disadvantaged communities (where tourism is not even in its infancy stage) requires to be addressed immediately. (The Star, July, 1998).

Everyone in the township has access to electricity, clean water, sewerage and public transport - which ranges from trains, buses to taxis. Health facilities at Umlazi consist of one hospital known as the Mshiyeni Memorial Hospital and seven clinics, which have resulted in improved health status of the people of Umlazi, along with a low mortality rate.

As far as education is concerned Umlazi has a total number of 109 schools, a university campus, a technikon, and a technical college. The total number of formal churches is 45 and this excludes schools and homes that are used by some worshippers. Telephone facilities are available in many households, with public booths at the points of convergence of major transport routes.

The language spoken in the township, especially by the youth, is "tsotsi taal" which can be likened to slang. The mixing of different racial groups with their respective cultures, in the Durban Metropolitan area (the "metro"), has resulted in acculturation in townships surrounding the metro. Such acculturation has led to rapid changes in the Zulu language spoken by most of KwaZulu Natal's indigenous people. Thus once tourists are at Umlazi they will become exposed to the culture of languages.

A high level of awareness of what Durban has to offer and the various products already available including the new products that have to be

developed according to the market demand is essential if we are to compete with established long-haul destinations. If South Africa has to offer something unique and memorable to the tourist vacation experience, focusing on tourism products that are geared to the indigenous peoples of South Africa is essential and cannot be ignored.

The success of tourism nowadays depends on whether tourists do get what they need. The trend in tourism is shifting from natural (fauna & flora) tourism to cultural tourism, which is environmentally friendly. In this context tourism has to be taken to the black communities. It will be much more appropriate to start by establishing a Tourist Information Centre in the townships, at least the largest townships. The reason for opening Tourist Information Centres in these townships is their situation / location which is close to the cities, where tourism is already in full operation. The Umlazi Tourist Information Centre will allow township tourism to be managed professionally and hence be recognised in the tourism industry.

1.4.1 HISTORICALBACKGROUND OF TOURISM INFORMATION CENTRES

The Group Areas Act, for separate development and the advent of institutions such as the Joint Services Boards impacted negatively on planning for development of Black areas, consequently these areas are lagging in development up to today. As for tourism nothing meaningful was ever planned for Blacks.

Historically, Tourism Information Centres (TIC) were found in cities all over the world and were designed to assist the travelling population with

information about facilities, services, activities and events, which might be of value to the traveller. A Tourist Information Centre is known as a Tourist Organisation Office in overseas countries like America and Australia and is designed to supply information namely, the visitor service, to the tourists at the destination . Douglas Pearce, in his study citing Middleton (1998: 222), Jefferson and Lickorish (1998) call this visitor service, a consumer assistance, protection and after sales service respectively. It is a consumer and assistance service because it helps its customers with all the information related to the products it offers.

It is referred to as "an after sales service" because once the tourist buys the holiday, then at the destination he or she will get the service he needs at the information centre. It therefore makes the tourist experience reliable and complete.

Visitor servicing which the information centres provide is a specific part of marketing and promoting of tourism and it is distinctive in the fact that it occurs at the destination rather than in the origin (Pearce, 1992). The primary concern here is servicing the tourist. According to the study, which was conducted in America, only 16 % of all the visitors made any use of its service (Pearce, 1992: 10). The reason for inefficiency of the service is that there is very little material written on tourist information centres except attractions, accommodation and activities and where they are found. There are no discussions on how to establish one and very scanty information on how they are registered. The second reason is that there is a lack of research on Tourist Information Centre (TICs). Tourist organisations focus the research on big organisations like the World Tourist Organisation (WTO) and tend to neglect the local ones like the TICs.

1.5 DELIMITATION OF THE PROBLEM

Umlazi has been chosen for this study because of its adequate educational, cultural and access infrastructure, its support infrastructure, proximity to the city, the neighbouring townships and the airport. The roads are all tarred except for a few which run through the surrounding informal settlements.

The culture in Umlazi is predominantly that of a Natal township with a little traditional culture found amongst the older population.

1.6 SIGNIFICANCE OF THE STUDY ANDTHE IMPORTANCE OF TOURIST INFORMATION CENTRES

Tourism in South Africa is the only industry that seems to generate income in a short term. Furthermore tourism is an earner of foreign exchange and job creation. Tourism opens business opportunities to local people where by they become involve in entrepreneur activities such as running and owning accommodation facilities namely youth hostel, bed an breakfast, hotel, guest houses, etc, restaurant, taverns, curio shops, galleries and craft industries and others. Through tourism education, training and awareness the local community will learn about tourism benefits, job opportunities and tourism careers like tourism manager, tourism officer, tour guide, tourism planner, reservation agent, tourism researcher, travelling journalism, marketing co-ordinator, information clerk and many, many more.

Townships, Umlazi in particular can benefit economically from foreign tourists as Durban receives 22% of foreign visitors to KwaZulu Natal that is according to Decision Survey International 1997.

The most important function of the information centre is to supply information about the area in which it is located to the travelling population and the tourists. Although very little research has been done on Tourist Information Centres, the major role of a TIC is to market the local area, the region and the whole country, that is marketing attractions, peoples and their cultures, landscapes and climate to the whole world.

The Umlazi Tourist Information Centre will establish an asset database for tourism in the area, which will be made available to the tourists and the locals. This office is important for inventory of what the community can offer to the tourists. It will then compile and produce a brochure of tourist facilities and activities which will be used in marketing Umlazi.

Besides supplying information and its marketing role, it will also conduct educational and awareness campaigns. Through these campaigns the centre will assist in educating the tourist, the travelling population and the host population about tourism. The other role of the information centre is to educate the developers of potential tourism products. The TICs will provide information, assistance and the maintenance of tourism products in a standardised and professional manner.

The major role of the centre is to keep records on employment and business developments. These developments range from the retail services, manufacturing (crafts), comfort services (accommodation), food outlets, taverns, and service stations.

1.6.1 THE PURPOSE OF THE STUDY

The focus is on Umlazi, which like all other townships is growing rapidly. Presently the Durban Metropolitan Council is busy revitalising the beach front area for tourism purposes. It is likely and hopeful, therefore, that the Metro Council will also attend to problems existing at Umlazi mentioned earlier, including the establishment of Umlazi Tourist Information Centre which will cater for tourism needs of Umlazi community along with other community needs. The writer therefore feels that it is worthwhile to start considering tourism development in Umlazi starting from putting up basic tourist infrastructure and all tourism related facilities and services in order to make Umlazi tourist friendly.

At the meeting of the stakeholders, interested and affected parties held at Umlazi Comtech, in June 1998, the Mayor of the Metro South Central Region, Mayor Teresa Mthembu showed support and preparedness for tourism development in her region. She put it very clearly that the problem faced by most of the black councillors, is the lack of insight as to what tourism entails. Consequently the councillors cannot participate meaningfully and effectively in discussions and debates relating to tourism.

In view of the issues discussed above it was therefore decided by writer to conduct a survey, to determine the tourism needs of the whole Umlazi population. It was envisaged that the results obtained would enable the Metro Council to have some idea of what facilities are needed by Umlazi people. Everything relating to tourism so far has been decided by Whites with no regard for the needs of the people being taken into account. For instance the tour operating business, bringing tourists Umlazi is owned by

white companies. This disregard of the local community involvement in development has resulted into misuse of facilities and disrespect of tourists by blacks in many townships in South Africa.

1.7 HYPOTHESIS

Lack of tourism awareness and education is reflected to be the main factor that makes the sizeable proportion of people to have a negative perception about tourism. As such the communities become hostile, for they are not aware of the economic implications brought by the tourists. This study envisages to research about the feasibility of the establishment of the Tourist Information Centre at Umlazi.

1.8 THE AIMS AND OBJECTIVES OF THE STUDY

The overall aim of the study is to investigate the possibility of establishing a Tourist Information centre at Umlazi which will introduce and implement the tourism industry to Umlazi community in an organised and professional manner. The ultimate aim is to make Umlazi accessible to all tourists and to accommodate them in the establishments that are owned and managed by the community.

Other objectives include assisting and informing the community in tourism developments they can engage in and to involve them in the formulation of strategies and action programmes to meet the issues and challenges facing Umlazi as far as tourism is concerned, especially safety and security of the tourists.

For tourism to get recognition and acceptance, particularly in Black communities, a number of issues need to be addressed. Before economic, social and environmental objectives can be realised, certain activities have to be undertaken to bring all role players including local communities to the same level of understanding about tourism.

1.9 METHODOLOGY

A number of sources have been used to collect the information contained in this study. The study began with a survey of secondary data of which there was very little directly related to establishing Tourist Information Centres, let alone establishing them in South African township. The material available is on how the Information Centres Operate, how to establish them needs to be researched.

It is important to note that much literature that supported the need for this research came from South African Tourism Board reports and Central Statistics Services presently known as Statistics South Africa. These reports supplied the writer with some quantitative demographic data as well as data on tourists behaviour.

The qualitative information was derived from a number of sources including amongst others:

- Key informants at institutional level like the township manager.
- Key informants at community level- councillors
- Durban Metropolitan Tourism Working Group
- Randomly sampled community members

Information at a community level was also gathered from the Tourism workshop held on the 7th May 1998. This workshop provided accurate information about what Umlazi can offer to tourists and also re-iterated the need and urgency of the establishment of the Tourist Information Centre.

1.9.1 RESEARCH DESIGN

The research is divided into two legs. One leg followed the route of a traditional feasibility study. The other leg was the opinion survey in which qualitative data obtained from the respondents and the workshop fed well into the feasibility study.

In a major thesis the researcher would have a large sample for her opinion survey. Here the researcher simply demonstrated familiarity which meets the requirements of the scientific approach. A questionnaire was drawn based upon three major decisions. The first being to establish the information about the personal details of the respondents to understand their level of educational and their understanding of the value and relevance of the centre.

Secondly the questions were directed at the information the respondents had on tourism as a concept. The third issue entailed how the respondents perceive tourists. Other general and critical questions were included to get people's feelings about tourism and the problems and challenges faced by the industry, particularly in the townships. The author piloted with a group of church members to test the validity and the reliability of the questionnaire without which the researcher could not have achieved her goal.

The writer self-administered the questionnaires on tables drawn so as to form an adequate basis for an analysis and interpretation of data. The questionnaire, although designed for Black respondents, was administered to all population groups, as the author knew that Umlazi comprises of other racial groups.

1.9.2 RESEARCH SAMPLE

It was not easy to choose a sample population as Umlazi is complicated by the existence of considerable different socio-economic conditions and opportunities. There are very poor groups as against middle to high-income groups.

A random stratified sample of 30 respondents was drawn. The number of respondents interviewed came from different socio-economic as well as academic backgrounds and from different sections in Umlazi. The categories of interviewees was as follows:

♦ Business	05
♦ Civil servants; police, teachers, nurses, etc.	12
♦ Labourers	05
♦ Domestic workers	04
♦ Students/ unemployed	04
TOTAL	30

These characteristics or categories are important to ensure that the sample population comes from a wide variety of backgrounds. The author had to

conduct most interviews on her own and was at times helped by friends where necessary as this research was not sponsored.

1.9.3 DATA COLLECTION

The process of data collection in any social or behavioural research project is a critical aspect of the whole programme, since the data are frequently not as precise as they are in scientific experiments and in natural sciences (A'Bear 1979).

The information in this study obtained was obtained at community tourism workshop that was held in May 1998. The results of the discussion groups provided the researcher with the qualitative information.

The writer personally collected the questionnaires that were administered to the respondents; consequently it was not possible for them to get lost.

1.10 CONCLUSION

Tourists' Information Centres seem to play a vital role in tourism. They serve as reliable sources of information to tourists as well as host communities. The tourist information centre promotes stable and responsible tourism development. There can be no proper tourism development, management and marketing in the area without a well established and co-ordinated information centre. Although tourism seems to be operational in some townships like Soweto, there is no information office in this township. Consequently tourism products owned by Soweto residents are administered

by outside Publicity Associations or International Tourist Information office in Johannesburg.

Umlazi Tourist Information Centre will network with the Gateway Tourist Information in Durban in order to get tourists as most international as well as domestic tourists visit this office for information. Umlazi brochures will be displayed in the Durban office for tourists who are interested in staying with indigenous people of the township.

CHAPTER TWO

ASSESSMENT OF THE EXISTING SITUATION

2.1 INTRODUCTION

This chapter seeks to assess the existing situation in Umlazi and to see what can be done to introduce and develop tourism in this township on the basis of what is there in the township that can attract tourists to this part of Metropolitan Durban.

2.2 DEFINING THE TOURIST INFORMATION CENTRE

An Information Centre is a public utility that is used to assist the travelling public and tourists as well as local communities with information that they may require about the area at the destination. It provides direction, a trading point, toilets, tourist services like car rentals, travelling agents, financial services etc., tourist facilities namely accommodation, recreational facilities and other tourist products. The information provided on services and facilities available is free. Some of the brochures are also free. Other maps are obtainable at a prize.

2.3 BACKGROUND TO UMLAZI TOURIST INFORMATION CENTRE AND TOURISM AS A COMMODITY.

Over the years, the popular perception on tourism amongst some groups and communities in South Africa has been that it benefited only a privileged few. There are communities that are neither contributing to nor benefiting from tourism. The situation in Metropolitan areas is even worse. The people in the townships that are part of the Metro have never had a share in the tourism

industry, yet they are just a continuum of the cities, which are hubs of tourism facilities and activities.

The country has experienced numerous setbacks in the tourism industry, for example high rate of crime and attacks on tourists. These attacks have been rife in the coastal areas and also in the northern part of KwaZulu-Natal, Hluhluwe-Umfolozi Game Reserve. A German tourist was brutally stabbed to death at the beachfront, on the New Year's eve of 1996. On the northern part of KZN Swiss women were hijacked near Mcengeni gate of Hluhluwe-Umfolozi Game Reserve. These problems stem directly from the fact that the communities have never had a positive tourism experience. Tourism is perceived by Blacks as "a White man's thing and not for us"(White Paper 1996).

All along, tourists have been accommodated in cities. They have never been exposed to township accommodation yet they should also experience township life. Although tourists have been visiting lodges in the rural areas, communities have never had a chance of getting closer to them. They could have stayed even at their kraals if the opportunity allowed it, and in that way paying towards accommodation. Consequently they would understand the value of tourists in their locality and hence treat them with respect.

It is ironic that Umlazi for example never had overseas tourists although it had a hotel. Because of poor occupancy level of the Executive Hotel, it has now been converted into a residence, accommodating Mangosuthu Technikon students. Had tourism been properly introduced to Black

communities, the writer strongly believes that this hotel would still be providing accommodation to tourists and travellers.

Presently tourists are undergoing guided tours to Umlazi and Inanda by tour operators and tour guides coming from outside these areas. These tours are called township tours around Durban Metro. The issue of accommodating tourists in townships has never been thought of as a possibility. A need has therefore been identified not to guide tourists through and around Durban Metro townships, but also to accommodate them in the townships. To achieve this, a Tourist Information Centre needs to be established at Umlazi, which will serve as a satellite to the Tourist Information Office at Tourist Junction, in the Station Building in Durban.

Townships have been neglected as far as tourism is concerned yet they are part and parcel of the Metropolitan cities. They serve the Metro by providing labour in different sectors of the Metro. Moreover, people from townships buy their goods from the city. For these reasons and many others, they need to get the share of the economy that the cities enjoy from tourism.

Tourists take day tours to the townships and never have overnight stays. In order for them to have the total experience of South African life with its remarkable cultural diversity, the issue of accommodating tourists in township can never be underestimated. By keeping tourists in townships they will leave most of their 'dollars' there. The community needs to be made aware and trained in job opportunities and enterpreneurship that the tourism industry offers. The people from Umlazi will drain these dollars

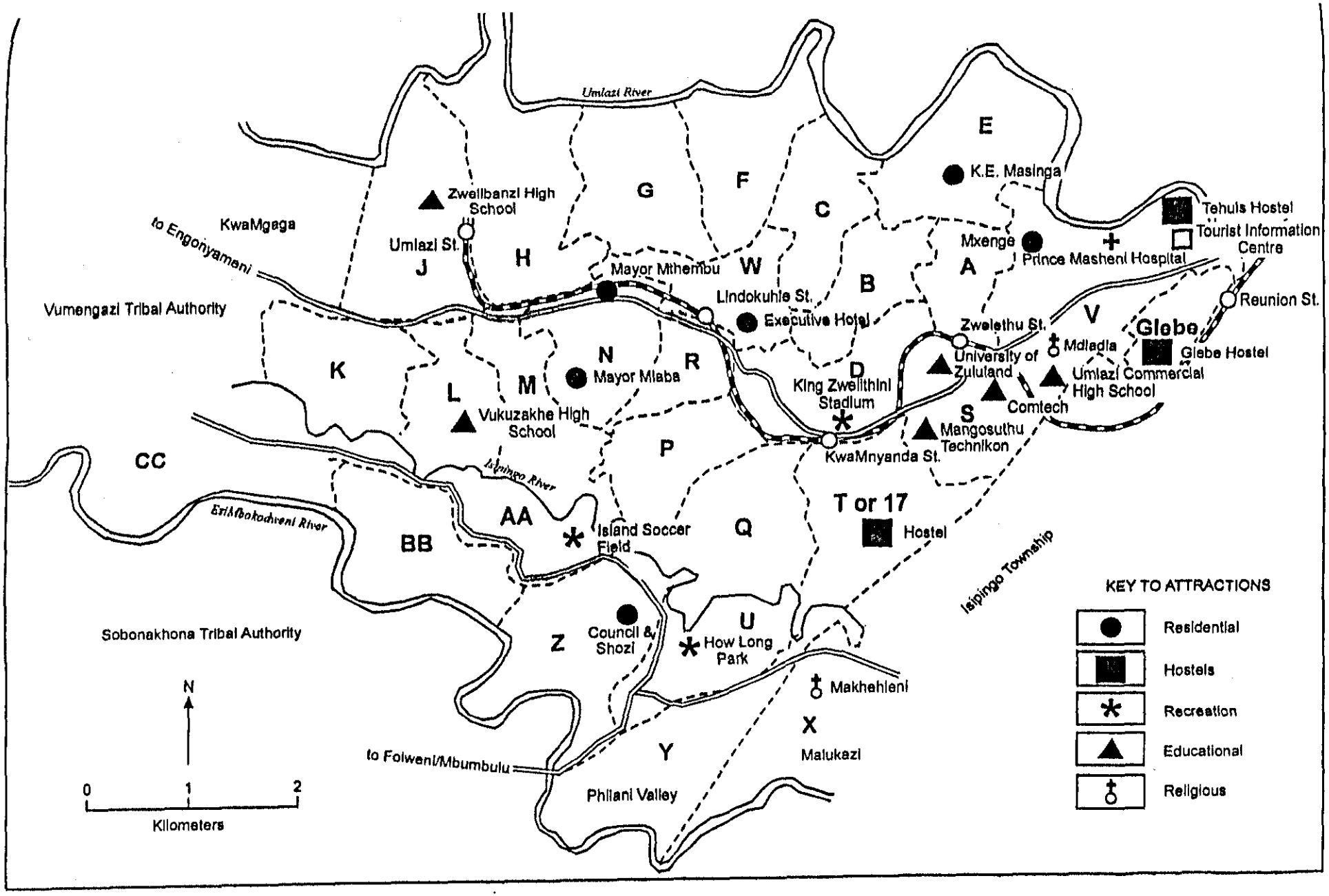
through the tourist products that they offer as they regard them as targets of enrichment. Specific incidents that drew international attention on tourist attacks indicate clearly the consequences of the lack of tourism awareness and hence its need and urgency to be conducted to South African Black communities.

2.3.1 Historical background of Umlazi as a Mission Station

According to the paper written by Professor L. E. Nzimande, the first black rector of University of Zululand, the area occupied by Umlazi formed part of the Vumengazi Tribal Authority. The area originally stretched from Umlazi River in the North to Umkhomazi River in the South. This area was then segmented with the advent of Tribal Authorities. It was divided into Vumengazi Tribal Authority in the west, Sobonakhona Tribal Authority in the south, and an area between Umlazi River in the north, and Isipingo River, in the south that was to be developed to Umlazi Township (see map on appendix).

As with most areas in South Africa, missionaries established a mission station at Umlazi. At first Umlazi was a glebe, 'glebe' being a vast piece of

land allocated to the missionaries under Bishop Colenso who was appointed Bishop of Natal in 1863. Bishop Colenso was disposed of by Bishop Gray of the Metropolitan of Cape Town because of his interpretations of certain sections of the Bible which were considered heretic by the Mayor of the Cape Town himself. Because of his interpretation there was a spilt in the Anglican Church provincially. Some Christians remained loyal to Bishop Colenso and others went over to Bishop William Kenneth MacRorie. The



Proposed tourist attractions for Umlazi Township

adherents of Bishop Colenso called themselves. The Church Of England Of South Africa and the adherents of Bishop MacRorie were incorporated into The Church of The Province Of South Africa. The Church of the Province was the first Christian Church to be established at Umlazi and which led to the establishment of this township. It is for this reason that Umlazi is presently housing approximately 45 different Church buildings. This refers to the number of structures or buildings for different church denominations. The writer researched the number of churches.

This religious history of the church at Kwa-Mdhladla will be used for information when the tourists get to the church to pay it a visit. The Architectural styles of the churches especially the Roman Catholic Churches, form the source of attraction to the tourists.

There are also worshippers who use schools and community halls for their Sunday Services. Consequently it is not easy to get the exact figures, as there may be four or more different churches in different classrooms per school. Besides those worshipping in schools and community halls, there are others who congregate at homes like the Zionists. The number of churches proves that the first missionaries to the area did their work effectively and efficiently.

The manner in which different church denominations worship can be an attraction on its own. Tourists who live with families can attend services and see the African way of worshipping as it is happening with the Lutheran Church. The Lutheran Church in Germany has a tendency of sending representatives to respective Lutheran mission stations to evaluate the progress of the work done by the Church. At Umlazi there is one mission

station that is frequently visited by German worshippers that Umlazi community regard as tourists. Through this spiritual music, the township gospel groups explicitly express their frustrations and anger against the colonial system.

Gospel music, which has its origin in the church, serves as a form of entertainment. Concerts will be held and different gospel groups will perform. Money collected for admissions and donations made by tourists can be used for the construction of church buildings. Previously tourists have donated with clothing. This encounter between tourists and locals can strengthen the bond between South Africa and overseas countries. These tourists can turn to be ambassadors for SA, and market Durban and in particular Umlazi back in their home countries.

Umlazi started with Glebelands and a section called 'GG'. The Glebelands changed and became the Glebe Hostels whilst GG became V section. People from Glebelands were re-located to R section. Since Umlazi was a mission, it was subsequently changed to a Bantu Township. Umlazi population was increased by the forced removals of people from Cato Manor through the Group Areas Act during the early sixties.

Presently Umlazi has 26 Sections starting from A to Z and from AA to CC. Many people will benefit from the services of the centre as a transmitter of information. The history of the township is something worth knowing when you are at Umlazi. A narrator or a praise poet can relate the history to the visitors. The Praise Poet and or the narrator can relate the history to the tourist whilst sitting around an open fire. Whilst the tourists will be listening,

the narrator or praise poet will get money for that service and at the same time develop his skill in public address or performance.

2.4 BENEFICIARIES OF THE FACILITIES

Since the Tourist Information Centre is a means of transmitting information to the public there are many people who will benefit from its services, especially the travellers and visitors. In African communities nothing like an information office existed until 1996 when "Info Laphas" or Tourism Information Development nodes were established in rural KwaZulu Natal for the Tourists (Tourism Association of Natal / KwaZulu (TANK) publication No. 4 of May 1996). The Umlazi one would be first of its kind in South African Townships.

Most writers see the information centres going beyond the provision of information on direction, facilities and services in the areas and neighbouring regions. The Information Centre will stimulate economic

activity at Umlazi through entrepreneurship. People need to be made aware of the Small, Medium and Macro Enterprises (SMME) desk in Durban in the Department of Economic Affairs and Tourism to help Small businesses to create the employment opportunities for the jobless people especially those along the tourist routes and trails. Information is therefore used by / to:

- Tourists spending a period of time in the area.
- Travellers passing through the area who are encouraged to return to the area for leisure purposes.
- To inform the host community of the recreational and leisure opportunities and events available in the area, region or sub-region.

2.5 OBJECTIVES OF THE UMLAZI TOURIST INFORMATION CENTRE

The main objective of Umlazi Tourist Information Centre will be to provide accurate and timely information and reservation services for the entire region and also the particularly sensitive needs and demands of the sophisticated tourist as to the opportunities that exist for leisure around Durban Metro not commonly known to the tourist. The other objectives are:

(a) To make townships accessible to tourists and ultimately became tourist attractions and tourist destinations.

(b) To establish a tourism information office in Umlazi and other townships when need arises.

(c) To provide accommodation to tourist using back rooms or servant's quarters with the host offering bed and breakfast.

(d) To provide accommodation to tourists using boarding schools during vacations, schools like Vukuzakhe, Umlazi Comtech, and Mangosuthu Technikon, which have catering facilities would provide this service.

(e) To revive the cleaning campaigns, which started with Umlazi station, in the 1980s through environmental campaigns, so those tourists will find the township exceptionally clean.

(f) To establish or formulate a tourist trail through the township.

(g) To be involved with the availability of advertising and marketing materials to promote our area.

(h) To propagate and promote 'ukuhlonipha' custom that is to respect, that links well with courtesy, friendliness, and helpfulness in the township.

(i) To collect and manage membership fees and other funds to further the operations of the Tourism Office.

(j) To provide information to both residents and tourists about the township.

(k) To facilitate the opening of a training centre for tour operators and tour guides making use of the educational facilities that already exist in the township.

(l) To encourage and inculcate the culture of touring amongst Umlazi residents thus becoming tourists themselves.

(m) To provide a clearly indicated direction from the city to Umlazi.

(n) To provide information on the township's physical division.

(o) To facilitate the naming of streets using the names of birds, plants, trees, animals both wild and tame and also house numbering as some numbers are no longer visible.

(p) To assist and train members in obtaining skills and information to upgrade facilities and services for tourism.

(q) To promote and encourage tourism culture and improvement of services to the public as well as co-operation in the tourism and tourism related industry.

(r) To monitor all developments and activities in the area especially those that are related to tourism.

(s) To liase with neighbouring areas to promote tourism products and attractions found in Umlazi across boundaries and borders.

(t) To motivate and facilitate the establishment of recreation centre(s) in the township that can be used by both tourists and residents.

(u) To inculcate the culture of touring among the community focusing on clubs and schools. This will be done through tour packages that this office will negotiate with tour operators.

(v) To ultimately investigate the possibility of establishing guesthouses and backpacker facilities.

2.6 THE SITE

The site is in Umlazi Township, which falls under the Durban Metro South Central council and is approximately 2000m^2. Umlazi is famous because of its size, which makes it the second largest township in South Africa. The size of Umlazi, its unique topography and its history of informal settlements in its fringe and within its radius makes it to be a 'must see' place when you are in Durban.

The proposed site is at the entrance of the township and is easily accessible from N3 South by M30. The site earmarked for development is in Te Huis Park. According to the Councillor for Hederberg Lodge, Councillor Shezi, the park is temporary. It was developed into a park to prevent the invasion of land by squatters. The land itself belongs to Metro-Rail previously known as South African Railway and Harbour (SAR&H) Umlazi Township area is in the extent of between 4500 and 4800 hectares.

The site proposed for the development does not only possess a beautiful scenery since it is adjacent to the park it also has an eye catching view of the sea, the Airport and industrial area.

2.7 CONCLUSION

The situation at Umlazi shows clearly that the state of tourism is neglected. The reason is that the political history of this country did not permit some of

the important and sensitive issues like tourism to reach Black people. The historical background of Umlazi and the present state of the township can form the basis for tourism to prosper. According to the history of tourist information centres it is clear that there is a need for research on establishing information centres in the townships with well defined objectives.

CHAPTER THREE

ELEMENTS OF FEASIBILITY

3.1 IDENTIFICATION OF LAND FOR THE PROPOSED DEVELOPMENT

When identifying land for any development crucial issues need to be considered. Regular consultations with relevant stakeholders and interested parties and some concerned members of the communities should be made a priority. All these parties should be fully committed and involved in the development proposed from the pre-planning to the implementation stage.

3.1.1 Constituent Parts

The site identified is about 1.2 km from the airport and about 1 km from the new spaghetti junction bridge that is under construction.

Durban Tourism, Kwa-Zulu Natal Tourism Authority and Department of Economic Affairs and Tourism delegation and also the Ad-hock Tourism Committee of Umlazi agreed to the identified site i.e. about 1 km from the new spaghetti junction bridge that is under construction as being the suitable and an efficient one. The workshop that was held on the 7th of May 1998 which involved the Umlazi community representatives, interested parties, Department of Economic Affairs and Tourism, Kwa-Zulu Natal Tourism Authority, Metro Council representatives and Tourism Durban representatives showed a growing interest in the development (see appendix on the workshop report).

The Tourism Working Group for Durban Metro struggled to get the idea approved, since they have a final say for a go ahead in development. It took them a period of about six months to agree on principle to provide a seed fund of R200 000.00 plus. Without the full support and involvement of the Mayor, Teressa Mthembu of Durban Metro South Central, it was not going to be easy to pursue the development of this facility.

The rich unique history and culture of the township especially the political events that led to the transformation in the country have made it possible for the idea or concept to be changed into a reality. Consequently houses of some important political activists have been used as attractions. Tourists will get the oral biographies of these political activists and some printed materials from the tour guides.

3.1.2 Ownership of Land and Legal Matters

The land earmarked for the development of the Umlazi Tourist Information Centre belongs to Durban Metropolitan Council, as Umlazi has recently become part of the Durban Metropolitan area. Previously, Umlazi Te Huis, was controlled by the South African Railway and Harbour Company. There is controversy and confusion about this particular area in Umlazi, especially as far as security and safety is concerned. The police Escorting Wing of Umlazi Police do not have control of that area since it falls under the jurisdiction of Montclair Police Services according to a source from Umlazi Police Services.

Generally speaking the Umlazi land ownership rests upon Ingonyama Trust as ownership was transferred in 1994 from South African Development Trust. The PTO (Permission To Occupy) for these lands will be obtained from Umlazi Township Manager who will be representing the local government.

Since the Developments in Umlazi fall under the North Central and South Central Councils, there are no known encumbrances on land. While the land ownership of Umlazi is held under Deed of Grant for residential sites and (PTO) for state-run facilities the Ownership of the Land on which Glebe and Railway Hostels are located is not clear. Hence the ownership of land of the proposed tourism facility is not yet clear. The Development Forum and the committee responsible for the project which is lead by Vusi Mkhize the project facilitator for Durban Tourism will have to give priority to the issue of land ownership before developmental matters are handled.

3.1.3. Legal matters/ Institutional matters

Despite the large number of Acts, provincial ordinances and local by-laws that hamper the effectiveness of entrepreneurs in the tourism industry and also the enjoyment of tourists, no systematic process exists whereby this constraint can be addressed. It is envisaged that there should be an office that is directly responsible for legal matters regarding tourism at national, provincial and local level.

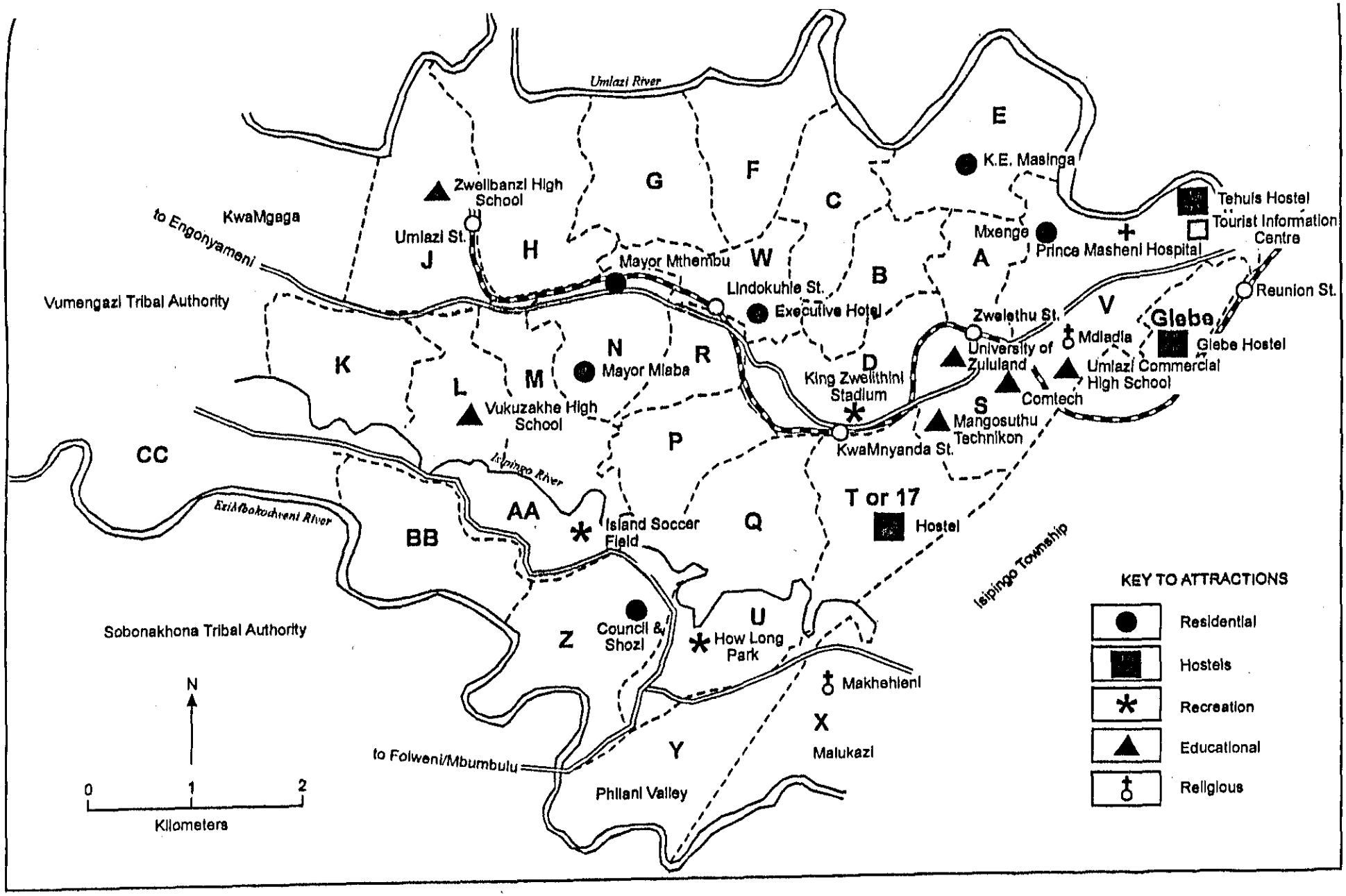
3.1.4. Locational Issues

Location is crucial to the success or failure of any business undertaking (Barrow *et al* 1992: 127).

The proposer of the development took this important factor into consideration whilst looking for a suitable site. The site identified is at the entrance of Umlazi, near Te Huis that is Hederberg Lodge. It is about 1.3 km from the Durban International Airport and very close to the junction of N2 south and M30. It is less than 500m from R102 south or old south coast road as it passes Van Dyck's Carpets to Isipingo and about 1 km from Reunion Station and Glebe lands Centre. (See map on attractions at the appendix).

Umlazi is situated 20km south of Durban and is also situated close to the Metro Industrial Development Belt which stretches from Ezimbokodweni (Mbongitwini) in the south to Phoenix in the North. The Umlazi River in the north and the Ezimbokodweni River on the south border Umlazi. Its topography ranges from 10m east and 235m above sea level. Slopes are not very gentle, the severe fragmentation and very steep topography is associated with the multitudes of tributaries to major rivers. In the north Umlazi is bordered by

Chatsworth, Isipingo and Folweni in the south and Engonyameni in the West. Umlazi is in the extent of 55 000 hectares. It has about



Proposed tourist attractions for Umlazi Township

50 000 residential sites and the whole area is divided into neighbourhoods called sections. With a population of more than a million a Tourist Information office is inconceivable. The fact that Umlazi is surrounded by a number of townships strengthens the possibility and the need of an information centre to be opened. This will service even the small neighbouring townships.

3.1.5. Climate and Topography

Climatic conditions at Umlazi are typical of the Natal Subtropical East Coast Region. Here the summers are warm and humid, whereas winters are cool and dry. The climate makes this area worth visiting throughout the year. There are no extreme temperatures. There is no seasonal influx of tourists; they visit the area all year round but more especially during peak seasons. The winds that normally prevail in the area are south-westerly and north-easterly. The average annual rainfall ranges between 900mm and 1100mm. That makes the area humid.
Umlazi topography consists of valleys and slopes due to the rivers and tributaries found in Umlazi. Umlazi River determines the incisive valleys in the north and Ezimbokodweni River in the south while Isipingo and Mfongosi Rivers and their tributaries determine the

internal topographic structure. Most of the slopes seem to be gentle, but the tributaries tend to provide severe fragmentation and very steeptopography that makes development impossible in some areas. The hilly slopes of Umlazi make the township a must see place if one is around Durban, as it is rare to find townships that are hilly. Soweto,

Madadeni and Sikhawini townships are relatively flat compared to Umlazi.

There are open spaces that attract informal settlements into the area. According to Umlazi integrated Development Framework May 1997, the geological formations occurring in Umlazi consists substantially of Dwyka Tillite Natal Group Sandstone as well as some Ecca Shale and Berea red sand in the eastern part of Umlazi. The proposed site is situated on the Berea red sand which makes building an easy task even if it is a double storey building because this soil type is suitable for construction purposes

3.1.6. Demography

Tourism is an industry that is people-based and is also people driven. Consequently, demography can never be omitted from a study that is related to tourism. People are not studied in isolation in tourism but in conjunction with their culture because nowadays the trend in international visits is culturally motivated. One will have to see what Umlazi can offer to tourism.

Umlazi has its own uniqueness. According to census 1996 from Urban Strategy, Umlazi has a population of about 1.7 million people and is the largest township in Kwa-Zulu Natal and the second largest township in South Africa after Soweto. Umlazi occupies an area of

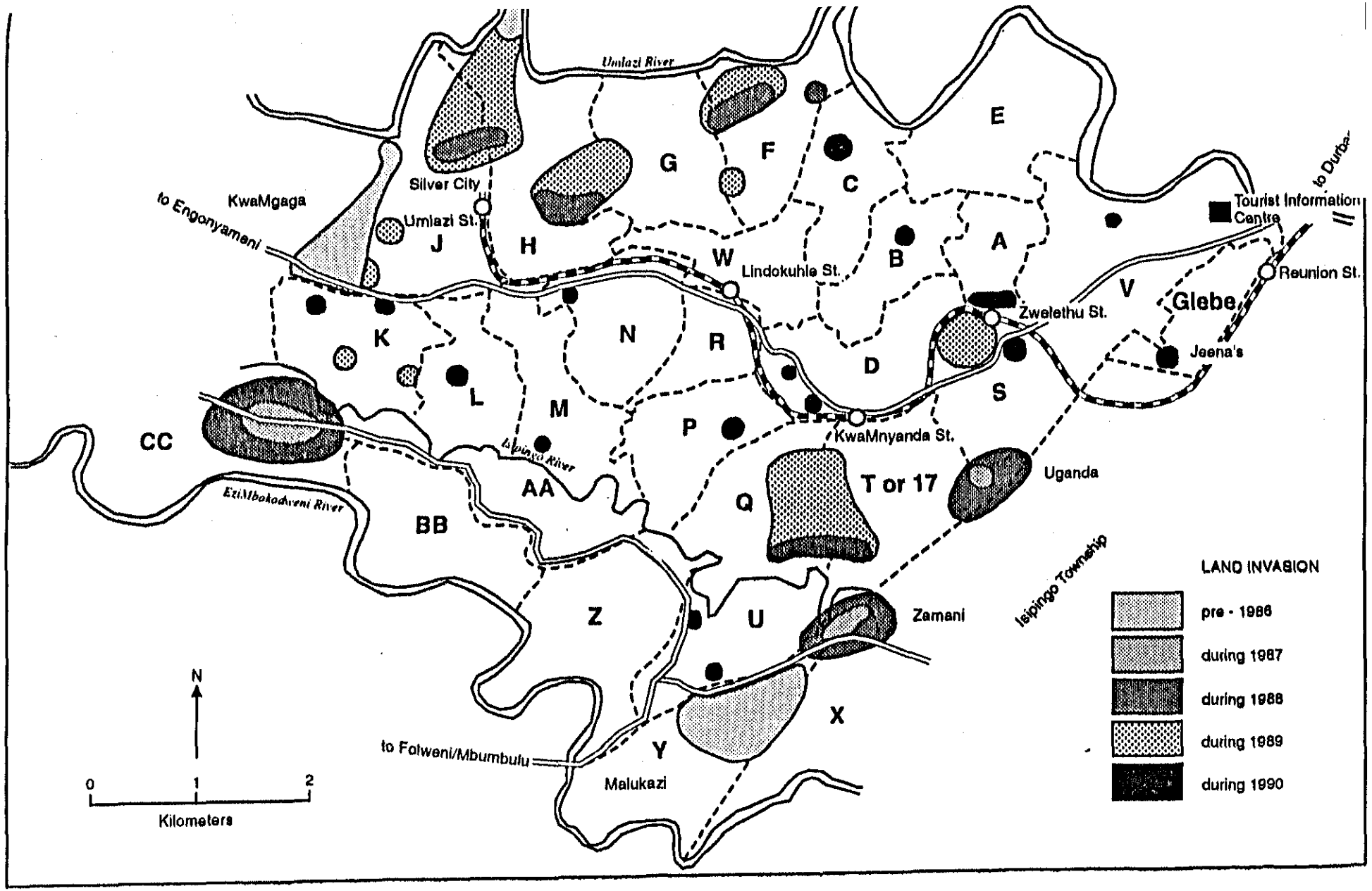
between 4500 and 4800 hectares in extent. The number of informal settlements within and around Umlazi aggravates the growth in

population. During the 1960's and 1970's there were only two Informal settlements namely Malukazi in the south and Mgaga in the west. Nowadays we have Uganda, Bora-Bora, Chimora 'P', Emhlabeni, Zamani and others whose names are not known to the writer. (See – Map on informal settlements)

The increase in the number of informal settlements has resulted into a drastic increase in population from 299000 of the1991 census to more than a million in 1997. Most people are fleeing faction fights and political partisan rivalry, from the rural areas to areas around the city. Fighting at Ngonyameni has forced the Ngonyameni people to seek asylum in the township. Since Umlazi is a dormitory town for Metro other people are commuters to the nearby Prospecton Industrial area, Jacobs Industrial area and the Metro itself. The high Population density on its own is an attraction that appeals to some tourists.

The people living in Umlazi are mostly Black with a negligible number of other races like Whites and Coloureds. The Data Research Africa (DRA) 1995 estimates the population to be 500 000. These figures are taken from the Iyer Rothang Collaborative of 1995. The estimates of (CSS) Central Statistics Services1991 which seem to be the only reliable source that has been used for research in Umlazi are misleading as they make use of the number of dwelling units in Umlazi. The outside buildings and the informal settlements that keep on mushrooming daily also contribute to the growth of the population.

The occupancy in informal areas is high ranging from 8 to 15 per informal dwelling unit. It has been found that there are more males



Informal settlements in Umlazi (1987 - 1990)

than females in Umlazi as there are migrant labourers working in the Metro as well as the industrial areas within and outside Umlazi. The high population makes the centre conceivable. The tables below provide population figures.

TABLE 1: POPULATION BREAKDOWN FOR UMLAZI REGION 1991

RACE	TOTAL	MALE	FEMALE
AFRICAN	299 145	159 054	140 000

Source CSS 1991

The repealing of the Group Areas Act has resulted in people moving to suburbs outside Umlazi. This has not resulted in a remarkable decline in the population, as the invasion of informal settlements is not stopped.

TABLE 2 AGE AND GENDER POPULATION BREAKDOWN

AGE	> 14	15-19	20-34	25-34	35-44	45--54	55--59	60 -64	65 +	TOTAL	%
FEMALE	48 270	13 019	14 942	28 093	14176	10 678	3 837	2 994	4 081	140 090	46. 8
MALE	45 329	14 825	17 265	38 067	21 152	12 341	4 534	3 578	2 093	159 184	53 .2
TOTAL	93 601	27 844	32 207	66 160	35 328	23 019	8 371	6 572	6 174	299 276	299 276
%	31.3	9.3	10. 8	22.1	11.8	7 .7	2 .8	2 .2	2 .1	100	100

Source-Central Statistics Services1991

The youth in Umlazi forms 22.1% of the total population and there is a high possibility for them to be involved in tourism activities. They can be involved in recreational activities; cultural activities and run a youth hostel, under proper guidance and supervision of an adult management team. The school going group which makes up to 40.6 % (31.3 + 9.3) have great potential in utilising the tourist Information Centre as they usually go out on excursions with their schools.

According to a Consumer Survey-October 1997 to April 1998 by KwaZulu-Natal Tourism Authority, most tourists in KZN are domestic and come from within the province. It is obvious that Blacks would love to be accommodated in Townships where it is cheaper and where the lifestyle is not completely different from what they are used to. The foreign tourists would also go to townships to get the experience of the life of the township people as compared to the hotel experience which they are familiar with in their home countries.

3.2 ATTRACTIONS – SOCIAL/CULTURAL AND PHYSICAL

When Umlazi was developed during the sixties under the Group Areas Act, it took in people who were evicted from Cator Manor (Umkhumbane) and other regions. According to Data Research Africa (1995), the original plans for the settlement were grand in that they included business and entertainment facilities such as theatres, but these wishes never materialised because almost all the open spaces became points of invasion by informal settlers.

3.2.1. Social Institutions-Educational

Umlazi has about 109 schools under the management of Umlazi North and Umlazi South Districts.

The numbers of schools are as follows:

1. Pre-primary Schools	07
2. Lower Primary Schools	31
3. Higher Primary Schools	26
4. Combined Higher Primary Schools	09
5. High Schools	29
6. Special Schools	04
7. Technical College	01
8. Technikon	01
9. University Campus	01
Total	**109**

The proliferation of the special schools, i.e.. School for the mentally handicapped (Thuthukile – Q section), school for the deaf and dumb at V section, school for the physically handicapped (Mason Lincoln, previously known as Malandeni) and the school for the blind at Nduduzweni, are good attractions for the tourists, especially the domestic tourists. The boarding schools in Umlazi namely; Vukuzakhe High and Umlazi Comtech will open their accommodation facilities to tourists. Group tourists to the township can also use the Umlazi Technical College and Mangosuthu Technikon for their accommodation facilities. The educational institutions like the

University of Zululand, the Place of Safety and Nduduzweni are located adjacent to each other and hold their own appeal for tourists.

Observing high school pupils manufacture radios at Umlazi Comtech would be an exciting experience.

Other schools in Umlazi are well known for their outstanding academic results. Schools like Zwelibanzi and Vukuzakhe have been obtaining 100% pass rate for the past three years in succession. Zwelibanzi High School is also well known for its performance in choral music. In 1998 this school became the Provincial as well as the National champion in choral music, sweeping away all the prizes.
(See map on attractions for some schools at the appendix).

Primary schools too are involved in cultural competitions. Umlazi is proud of its outstanding Indlamu dancers in the province.

3.2.2. Health

Umlazi has one hospital and eight clinics. There are a number of private doctors' practices. Most of them are found where there are economic nodes like the railway stations, the commercial centres and taxi ranks. The availability of health facilities tends to guarantee the life of tourists and host community. There is a popular traditional healer with his herbal shop at J section shopping centre. His shop is known as **Kwa-Zihlahla Zemithi**.

3.2.3 Historical /Political Attractions

The proposed tourist attractions have been identified unanimously at the tourism workshop because of their attachment to the history and politics of the township. Some are listed below. (See map on attractions provided on page 38 (I)).

Brief historical backgrounds to the attractions will be provided so as to give highlights of the attractions to the tourists. These highlights will be formulated into pamphlets that could be sold to the tourists. This information would be related to the tourists by well qualified tour guide as he imitates the story teller. Appendix 1 provides highlights on K. E. Masinga's life.

3.2.3.1 K. E. Masinga (E section)

Umlazi is proud of having the first Black employee of the Broadcasting Corporation, Mr King Edward Masinga. K. E. Masinga is known as " Uyise ka Radio Bantu", the founder of Radio Bantu. His house is in 'E' section Umlazi next to 'E' shopping Complex. (See Appendix on K.E. Masinga- The first Black Broadcaster).The sample on KE Masinga in appendix ii is used to show what will be expected from the tour guide on all the attractions,

3.2.3.2 Mxenges Residence (V section)

The house belongs to the two radical lawyers for Human Rights, Mr Griffiths and Mrs Victoria Mxenge who became victims of the political struggles of the eighties. They were both brutally

killed. Mr Mxenge was murdered at the Umlazi cycle Stadium by the sinister forces of the government of the time. Mrs Victoria was shot dead at her house in 1984. It has been proposed that the Mxenge house form part of the trail.

3.2.3.3 Mayor Obed Mlaba (N section)

The first Mayor of Durban Metro lives in N section Umlazi, an area of 'upmarket' properties.

3.2.3.4 Mayor Teresa Mthembu (N section)

The Mayor of Metro South Central Region lives in Umlazi Townships surrounded by four roomed houses. One becomes surprised to see the Mayor living deep in the low class type of neighbourhood. This is worth visiting and seeing when you are around Durban and especially when you are in Umlazi.

3.2.4 Religious Attractions

Umlazi has different religions namely; Christianity in the majority, Nazareth (Shembe) and traditional believers. They all have different ways of worshipping God. The tourists can be exposed to all these kinds of teachings and beliefs. The following are just a few examples of sites for these worships.

3.2.4.1 *Kwa-mdhladhla*

It has been mentioned that Umlazi was a mission station. The mission station at Glebe lands is an attraction on its own. The first Church namely kwaMdhladhla which is a Church of

England of South Africa at V section, was the first Church to be built at Umlazi. There is an old building as well as the modern one. Here tourists will also see the graveyard where the first settlers of Umlazi are buried and eye-catching tombstones within the premises of the church.

The Roman Catholic Church buildings are conspicuous with their unique architectural styles compared to other churches at Umlazi.

3.2.4.2 *Emakhehleni*

Here members of the congregation still practise the traditional way of worshipping. They worship God known as Umvelingqangi through the ancestors. Although it is related to cult it is not clearly a cult religion. Emakhehleni is situated at Malukazi known as X section of Umlazi. It would be an experience to see how goats and beasts are slaughtered for the cleansing of sins, and also to plead for forgiveness if there has been a dispute in the family. Emakhehleni followers believe that unresolved disputes may result in sickness, especially among their children. This occurs if the ancestors are angry. Non worshippers also attend the service, as they believe that they might get fortune and fame from their ancestors. The church serves as a mediator between the living and the ancestors who they believe are capable of communicating with God as they are near Him.

3.2.5 Administration relative to the Information Center

There is fair administration of Umlazi Township. Emaweleni administrative offices at W section and also Umlazi Magisterial Court at V section make this possible. Cases involving fines less than R10 000.00 are tried at this court. Travellers/tourists can visit the court to see how cases are tried in the township.

3.2.5.1 *law & police*

Umlazi has one magistrate court at V section near Kwa-Zulu Finance and Investment Corporation. There are two police stations, one in V section and the other one at BB section. Because of the large population and instability in the township, satellite police stations or police offices have been opened at U section and J section. These make it easier to maintain law and order in the township.

The Natal Durban Corporation (NDC) police officers are in operation in Umlazi. For the tourists, there is an escorting wing at Umlazi V police station that looks after the safety and security of the tourists. The safety of tourists can therefore be guaranteed in the township. No reports on muggings and robbing on tourists have been made, yet there are German exchange students who attend schools in the township. They stay in the townships and move everywhere in the township without fear of insecurity.

3.2.6 Accommodation: Hostels, Hotels, B & Bs Relative to the T.I.C.

Accommodation is a very important component or sector of tourism that caters for the tourist at the destination. A person returns to a country for a visit if he has been staying at accommodation which was filled with warmth, care, love, safety and a lot of hospitality.

Umlazi has hostels in four educational institutions namely: Umlazi Technical School, Umlazi Comtech, Mangosuthu Technikon and Vukuzakhe High School. These can be utilised by tourists travelling in-groups. At the workshop for tourism held at Umlazi Comtech, the representatives of different sectors of the community showed a great interest in the provision of accommodation to the tourists, in the form of Bed and Breakfast (B&B) and even guesthouses. Dr Rush Mkhize at D section, near what used to be called Star Point Five has about 16 beds. There is also Mrs Khale Mbonambi from the nearby Ngonyameni, a rural- urban fringe who has offered B&B accommodation at her home. Clearly accommodation is available for tourists at Umlazi.

There is also a need for a youth hostel to be built here as schools from rural areas do have educational tours or excursions to Durban on a yearly basis. These schools tend to experience problems with accommodation, as lodges in the city are expensive. Some of them charge R55.00 per child per night or even more.

Umlazi was the first Black Township to have a hotel called the Executive Hotel. Unfortunately it ceased to operate as a hotel after the death of the

owner, but changed to a residence for Mangosuthu students. As more tourists visit Umlazi the original status of the hotel could be reinstated as it still resembles a hotel complex and the off sales is still operating.

3.2.7 Informal Settlements

Informal settlements around South African cities have become attractions to tourists. This is due to the fact that tourists are not familiar with them, as they don't have them in their countries. Although there are "ghettos" in America, for instance, they don't look like the squatters/shacks in South Africa and they function differently.

Umlazi has two popular and old informal settlements known as Kwa-Mgaga and Malukazi or 'Mjondolo' as it used to be known. During the time of the writing Malukazi was being upgraded. These settlements are as old as the township itself. They are more than 30 years old. Besides these two there is also a number of new ones like Uganda, Chimora, Zamani, BoraBora and others that mushroom daily in the township. Although some of these settlements have been provided with suburban like latrines for sanitation, others still use the old pit (system) latrines. It is possible that these informal settlements will in the near future get the modern waterborne sanitation system. Water in the form of standpipes is provided for a group of 50 dwelling units or shacks. Some of the shacks here have electricity except those that are in a flood-line and those within the electricity servitude. (Map of informal settlements provided on page 49 (I).

3.2.8 Taverns

Umlazi has a number of taverns that are in full operation in various sections of the township. To mention just a few, there is Swazi Tavern in section A, Sikhona's Tavern- A section; these are already servicing the tourists. Other taverns found inside the township are the Halfway Tavern in AA, one in P, M, and in almost all the sections there is at least one tavern. There are only two that are being visited by tourists, the Skhona and Swazi Taverns in A section.

If the tourists are able to spend their time up to ten o'clock at night at the tavern, it proves that the tourists do like to stay in the townships even at night. There is no incident of harassment against tourists that the writer is aware of in the township. As long as local people accompany the tourist there is no way that the tourists can be mugged or hijacked. The information centre is very important in that tourists will get all the information they need like where to go to for eating, drinking, fitness, recreation and entertainment and where the facilities and amenities are located in Umlazi.

3.2.9 Recreational Facilities

There are few recreational facilities here. There are two Soccer Stadiums, one at the entrance of the township at Glebe directly opposite to the 'Ematekisini' Taxi Rank and the other at D section near KwaMnyandu Station.

There is also Railway Stadium, which is often used for meetings and athletics. The other one is at D section known as King Zwelithini Soccer

Stadium previously known as De Wet Nel Stadium. It was opened in 1972. Big national professional matches have been played here. There are also football grounds in the township. Unfortunately professional matches are no longer played in Umlazi. Yet sport is popular in townships particularly soccer. This is a very serious and sensitive issue, as sports no longer bring any income to the township. Big matches were last played in the late eighties and early nineties.

An indoor – game centre, currently under construction, may start operating next year 1999. It is located at D section. There is one swimming pool at D section and a tennis court, which is no longer operational. Unfortunately squatters have settled into this facility. There is also a park near King Zwelithini Stadium.. D section seems to be the 'hub' of many recreation facilities.

3.2.9.1 *Parks*

There is one modern park at D section. At U section there is a private park owned by a single individual. Everything he uses is natural and found within the nearby environment. The park is called "HOW LONG " and is used by the community to take wedding photos. The owner maintains it on his own without any help from the local council. This tends to be a" must-see "' park in Umlazi. Another park is at the entrance of the township, which is not suitably located because it is very close to the highway. This may pose danger to the children crossing the highway to play. The problem with these parks is that they cater for young boys and girls only. They do not have benches and trees for shade like the one at D section and the one at Z

section. No provision has been made for older people who would also like to go to the park for recreation.

3.2.9.2 *Music and dance*

There are many choral music groups in this township, Amazwi kaZulu, Durban Serenade, Durban Sings and many other adult choirs as well as good school choirs. There are cultural music groups and gospel music groups. Spansula as well as gumboot dance groups are found in the township. There are also ballroom dance groups available here.

3.2.9.3 *Physical attractions*

Tourists are usually attracted by landscape and the way people live. Although there are no outstanding and conspicuous physical attractions like waterfalls and caves or range of mountains at Umlazi, there are features that are worth seeing. The topography is hilly hence the steep streets which is not a common phenomenon of most townships in South Africa and KwaZulu Natal in particular. The township has perennial rivers running through it and around it namely Mfongosi, Isipingo, Umlazi and Ezimbokodweni.

These rivers have open valleys where appropriate recreational facilities can be created to enhance the natural scenery of the area. These facilities should be located in close proximity to these natural resources like the "HOW LONG" park that is privately owned. Mfongosi River has a remarkably steep sided valley as one crosses the bridge towards " E " section. This

steep sided valley resembles a gorge and surprising people have built their informal houses, made of blocks on this gorge. This houses appear to be hanging onto the river.

A unique feature of the township is that it has big rivers running through and bordering it. These rivers have a great potential of attracting agricultural activities like small holding gardening on their plains. Whilst developing the areas along rivers environmental consideration should not be confined to the preservation of natural areas but should include the establishment of more appropriate build environments along the spine. There are gorges along Ezimbokodweni River. One of them has a sad history where a man fell and died while he was cleaning the yard. A helicopter was sent to pick-up his body. This shows how steep some of the slopes can be. Besides, these areas need preservation because they have indigenous forests. They also need fencing. Tourists can be taken to those areas for viewing purposes and for hiking upstream and even for camping.

3.2.10 Rural-Urban fringe – Engonyameni & Proposed Nature Reserve

Engonyameni is located outside Umlazi. It is a rural area with urban characteristics. The people of Ngonyameni have proposed to the Department of Nature Conservation a Nature reserve, which will have the 'Big Five' and the proposal has been accepted. The area has been

left uninhabited after the faction fights and the taxi wars of 1996. Few people returned to the area but many fled to the nearby Umlazi adding more shacks in the township.

The tourist will include in their township tour a drive through Ngonyameni nature reserve and have a stop over at Khale Mbonambi's Residence, a proposed B&B and Pub facility.

A lodge will be provided inside the nature reserve. The tourists will have the total Hluhluwe-Umfolozi experience in a 30 minutes drive from the city.

3.2.11 Events

The province and Durban Metro in particular has a number of activities and events that attract international visitors throughout the year. The calendar of events for the year provides information on what is happening, where and when. Most of the events held in the city are related to sports, conferences and craft exhibitions like INDABA that attracts many international as well as domestic visitors. Different producers exhibit their products at Indaba.

There are cultural events that are celebrated in this province like the Reed Dance " Umkhosi Womhlanga" at one of the King's Palaces called Enyokeni at Nongoma. This is a yearly event, where the King is expected to choose the bride who will become one of his "

Ondlunkulu". Young women come from all over the country for this ceremony There is also King Shaka's Day that the Zulus observe on which the mighty king of the Zulus was assassinated. This important day is celebrated on the Heritage day that falls on the 24th of September every year. This event has an enormous potential for attracting visitors, and if it is properly organised to include tourism activities.

These events do not only attract overseas tourists, but also domestic tourists. People normally come from all over the country, and local people from Umlazi can hire buses to Stanger where the King's grave is. In this way they engage in a tourism activity. At the celebration they can buy things like crafted articles and traditional food. This celebration becomes an income generating activity for the town and for the people selling their commodities.

Umlazi is proud of having choirs that are known nationally and internationally, both adult and school choirs. To name but a few there is Amazwi Ka Zulu, Durban Sings and Durban South choirs. These choirs and the others in and around Umlazi can host the music festival in the township, which can attract many visitors to the area. This can easily be turned into a yearly event. Similar festivals can be organised for the gospel, jazz, ingoma dancers, spansula dancers and others.

These groups can also perform for the tourists at a fee. Tourists can be transported from the city to entertain themselves in the township. If these activities are well advertised they can attract visitors from all over the country. There are also cultural groups from the primary

schools that can be trained to perform for tourists during the weekends.

KwaZulu-Natal is the only province in South Africa with a monarchy provided for in the constitution of the country. This on its own is an attraction. The soon to be developed Emakhosini Valley will make KwaZulu-Natal a "must see" province. Emakhosini Valley, the Valley of the Kings provides the tourists with historical background of the Zulus and their kingship and a total Zulu experience, which includes all the customs for which the Zulus are known.

Umlazi tourist information centre will provide a calendar of events and brochures with all the attractions and the activities this province offers to tourists. The major events of the century namely, the Anglo-Boer War and Anglo- Zulu War celebrations and the Drum Millenium that the city of Durban will host in (1999) will draw the tourists from all over the world. These events will provide job opportunities for people during the preparatory stage and will bring income to the province that will somehow spill over to townships. Umlazi will directly and indirectly benefit from these events.

3.3 RIVERS AND PARKS

The four rivers that run through and around Umlazi make Umlazi to be unique, as most townships do not even have a single perennial river. The rivers are Umlazi, Mfongosi, Isipingo and Ezimbokodweni. A lot has been mentioned about them elsewhere in this discussion.

The parks are found all over the township where good open spaces are found. These are near sports or soccer fields. Names of some of these parks have now and again been mentioned in this discussion. The Te Huis Park near the entrance of the township, which is very beautiful, needs to be improved so as to cater for all age groups including adults and not children only as it currently does.

3.4 TOURIST PRODUCT OWNERS - LOCAL COMMUNITY

The tourism products at Umlazi range from accommodation, transport, cultural i.e. heritage related products, entertainment and recreational amenities. There are a number of people who have offered to provide accommodation facilities. These range from B&B to guest- houses. It has been stated that tourists have stayed in Umlazi before, free of charge. With the introduction of tourism in a proper way, the information centre will have a list of accommodations and their charge rates. Through accommodating tourists, people will receive education in hospitality and get exposure on how to go about registering and running a tourism product. The tourist information centre is responsible for educating the host community.

The people who have opted to become tour operators and tour guides will meet the tourists at the information centre and take them to their accommodation, to various shebeens , entertainment centres and to sporting amenities or refreshment.

The product owners at Umlazi have to market their products. The usual way of marketing products is advertising in a well-designed brochure. Besides

producing brochures Umlazi can be marketed through direct mail advertising, journal advertising, trade news or be involved in trade affairs, word of mouth and personal sales representatives (Hutt and Spel 1995 115). Other strategies like promotions, sales, packaging, billboards and publications can be employed/utilised.

An officer responsible for marketing Umlazi has to commit all his/her efforts in making Umlazi known to the market and potential consumers. When there is "Indaba" in Durban where all tourism product owners buy stands and display their products, Umlazi should have a stand where all products will be displayed. The officer must be a person who knows marketing and has an experience in tourism marketing.

Further more the tourism officer at the centre must attend Trade Affairs where she/he will promote Umlazi tourism products. The product range from accommodations, transport, crafts recreation to hunting which is peculiar to a townships. There are people who hunt with dogs along the river valleys found at Umlazi. The writer has met people hunting along Isipingo and Ezimbokodweni rivers. Hunting in a township can be a memorable experience to the tourists.

The correct target marketing channels need to be utilised for the particular products. For distance magazines like Gateway local weekly paper supplements can be utilised for domestic tourists.

International tourists can be reached through international agents, tour guides, airline news like SAWUBONA magazine found in the South African Airways (SAA), Umlazi has German students who are on Student Exchange

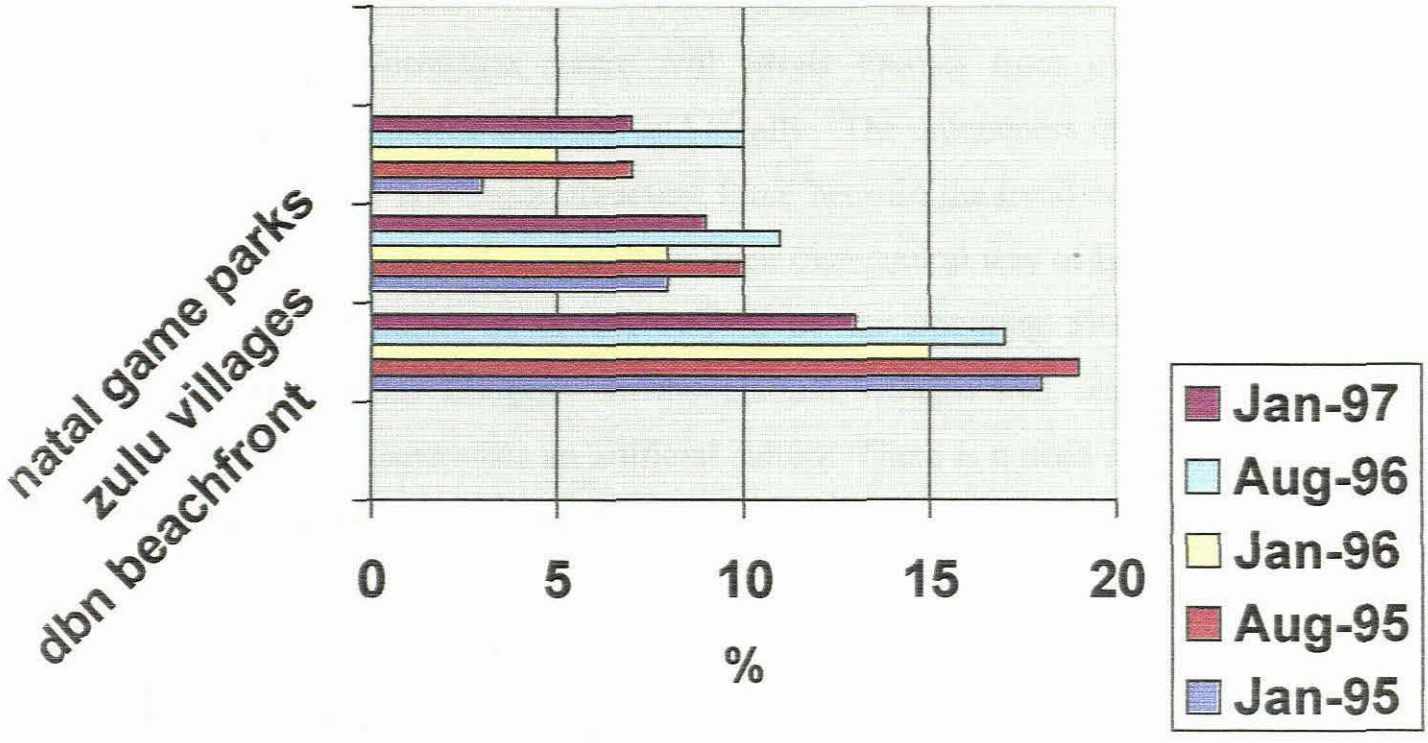
programmes, like Ogwini Comprehensive School. These students can send brochures to their parents at homes. The most effective method of marketing Umlazi will be through the word of mouth when the students return to their countries. They will explain the type of life they have led whilst at Umlazi-Durban, and this will entice the potential tourists to wish to see Umlazi.

Besides the methods mentioned above, tourism marketing is also becoming highly technical and electronic. Brochures are no longer the most important medium of promotion. Umlazi Tourist Information Centre is fortunate to be close to KwaZulu-Natal Tourism Authority which has a fax on demand and other computer reservation systems. Through networking with the international tourism office in Durban there are lots of international visitors that the township can receive, as Umlazi would be communicating directly with the tourists.

Satour's International market Surveys, July 1997 reveal that the following proportions of foreign air arrival tourists visit the following key attractions in KwaZulu-Natal province

When comparing Natal Game Parks, Zulu villages and Durban Beachfront, Durban beachfront seems to be receiving more tourists than the rest. A maximum of 19% in August 1995 and a minimum of 13% in January 1997. 13% is for greater than 7% of Natal Game Parks and Zulu Villages respectively. Durban beachfront seems to be drawing more tourist than Zulu villages and Natal Game Parks because of its fine sun and sand and also the various craft products available at the beachfront. Variety of recreational facilities namely Funworld , aquarium , waterworld and ricksho.

SOME KEY ATTRACTIONS VISITED IN KWAZULU-NATAL



source SATOUR

It is possible for the foreign tourist who visit the Beachfront to be attracted towards the township to have a township experience. Once Umlazi is well marketed and promoted the number of foreign tourists will increase than the present estimates. The likelihood is that Umlazi would receive about 11% seeing that the World Tourism Organisation predicts and estimate of 702 million tourist arrivals by the year 2000, taking from the growth rate of approximately 4-5% per annum. WTO further believes that areas like Africa the Caribeans, East Asia and Pacific and South Asia will experience growth rate of 4,5% by the year 2010. The product has to be registered first. It is the Information Centre that is responsible for registering products. The centre is of vital importance to the product owners as well as to tourists. A tourist information centre that is responsible for marketing Umlazi is needed.

3.5 TOURISTS – DOMESTIC, REGIONAL, INTERNATIONAL

The Umlazi information centre will attract tourists from overseas and neighbouring countries, overseas and locally. The uniqueness of the culture of the townships is a major attracting force because the trend nowadays for international tourist is to see people in their own natural way of living not the artificial Zulu culture as it is portrayed by the booming Shakaland and Dumazulu cultural villages. In the cultural villages that are owned by whites, tourists experience an artificial culture. There is a need for authentic Zulu villages where tourists will learn the authentic Zulu culture as practised in a natural setting by the Zulus. If tourists need to really experience the culture of the people they will have to stay with them in their own dwelling environments at the nearby Ngonyameni reserve. These experiences would include showing the visitors how cows are milked, herding of the cattle and goats by young boys. Older visitors could even go to a traditional "imbizo" with the locals. Here they would see and hear the "inkosi" addressing his subjects. They would also learn and understand how the locals address the "inkosi" as well as each other when communicating.

3.6 PHYSICAL INFRASTRUCTURE OF THE REGION

The development of infrastructure in KwaZulu-Natal is not evenly and efficiently distributed. There are areas with well -developed infrastructure whilst there are others which do not have even the basic infrastructure. The types of infrastructure elements discussed point to the feasibility of tourism development in Umlazi.

3.6.1 Access and supporting Infrastructure

Unlike other townships Umlazi has almost all the basic infrastructure. Electricity is good because even the people who live in informal settlements are supplied with electricity as long as they can afford it. There is an efficient fresh, clean, drinkable water supplied by Durban Metro. Even tap water is drinkable. Each household has its supply. The people who share standpipes are found in informal settlements.

There is no township for Blacks in the province that has as many and a varied number of educational institutions as Umlazi. For air transport Durban International Airport is very close to Umlazi. The situation of the township close to Durban harbour puts the township on the advantage for cruising facilities i.e. water transport. The roads at Umlazi including those found in informal settlements are tarred. The following are the basic elements of infrastructure that can help to promote tourism development in Umlazi:

- Roads and rail transport – railway stations have beautiful murals that are worth seeing when one is at Umlazi, e.g. KwaMnyandu and Umlazi Stations.
- Airports
- Harbour
- Electricity
- Telecommunications
- Water

3.7 COMPETITOR IDENTIFICATION

Although there are two information offices one at Tourist Junction and the other at the Airport what they both offer is different from what Umlazi Tourist Information Centre will offer. This office will offer mostly indigenous people's culture-related activities of the local that the se two afore-said offices do not offer. Secondly this office will offer township accommodation facilities whereas the other offices provide information on day tours through the trails in the township. Although Inanda has a tourism office it does not provide tourists with accommodation facilities in the area, however they provide simple drive through tours during the day. These tours do not allow the tourists to experience the lifestyle of the host community. Under these circumstances Umlazi office does not have a direct competitor. The existing tourist offices cater for city attractions and do not have township attractions.

3.8 ISSUES REGARDING THE STAKEHOLDERS

The stakeholders in the tourism industry are normally the government, the developer and the community. These three participants play a major role in any tourism development and other tourism issues. In this case the issues relating to the developer will be by-passed as the writer envisaged the involvement of the community as entrepreneurs of the tourism products.

3.8.1. Government Representation

KwaZulu-Natal Tourism Authority, Durban Tourism, Umlazi Tourism Development Committee and Umlazi Community are the major stakeholders pursuing the possibility of establishing the office. They have all seen the need of the office as a matter of urgency. The problem now lies with the Metro Tourism Working Group. Although they agreed on principle on seed funding of R250 000.00 issue, it is still a major hurdle to overcome.

Even though some of the members of the Metro Tourism working group do not see it as a development priority to establish a tourism office in Umlazi, the office is necessary for any proper tourism development. These members argued that the safety of the tourist is not guaranteed in the township, they feel that the beachfront is the only place that needs development in order to attract more tourists. Seemingly they are not aware of a trend in tourism which is gradually shifting towards cultural tourism. The tourist wants to experience something different from what they have back in their countries.

Satour has found from surveys that the warmth and friendliness of the Zulus in Kwazulu-Natal are amongst the reasons why the province attracts more foreign tourists.

Unfortunately the controversy has dragged on until Durban Tourism, which facilitates tourism for the Metro South Central Council has engaged in restructuring which delayed the process even further.

Most relevant stakeholders have agreed upon the site that has been identified as suitable for the development of tourism. When the Information Centre is located at the entrance of the township, its existence will appeal to both tourists and travellers on the cultural tourism that Umlazi offers.

Umlazi falls under Ingonyama Trust and this does not entice developers to invest in the area because of land ownership insecurity. Ingonyama Trust Land refers to townships like Umlazi, Kwa-Mashu and others who are not subordinate to chiefs in rural communities but are subordinates to the King. They are referred to as Ingonyama Trust, accountable to the King, i.e. King Goodwill Zwelithini. Land tenure is not guaranteed since the land belongs to the King or Ingonyama. This gives an opportunity for people in the township to engage in entrepreneurial activities that are tourism related.

With proper guidance from the information centre many people will venture into tourism businesses without fearing competition from their white counterparts and even from Indians. To sustain the centre an, the writer suggests an entrance fee of R 4.00 will be charged at the centre of which 25% will go to Umlazi Tourism Development Committee.

3.8.2. The Communities

It is imperative that the neighbouring communities and Umlazi community are involved and are aware of the development from the pre-planning stage so that they become supportive as their participation can have positive effects on the development. The support of the community is essential in order to create an environment that is attractive and conducive to tourism. In this case, the neighbouring communities include people from Ngonyameni, Isipingo, Lamontville and kwaMakhutha. They should be made aware of the development.

These communities need to be empowered by ensuring that they are committed to the development as tour operators and share holders in the development. For tourism to proceed in the spirit of cooperation, partnership among tour operators is of vital importance. If the community is involved it will erase and remove the stigma surrounding tourism that it is an exclusive industry. People should be directly involved in the projects as either researchers or product owners.

The establishment and development of Umlazi Tourist Information Centre will take Umlazi community along a process of transition from that of a subsistence economy to the change of lifestyle required by a market economy. They will learn to charge people for accommodation rather than accommodating them at no cost as it has been happening

with Denmark students living with Zwelibanzi High School students during the years 1996 and 1997.

In order for the development to be seen to have the full support of the community, it is important that all communication processes reach the full extent of the community. The project facilitator has a responsibility to reach all affected communities through the provision of reliable information. The project has to communicate to every member of the community. The success of any project development depends on good transmission of information to relevant stakeholders.

The community will participate fully in any development that regards them as partners and that will provide them with employment, as the lack of job opportunities is a major problem.

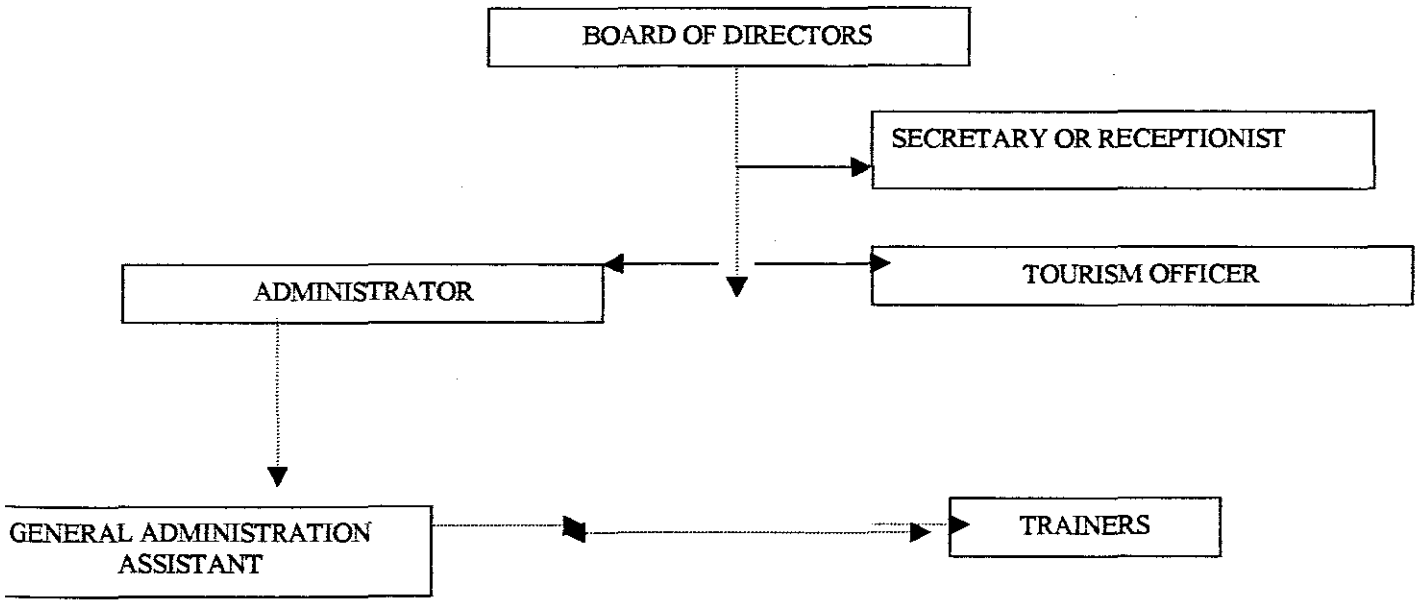
3.9 MANAGEMENT AND ADMINISTRATION OF THE CENTRE

The management board decides on the strategic planning for the centre. The board will also look at strategies that can be devised for evaluation and monitoring the progress of the centre

3.9.1 Advisory council

The tourist information centre will be managed by a competent advisory board made of members selected from the various and relevant stakeholders and also from competent community members, preferably academics and professionals from their fields. It is this Board that decides on the strategic planning of the centre.

FIGURE 3.1: ORGANOGRAM



The managing director or chief executive officer is responsible for managing the development of the office, training and development of the staff

The *secretary* is responsible for handling confidential files and the manager's correspondence.

The *administrator* will handle all general office management.

The *tourism officer* ideals with production, research, marketing the township to the tourists and all tourism matters.

The *general assistant* is responsible for keeping the office presentable, filing, mail management and refreshments.

3.10 FINANCIAL IMPLICATIONS

Refers to how much finance the project will need to operate successfully. The tables for projected annual income and expenditure for 1999 and year 2000 are provided to cater for the finance the project will need.

3.10.1 Sources of funds

Funds will be sourced in different ways namely; entrance fees, membership fees, fundraising, donations, training fees and seed funding.

Entrance fees : each and every member will pay a once off payment of R100 as training fees

Membership fees : comprise of contribution by members who are involved in tourism industry. Tour operators, tour guides, providers of accommodation (B&B, guesthouses, backpackers and youth hostel) and entertainment (gospel, isicathamiya, traditional dance (indlamu), and theatre)

Fundraising : the centre will organise different kinds of sporting activities like soccer (where well known clubs will be approached and 60% of the gate takings will go to the centre). Another form of fundraising will be through competitions, people will buy raffle tickets at R5,00 for a car that will be donated by any car manufacturer that the centre had approached..

Donations : donations will be sourced from the existing businesses in the township and neighbouring industries like South African Breweries, Beacon Sweets, Van Dyk carpets, KwaZulu Finance, Plascon Paints.

Rent will be obtained from leasing companies like the car rentals, travelling agents, and crafts co-operatives.

Training fees : consist of money collected from people who will attend tour guiding courses , and courses rendered to providers of accommodation, courses such as 'how to start and run your own B&B successfully'.

Tour guiding course

The course will take three months. There will be five days a week allocated to training at R50.00 per person per day. For effective training 15 people will be trained per course. The total cost for 60 days for 15 people will be therefore R45.000. In a year there will be four courses and a total number of 60 people will receive training for tour guiding .

Starting and running a successful B&B : people will undertake basic training on how to start and run a bread and breakfast accommodation. 17 training days will be allocated to the course. For a total number of 15 people at R50 per person for 17 days, the costs will be R850 x R15 = R12,750. The total training course for both tour guiding and B&B will equal R45,000 + R12,750 = R57,750.

The tourism officer at the centre will run these courses. In case he/she is unable to cope he/she will source out to other people from the community or any interested parties.

Seed funding : will be direct responsibility of the Metro South Central Council-Tourism Working Group. Our target will be R200,000 per year. This money will help to pay preliminary expenses whilst fundraising and other sources are being organised. Seed funding will be in operation for a period of the first three years, up to a time when the centre can sustain itself.

Application of funds

The income of R817,500 generated from the sources stated above will be utilised as follows :

The larger amount of R295,500 will go to salaries and wages

The next R202,850 will be used to pay for operational expenses.

Capital costs will be R193,500

The surplus of R125,650 will remain for unforseen circumstances whilst some will be kept for erection of our own premises.

3.10.2 Expenditure : involves expenses for capital goods, salaries and wages and operational costs.

Capital goods : expenditure of a capital nature will be paid only once like office furniture, computers and all other office equipment. Depreciation will be written off on assets at 10% per annum using the diminishing balance method. Depreciation refers to the decrease in value of the assets as they are continuously in use. Hence money will be set aside to provide for the asset to be replenished

		PROJECTED ANNUAL INCOME AND EXPENDITURE FOR THE YEAR 1999											
MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL PER YEAR
OPENING BALANCE													
INCOME													
ENTRANCE FEES	2000												2000
MEMBERSHIP FEES	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60000
TRAINING FEES	57750			45000			57750			45000			205500
DONATIONS						50000			50000				100000
FUNDRAISING						50000			50000				100000
SEED FUNDING	200000												
TOTAL INCOME	264750	5000	5000	50000	5000	105000	62750	5000	105000	50000	5000	5000	667500
EXPENDITURE													
ADVERTISING/ MARKETING	5000			3000			4000			3000			15000
LIGHTS & WATER	650	700	720	666.67	600	644	690	660	650	649	685.16	685.17	8000
RENT	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
PRINTING & STATIONERY	2500	2400	1844.13	2333.33	2250	2330	3000	2330.4	2335	2500	2330	1844.14	27997
ADMINISTRATION FEES	10000			10000			10000			10000			40000
TRAVELLING SUBSISTENCE	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	30000
TELEPHONE & FAX BILLS	2000	1500	1550	1450	1600	1375	1425	1550	1300	1500	1250	1500	18000
BANK CHARGES	150	200	195	150	120	190	130	175	140	150	150	200	1950
POSTAGE	400	100	125	150	145	150	120	140	130	150	140	150	1900
RATES	1435	1415	1415	1415	1415	1415	1415	1415	1415	1415	1415	1415	17000
PETROL & OIL	500	500	500	500	500	500	500	500	500	500	500	500	6000
CAR MAINTENANCE	400			400			400			400			1600
REFRESHMENTS	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	15000
SALARIES & WAGES	24625	24625	24625	24625	24625	24625	24625	24625	24625	24625	24625	24625	295500
SUNDRY EXPENSES	500	350	465.84	400	416.67	500	450	325	415	416.66	465.84	295	5000.01
TOTAL EXPENDITURE	53410	37040	36689.97	50340	36921.67	36979	52005	36970.4	36760	50555.66	36811	36464.31	500947.01

Table 3 (a) and 3 b) proposed

The writer has proposed an approximate of 20 members to affiliate on the initial stages of the centre establishment.
Each member will be expected to pay a non-refundable one-off payment registration/joining fee. This adds to R2000 a month for twelve months, it will be R24000

During training a group of 15 members will be selected for effective education and training per session. A
concise, but detailed table on thiss page has been compiled by the writer to indicate the financial implications for this development

PROJECTED ANNUAL INCOME AND EXPENDITURE FOR THE YEAR 2000

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL PER YEAR
PENING BALANCE	125650												
COME													
ITRANCE FEES	2200												2200
EMBERSHIP FEES	5500	5500	5500	5500	5500	5500	5500	5500	5500	5500	5500	5500	66000
RAINING FEES	63525			49500			63525			49500			226050
ONATIONS	50000					150000			120000				320000
JNDRAISING	25000					50000				100000			175000
EED FUNDING	220000												220000
OTAL INCOME	366225	5500	5500	55000	5500	205500	69025	5500	125500	155000	5500	5500	1009250
XPENDITURE													
DVERTISING/ MARKETING	5500			3300			4400			3300			16500
IGHTS & WATER	715	770	792	733.34	660	708.4	759	726	715	713.9	753.68	753.69	8800.01
ENT	1650	1650	1650	1650	1650	1650	1650	1650	1650	1650	1650	1650	19800
RINTING & STATIONERY	2750	2640	2028.54	2566.66	2475	2563	3300	2566.74	2568.5	2750	2563	2028.55	30799.99
DMINISTRATION FEES	11000			11000			11000			11000			44000
RAVELLING SUBSISTENCE	2750	2750	2750	2750	2750	2750	2750	2750	2750	2750	2750	2750	33000
ELEPHONE & FAX BILLS	2200	1650	1705	1595	1760	1512.5	1567.5	1705	1430	1650	1375	1650	19800
ANK CHARGES	165	220	214.5	165	132	209	143	192.5	154	165	165	220	2145
OSTAGE	440	110	137.5	165	159.5	165	132	154	143	165	154	165	2090
ATES	1578.5	1556.5	1556.5	1556.5	1556.5	1556.5	1556.5	1556.5	1556.5	1556.5	1556.5	1556.5	18700
ROL & OIL	550	550	550	550	550	550	550	550	550	550	550	550	6600
AR MAINTENANCE	440						440			440			1320
[illegible]	1375	1375	1375	1375	1375	1375	1375	1375	1375	1375	1375	1375	16500
ALARIES & WAGES	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	27087.5	325050
JNDRY EXPENSES	550	275	512.42	440	458.34	550	495	357.5	456.5	458	512.42	324.5	5389.68
[illegible] EXPENDITURE	58751	40634	40358.96	54934	40613.84	40676.9	57205.5	40670.74	40436	55610.9	40492.1	40110.74	550494.68

Some expenses will be paid on a monthly basis (electricity, salaries, rent, telephone etc.) as well as quarterly like advertising, car maintenance , training etc.

3.10.3 PROJECTED CAPITAL EXPENDITURE

Computers	R30000
Furniture and equipment	R72000
Photocopier	R10000
TV monitor	R3000
Video camera	R3500
Video cassette recorder	R2500
Overhead projector	R2000
Flip chart board	R500
Vehicle	R70000
TOTAL	R193.500

For the year 2000 projections, 10% increase for both income and expenditure has been allocated and donations and fundraising will increase as more companies become aware of the existence of the centre. There will be surplus since capital goods will not be replaced.

It is clear from the writers' projections that the centre can operate professionally and be able to sustain itself as a business

3.11 REFLECTED PERCEPTION OF THE UMLAZI RESIDENTS ABOUT THE ESTABLISHMENT OF A TOURIST INFORMATION CENTRE

PERSONAL DETAILS

TABLE 3.11.1 : AGE STRUCTURE

RESPONSE	***NUMBER***	***PERCENTAGE***
Up to 25	8	26,7%
25 – 30	18	60%
Over 50	4	13,3%
TOTAL	30	100%

Out of 30 people interviewed 18 respondents are in the bracket 25-50 years and they form 60% of the respondents. This category of respondents is likely to be employed, hence have a great potential of tourism exposure, for instance when one attends company meetings and conferences

TABLE 3.11.2 : ETHNIC GROUP

RESPONSE	***NUMBER***	***PERCENTAGE***
White	1	3,3%
African	27	97%
Indian	1	3,3%
Coloured	1	3,3%
TOTAL	30	100%

The table reflects that about 90% of the respondents are Africans because the study is based on an African township where the majority of the people is Africans. About 3.3 of the Coloured group, Indians, as well as

Whites are found in this township. Some of them are employed for instance in schools namely Ogwini, Comtech and Umlazi Tech.

TABLE 3.11.3 : SEX VARIABLES

RESPONSE	***NUMBER***	***PERCENTAGE***
Females	20	67%
Males	10	33%
TOTAL	30	100%

Two thirds, that is 67% of the sample are females and males form a third, 33% of the sample. This is true as the trend is that there are more females than males. There is a higher proportion of females to males that rank about 66.7% of the respondents. Further more it is assumed that there are more females than males who are keen to travel. This supports the reflected data .

TABLE 3.11.4: EDUCATIONAL LEVEL

RESPONSE	***NUMBER***	***PERCENTAGE***
Primary School Education	0	0
Secondary School Education	1	3
High School Education	14	47%
Tertiary Level	15	50%
TOTAL	30	100%

The data analysis reflect that about 50% of the population have tertiary qualification. About 47% of the respondents have high school qualification. This implies a high rate of literacy of Umlazi residents and confirms the high rate of educational level. Their education level will make it easier for them to understand tourism once an awareness campaign on tourism is conducted for the township.

TABLE 3.11.5 : EMPLOYMENT DESCRIPTION

RESPONSE	***NUMBER***	***PERCENTAGE***
Domestic	2	7%
Civil Servant	14	47%
Labourer	2	7%
Business	7	23,3%
Scholar	5	17%
TOTAL	30	100%

A larger percentage of the interviewees is employed by the various governmental departments, like education, health, administration, SAPS. Civil Servants make up to 47% of the sample. The business sector forms about 23,3% of the sample. Some of the people are business people who are involved in big businesses and also in emerging businesses or Small, Medium and Micro Enterprises (SMME).

TABLE 3.11.6 : INCOME BRACKET

RESPONSE	***NUMBER***	***PERCENTAGE***
R100 – R499	3	10%
R500 – R999	1	3,3%
R1 000 – R1 999	4	13,3%
R2 000 – R3 999	10	33,3%
R4 000 – R4 999	1	3,3%
R5 000 and above	6	20%
Nil income	5	17%
TOTAL	30	100%

The people of Umlazi who earn from R2 000 – R4 000,00 make up to 33,3%. This concurs well with 47% who are civil servants. 17% of the people is not employed, 10% gets less than the living wage. At least 13% earn about R2 000 which is more than a living wage taken as the living wage averages about R1 500,00. It is interesting to note that there is 20% of interviewees, who get more than R5 000. From the statistics, about 33,3% reflects respondents who are better qualified, whilst a sizeable proportion of the respondents receive low wages.

TOURISM AS A CONCEPT

TABLE 3.11.7: TOURISM BACKGROUND

RESPONSE	***NUMBER***	***PERCENTAGE***
A lot	0	0
Not much	25	83,3%
Nothing at all	5	16,7%
TOTAL	30	100%

From the data collected there is not even a single person who knows tourism very well. The huge percentage (83,3%) does not have that much information about tourism. It is not surprising to see that about 17% know nothing about tourism. This confirms the assumption that in African townships very little or nothing like tourism (did find a role in development) has been provided for development. It is alarming that there are some respondents that know nothing about tourism, whilst a sizeable proportion know not much about tourism.

TABLE 3.11.8 : USAGE OF TOURIST INFORMATION CENTRE BEFORE

RESPONSE	***NUMBER***	***PERCENTAGE***
Yes	2	6,7%
No	28	93,3%
TOTAL	30	100%

From the table above more than 90% of the interviewees have never used the tourist information Centre before. Only 6,7% of the sample have used the facility before. These percentages show that the majority of the

population have never been exposed to the facility. The reasons may be that they do not visit/tour or they are not aware that they can use such facilities if they are to go for holidays or excursions.

TABLE 3.11.9 : WOULD YOU LIKE TO GET INFORMATION ABOUT TOURISM

RESPONSE	***NUMBER***	***PERCENTAGE***
Yes	29	96,7%
No	1	3,3%
TOTAL	30	100%

When responding to the question of the need for tourism information about 97% showed a keen interest in tourism information. It is only 3% that showed less interest in tourism information. The reason might be that this single person is not employed which means he can not afford to tour or he/she did not get the question clearly. The response to this question (emphasises) the need for a tourist information Centre at Umlazi.

TABLE 3.11.10: PERCEPTION ABOUT TOURISM

RESPONSE	***NUMBER***	***PERCENTAGE***
Very much interested	15	50%
In a way interested	7	23,3%
I can't say	5	16,7%
It's a white man's thing	3	10%
TOTAL	30	100%

Concerning people's perception about tourism 50% of the sample showed a great interest in tourism even though they know nothing at all about tourism. A considerable percentage, 23,3% in a way showed a positive attitude towards tourism. About 17% of the population is not sure of their position within tourism. There is also 10% of the population who still perceive tourism as something belonging to the whites not them. It's not their thing. It does not bother them whether they know about tourism of not.

TABLE 3.11.11 : HOW OFTEN DO YOU TRAVEL TO VARIOUS PLACES AWAY FROM HOME?

RESPONSE	***NUMBER***	***PERCENTAGE***
Never at all	4	13,3%
Regularly	2	6,7%
Sometimes	12	40%
Daily	0	0
Weekly	1	3,3%
Monthly	1	3,3%
Yearly	4	13,3%
On special occasion	6	20%
TOTAL	30	100%

On the question of how often do you travel it is clear from table 3.11.11 that 40% of the people do travel sometimes. 20% travels on special occasions like religious pilgrimages. It is not a surprise to note that about 13% the population does not tour at all as travelling need a reasonable amount of

money and there are people here as indicated by the interview who are without income. This is also a group that forms 13% who travel on yearly basis probably during holidays. There is 6,7% of people who travel regularly and the 3,3% for weekly and monthly travels. These tourists may be travelling on business as there are business people in the township.

TABLE 3.11.12 : WHEN WAS YOUR LAST VISIT

RESPONSE	***NUMBER***	***PERCENTAGE***
Early this year	1	3,3%
Last year	15	50%
Two years ago	9	30%
Have never travelled before	5	16,7%
TOTAL	30	100%

The response to the question; when was your last visit shows that above average people of Umlazi tour. 50%'s last visit was last year. 30% had been involved in touring two years previously. This totals up to 80% + 3,3% = 83,3% of Umlazi people who visit different places for different reasons. The 16,7% who have never travelled before might be having financial problems, or it might be lack of exposure to tourism.

TABLE 3.11.13 : DO YOU WISH TO TRAVEL IN THE NEAR FUTURE?

RESPONSE	***NUMBER***	***PERCENTAGE***
Yes	26	86,7%
Not sure as yet	4	13,3%
Do not wish to	0	0
TOTAL	30	100%

On answering the question; do you wish to travel in the near future, about 87% gave a positive response. This shows the keen interest on travelling by the larger population of Umlazi which confirms the need for a tourist information office. 13,3% responded by showing uncertainty, saying not sure as yet. At least their response does not indicate that they discard visiting all together. They are all interested in visiting, hence a great probability of using the tourist facility in question.

TABLE 3.11.14 : PURPOSE OF TRAVEL

RESPONSE	***NUMBER***	***PERCENTAGE***
Business	5	16,7%
Holidays	18	60%
Religious tour	3	10%
School Excursions	4	13,3%
TOTAL	30	100%

The table above reveals that on average the respondents ranking about 60% travel to spend their holidays to destinations unknown to them which may be interesting. About 13,3% was reflected as scholars whom the writer concluded that mostly travelled around on school excursions. The few about, 10% went on religious tours. It is also evident that about 16,7% travel around on business .

TABLE 3.11.15 : CHOICE OF ACCOMMODATION

RESPONSE	***NUMBER***	***PERCENTAGE***
Hotel	6	20%
Holiday flat/cottage	8	26,7%
Holiday resort	4	133,3%
Private Hotel/Pension	2	6,7%
Friends/Relatives	5	16,7%
Caravan/Camping	2	6,7%
Hostel/Back packer	3	10%
TOTAL	30	100%

Quite a portion of the respondents, about 20% prefer to stay in a hotel, and 26,7% preferred to stay in a holiday flat. Out of the whole interview process, the writer can say this is likely to reflect that business people and civil servants are at a better financial stand than all the other ranks of the interviewees. By and large the majority of respondents preferred a cheaper accommodation like going to friends, camp and hostel.

TABLE 3.11.16 : TYPES OF ATTRACTIONS APPEALING MOST TO YOU

Historic sites, African life, sport facilities, wild life, museum and parks, animal shows, casino, steam train travel, hunting sports, mountain sports, open air activities, any other particular interest

RESPONSE	***NUMBER***	***PERCENTAGE***
All of the above	3	10%
None	1	3%
Some of the above	26	86,7%
TOTAL	30	100%

It transpired from the table that, for the people to enjoy the tour, with some entertaining scenery and experience they would love to go to a place with many entertaining places in mind. A small proportion however indicated that for a tour to be meaningful all the good and entertaining things must be there, if one wishes to enjoy one's stay. Only one respondent showed no interest and a wish of seeing any places. The writer deducted that this one is unemployed, illiterate and has no money which may prompt any movement of some form.

From the data in the above table, it is evident that the respondents are willing to open up their arms for the tourists. It is thus promising that they'll love to stay with the tourists. The writer therefore thinks it will be appropriate to conscientise the community about foreign tourists. Very few of the respondents have a negative attitude to tourists. The writer thinks it's probable those that lack of education and thus the interest to "know".

TABLE 3.11.19 : WOULD YOU ACCOMMODATE TOURISTS AT YOUR HOUSE

RESPONSE	***NUMBER***	***PERCENTAGE***
Yes	25	83,3
No	5	16,7%
TOTAL	30	100%

About 16,7% of the respondents were negative about accommodating tourists at their houses. This may be interpreted as not knowing the significance and value of tourists and what one stands to gain as opposed to about 83% of the respondents, are prepared to accommodate tourists. I hope these respondents hope and believe to gain some knowledge and or experience of some places and what happens there.

TABLE 3.11.20 : HAVE YOU STAYED WITH A TOURIST BEFORE?

RESPONSE	***NUMBER***	***PERCENTAGE***
Yes	5	16,7%
No	25	83,3%
TOTAL	30	100%

The table confirms that the respondents don't know much about tourists and they lack exposure to tourism. The writer says this because a high proportion of the respondents revealed that they had never stayed with the tourists before. About 5% said yes. These the writer thinks, are likely to be business people, and or civil servants and to some degree learners who have had the experience of staying with a tourist before.

TABLE 3.11.21 : APPROPRIATE ARRANGEMENTS TO BE MADE FOR YOUR ITINERARY – SPECIFY LENGTH OF YOUR STAY

RESPONSE	***NUMBER***	***PERCENTAGE***
One day only	1	3%
2-3 days	6	20%
Up to 1 week	13	43,3%
Up to 10 days	4	13,3%
Up to 2 weeks	2	6,7%
Up to 1 month	2	6,7%
Over a month	2	6,7
TOTAL	30	100%

The statistics in this table, reveal that the high number of respondents preferred to stay for a short period of about 1 week. The writer thinks this reflects that quite a sizeable proportion of people are not keen to travel, for they do not know the worth thereof. In the same breath, quite a number of the respondents do not wish to stay away from their homes for nothing more

than ten days. Respondents therefore, by and large don't like or entertain the idea of tourism.

TABLE 3.11.22 : MODE OF TRANSPORT

RESPONSE	***NUMBER***	***PERCENTAGE***
By Air	4	13,3%
By bus/coach	19	63,3%
By hired car	2	6,7
By caravan	2	6,7%
By rail	0	0
By private car	2	6,7
By hitch-hiking	1	0,03%
Other	0	0
TOTAL	30	100%

The majority of the respondents preferred to travel by bus. This is probably because of the convenience of the bus as it can stops anywhere as compared to aeroplane train etc. Furthermore the latest makes of buses is "exquisite" if the writer can say so and is just as comfortable as other modes of transports. The writer thinks a hired car and a caravan, , as a mode of transport is expensive; only the educated and those who can afford will prefer this mode of transport.

TABLE 3.11.23 : WHAT WOULD YOU LIKE YOUR TOURISTS TO SEE AT UMLAZI

RESPONSE	***NUMBER***	***PERCENTAGE***
Nothing	1	3%
Some attractions	5	16,7%
All possible attractions	2	6,7%
Shacks	3	10%
Lifestyle	12	40%
Sporting Activities	5	16%
Shebeen/Taverns	0	0
Religious	2	6,7%
Political Struggle	0	0
TOTAL	30	100%

Most of the respondents reflected that they would like the tourists know about the African lifestyle and culture. For entertainment purposes, a high percentage of 30 % of the respondents wanted to take tourists to the sporting activities. A few of the respondents want tourists to know of how we worship our God.

TABLE 3.11.24 : CONTRIBUTION TOWARDS ESTABLISHMENT AND DEVELOPMENT OF TOURIST INFORMATION CENTRE

RESPONSE	***NUMBER***	***PERCENTAGE***
R5	8	26,7%
R10	9	30%
R15	2	6,7%
R20	6	20%
Other	3	10%
None	1	3%
TOTAL	30	100%

A higher percent of 30% reveal that respondents can afford to contribute as little as R5 – R10. Some , the writer think, who are financial well of were willing to pay a little bit higher about R20. By and large people are illiterate and unemployed, they can not afford to easily contribute anything to the development of Umlazi.

SAFETY AND SECURITY

3.11.25: What precautions do you recommend for the government to ensure the safety of tourists in your area?

In response to this question the majority of the respondents stated clearly that crime should be combated in the country as a whole. The government should increase the police force in residential areas and should create an enabling environment for police to operate. Law enforcement measures by

the government will motivate the police force to really commit themselves in their work by being initiative and responsible in protecting both tourist and host community.

The government is perceived by public as lenient and accommodative to law breakers, consequently the criminals take advantage of the situation at the expense of the defenceless society. By reasonably financing the Department of Justice and the Department of Environmental Affairs and Tourism, the government will enable these departments to perform most of the necessary services expected, thereby satisfying most of the police as well as community needs. The government can achieve this by:

- providing well protected and guarded tourist transport to ensure tourist safety around townships,
- deploying enough police force to guard against any criminal act that might occur- some of the police to actually patrol on foot while others on vans,
- employing local black tour guides to guide tourists through community areas.
- imposing harsher sentences and scrapping the parole system
- denying bail for certain categories of crime eg. Rape
- removing comforts, special privileges and special treatment of prisoners.
- Re-instating capital punishment.

Regarding police force, they should safe guard and protect the public at all times. The spirit of commitment, willingness and responsibility should always prevail in order for them to perform their duties loyally. The tourists should have faith and confidence in our police force. How? By easy

availability, commitment and immediate responsiveness in times of trouble and successfully following and arresting criminals.

Police should therefore be educated and trained about tourism given the fact that the whole country benefits economically from tourist.

3.11. 26: What measures would you take to guarantee the safety of tourist whilst still staying with you?

Most of the respondents felt that the general publics should be made aware of tourism and be educated about tourism from childhood. Public school education and tourism was seen as the beginning of public awareness of the importance of tourism to the township and as the cornerstone for moulding positive attitude towards tourism industry and careers in it, especially in light of the negative views towards tourism developed during apartheid era in South Africa. Unfortunately some of this attitudes persist and continue to affect the perception of tourism and tourism education in the public school system. The result is that too few students coming out of school view tourism as a viable career option because very few tourism institutions and establishments offer them job opportunities.

By understanding the benefit of tourism the public should be made acquainted to tourism in a way that they develop interest from early age and know how to handle tourist in an acceptable manner. In cases where the

tourist stays with the host it is the responsibility of the member of the host family to accompany him/her where the tourist needs to go. The need for tourism awareness can never be underestimated

3.12 INTERPRETATION / FINDINGS

The writer has found that there are many development committees that were set up after the 1994 elections of which the Tourism Development Forum was one. Unfortunately the members elected to this committee never had any background information to tourism hence it became very difficult for tourism to take off at Umlazi. The data confirms that 29 out of 30 respondents need information on tourism.

Secondly the development managers have focussed on other developmental issues like health, transport and education. Ignoring the others like tourism development. After the appearance of several tourism publications and the newspapers, it started to dawn on the stakeholders that tourism should have been made a priority as tourism has short term returns and is the country's earner of foreign exchange.

There is a great potential for cultural tourism at Umlazi as there are tourism assets that the township can offer. These assets and tourist trail need to be photographed and their geographical references needs to be recorded. This is an expensive undertaking that needs proper research to be done through companies that sponsor research like SANPAD

A calendar of events needs to be compiled. People who have different ceremonies like rituals which entails slaughtering of beasts to plead to the

ancestors for forgiveness and for the welfare of everybody in the family. The family concerned should submit the date two months before to the office. Any other function which would be worth seeing should be recorded in the calendar of events of the township. All other activities like competitions, Miss Umlazi, Soccer matches, umemulo 'a Zulu 21st birthday celebration' etc should be recorded. This will promotes marketing of the township and its people to the tourists.

All the schools that offer accommodation are more than willing to assist tourists. When the writer started working on the study, streets were not named but now the streets have all been numbered which means it will be easier for the tourist to find their way around the township.

There are programmes on environmental concerns that are going on. The office has to facilitate competitions for the cleanest schools and the winning school would receive an award and motivation which could be a bursary which will be awarded to the top three students.

It has also been found from the study and the workshop that the tourist attractions in Umlazi that are in operation are sheebens and taverns. It seems the tour operators that take tourist to Umlazi take them to sheebens only. This tends to cause segregation amongst the tourists. Those who do not drink are not catered for by the present tour operators like Hambakahle Tours. The reason behind is that these tour operators do not come from Umlazi. Their knowledge of Umlazi is very limited and also their only interest is in the taverns.

It is the responsibility of the Tourist Information Centre to educate these operators that they should consider other peoples' interests like those who do not drink, who may be on the Christian mission to show what is there in Umlazi that can entertain people besides shebeens. There are tourists who like music, e.g. jazz, classics, choral, traditional music and many other things. They need to be catered for. Without this office it becomes difficult for tourists to be assisted.

CHAPTER 4

FEASIBILITY ANALYSIS OF THE TOURIM CENTRE

4.1 INTRODUCTION

The development of the facility is based on the fact that when the initial sponsors have withdrawn, this project will be able to sustain itself. The community needs to support the development as the facility will not benefit the tourists only but will also benefit the community through its services. To achieve the development, a swot analysis becomes a requisite.

4.2 ANALYSIS

The aim of the analysis is to clarify the state of the area under study and the facility itself. The establishment, development and success of the facility depends upon a number of factors. In this instance these factors may be the positive attitude of the community towards tourism and tourists, the availability and accessibility of the site, the proper management and administration, the diligent, committed and self-motivated staff that is willing to learn and the availability of seed funding.

Funding

It is worth noting that the majority of Umlazi community which constitutes 83.7% is prepared to make monetary contribution of between R5 and R20. About 10% of the population is prepared to pay even more than R20.

From the communities willingness to pay, one can deduce that the community is keen to see the establishment taking off, since

they are willing to support it financially. Consequently there is no fear of the facility closing down, once it is opened. The writer believes the 3% who are not willing to contribute, is likely to be unemployed at the time of the research, or it is ignorance about tourism and its benefits to the community. The other possibility may be the fear that the contributions may be required regularly in a year. The researcher has taken into consideration that the yearly contribution of R10 per household can really sustain the centre.

According to the cultural manager, of Durban Tourism Vusi Mchunu's speech at the workshop of the stakeholders, the issue of seed funding was being addressed by the Metro Tourism Working Group.

4.2.2 Needs of the Umlazi community

The survey has revealed that Umlazi community is in dire need of tourism information. They also wish to see tourism being taught at schools from the early standards, because its ability to intergrate with other subjects like Maths, Accounting, Home Economics for Hospitality Tourism, geography, environmental studies and others. Tour guiding needs to be added to the school curriculum and the members of the community that wishes to undergo such training should not be prevented from doing so. This will stop the scrupulous tour operators from outside the township from taking up businesses that by right

belong to Umlazi resident. In this manner the safety and security of tourists can be guaranteed as the locals know the area well.

The people also wish to see tourists coming and staying at their homes. For them to get to Umlazi, they will have to get information about Umlazi immediately they enter the township. What emanated from the workshop was the eagerness of the community to be involved in tourism businesses.

Tourism awareness seems to be the basic need that the community believes will answer all their problems related to tourism. Tourism awareness has become the eye-opener for most people who are interested and affected by tourism. These needs can be realised through the operation of a tourism information centre at a local level.

It is evident from the survey that 93,2% of the total sample needs information about tourism. The overall trend is Umlazi residents, do tour. For information on touring and tourism, the centre will be more than willing to educate the community about tourism, since one of the roles and objectives of the information centre is to educate and train on various awareness programmes.

Since the community has indicated that they would love to see tourists coming to the township, they need to be taught about courtesy to tourists. On the other hand the tourists need to be educated of what the community expects of them since the culture of local communities and tourists differ.

The issues discussed above point towards the need for the establishment of the tourist information centre.

4.3 SWOT ANALYSIS

In analysing, one has to identify the strengths on which to build a concept or argument, the weaknesses that need to be rectified in order for the project to be successful. Opportunities for development need to be identified. Threats cannot be left out as they indicate the issues that threaten the development. Also they cannot be solved sooner, it is better to know them and engage in development very much aware of the existing threats. Swot analysis will provide the basis for selecting priorities for development. The analysis will also determine the need and urgency for the information centre to be developed.

4.3.1 Strengths

These are the positive points that one can capitalise on if development has to take place. Strengths refer to what is there, that serves as an advantage and will definitely favour development.

The location of Umlazi within the Greater Durban Metropolitan Area, which is the heart and powerhouse of the province, and the present focus of much regional, sub-regional, national and economic development is the major strength. The International Convention Centre (ICC) and Hilton have put Durban amongst the cities in the world and since its establishment there is a noticeable change in a positive manner of the economic growth of the city. Once Umlazi has a tourist information centre, international tourists will definitely visit Umlazi.

4.3.1.1

The site earmarked is excellent, overlooking the Durban International Airport and the sea and is strategically located.

4.3.1.2

There are no direct competitors to this tourism office found in the nearby townships

4.3.1.3

Umlazi is close to good national and regional roads namely N2 south and R102 south that is about 1.3 km off these roads

4.3.1.4

Umlazi is a Malaria free area , therefore tourists' health will not be threatened

4.3.1.5

The climate is good with refreshing winds in summer and a relatively pleasant environment

4.3.1.6

There are studies available, and a lot of development research has been done by academics of the area and also by independent consultants namely, the Data Research Africa - DRA Development Report and the Umlazi Integrated Development Framework by Iyer Rothang Collaborative cc. to assist in the development of a T.I.C.

4.3.1.7

The Metro Council especially the North and South Central Councils acknowledges and recognises the tourism potential of the township

4.3.1.8

Day tours to shebeens/taverns for tourists have already been started and are currently operational

4.3.1.9

As security and safety measure, there is an escorting division in SA Police Service of Umlazi responsible for escorting and guiding tourists through the township. The presence of city Police in Umlazi has drastically reduced the number of car thefts which is the major crime facing Umlazi. Besides these, the tourism

awareness workshops will enlighten the community so that the community feels it compelling to protect the tourists as they now know the value of (tourists) being in their area.

4.3.1.10

The large population of Umlazi provides human resources as the tourism industry is people driven

4.3.1.11

Compared to other townships, the general feeling is that Umlazi is relatively safe and that violence is only restricted to car thefts, especially BMWs and the new Golf. Tourists should not use their own or hired cars in the township. It is of necessity that they use taxis and this way their safety is guaranteed. Taxi operators are now incorporated into the tourism industry as tour operators, and taxi drivers as tour-guides.

4.3.2 Weaknesses

4.3.2.1 The safety of the tourists cannot be guaranteed as there are car thefts and violence that keeps on troubling the taxi industry, yet taxi operators are potential tour operators and tour guides. The Safety Task Group can address

this issue if there can be co-operation between the local community and the group.

4.3.2.2 At the time of writing, the infrastructure is inadequate in informal settlements this includes sanitation, water, post, telephones and roads. As far as streets are concerned there are no street names and this makes it impossible for the tourist driving alone to find places and facilities in the area.

4.3.2.3 There is still a problem of access to land despite the land being available. There is also confusion over who is responsible for land allocation. This confusion will delay the process of developing the centre.

4.3.2.4 Lack of tourism awareness by Umlazi Community and most Blacks sees tourism as a commodity that is sorely neglected given its economic potential .

4.3.3 Opportunities

They offer a chance for tourism development to occur.

4.3.3.1 There are no developed tourist facilities except taverns. There is a great opportunity for the provision of accommodation, services, entertainment

amenities and facilities to be developed for tourist and community use.

4.3.3.2 Since tourism is labour intensive, the employment opportunities will increase significantly as people will be employed in the accommodation sector, catering sector, entertainment, services like banks and car rentals, travelling agency, museum, curio shop and bar.

4.3.3.3 The Small Medium and Micro Enterprises will be contracted for putting up the buildiing during the construction phase.

4.3.3.4 The city of Durban is well known for hosting national and international conferences, sporting events that attract international tourists like rugby and cricket. The example of the Non Aligned Movement (NAM) conference which was held in Durban from the 31st August to 3rd of September 1998 gives the local people an opportunity to market their culture and tourism products to the international tourists.

4.3.3.5 There is a need for a crafts centre where people will be trained in different life skills which will enable them to earn a living even though there are no jobs offered by the industries and civil sector.

4.3.4 Threats

These are those things that cannot be easily solved, they pose a threat to development.

4.3.4.1 Crime which is a plague that affects all countries is also a problem at Umlazi nevertheless the establishment of a city police station in this township indicates the amount of effort the South Central Council is engaged in combating crime. This will enable this township to be tourist friendly. There will be joint effort between city police and South African police in fighting against crime.

4.3.4.2 The unemployment rate is high in the area and results into crime increase and impacts negatively on tourism and on the economy of the area

4.3.4.3 Negative attitudes and perceptions towards the townships by white groups are a threat to tourism development.

4.3.4.4 The Durban loss of tourist numbers for hotel occupancy. This is an indication that tourists are no longer coming to Durban in numbers as it used to be earlier.

4.3.4.5 Budget cuts from Central Government plus the effect Central Government has on Regional Tourism budgets, hinders tourism development in regions.

4.3.4.6 Crime and violence perception actuality in other townships will always pose a threat to Umlazi.

Conclusion for SWOT

It is clear from the SWOT analysis that Umlazi Tourist Information centre is feasible and it will get support from both the community and the tourists, as tourists have already started visiting Umlazi.

4.4 COMPETITOR ANALYSIS

Just because someone sells a similar product or service does not necessarily make that person a competitor. Someone else may make the same product but sell it in an entirely different market. Completely dissimilar products are often substitutable for each other (Barrow *et al.,* 1992: 74). Competitors are good in enabling people to work diligently.

The Umlazi Tourist Information Centre should not feel intimidated by the information office at the airport, instead it should capitalise over the fact that there is an office at the airport which receives tourists as they land. This gives the Umlazi Tourist Information Centre an opportunity to market itself through brochures to tourists before they see other accommodation. Umlazi should leave its brochures at the

information office at the airport to market Umlazi. The following issues need to be considered seriously for healthy competition:

4.4.1 Consider what your competitor charges.

4.4.2 If location costs are cheaper and land values low, hence cheaper service charges. This will attract more group tourists to seek accommodation because of cheaper prices than nearby info centre.

4.4.3 Its uniqueness is the fact that it will be a centre or complex offering services and facilities under one roof, which is not the case with the other information centres makes it a special one. The museum that will be found in the building and the tavern/pub will attract tourists and travellers to the area.

4.4.4 The museum will offer an opportunity for locals to sell their old antiquated goods to the museum. These articles and goods will educate the travellers and the people of Umlazi about what is there for them.

4.4.5 The staff will learn how to do advertising and promotion and come up with something different. How to promote or sell the centre and its products must be looked at from the customers' standpoint and be able to answer the hypothetical question "Why should I buy your product?" (Barrow and Brown 1992: 17).

The only logical and satisfactory answer is because it is different. This information centre is totally various products from the existing ones because it offers different products that the competing information centres do not offer.

4.5 TOURISM ATTRACTION - JUSTIFICATION

As mentioned in the SWOT analysis Umlazi Tourist Information Centre holds a very powerful potential position amongst the range of tourism developments projects in the Metro South Central Council.

The reasons are that the proposed project will include a product profile in the form of goods (facilities) and services in the following defined market areas found in the township.

- historical
- political
- cultural: dance , music
- nature based (wildlife at nearby Ngonyameni)

Furthermore the products will be promoted strongly in the following market places.

- International - overseas
- Regional i.e. Southern Africa
- Domestically - within South Africa KwaZulu-Natal Province and other province in South Africa.

Since this centre will be the first of its kind found in a township it will tend to attract travel groups like youth who are always keen to find new, cheaper and original destinations. Umlazi has cheaper accommodation facilities compared to hotels and B & B in the city. This will be a relief from the unscrupulous hoteliers yet it will be providing what the tourists need at reasonably and satisfactory prices.

The people who have been long in the tourism business believe there is no need for information centres in Black areas. There is no way that the communities can be introduced into the tourism business if a facility, which is responsible for supplying efficient and accurate information in time, is not available. This facility will help and encourage Umlazi population to tour through awareness workshops that will be facilitated and co-ordinated by the centre. Awareness will assist the community to decide the type of business ventures in tourism in which they can engage.

Recreation and tourism facilities exist at Umlazi, it is only that they have not been utilised meaningfully. As far as events and sporting activities are concerned, major professional soccer teams will be invited during their off- season when the season is closed, to come and play at one of the soccer stadium in Umlazi. During the eighties, big clubs used to come and play here and the fruit vendors would sell their fruits which is no longer happening. The centre will assist in reviving those activities because they are important in bringing people together. People from the nearby townships would come to watch the match live. These activities somehow contribute to the growth of the economy of the township.

This facility will be an incentive to help the schools, the clubs and societies to engage in travelling for pleasure and other purposes.

4.6 COMMUNITY INVOLVEMENT OPPORTUNITIES

There will be no development and activity that can be successful if the locals are not involved. The Umlazi Community has been involved in the planning and in the decision making towards the identification of the site for the centre. They have also been involved in identifying for instance the houses that will be used as attraction nodes/ points along the trail and also the trail itself.

As stakeholders in the project they should be included in all phases from the inception, preplanning, planning and implementation of the project. There will be people from the community who will sit on the management board. Great care will be taken to ensure that there is continuous communication with the broad community as well as the involvement of their representatives in the decision making and the management functions.

One of the major concerns of any development nowadays is the creation of jobs. Tourism development in Umlazi will encourage people to be entrepreneurs of tourism products. The centre will draw the larger percentage of the staff from the community. For the managerial position, a professional with tourism background and experience holding a diploma and or a degree will get the first preference.

An efficient manager will also consider the inclusion of the outside investor in joint ventures with the community, for instance a youth hostel that accommodates about one hundred and fifty people

The unemployed youth some of whom are graduates and diplomats in various fields will be trained as tour-guides. The need for a travelling agent in Umlazi cannot be overruled. This agency will assist those people travelling out of Umlazi to outside destination.

4.7 FEASIBILITY ANALYSIS

The study purports to get some insight into how Umlazi community perceives tourism, tourists and the Tourist Information Centre. Two major issues have been tackled. Firstly, the issue of the community and the way it perceives tourism and tourists. The second one is the need for opening up a tourist Information Centre which will be a vehicle for driving tourism in the township. Attached to these needs is the critical issue of tourism awareness that will tend to address all the problems associated with tourism.

4.7.1 At Umlazi, attractions can be categorised into events, specifically designed permanent structures for tourism, and natural and historical attractions. Events range from sporting activities, cultural ceremonies, celebrations, and major events that occur periodically like exhibitions and fairs.

4.7.2 There are permanently designed attractions like parks, (e.g. Te Huis Park and How long Park in C section) and taverns, (e.g. the Half-way, Swazi, Skhona,

which are patronised by all racial groups coming from and around Durban and even from other regions like Gauteng and overseas countries).

4.7.3 Some of the natural attractions are not found directly at Umlazi but at the nearby Engonyameni reserve. There is an area that has already been earmarked for a game reserve. Presently, the community with the assistance of the Department of Economic Affairs and Tourism are in the process of forming a trust. Engonyameni reserve is about a twenty minutes drive from the proposed Information Centre site and is about a two minutes drive from K section of Umlazi.

As far as historical attractions are concerned, the historic houses and buildings in the township and the houses belonging to the famous political figures who lost their lives during the years of the struggle, bear the history up to the transformation period. Some of these houses are worth visiting.

Costing for events and attractions is determined by how much labour is involved. Labour inputs may include direct visitor services such as guiding, attraction maintenance and conservation (Bull, 1996:97). Income generated here will indirectly increase the economy of the township.

4.7.4 The location of the U T I C site at the entrance of the township signifies and guarantees the safety of the tourist even if he/she is travelling or driving alone to the centre. The availability of tour-guides

that will take the tourists to the township and even to the taverns from the centre will help ensure the safety of the tourists. The local guide knows the area.

4.7.5 The infrastructure of the township is well developed. There will be no waiting period necessary while the infrastructure is still being laid down. Water in the township is drinkable. Tourists need not be worried about the basic infrastructure.

4.7.6 Although there is controversy about land ownership in Black areas, this issue is receiving attention at Umlazi. Tourism has already started in this township although on a negligible scale as tourists do not yet have formal overnight stays in the township.

4.7.7 The availability of recreational facilities and amenities will definitely attract tourists into the area. There are people who have opened their houses for B&B accommodation.

4.7.8 Transport is not a problem as all types of transport are available. The airport is close to the township and this ensures the possibility of making Umlazi a stopover before the tourists can visit the rural north-coast (Hluhluwe and St Lucia) and the south coast (Golf Coast and Wild Coast Casino).

4.7.9 As far as financial assistance is concerned, the South Central Council is prepared to provide a seed funding and also funds for sustaining the centre as it is the responsibility of the council

4.7.10. Monies for affiliation of the members can in a way enable the centre to sustain itself. The local tourism council will pay at least one employee.

4.8 THE PROPOSED STRUCTURE

The Umlazi Tourist Information Centre is a public utility. It will be a responsibility of the Local Council and the community. This should prevent vandalism because the larger share of the partnership will go to the community. The community will have to form a Section 21 company, through which they will access finance. The community will have to apply for a loan from KwaZulu Finance Corporation who will be willing to help. This will be one way through which KFC will be ploughing back to the community. A certain percentage of the turnover will be used to pay back the loan. KFC is the first financial institution that started lending money to Black people buying or building houses in townships and rural areas.

The second option may be to fund raise through open-air rallies where the community will be invited and informed about this tourism venture. They will then be asked to make contributions. Competitions to win a holiday for two in one of the nature reserves lodges in the province will be an incentive for contributions.

To sum up, the structure will comprise a partnership between the Local South Central Council and Umlazi Community represented by a section 21 company.

4.9 DESCRIPTION OF THE PROJECT

The project, Umlazi Tourist Information Centre involves the erection of a building or structure that is a double- storey. The building will house on the ground floor the Tourist Information Office that should be big enough to be divided into compartments to accommodate the reception area, the boardroom and a working space. The ground floor will therefore consist of the reception room, boardroom (which could be loaned for other community purpose), the curio shop, ablution facilities, a kitchen, a restaurant (specialising in Zulu traditional food). The second floor will house an art and craft gallery, a tavern or bar and lounge, space for leasing and an amphitheatre type of a stage (performers freedom will be enhanced). (See appendix of the plan at the back).

The rent from leasing the offices to car rentals or travel agencies and the money collected from hiring of the boardroom by other people for their own conferences will contribute to the sustainability or maintenance of the tourism office.

By process of trial and error one should arrive at an arrangement plan which is flexible, easy to operate, pleasant to look at accessible for maintenance and comfortable for both staff and customers (Barrow, & Brown. 1992: 30). A well qualified and an experienced architect from Umlazi will be used for drawing up the plan. Mthembeni Mkhize who works for PAWA has been identified for the structure and his name agreed upon because of his good reputation in Umlazi as an architect.

An office for the security will be erected at the gate. Adjacent to the office will be the parking area. The conceptual proposed facility is illustrated by Appendix IV

Infrastructural requirements to be constructed are:

- Access road - which will not be longer than 100 m from Te Huis.
- Electricity
- Water
- Telecommunication

The tourist activities proposed are:

- Drive through the township following the trail.
- Bird watching along the river valleys and the nearby Ngonyameni rural-urban fringe.
- Game drive to Hluhluwe Umfolozi Game Reserve.
- Zulu cultural experience outing.
- Hunting along river valleys.

These activities and others not mentioned above would make the tourist's stay in Umlazi a memorable one that ensures a return visit in future.

4.10 LONG TERM PROSPECTS

Tourism in South Africa does not depend entirely on overseas tourists only. Domestic tourism is one form of tourism that has been neglected especially In KwaZulu-Natal yet it has shown an increase recently.

Foreign visitors that arrived in South Africa in 1996 were 5 186 000. The figure for South African residents who toured South Africa in 1996 was 2 875 000 (SATOUR). This figure shows that even South Africans do tour South Africa. This is domestic tourism. There is therefore a need to develop tourism infrastructure in Black areas and involve Blacks in tourism. Even if there can be a decline in foreign tourists in the country, the Black people can contribute greatly in the tourism industry if proper tourism awareness is amicably taught to communities.

Tourist Information centres in Black areas, Umlazi in particular, will ensure a continuous movement of people from Umlazi to various tourist attractions in the province. Likewise, people from outside Umlazi will visit Umlazi and in that way tourism will be occurring within the province.

According to SATOUR there has been a steady increase in the number of foreign arrivals from 2 892 000 in 1992 to 5 186 000 in 1996. This increase reaffirms the need of tourism attractions in Black areas. Once tourists become exposed to Black areas, there is no doubt that these figures can even double. This will result in prosperity in the long run.

Long term prosperity in tourism can be boosted by encouraging and promoting domestic tourism. Even if one is a South African , he/she does not know all the attractions that the regions offer, consequently a need for touring South Africa.

What threatens tourism is the high rate of emigration. White South Africans are leaving South Africa for Europe, Asia and the America. Some potential tourists to the country may interpret this differently, yet they leave South Africa for better job opportunities that some countries like the UK, Saudi Arabia and New Zealand offer to attract them. This has nothing to do with instability in the country.

Although crime has been exaggeratedly reported in the country, it does not scare the tourist that much. All the countries of the world are affected by crime in one way or another. It is only that the media in those countries does not put it blatantly in a way that will scare the tourists. If the crime issue can be addressed sooner, there is no doubt that tourism can be the best contributor to Gross Domestic Product of the country.

It is worth noting that there is a Tourism Safety Task that was established in 1996 by the Department of Environmental Affairs and Tourism, that is looking at the issue of safety of the tourists. The task group consists of the seminar representatives of the SAPS, SATOUR, Business Against Crime the Tourism Business Council and the Department of Foreign Affairs. It is vital that this safety group is also formed at local level like Umlazi where representatives will be drawn from the community. This will ensure steady prosperity in tourism at local level.

There is a growing number of young group tourists, especially students who come to South Africa just to explore how South Africans live. According to South African Year Book, 1997:79, SATOUR aims at promoting South Africa by using cultural campaigns to draw different tourist segments.

This will ensure long term prosperity in tourism, as culture is not static. It keeps on changing from generation to generation. Tourists that are keen to learn the cultures of the peoples of South Africa will not stop coming to South Africa, its cities, towns and townships.

4.11 CONCLUSION

From the survey it became clearly evident that Umlazi residents would love to see tourism in full operation with immediate effect. The evidence is that 93,2% of the total sample needs information bout tourism. The proposed Tourism Information centre seems to be seen addressing all the critical issues facing tourism in Black townships through awareness campaigns. All aspects discussed above favour development, with the crime issue being the most critical one which needs complete involvement of the government, police force and the affected parties.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The economic status in South Africa is declining at an alarming rate. By and large the writer speculates this to be perpetrated by the high rate of unemployment. It is ironical though, that the present regime that had promised to create job opportunities for the masses of people, has proved to meet on a small scale. It is a pity that the saying "the rich gets richer whilst the poor gets poorer" proves to be true.

At this point in time the writer wishes to say that Umlazi, the second biggest Black Location in South Africa is full of people who are not employed. It is apparent that most unfortunately unemployment leads to an array of criminal acts, which affects the whole families concerned directly and indirectly. Through criminal acts, where justice has failed, the concerned parties may seek to revenge on their own. This we hear of and read about in all forms of media like the Shobashobane Massacre of 1997, violent eruptions, houses burnt down, life and property loss. This goes on and on in circles until everyone is affected, spiritually, socially, morally and economically. This has a negative impact on the tourists' perception of South Africa. This scares tourists away as they may be afraid of being mugged or killed cold bloodily.

The study and research undertaken revealed that this chain of events may be broken loose by taking the tourism industry to where the majority of Black people is through education and training.

This will enlighten people about the scope of tourism and how they stand to gain from tourism socially, culturally and economically, where people may create jobs for themselves, run them and develop in all perspectives.

5.2 CONCLUSION

From the study undertaken, it is apparent that little is known about tourism amongst Blacks in South Africa because they have so long been excluded from the tourism industry. It is therefore envisaged that the establishment of information centres in black townships will serve the purpose of educating the communities about tourism, recreation and leisure. The economic importance of tourism as an industry, and how members of the different communities can benefit from various sectors of tourism, need attention, as well as to consider tourism career avenues within the tourism industry. If insurance companies are successful in taking their products to their clients, we can also successfully take tourism to communities.

Tourism can generate some socio-cultural problems if not well planned, developed and managed. If residents are not made aware of tourists' presence in their areas and the value of tourists being in their areas locals cannot easily accepts them. A common problem is overcrowding by tourists and lot of inconvenience for residents, which leads to resentments and sense of hostility toward tourism. Relevant stakeholders in tourism have received reports of stone throwing at tourists by students from the neighbouring school in Isandlwana area. SATOUR, is attending to the matter, otherwise development of tourism facilities and amenities at Isandlwana would be worthless.

Umlazi Tourist Information Centre should not be seen as something new and monster like that will threaten existing information centres. It is just a local information centre, which according to SATOUR is found in smaller towns, with a substantial level of tourism activity or located on major tourist routes. Umlazi has great potential for cultural tourism development.

5.3 RECOMMENDATIONS

The information relating to tourism and statistics need to be based upon comprehensive research. There therefore is a need for cultural tourism research to be conducted soon at Umlazi. This will ensure that the office provides up to date information on what is there in the township for tourists and also what is there for them in the region.

Local communities must be allowed to use the tourist facilities in order to feel included in tourism development in Umlazi. They should feel part and parcel of tourism. They charge rate for local should be less that what the tourists pay. By encouraging a variety of accommodation styles and standards the community will be able to provide accommodation that will suit different types of tourists, even students.

The tourism officer at the centre together with the committee members will compile a calendar of events of what is happening in the Umlazi. The focus will be on those events that are cultural, which include ceremonies and religious celebrations.

There should be awareness campaigns directed at encouraging schools, youth clubs, associations and churches to tour. The centre will assist in arranging tour packages for them to different destinations and attractions within and outside the country.

The centre will encourage the local community to provide affordable accommodation for tourists especially group tourists. They will have to start up Bed & Bed accommodations and a variety of other accommodation establishments.

Through the assistance of tourism stakeholders in the Durban Metro, an Umlazi brochure for tourism will be compiled. The brochure will be used to market the township, its people and culture and some man made attractions as well as the physical attractions found in and around Umlazi.

Awareness workshops followed by skills training will have to be conducted for the people especially those who have a keen interest in tourism and those who see job and entrepreneurship opportunities becoming available to the communities. Different people and organisations will be used for running the workshops even those that come from the township as long as they are able to deliver what is expected of them.

Some promotional tours will be encouraged where taxi operators will be hired to take the Umlazi Tourism Development/ Steering Committee to popular attractions in the province. On their return they will encourage Umlazi residents to tour.

Both tourists and locals will use tourism facilities and recreational amenities like the sporting amenities to inculcate a sense of belonging and involvement. The community will have a sense of ownership and in that manner become bound to protect the tourism and recreational facilities.

The National government has embarked on a great measure for fighting crime against tourists in South Africa through the Tourist Safety Task group (TSTG). This task group was established by the Department of Environmental Affairs and Tourism to address the negative effect of crime on tourists. But the TSTG alone whether at national or provincial level cannot completely wipe out crime. At Umlazi the best strategy adopted is that of local people , who are product owners to collect the tourists at the Tourist Info Centre and take them to their attractions. It is believed that the locals know the area best even those 'no go' areas as the tourists will be staying with some families, one of the family members will accompany the tourists where ever they go in the township and outside the township.

A local institution will have to be formed that is not only easily accessible physically, but that will also encourage public understanding and involvement in tourism.

The province should have one tourism officer based in each Regional Council Office who is responsible and accountable for tourism development and will liase with what the publicity associations are doing in various local information centres in the regions.

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APPENDIX I

FEASIBILITY STUDY FOR AN UMLAZI FOURIST INFORMATION CENTRE SURVEY – 1998

QUESTIONAIRE TO THE COMMUNITY

This survey is designed to investigate what people understand about tourism. The results will be used in the writing of a dissertation. You can help us by giving your experiences about tourism in Durban Metro and Umlazi in particular. The questionnaire will not take you long to finish.

THERE ARE NO RIGHT OR WRONG ANSWERS.

Where there is a choice of answers a, b, c, d, etc. Please tick the one you think to be most correct.

1. PERSONAL DETAILS

Make a tick where appropriate

1.1 Age Structure

- Up to 25 ☐
- 25-50 ☐
- Over 50 ☐

1.2 Ethnic group

- White ☐
- African ☐
- Indian ☐
- Coloured ☐

1.3 Sex variable

Female ☐

Male ☐

1.4 Education level

Primary School education ☐

Secondary School education ☐

High School education ☐

Tertiary level ☐

1.6 Employment Description

Domestic ☐

Civil servant ☐

Labourer ☐

Business person ☐

Scholar ☐

1.7 Income Bracket

R100 – R450 ☐

R500 – R950 ☐

R1 000 – R1 950 ☐

R2 000 – R3 950 ☐

R4 000 – R4 950 ☐

R5 000 and above ☐

Nil income ☐

2 TOURISM AS A CONCEPT

2.1 How much do you know about tourism?

A lot ☐

Not much ☐

Nothing at all ☐

2.2 Have you ever used the Tourist Information Centre facility before?

Yes ☐ No ☐

2.3 Would you like to get information about tourism.

Yes ☐ No ☐

2.4 What is your perception about tourism?

Very much interested ☐

In a way interested ☐

I can't say ☐

It's a white man's thing ☐

2.5 How often do you travel to unknown places?

Never at all ☐

Regularly ☐

Sometimes ☐

Daily ☐

Weekly ☐

Monthly ☐

Yearly ☐

On special Occasion ☐

2.6 Are you up to date with the latest changes and developments in tourist facilities,

Specify when was your last visit?

Early this year ☐

Last year ☐

Two years ago ☐

Have never travelled before ☐

2.7 Do you wish to travel in the near future?

Yes ☐

Not sure as yet ☐

Do not wish to ☐

2.8 If you say yes to 2.7 above, for what purpose would you like to travel

Business ☐

Holidays ☐

Religious tour ☐

School excursion ☐

2.9 If you say yes to 2,7 above, specify your choice of accommodation

Hotel ☐

Holiday flat/cottage ☐

Holiday Resort ☐

Private Hotel/Pension ☐

Friends/Relatives ☐

Caravan/Camping ☐

Hostel/Backpacker ☐

2.10 Please tick those types of attractions that appeal to you most

Historic Sites: visiting landmarks, battlefields, political struggle related sites/places ☐

African Life: tribal customs and folklore, village life, Traditional handicraft ☐

Sport Facilities: new golf-courses, swimming pools, Other sporting amenities

Wild Life: wild animals and birds in reserves and National parks ☐

Museum And Parks: visiting places of cultural or

Aesthetic interest ☐

Animal Shows: zoos, aquariums, animal farms, lion

Parks ☐

Casino: the excitement of a short visit to a casino ☐

Steam Train Travel: historic railway enthusiasm ☐

Hunting Sports: game-hunting and fowling ☐

Mountain Sports: mountaineering, hiking ☐

Open Air Activities: picnicking, camping,

Visiting resorts ☐

Any Other Particular Interest

2.11 Would you like tourism taught at school

Yes ☐ No ☐

3. ABOUT TOURISTS

3.1 Would you love to see tourists visiting your area?

Yes ☐

No ☐

Not sure ☐

3.2 Would you accommodate tourists at your house

Yes ☐ No ☐

3.3 Have you stayed with a tourist before?

Yes ☐ No ☐

3.4 For proper and appropriate arrangements to be made for your itinerary, specify the
Length of your stay

One day only ☐

2-3 days ☐

Up to 1 week ☐

Up to 10 days ☐

Up to 2 weeks ☐

Up to 1 month ☐

Over a month ☐

3.5 Specify mode of transport and main way of travel within the country

By air ☐

By bus/coach ☐

By hired car ☐

By caravan ☐

By rail ☐

By private car ☐

By hitch-hiking ☐

Other ☐

4. What would you like your tourists to see or experience at Umlazi

Shacks or shanty houses ☐

Life style/culture of the people ☐

Sporting activities ☐

Sheebens/taverns ☐

Religious ceremonies ☐

Political struggle history ☐

Some ☐

All ☐

5. How much would you like to contribute in terms of money towards the establishment and development of a tourist information centre?

R5 ☐

R10 ☐

R15 ☐

R20 ☐

6.1 What precautions do you recommend or the government to ensure the safety of
tourists in your area?

6.2 What measures would you take to guarantee the safety of tourist whilst still with you?

APPENDIX II

KING EDWARD MASINGA : **THE BLACK PIONEER OF THE AIRWAVES** By M. E Ngcobo

The most interesting events in King Edward Masinga's life was when he got a job as a radio broadcaster at S.A.B.C. on the 23rd of December 1941. Immaculately dressed in a dark suit and a tie, K.E. Masinga presented himself at the Broadcast House at Gardener street in Durban. He politely explained to the secretary that he had come from far in the south coast and that his special request was to see the manager, the secretary, a young white lady refused to call the manager stating that he was busy and that Masinga should have made an appointment. Masinga would not allow the lack of an appointment to lead to a disappointment, but he persuasively insisted to see the manager. Eventually the secretary dialled the manager's extension number. "Bessy, I am busy and I don't have time to waste talking to a native boy", shouted the manager on the phone. "Yes I know Mr Tracy, but this one is different, he is smartly dressed and speaks English well. He says he is a school teacher...he is a gentleman. Seemingly, he has something very important to say to you, sir". The manager was annoyed , but curious, and came rushing to Bessy's office. Sensing that he might have to spend some time with Masinga, he told Bessy to take an early lunch hour.

It was during the first World War and Masinga explained that the S.A.B.C. was neglecting millions of Black people who had to be informed about the progress of the war, in which their relatives were also involved. "I believe I have a mission in broadcasting, I am a born broadcaster. Give me the job, Sir

and I will show you that my people are hungry for fresh news from the frontline. It is their right to hear about the conditions and well-being of their husbands, sons, brothers and relatives who are fighting out there, assisting the Europeans in their war. It is their basic human right", pleaded Masinga who went on to explain that most Black South Africans understood Zulu and that the S.A.B.C. will receive huge revenue through the payment of radio licences. Mr Tracy understood Masinga's reasoning, but explained that the S.A.B.C. was afraid of the political organisations, namely: the A.N.C. and the P.A.C. who could easily influence the Black broadcasters to preach their ideology on radio.

"You see, radio is a very powerful medium of communication, Mr Masinga. We dare not make that mistake. You will have to go now, I have work to do. Goodbye Mr Masinga". Masinga stood up and walked backward towards the door. "Hey why don't you walk straight to the door, what is this reverse stunt you are pulling on me ?" shouted Mr Tracy. "Excuse me, sir it is not a stunt but our Zulu custom. You are not an ordinary person to me . you are like a chief, a king ; you are an epitome of authority. This is a custom of ***respect***- to never ever expose your back to authority". Mr Tracy nodded his head in approval and said, "so, you are also well versed in Zulu customs". "I sucked the custom from my mother's breast", replied Masinga with pride. "Come back, let's talk again" they talked for some time and the manager was highly impressed with Masinga's knowledge of customs, English and Zulu languages, tap dancing and music. "Come and see me at seven o'clock tonight. You are a good prospect my man." concluded the excited Mr Tracy

The following day a Black man's voice was heard on radio for the first time when Masinga read a 3 minute news bulletin. Later, Masinga's broadcast time was extended and he had to go out and record music and interviews. When the workload became too much for him , he was joined by Hubert Sishi as his assistant. Radio Zulu's huge success led to the opening of other ethnic radio stations. All under the then umbrella name Radio Bantu. It was towards Masinga's retirement when he dubbed himself "The Father of Radio Bantu".

MASINGA BUBBLING WITH TALENT

K.E Masinga or Shobane ka Mangethe as he was popularly known was a multi-talented radio announcer with a fascinating resonant voice. His radio programmes were always rich with useful information and anecdotes, and whenever he was on air multitudes of listeners would be glued to their radios listening to him. Masinga was a skilful writer, actor and producer of radio plays. Some of his popular programmes, Ezinkulu, which dealt with, in depth, with Zulu traditions and customs ranging from the cradle to the grave and Ukuhlonipha "respect" which is an essential ingredient of Ubuntu. "Time is a gift from God, and we have to respect it. A person who comes late to work, to a church service or to a meeting has no respect for time, and a person who is late for an appointment has no respect for time and the person he is going to meet with", he used to say.

MASINGA, THE COLUMNIST

K E wrote for a popular column in Ilanga LaseNatal called EzikaMsimbithi. This made him so famous that someone composed a song about him, and it was something like "let's go to Durban to see Msimbithi, the stick that doesn't break-the kitchen boy". This was true because visitors from other provinces made sure to visit the S.A.B.C. and see Shobane before going back. He was a national radio star-a celebrity in the true sense of the word.

MASINGA, THE MAN OF THE PEOPLE

KE believed in community service and brushing shoulders with the kings never made him lose the common touch. He was the chairman of a number of school committees in Lamontville and Umlazi, the master of ceremonies at wedding receptions and a guest speaker at various functions-a born orator who could handle any subject with ease. His Zulu was rich and poetic, he could use words from the archives but still be considerate to his audience-and he spoke Shakespear in English as if he spent decades in England.

EXTENSION BY PUBLIC DEMAND

A few months after KE had retired and left the microphone, there was so much pressure from the public that the S.A.B.C. had to ask Masinga to present a weekly 30 minutes programme called ***Izinkinga***. Old age and ill health eventually forced him to retire for good.

KE HONOURED BY THE DURBAN HISTORY MUSEUM WITH A FIGURINE

Masinga passed away in 1990 aged about 89 years; and in 1992 the Durban history museum sculptured a small figure of him which is displayed with those of other Durban history makers. An inauguration ceremony sponsored by the S.A.B.C. was held at the museum and was attended by officials from both organisations, local dignitaries, members of the Masinga family and close friends.

TRIBUTE TO KE MASINGA

On Friday the 28th of August 1998, the S.A.B.C held a small function in honour of KE Masinga at the Durban studios. The programme comprised a two hour stage play showing how KE's assertiveness got him a job at the S.A.B.C, speeches, music and refreshments. KE is no longer with us, but the memory of his exciting radio programmes and his sensational voice still lingers in the minds of his listeners.

MAY THE GOOD LORD BLESS HIS SOUL!!!

APPENDIX III

UMLAZI TOURSIM WORKSHOP REPORT

The tourism workshop was held at Umlazi Comtech college on the 7th of May 1998. It was facilitated by Vusi Mkhize of Tourism Durban.

PURPOSE :

The purpose of the workshop was to expose different sectors of Umlazi community to tourism and to try and instil the significance of tourism to the community.

OBJECTIVES :

- The objectives are to initiate the involvement and the input of the community in tourism.
- To determine and realise the tourism potential of Umlazi to become a tourist destination.
- To prepare a way forward in the proposed project like identifying the tourist trail.

SCOPE :

The principal of Umlazi Comtech, Mr Luthuli stressed the need of tourism education or awareness to be conducted for Umlazi community as the people lacked tourism understanding. He reiterated the support for tourism at Umlazi. An overview of the tourism industry was given by the Acting

Deputy Director of Tourism in the Department of Economic Affairs and Tourism KwaZulu-Natal, Mr Luvuno.

Mr Vusi Mchunu, General Manager of Art and Culture, Durban Tourism emphasised that Umlazi was rich in cultural tourism and this needs to be explored.

James Seymour, Information and Research Manager, KwaZulu-Natal Tourism Authority showed his support for Umlazi tourism development.

All the groups came up with almost similar attractions and the recommended tourist trail for the way forward, there was an urgent need for a tourism awareness workshop to be conducted for Umlazi community so that the people could take their relevant positions in tourism industry.

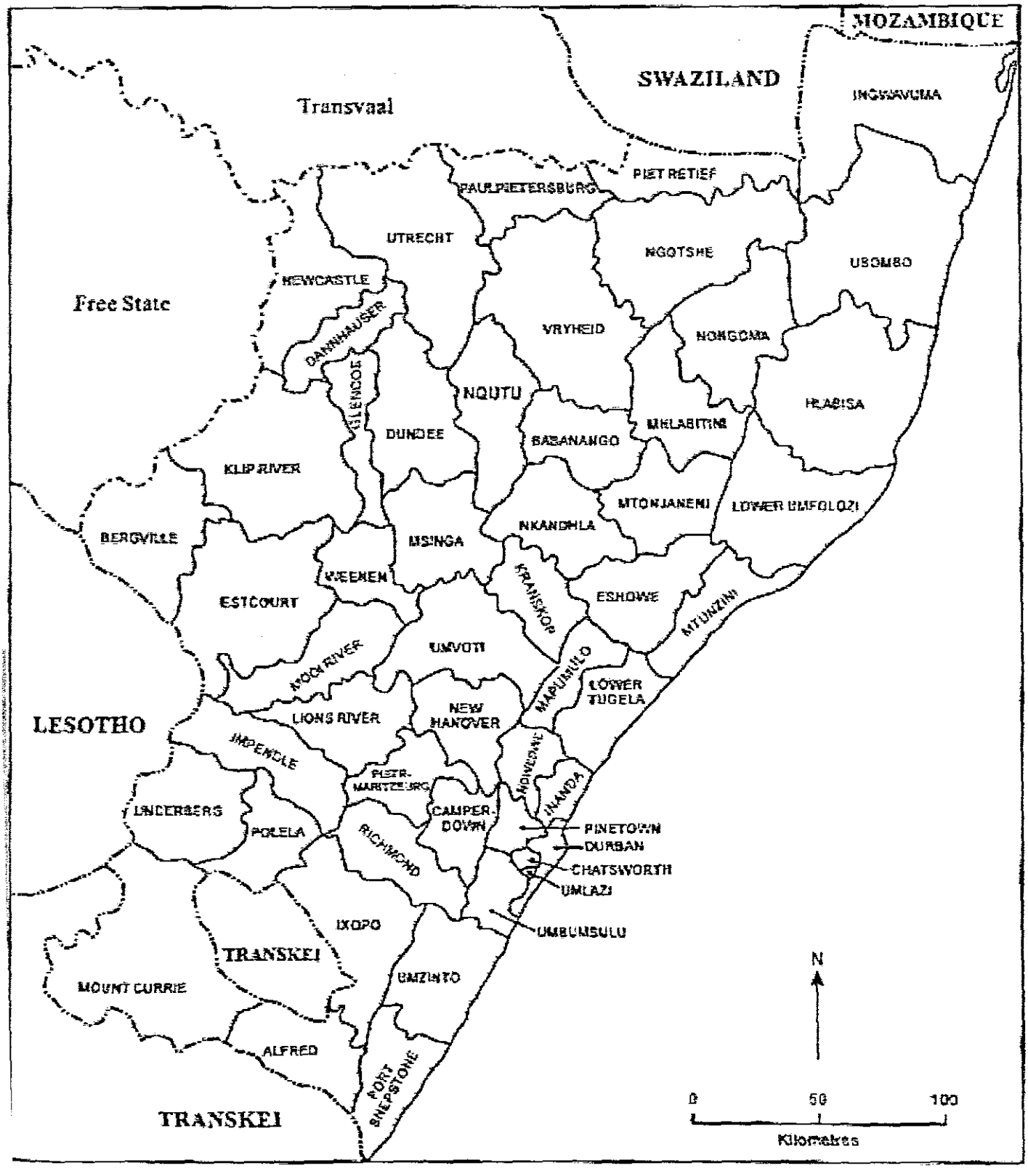
The attendees agreed on the need of establishing a tourist information centre at Umlazi to be made a priority, and having the Mayor Teresa Mthembu as its patron.

They agreed on supporting the proposed development up to its implementation stage.

APPENDIX IV

APPENDIX V

UMLAZI IN THE GREATER DURBAN METROPOLITAN

APPENDIX VI

UMLAZI WITHIN KAZULU-NATAL PROVINCE