

**A TOURISM DEVELOPMENT PLAN FOR THE SOUTH AFRICAN WAR  
BATTLEFIELDS ROUTE IN THE CENTRAL KAROO**

**by**

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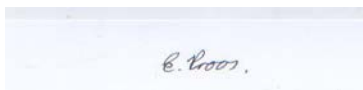
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## DECLARATION OF INDEPENDENT WORK

I, Eben Proos, ID number \_\_\_\_\_ and student number \_\_\_\_\_, do hereby declare that this research project submitted to the Central University of Technology, Free State, for the degree DOCTOR OF BUSINESS ADMINISTRATION, is my own independent work and complies with the Code of Academic Integrity, as well as with other relevant policies, procedures, rules and regulations of the Central University of Technology, Free State; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.



*E. Proos.*

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**20 June 2019**

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## SUMMARY

Tourism development is an important imperative in the development of especially rural areas; hence the focus of the National Department of Tourism on developing areas with rich natural, cultural and historical resources. Considering the emphasis on the development of tourism in South Africa, it is important that tourism development plans be established for the different tourism sectors of South Africa.

Dark tourism, which involves travelling to places of war and destruction, is experiencing an increase in popularity worldwide. This also applies to South Africa. Battlefield tourism, as a component of dark tourism, offers tourists the opportunity to experience sites or destinations associated with war. The increased interest in the South African War (1899-1902), both nationally and internationally, provides numerous tourism development opportunity for local areas.

The most well-known battlefield route in South Africa is the KwaZulu-Natal Battlefields Route. Although there are numerous South African battlefield sites in the Karoo, no attempts have been made to develop a comprehensive battlefield route. Thus, the main objective of the investigation was to construct a tourism development plan for the South African War Battlefields Route in the central Karoo. The tourism development plan was informed by an empirical study conducted amongst various stakeholders on the proposed route. The main findings indicate a need for the development of the route and the establishment of a South African War Battlefields Route Destination Marketing Organisation (DMO).

**Key words:** South African War, Anglo Boer War, dark tourism, battlefields, Karoo, tourism development plan

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## CHAPTER 1: INTRODUCTION

*‘So many people find cemeteries to be a reminder of loss. I find them to be a fervent reminder to seize the day.’ – Raymond Reddington*

### 1.1 Background of the investigation

Tourism is one of the pillars of economic growth, in line with the New Growth Path as declared by the South African government. The creation of 225 000 jobs and the increase of the tourism industry’s economic contribution to the Gross Domestic Product (GDP) of South Africa to R499 billion by the year 2020 are some of the outcomes the National Department of Tourism of the Republic of South Africa (NDTRSA) is envisioning for the near future (*Domestic Tourism Growth Strategy 2012-2020*, no date:1). According to the Domestic Tourism Growth Strategy 2012-2020, the NDTRSA is committed to the development of tourism in lesser-known regions of South Africa. One of these lesser-known regions is the Karoo.

The word ‘Karoo’ is derived from the Khoikhoi term *garob* meaning ‘dry place’ (Schoeman, 2013b:8; Allen, 2015:35). Straddling four South African provinces (Western Cape, Eastern Cape, Northern Cape and Free State), the Karoo stretches about 600 km from west to east and 600 km from north to south in the country. It is an arid area with stark beauty, which appeals to many tourists interested in these types of landscapes (Atkinson, 2008; Hattingh, 2016:1). Whilst the Karoo region is still relatively unknown to the everyday traveller, expansion opportunities for the region have been undertaken. The Karoo Development Foundation (KDF), which consists of eight trustees, plays a central role in the expansion of the Karoo region and is currently in the process of setting up a project to help tourism development in the Karoo. The purpose of this project is to develop the hidden economic potential of the Greater Karoo (*Karoo Tourism*, no date).

The National Heritage and Cultural Tourism Strategy (2012), which is informed by the White Paper on the Development of Tourism in South Africa (1996), constructed a vision ‘to realise the global competitiveness of South African heritage and cultural

resources through product development for sustainable tourism and economic development' (NDTRSA, 2012:10). The expansion opportunities for heritage tourism in the central Karoo region are endless, and there is a plethora of undeveloped market segments such as the many battlefield sites dating from the South African War (also known as the Anglo-Boer War). Heritage tourism, according to the Tourism White Paper on Arts and Culture (1996), can be identified as scenic parks, sites of scientific and historical importance, national monuments and historical buildings (NDTRSA, 2012:6).

The increased interest in the South African War, both nationally and internationally, creates the opportunity for tourism development in the central Karoo (Atkinson, 2016a:9). The South African War (1899-1902) had a devastating and long-lasting impact on the economic, social, political and historical context of South Africa (Wessels, 1991:46; Kruger, 1999:8). Kruger (1999:3) states that the South African War left no part of the South African population unaffected.

The South African War was fought across large parts of the then Cape and Natal Colonies, as well as the two independent Boer Republics of the Orange Free State (OFS) and Transvaal. Owing to the large theatre of war, there are numerous battle sites spread throughout South Africa. Some of these sites have been developed into tourist attractions, for example, the KwaZulu-Natal (KZN) Battlefields Route, incorporating Isandlwana and Rorke's Drift as part of the remembrance of the Anglo-Zulu Wars, whilst Colenso and Spioenkop commemorate the South African War. Another example is the N12 Battlefields Route in the Northern Cape, which incorporates Belmont, Graspan, Modder River and Magersfontein battlefields. As the South African War escalated, the theatre of action moved into the Cape Colony. A number of skirmishes and battles took place in the Cape Colony and the theatre of battle encapsulated large parts of the central Karoo. As indicated before, most of the battlefield sites in the central Karoo have not been developed as tourist attractions.

Worldwide, interest is increasing in so-called dark tourism (Sharpley and Stone, 2009:5; *Dark Tourism: The Demand for New Experiences*, 2017; Boateng, Okoe and Hinson, 2018:104). Dark tourism can be described as special interest tourism that involves tourists visiting sites of death, disaster and depravity (Lennon and Foley,

2000:13; Moeller, 2005:10; Sharpley and Stone, 2009:5; *Special Interest Tourism*, 2016; *Dark Tourism – Definition of Dark Tourism in English*, 2017). Battlefield tourism is a component of dark tourism that involves tourists travelling to war sites, battlefields and cemeteries (Moeller, 2005:6).

Previous studies on battlefield tourism include the study of Dunkley, Morgan and Westwood (2011:860-868) on the motivations and experiences of tourists visiting World War One (WW1; 1914-1918) battlefields. Other research includes that of Seaton (2000:63-77) which focused on the perspectives and experiences of battlefield tourists visiting the Western Front of WW1, particularly the Somme and in Flanders. Seaton's (2000:75) investigation intended to confirm 'the utility of meaning rather than motivation as a way of understanding tourist behaviour' and suggested 'that military tourists are less driven by discrete forces, rather than impelled by meaning systems that are produced socially'.

In the South African context, previous research on battlefield routes include the study of Van der Merwe (2014) titled, *Battlefields tourism: The status of heritage tourism in Dundee, South Africa*. Van der Merwe (2014) analysed the economic opportunities for battlefield-heritage tourism in South Africa by examining the KZN Battlefields Route. Van der Merwe (2014:136) suggested that, whilst battlefields tourism in South Africa can be an asset and a lever for local economic development, the situation in the KZN region is that this niche of heritage tourism is currently in a state of disarray and decline.

Previous research on the historical context of the South African War includes the study of Constantine (1996) whom conducted a study on the Guerrilla War in the Cape Colony during the South African War, and Hattingh (1997) whom published a study on the British blockhouse system during the South African War. Monumental works on this war include those of Maurice (1906), *History of the War in South Africa 1899-1902*, and Breytenbach (1978), *Die Geskiedenis van die Tweede Vryheidsoorlog in Suid Afrika 1899-1902* (The History of the Anglo-Boer War in South Africa 1899-1902).

## **1.2 Statement of the research problem**

Tourism is an important economic driver, as it has the potential to not only create sustainable employment, but also enhance the economic development of local areas (including infrastructure). Tourism further creates employment opportunities in other industries such as agriculture, food production and retail. Route tourism is a successful way of attracting tourists to local areas and to ensure sustainable tourism development. South African examples of successful route tourism development include the Midlands Meander and Route 62. Route tourism can thus be a valuable development tool for underdeveloped areas like the central Karoo. The central Karoo is a vast geographical area, consisting of large parts of the southern Free State, Northern, Western and Eastern Cape provinces.

As the central Karoo contains many heritage and battlefield sites relating to the South African War, the main objective of the investigation was to construct a tourism development plan for the proposed South African War Battlefields Route. The main aim of the investigation was to contribute both conceptually and empirically to the development of tourism routes for underdeveloped areas, such as the central Karoo. The motivation, opinions, and demographic profile of tourists are not measured as the study is written from a supply-side perspective.

## **1.3 Research objectives**

### **Main and subsidiary objectives**

The main objective of the investigation was to develop a tourism development plan for the South African War Battlefields Route in the central Karoo.

### **Subsidiary objectives**

1. To determine/identify the stakeholders in the proposed South African War Battlefields Route.

2. To determine the status of infrastructure (such as roads, signage, ablution facilities, accommodation, restaurants, rest stops) and tourism attractions (such as battle and heritage sites).
3. To design a tourism development plan for the South African War Battlefields Route in the central Karoo.
4. To suggest guidelines for the establishment of a Destination Marketing Organisation (DMO) to manage and market the route.

## **1.4 Research questions**

### **Main and subsidiary research questions**

What tourism development plan could be developed for the South African War Battlefields Route in the central Karoo?

1. Who are the stakeholders in the proposed South African War Battlefields Route?
2. What is the status of infrastructure (such as roads, signage, ablution facilities, accommodation, restaurants and rest stops) and tourism attractions (such as battle and heritage sites)?
3. Which elements should be included in designing the tourism development plan for the South African War Battlefields Route in the central Karoo?
4. What guidelines apply to the establishment of a Destination Marketing Organisation (DMO) to manage and market the route?

## **1.5 Research philosophy**

Research philosophy refers to the development and the nature of knowledge. The research philosophy that researchers adopt contains important assumptions about the way in which they view the world. Researchers' research strategy and methods will be underpinned by their assumptions and practical considerations (Saunders, Lewis and Thornhill, 2007:101). Ontology and epistemology are two ways of thinking about research philosophy (Saunders *et al.*, 2007:102). Ontology and epistemology create the basis of the researcher's approach to a research question (Vanson, 2014).

According to Neuman (2011:92), ontology can be defined as ‘an area of philosophy that deals with the nature of being, or what exists; the area of philosophy that asks what reality is and what the fundamental categories of reality are’. The current investigation adhered to an ontological perspective of constructionism, which entails the belief that reality is socially constructed through social actors and their individual perceptions in a particular context. Bryman, Bell, Hirschohn, Dos Santos, Du Toit, Masenge, Van Aardt, and Wagner. (2014:17) claimed that, as an ontological position, constructionism asserts that social phenomena and their meaning are being produced continually by social actors, either individually or collectively. This implies that reality is in a constant state of flux and, thus, subjective and open to multiple co-existing realities (Walliman, 2016:12).

Epistemology refers to how individuals know things and what they can regard as acceptable knowledge in a particular discipline (Saunders *et al.*, 2007:102; Bryman *et al.*, 2014:12; Vanson, 2014; Walliman, 2016:12). According to Neuman (2011:93), epistemology pertains to the question of how individuals know the world around them and what constitutes truth. Neuman (2011:93) further states that ‘epistemology includes what we need to do to produce knowledge and what scientific knowledge looks like once we have produced it’. The researcher, therefore, seeks to discover knowledge and meaning created by subjects.

According to Bryman *et al.* (2014:12), three primary epistemological positions can be identified, namely positivism, realism and interpretivism. Positivism ‘emphasises the importance of using, or imitating, the methods of natural science’ (Bryman *et al.*, 2014:12), whilst realism provides an account of the nature of scientific practice (Bryman *et al.*, 2014:14). Lastly, interpretivism accepts that any research approach needs to respect the differences between people and the objects of the natural sciences (Saunders *et al.*, 2007:106; Bryman *et al.*, 2014:14). Walliman (2016:12) mentions that interpretivism is the recognition that subjective meanings play a crucial role in social actions. The aim of interpretivism is to reveal interpretations and meanings. Through interpretivism, the researcher interprets the elements of the investigation, as it focuses on the meaning which individuals or communities assign to their experiences (Chowdhury, 2014:433). Interpretivism is often associated with qualitative research (Goldkuhl, 2012:1).

The researcher in this study believes that knowledge does not exist outside people, but is actively created by individuals through meaningful experiences. For this reason, the study adhered to interpretivism. According to Chowdhury (2014:433), interpretivism has its origin in the philosophical traditions of hermeneutics and phenomenology. Hermeneutics is the interpretation of a given text, speech or symbolic expression (*Hermeneutics - Philosophy - Oxford Bibliographies*, 2018), and phenomenology is the study of structures of consciousness as experienced from the first-person point of view (*Stanford Encyclopedia of Philosophy*, 2013).

The researcher's ontological and epistemological views are closely related, as they are both embedded in social constructionism, which implies that individuals construct meaning through their continuous interactions with one another.

## **1.6 Research approach and design**

Based on the philosophical stance of interpretivism the investigation followed a qualitative research approach. A qualitative research approach implies research that is explanatory and used to gain a rich understanding of the opinions, motives and perceptions of individuals.

According to Strydom, Fouche and Delport (2002:391), a research design is 'a logical strategy for gathering evidence about knowledge desired'. The research design of the investigation was a phenomenological study. A phenomenological study is not biased towards human experiences, feelings and responses to a particular situation. Phenomenological studies allow researchers to delve into the perceptions, perspectives, understandings and feelings of those who have actually experienced or lived the phenomenon or situation of interest (*Phenomenology Research Overview*, no date). Because the study investigated human experiences and perspectives on a particular situation, the data for the study were collected using semi-structured interviews.



## 1.7 Ethical considerations

Ethical behaviour is important in conducting an investigation, as in any other field of human activity. Ethical considerations come into play at three stages of a research investigation, namely:

- When individuals are selected to partake in an investigation;
- During the surveying process; and
- When the findings of the study are released (Welman, Kruger and Mitchell, 2005:181).

Ethical considerations for the current study included the following:

- No harm was bestowed on the research participants.
- Participants gave informed consent and partook freely in the investigation.
- The research was designed, conducted and reported in accordance with recognised standards of scientific competence and ethical research.
- The possibility of producing misleading results was minimised.  
(Bak, 2004:28; Welman *et al.*, 2005:181).

## 1.8 Limitations of the investigation

Not enough support could be gained from local role players to assist in answering the questionnaires.

## 1.9 Significance of the investigation

The investigation produced a tourism development plan on how to establish the South African War Battlefields Route in the central Karoo region. Interested stakeholders can implement the tourism development plan for the region.

## **1.10 Layout of the investigation**

### **Chapter 1: Introduction**

This chapter provided the background to the study. The aim, objectives and research questions of the study were set out. The research philosophy, approach and design that the study adopted were outlined, and the limitations and the significance of the study were stated.

### **Chapter 2: Battlefield tourism: Profiling the South African War**

This chapter outlines the concepts of dark tourism, battlefield tourism and the South African War.

### **Chapter 3: The central Karoo as a potential tourism node**

Chapter 3 gives background and information on the central Karoo. This chapter also discusses the South African War heritage sites located throughout the central Karoo.

### **Chapter 4: The elements of a tourism development plan**

Chapter 4 deals with the tourism development plan, as well as the theoretical framework for the study.

### **Chapter 5: Research methodology**

Chapter 5 presents a discussion of the methodology that was adopted in the study with regard to the questionnaire design, population, data collection methods, and data capturing and analysis.

### **Chapter 6: Analysis and discussions of findings**

This chapter analyses and discusses the main findings of the study.

## **Chapter 7: A tourism development plan for the South African War Battlefields Route in the central Karoo**

Chapter 7 draws conclusions based on the analysis of the findings and provides the tourism development plan for the South African War Battlefields Route in the central Karoo.

### **1.11 Summary**

This chapter provided an outline of the study, which included background to the problem, the problem statement, the objectives, the research philosophy, research approach and design, the ethical considerations, the limitations of the investigation, the significance of the investigation, and the layout of the investigation. In the following chapter, the South African War is profiled against the backdrop of battlefield tourism.

## CHAPTER 2: BATTLEFIELD TOURISM: PROFILING THE SOUTH AFRICAN WAR

### 2.1 Introduction

There is a worldwide increase in the interest in visiting places associated with war and destruction, or dark tourism (Sharpley and Stone, 2009:5; *Dark Tourism: The Demand for New Experiences*, 2017; Acha-Anyi, 2018:374; Boateng *et al.*, 2018:104). This is also true for South Africa with its numerous battlefield sites, many associated with the South African War.

The aim of the chapter is to delineate the concept of 'dark tourism', with specific emphasis on battlefield tourism. The chapter will also provide a brief history of the South African War (1899-1902) fought between the British Empire and the two independent Boer Republics of the OFS and the South African Republic (ZAR), otherwise known as the Transvaal (refer to map 2) (Scholtz, 2000:17; Van Zyl, Constantine and Pretorius, 2012:10).

During the war, the OFS and ZAR mainly relied on the proven commando system, supported by state artillery units, a small police force and foreign volunteers. The British made use of imperial infantry divisions, supporting artillery and cavalry. At the outbreak of the war, the two republics were able to field 55 000 able-bodied men, whilst the British fielded 250 000 men, which eventually grew to 448 000 men (Nothling, 1998:6; Van Zyl *et al.*, 2012:27). The South African War was initially considered a 'gentlemen's war', but as the war escalated, this notion dissipated (Wessels, 1991:1).

The purpose of this chapter is to profile and discuss battlefield tourism as a component of dark tourism, and to profile the South African War under the following themes: the Republican offensive, the first British offensive, the second British offensive, and the guerrilla phase.

## 2.2 Delineating dark tourism and battlefield tourism

'Dark' in the context of dark tourism is not meant literally, but metaphorically, as in 'a dark chapter of history'. The dark aspects of history and humanity are of particular interest to some tourists. The term 'dark tourism' was first coined by Foley and Lennon (1996) and is also the title of their book *Dark Tourism* (Lennon and Foley, 2000; Sharpley and Stone, 2009:12). Stone (2006:146) defines dark tourism as apparent disturbing practices and morbid products (and experiences) within the tourism domain. Tarlow (2005:48) in Chang (2017:1) identifies dark tourism as 'visitations to places where tragedies or historically noteworthy deaths have occurred and that continue to impact our lives'. According to Acha-Anyi (2018:374), dark tourism pertains to travelling to places associated with death and suffering.

Dark tourism involves visitation to battlefields, murder and massacre sites, places where celebrities have died, graveyards and internment sites, memorials, and events and exhibitions featuring relics and reconstruction of death (Miles, 2014:136; *Dark Tourism: The Demand for New Experiences*, 2017). Dark tourism is also referred to as thanatourism (Seaton, 1996; Lennon and Foley, 2000; Podoshen, 2013:264; Miles, 2014:135; Chang, 2017:1), fatal attraction, death spots (Rojek, 1993), heritage that hurts (Beech, 2000:30) or atrocity heritage tourism (Ashworth, 2004:95; Moeller, 2005:14). It is a practice which is on the increase (Dunkley *et al.*, 2011:860).

It can be argued that the link between tourism and death has always been close. It is clear that the prime motivation of pilgrims, as the first tourists, was to visit the tombs of the saints and sites closely associated with them, including their places of death. Evidence indicates that tourists were present at the Battle of Waterloo (Seaton, 1999) and at the First Battle of Bull Run in the American Civil War (Miles, 2012:32). Popular examples of dark tourism include tourists viewing sites of the brutality of former battlefields in northern France, tourists visiting New Orleans after Hurricane Katrina, and tourists purchasing memorabilia of atrocities at Ground Zero in New York (previously the World Trade Centre [WTC]).

Ground Zero in New York attracted 3.6 million visitors in 2002, whilst prior to the events on 11 September 2001, only 1.8 million people had visited the WTC (Dunkley, 2007:2; *Ground Zero & the Phenomena of 'Dark Tourism' - The Official Globe Trekker Website*, no date). Since the opening of the memorial in September 2011 at Ground Zero, more than 23 million tourists have visited the site, whilst more than 4 million tourists have visited the museum since its opening in May 2014 (*2015 Annual Report - National September 11 Memorial & Museum*, no date).

The diverse range of sites, attractions and exhibitions focusing on death and disaster are growing at a rapid pace within contemporary society (Stone, 2006:145). Tourists that visit dark tourism sites (known as dark tourists) have an apparent motivation that could be classified into the following five categories (Seaton, 1996, in Miles, 2012:32):

1. Those who travel to be a spectator at public enactments of death (which is quite rare in the contemporary context);
2. Those who travel to see sites of individual or mass deaths after they have occurred. This can include visiting the death sites of celebrities (e.g., JF Kennedy) or battlefield sites (e.g., the battlefields of KZN);
3. Those who travel to memorials or burial sites, which could include cemeteries, memorials, tombs and resting places of famous individuals like the cemetery tourist attractions at Highgate (London) and Père-Lachaise (Paris);
4. Those who travel to witness symbolic representation of death at distinct sites. The Tower of London serves as an example; and
5. Those who travel for purposes of re-enactment or the simulation of death. Battlefield re-enactment, with its origins in the gladiatorial combats of ancient Rome, is an example of this category (Sharpley and Stone, 2009:15; Miles, 2012:32).

Human nature is very diverse and, as a result, motivations to travel differ from one tourist to the next (Swarbrooke and Horner, 1999; Dunkley, 2007:66). As mentioned by Ashworth and Hartmann (2005) (in Miles, 2012:30 and in Light, 2017:285), there are three main motivational factors for visitation to dark tourism sites:

1. Pure curiosity where tourists are drawn to experience the unusual;
2. Empathy, whereby visitors can identify with the victims of atrocity; and
3. A fascination with horror.

Dunkley (2007:72), Ryan (2007:251), Kim and Butler (2014) and Van der Merwe (2014:123) further identify the following categories of motivation:

- Special interest: personal interest in a particular site or war due to a family link with the event;
- Thrill/risk seeking: being part of the re-enactment of a battle;
- Validation: forming approval for the event;
- Authenticity: representation of the event from all perspectives;
- Self-discovery: learning about the experiences of one's ancestors that were involved or killed in that conflict;
- Iconic sites: some sites are classified as a 'must-see' for tourists;
- Convenience: a battlefield is situated close by and forms part of the tourist's itinerary;
- Morbid curiosity: people interested in the macabre;
- Pilgrimage: people who lost loved ones in a certain event and now want to find out more about the event;
- Remembrance and empathy: young and old tied together;
- Contemplation: thinking history through for one's own reflection;
- Legitimation: creating national pride;
- Economic resurgence: creating economic opportunities through employment;
- Discovery of heritage: where locals discover a sense of identity through past histories;
- Acts of remembrance: honouring people who died in the quest for one's freedom; and
- Personal aspirations: seeking social or political prestige.

A number of scholars have researched the relationship between tourism and death and it has now become a mainstream research topic (Podoshen, 2013:264; Hartmann, 2014:170; Miles, 2014:134; Podoshen *et al.*, 2015:331; 2018:346; Light, 2017:276; Boateng *et al.*, 2018:104). Since 2011, research on dark tourism has increased significantly. According to Light (2017:276), the tourism–death relationship is an increasingly popular theme at conferences. Furthermore, dark tourism has caught the attention of the media (Seaton and Lennon, 2004) and has become a regular topic in newspapers, magazines and television programmes (Light, 2017:276). The television show, *Dark Tourist*, currently on Netflix is a prime example of the growing interest in dark tourism worldwide (Eloff, 2018).

One of the components of dark tourism is battlefield tourism and sites or destinations associated with war (Dunkley *et al.*, 2011:860; Miles, 2014:137; Chang, 2017:1). According to Light (2017:276), research into tourism at battlefields and sites associated with war is substantial. These sites probably constitute ‘the largest single category of tourist attractions in the world’ (Smith, 1998:205; Stone and Sharpley, 2008:574). For this reason, battlefield tourism has become an important sector of tourism today. The following section will provide further insight into battlefield tourism.

A battlefield can be defined as ‘the area of land over which a battle was fought and [where] significant related activities occurred. A battle is an engagement involving wholly or largely military forces that had the aim of inflicting lethal force against an opposing army’ (*Historic Scotland (undated) Inventory of Historic Battlefields*, 2009:29; Miles, 2012:59).

Venter (2011:1) states that there is no clear definition of battlefield tourism; however, the literature does provide some definitions. According to Dunkley *et al.* (2011:860) and Van der Merwe (2014:123), battlefield tourism includes ‘[v]isiting war memorials and war museums, “war experiences”, battle re-enactments and the battlefield’. Misztal (2003:130-131) states that battlefield tourism offers sites of cultural memory where ‘memory becomes institutionalized through cultural means, such as commemorative rituals, memorials, and museums’. Similarly, Moeller (2005:6) defines battlefield tourism as specifically focusing on famous war sites, battlefields and cemeteries.



War has been responsible for many of the world's greatest tragedies, as it leads to the loss of human lives and the destruction of regions. However, Bigley, Lee, Chon and Yoon (2010:371) claim that:

the history and social outcomes of war as a human experience and event as well as the indirect outcomes of warfare – artefacts, nostalgia, reunions and physical sites with broader historical or environmental significance – serve as resources that can be positioned to stimulate tourism in formerly war-torn regions.

At first glance, one would not consider war and tourism to go hand in hand. However, as mentioned, despite the horrors of death and destruction, the memorabilia of warfare and accompanying products probably constitute the largest single category of tourist attractions in the world (Sharpley and Stone, 2009:186). Sir Winston Churchill, who served as the Prime Minister of the United Kingdom from 1940 to 1945 and again from 1951 to 1955, called battlefields the 'punctuation marks' of history (Miles, 2012:2).

Battlefield tourism has attracted attention from early times (Sharpley and Stone, 2009:186). As mentioned, during the Battle of Waterloo in 1815, which heralded the defeat of Emperor Napoleon Bonaparte, large numbers of spectators visited the battlefield while fighting took place (Seaton, 1996:234; Moeller, 2005:18; Holguin, 2005:1400; Klein, 2016). In 1854, the first tour to Waterloo took place, establishing battlefield tourism as a new kind of attraction (Seaton, 1999:139). Waterloo remained Belgium's most popular tourist attraction throughout the 19<sup>th</sup> and 20<sup>th</sup> centuries (Seaton, 1999:130). Ryan (2007:13) states that battlefield sites can attract several hundreds of thousands of tourists each year.

Extensive research has been undertaken on WW1 battlefields and, with 2014 marking the centenary of WW1, large numbers of tourists visited battlefield sites around the world (Clarke and Eastgate, 2011; Winter, 2012). Civil War battlefield sites are also currently extremely popular with tourists, with the site at Gettysburg (1863) attracting over 3 million visits a year (Miles, 2012:4). Destinations such as Southeast Asia, Balkan Europe and the Middle East have contributed to and widen the possibility of what is a booming sector of the international tourist market for war sites (Moeller, 2005:19). According to Marais (2017:42), cemetery tourism is also growing in

popularity around the world. The following section will discuss to the demographic profile of battlefield tourists.

### **2.2.1 Demographic profile of battlefield tourists**

The question remains: Who exactly visits battlefields? Van der Merwe (2014:129) addressed this question in his investigation of battlefield routes around Dundee (a coal mining town) in KZN. He indicated that, in viewing the different variables he included in his study (visitor numbers to each battlefield site, the purpose of tourist trips, average tourist spend and percentage of tourism contribution to the GDP – within each local municipality in and around Dundee) a profile of the local battlefields tourism economy could be identified (Van der Merwe, 2014:129). The findings revealed that most battlefields were visited by white males who are retired and have a great deal of time to travel.

A study conducted in Britain by Miles (2012) found similar results, with the age distribution indicating a higher preference for visiting battlefields amongst older age groups and a strong result for the 50-65-year-old category (Miles, 2014:139). Members of this category also have greater disposable income, are well educated and have a particular interest in battlefields and the history of the conflicts concerned. In Miles' study, most visitors were international tourists (63%), whilst local tourists comprised only 37% of the sample. The findings from Miles' study further indicated that heritage tourism is important for these battlefield tourists (Van der Merwe, 2014:134). This information could serve as a guideline to identify the type of tourist who visits battlefields. However, further research on who visits battlefields and battlefield routes is critical. The following section provides information on battlefields in the South African context.

### **2.2.2 Battlefields in the South African context**

Globally, battlefield routes appear to be a popular way of expanding sustainable tourism, especially in areas that are not well developed economically (Moeller, 2005:77). Battlefield tourism is viewed as a niche tourism market in South Africa. A niche tourism market is 'a specific market segment, usually with a well-defined

product, that can be tailored to meet the interests of the customer' (Acorn Consulting Partnership, 2008:3). Battlefield tourism in South Africa has significantly expanded in the past few years, especially in KZN and the Northern Cape where battlefield routes have been developed (Moeller, 2005:76; Venter, 2011:1; Taru, Chingombe and Mukwada, 2014:1; Van der Merwe, 2014:124).

In South Africa, battlefield sites offer a unique view of the events that have shaped the country's future. Battlefields, thus, offer tourists in South Africa the opportunity to understand their past (Venter, 2011:3). The South African government, encouraged by the growth in visitor numbers to battlefields, has decided to invest in battlefield sites due to their important role in the collective identity and history of South Africa (Venter, 2011:1; Taru *et al.*, 2014:1).

A number of battlefield sites throughout South Africa have been declared national heritage sites, for example, Colenso, Spioenkop, Isandlwana and Rorke's Drift, and include some of the most important events that shaped the South African history (Venter, 2011:1). From colonial clashes in the 18th and 19th centuries to the South African War, all form part of the events that shaped the future of South Africa (Von der Heyde, 2013:12). Currently, there are two major battlefield routes in South Africa, namely the Battlefields Route in KZN and the N12 Battlefields Route in the Northern Cape (Olivier and Olivier, 2001:102;162; Moeller, 2005:76; *South African Military History Society*, no date; *South African Holiday Northern Cape - N12 Battlefields*, no date; *Battlefields Route of KZN*, 2017).

The most developed route of the two is the Battlefields Route in KZN. This route promotes many different war campaigns, and there are many battlefield sites to visit which include sites of Boer, British and Zulu conflicts in history (Olivier and Olivier, 2001:102; Moeller, 2005:76).

The N12 Battlefields Route is located in the Kimberley region. This route promotes the South African War of 1899-1902 and in particular the activities that took place on the so-called Western Front of the war. The N12 Battlefields Route incorporates battlefields, cemeteries, war memorials and museums dating back to the South African War. Along this route, which follows the N12 motorway, the major battles are well sign-

posted. Battles such as Magersfontein, Modder River and Belmont are part of this route (*South African Military Society*, 2000; Olivier and Olivier, 2001:162; Moeller, 2005:77; *South African Military History Society*, no date; *South African Holiday Northern Cape - N12 Battlefields*, no date).

South Africa has great potential for developing new battlefield routes with multiple cemeteries and memorials scattered throughout the countryside (Moeller, 2005:77). Thus, further study is warranted, although this is a niche tourism market. The following section will discuss the example of the KZN Battlefields Route. This is a well-known battlefield route amongst tourists visiting South Africa and serves as a sufficient example for purposes of the study.

### **2.2.2.1 Battlefields Route in Kwazulu-Natal**

In the 1990s, local battlefield enthusiasts developed the first battlefields route incorporating the history of four KZN towns, namely Dundee, Newcastle, Ladysmith and Vryheid. The route has since grown to include 15 towns and all the areas in between (Moeller, 2005:78; *Battlefields Route of KwaZulu Natal*, 2017). The KZN region has witnessed countless fierce battles in the past (refer to map 1). These battlefields each hold a value to South Africa's heritage.

Battlefields situated in KZN include sites dating back to between the time of the Voortrekkers (early Dutch settlers) and the Zulu kings. The most famous battlefield site for this period is the Battle of Blood River (Von der Heyde, 2013:162; 2017:107). The build-up to the Battle of Blood River started on 26 November 1838 when Voortrekker leader, Andries Pretorius, led 460 Dutch trekkers to invade Zululand to avenge the death of Piet Retief and 70 of his companions on 5 February 1838 at the hands of King Dingane and the Zulu people (Moeller, 2005:78; Venter, 2011:2; Von der Heyde, 2013; 2017:17; Van der Merwe, 2014:124; LeMaitre, 2017:249).

On 6 December 1838, Pretorius made a vow to God that, should they be triumphant in the coming battle, they would commemorate the day for generations to come as a sabbath day, and a church would be built as a memorial (which was built two years later in Pietermaritzburg) (Von der Heyde, 2013:164). Pretorius made an agreement

with the Zulu prince, Mpande, Dingane's half-brother and successor to the throne, that he, Pretorius and Mpande would oust Dingane through military means. However, at that stage, Mpande was about to be assassinated by Dingane (Venter, 2011:2; LeMaitre, 2017:249).

Pretorius made sure that the enemy would not catch him off guard, and at night he ordered his people to form a circular lair with their ox wagons, with guards patrolling throughout the night. On Saturday 15 December 1838, the commando arrived at Ncome River (known today as Blood River). After receiving information that the Zulus were planning to attack that night, Pretorius again ordered that the ox wagons form a circular lair. The Zulus attacked the lair soon after sunrise, but were met with gunfire from the trekkers. This frontal attack was repeated three or more times until Pretorius ordered men on horseback to attack the Zulus. This led to the Zulus' fleeing and the victory of the trekkers (Von der Heyde, 2013:162; *Enkele Besonderhede oor die Slag van Bloedrivier*, 2017; LeMaitre, 2017:249; *Bloedrivier - Voortrekker Geskiedenis - Afrikaner Geskiedenis*, no date).

On 16 December 1838, the day of the battle, the trekkers were attacked by 10 000–15 000 Zulu men. Estimations are that up to 3 000 Zulus were killed, while only three trekkers were wounded, namely Pretorius himself, Philip Fourie and Gerrit Raath (Ehlers, 2000:4; Von der Heyde, 2013:163; *Enkele Besonderhede oor die Slag van Bloedrivier*, 2017; LeMaitre, 2017:249; *Bloedrivier - Voortrekker Geskiedenis - Afrikaner Geskiedenis*, no date).

Up until 1994, 16 December has been commemorated as a public holiday in South Africa, named Day of the Covenant, in keeping with the vow made by the trekkers. Today, it is still a public holiday, but now known as Day of Reconciliation (Venter, 2011:3; Von der Heyde, 2013:164; LeMaitre, 2017:249).

Further clashes that took place in KZN include skirmishes between the British Empire, who wanted to gain control over land across the Tugela River, and the Zulu nation. This manifested in the Anglo-Zulu War of 1879 (Von der Heyde, 2013:17; 2017:64; LeMaitre, 2017:260). Famous battles of the Anglo-Zulu War include Isandlwana and

Rorke's Drift (Moeller, 2005:44; Venter, 2011:2; Von der Heyde, 2013:134; 2017:124; LeMaitre, 2017:260).

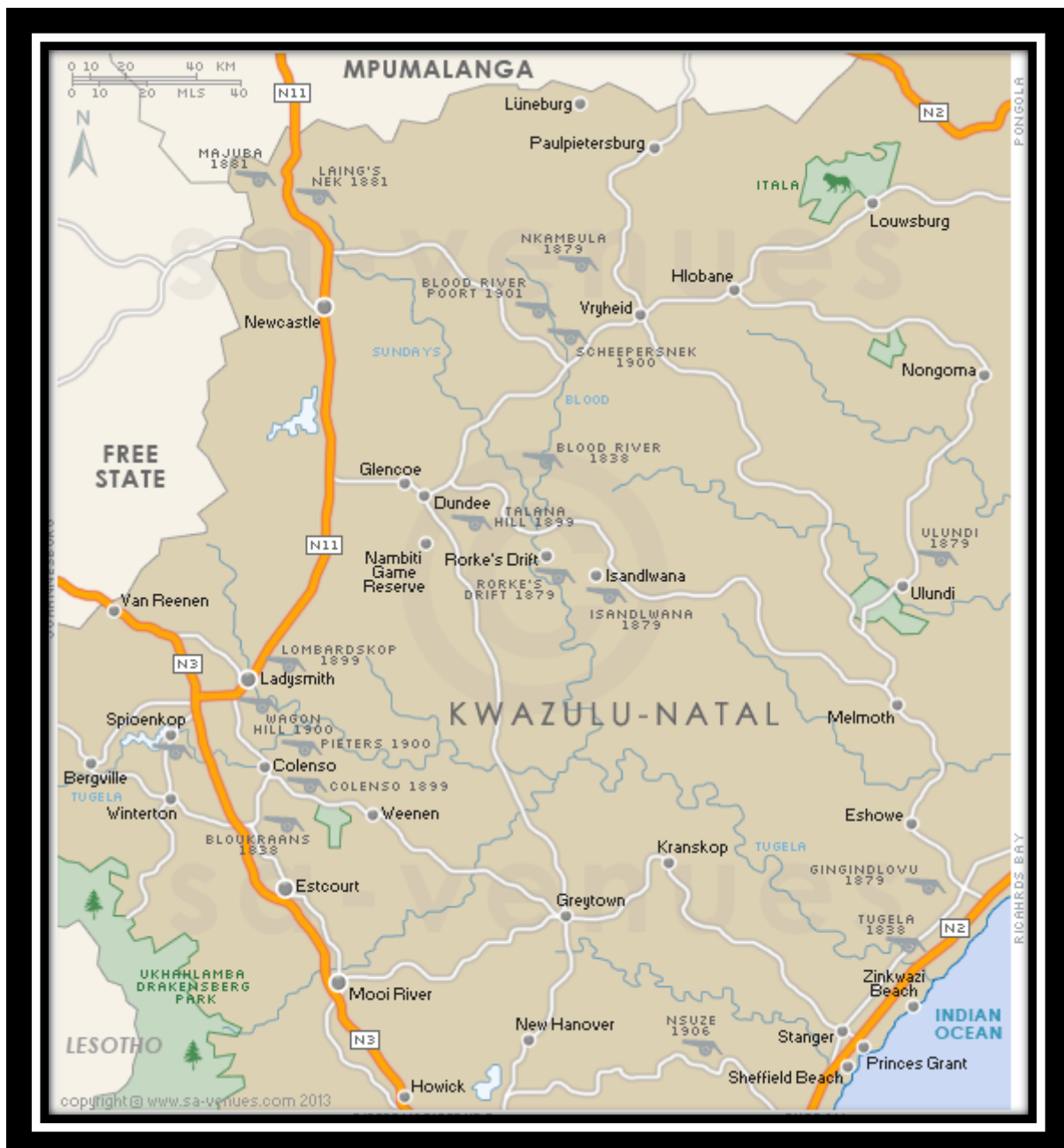
The Battle of Isandlwana took place on 22 January 1879 and marked the first confrontation between the British Empire and the Zulu Kingdom during the Anglo-Zulu War (Von der Heyde, 2013:134; 2017:65; LeMaitre, 2017:260). A Zulu *impi* (regiment) of about 20 000 attacked a portion of the British main column who were left behind 11 days after the British had invaded Zululand. The British force consisted of 1 700 men, who set up camp at the foot of a hill called Isandlwana. However, the camp was set up without any defensive fortifications (Olivier and Olivier, 2001:103; Moeller, 2005:46; Venter, 2011:2; LeMaitre, 2017:260).

Armed with only traditional *assegai* (iron spears), cowhide shields and a number of muskets and old rifles, the overwhelming Zulu force defeated the poorly led and badly deployed British force, despite the latter's modern weaponry. The British lost over 1 200 men, whilst the Zulus lost around 1 000 men (Olivier and Olivier, 2001:103; Moeller, 2005:47; Venter, 2011:2; Von der Heyde, 2013:138; LeMaitre, 2017:260).

The Battle of Rorke's Drift followed the British defeat at the Battle of Isandlwana. The survivors of Isandlwana fled to Rorke's Drift. Rorke's Drift was defended successfully by 150 British and colonial troops against the attack of the Zulu *impis*, ranging from 3 000 to 4 000 men. The highest number of decorations for bravery and valour in a single engagement were awarded to the British soldiers who fought at Rorke's Drift (Olivier and Olivier, 2001:103; Moeller, 2005:48; Venter, 2011:2; Von der Heyde, 2013:144; LeMaitre, 2017:260).

A number of self-drive routes link the historical battlefields in KZN. On these routes, tourists can view battle sites, historical buildings, museums, memorials, cemeteries and graveyards. Tourists visit the KZN battlefield sites to experience history through their own eyes, and many international tourists want to pay homage to their fallen ancestors. Tourists can also use qualified tourists guides to experience the battlefields (Van der Merwe, 2014:124). Research has indicated that it is mainly British tourists who visit the Anglo-Zulu battlefields.

Visitors who are primarily interested in visiting battlefield sites in KZN have indicated a link between a family member and the battlefield, or a fascination with military history (Moeller, 2005:79; *Battlefields Route of KwaZulu Natal*, 2017). Attractions along the Battlefields Route include the Talana Museum in Dundee, the Ondini Historical Complex in Ulundi, and the battlefields of Isandlwana and Rorke's Drift (Moeller, 2005:82). Map 1 indicates the KZN battlefields and the location of a number of battlefield attractions on the KZN Battlefields Route.



**Map 1: Battlefields of KwaZulu-Natal**

Source: *Battlefields Map, KwaZulu-Natal* (2017)

As mentioned, there is great potential for the development of new battlefield routes throughout South Africa. This would have a positive impact on regions, for example, by creating employment and contributing to a portfolio of tourist attractions to support the tourism industry in places where there is a lack of iconic attractions (Ryan, 2007:2). The South African War provides many opportunities for battlefield route development. Thus, the following section profiles the South African War.

### **2.3 Profiling the South African War**

Compared with world standards, the South African War is not considered to be a large-scale war. This, however, takes nothing away from the importance of this war. The South African War had a severe impact on the cultural and social landscape of the country and is seen as a catalyst of change in the country's history (Nothling, 1998:2). In 1899, the South African population was approximately 4 730 000 (3 500 000 black people, 830 000 white people, 300 000 coloured people and 100 000 Indian people) (Van Zyl *et al.*, 2012:10). During the South African War, 3 997 Boers and co-fighters and 7 792 British soldiers died in battle (Wessels, 1991:46). The South African War was the 226<sup>th</sup> of 230 conflicts involving the British Empire in the 64-year reign of Queen Victoria from 1837 to 1901. During her reign, not a single year passed without the British army's being embroiled in conflict (Wessels, 1991:1; 2011:20; Kruger, 1999:1).

The South African War can be considered a direct result of European interest in Africa during the last quarter of the 19<sup>th</sup> century. Towards the end of the 19<sup>th</sup> century, the question of control of the southernmost tip of Africa was escalating. The British looked to unify the whole of South Africa under the British flag. However, two Boer Republics stood directly in the path of this ideal (Scholtz, 2000:11; *Anglo-Boer War Museum*, 2017).

As a result of the growing number of British soldiers in southern Africa, the ZAR and the OFS handed the British Empire an ultimatum on the afternoon of 9 October 1899 (Pakenham, 2014:54; Grobler, 2018:27). The ultimatum stated that, if the British Empire did not withdraw their troops from southern Africa within 48 hours, it would be considered a declaration of war against the ZAR and the OFS. The British Empire failed to adhere to the ultimatum, and war was declared by the Boers on 11 October



1899 (Reitz, 1929:23; Breytenbach, 1978:138; Pakenham, 1979:1; Wessels, 1991:2; 2011:28; Pretorius, 1998:13; Nothling, 1998:6; Van den Berg, 1998:11; Kruger, 1999:3; Scholtz, 2000:20; Van Zyl *et al.*, 2012:17; Von der Heyde, 2013:21; 2017:13,111; Allen, 2015:198; Grobler, 2017:1; 2018:27; Hattingh, no date:2).

The South African War can be divided into four phases (Wessels, 1991:7; Nothling, 1998:6), namely the republican offensive, the first British offensive, the second British offensive and the guerrilla phase. The following section sets out these phases viewed from the Boer and British sides.

### **2.3.1 The republican offensive**

The first main phase of the war, the republican offensive, was a semi-conventional phase. The Boer forces used unorthodox, or non-conventional, methods during this phase in an attempt to neutralise the British forces in Natal (Dundee and Ladysmith) and Cape Colony (Kimberley and Mafeking) before reinforcements from overseas could reach South Africa (Breytenbach, 1978; Wessels, 1991:9; Nothling, 1998:6). The first phase, which lasted from October to November 1899, is discussed below according to the following three geographical areas: the Kimberley front, the Natal front, and the North-Eastern Cape front.

#### **2.3.1.1 The Kimberley front**

This front, also known as the Western front, included the whole area from the Orange River in the region of Hopetown in the south to the Bechuanaland (now Botswana) and Southern Rhodesia (now Zimbabwe) borders in the north. The railway tracks from Cape Town to Bulawayo ran through this area, with Kimberley and Mafikeng (now Mahikeng) as the two natural strategic focus areas (Wessels, 1991:9; 2011:28; Nothling, 1998:6; Kruger, 1999:10; Von der Heyde, 2017:114).

The first skirmish of the South African War took place on the Kimberley front when the British armoured train, *Mosquito*, fell under siege from the Boers on the evening of 12 October 1899 near Kraaipan (Pretorius, 1998:15; Nothling, 1998:6; Van den Berg, 1998:11; Kruger, 1999:9; Scholtz, 2000:30; Hattingh and Wessels, 2013:113; *Anglo*

*Boer War - Davitt: Chapter IX - Kraaipan, 2017; Anglo-Boer War Museum, 2017; Grobler, 2017:1; 2018:32; Von der Heyde, 2017:150*). The Boers had damaged the railway tracks, and the locomotive derailed with British soldiers on board. The next morning the entrapped British soldiers (35 in total) surrendered. On the side of the Boers, no casualties were reported on this day (Wessels, 1991:9; Van den Berg, 1998:11; Kruger, 1999:10). For the Boers, the most valuable outcome of this skirmish was the cargo, which included three seven-pounder field guns, numerous shells, about 30 rifles and a few cases of dynamite, which were in their possession now (Grobler, 2017:1).

On 14 October 1899, the siege of Mafikeng started (Pakenham, 1979:118; Grobler, 2017:5; LeMaitre, 2017:141; Von der Heyde, 2017:116). The British considered Mafikeng a strategic point because of the railway tracks, which stretched through the town to the north, and the large amount of inventory that could be stored there. On 27 October, the Boers unsuccessfully attempted to take Mafikeng under order from General Pieter Arnoldus (Piet) Cronje (Wessels, 1991:9; Nothling, 1998:6; Pretorius, 1998:15; Kruger, 1999:10; Van Zyl *et al.*, 2012:122).

With 48 000 inhabitants, Kimberley was the second largest town in the Cape Colony at the time and was of strategic importance to the British. Kimberley was connected to all the harbours in the Cape Colony, was situated on the main railway tracks to the north, and was home to the world's richest diamond mines. Furthermore, former prime minister of the Cape Colony, Cecil John Rhodes, had arrived in the city before the outbreak of the war and refused to leave Kimberley with war on the horizon (Grobler, 2017:6; Von der Heyde, 2017:136). Lieutenant Colonel Robert George Kekewich was responsible for protecting first Rhodes and secondly Kimberley (Wessels, 1991:10; Van den Berg, 1998:12; Kruger, 1999:10; Van Zyl *et al.*, 2012:146).

### **2.3.1.2 The Natal front**

The first phase of the South African War in Natal stretched from the start of the war until 25 November 1899 when General Sir Redvers Buller arrived in Natal and effectively took control of operations. Up until this point, General Sir George Stuart White had been the commanding officer of the British forces in South Africa with 9 600

men at Ladysmith, whilst General William Penn Symons had 5 000 troops at his disposal at Dundee. In contrast, General Petrus Jacobus (Piet) Joubert had a force of 17 400 Boers at his disposal (Wessels, 1991:10; Pretorius, 1998:14; Scholtz, 2000:20; Van Zyl *et al.*, 2012:94; Von der Heyde, 2017:154).

On 14 October 1899, the Boer forces invaded Natal and occupied Newcastle. General Joubert did not want to proceed to Ladysmith unless Penn Symons's forces at Dundee were defeated (which was his original task). This led to the Battle of Talana north of Dundee, where 51 British soldiers died, 203 were wounded and 246 were captured, whereas 44 Boers died and 91 was wounded on 20 October 1899 (Breytenbach, 1978:214; Wessels, 1991:10; Pretorius, 1998:14; Grobler, 2017:5; 2018:33).

At Ladysmith, news reached White that 800 Boers under the control of General Johannes Hermanus Michiel Kock had moved to Elandslaagte station. White immediately ordered 3 500 men with 18 cannons under the control of Major General John Denton Pinkstone French to wipe out the Boers. The British attack against the Boers was successful (Schoeman, 2013a:22). A total of 38 Boers died in battle, 113 were wounded and 185 were captured as prisoners of war (POWs). On the British side, 50 soldiers died and 213 were wounded (Wessels, 1991:11; Nothling, 1998:6; Pretorius, 1998:14; Kruger, 1999:19; Von der Heyde, 2013:120; Grobler, 2017:7; 2018:34).

At Dundee, the British felt that they were not prepared to endure another onslaught from the Boers, and on the evening of 22 October, the British quietly started to evacuate the town and fell back to Ladysmith. The following morning the Boers were surprised to find that the British had fled, and the Boers occupied the town. On 26 October the British forces reached Ladysmith (Wessels, 1991:11; Kruger, 1999:20).

On 28 October, Ladysmith was surrounded on three sides by Boer forces of around 7 500 men with 17 cannons and three pom-poms. White, positioned within the town limits, had 14 500 men and more than 50 cannons under his command. White realised that quick action was required if he wanted to prevent the Boers from continuing to surround the town. On 30 October, 42 British soldiers opened fire on the Boer positions

at Modderspruit close to Ladysmith. These positions were mostly uninhabited. When the Boers opened fire on Ladysmith with a Long Tom gun, it caused confusion amongst the British, as they had no idea where the fire was coming from. The British troops stationed at Lombardskop close to Ladysmith, then retreated and the Boers moved closer to Ladysmith. Meanwhile, other British forces moved northwards from Ladysmith to take control of Nicholson's Nek. Nearby, the British occupied the hill Cayingubo, where they were met by an OFS force under Commandant Christiaan Rudolph de Wet and Commandant Lucas Petrus Steenkamp. After a fierce battle in that vicinity most of the British troops was forced to surrender (Wessels, 1991:11; Kruger, 1999:20; Von der Heyde, 2017:158).

'Mournful Monday', also known as the Battle of Ladysmith, ensued thus, with a full-on defeat for the British at Modderspruit (Lombard's Kop) and Nicholson's Nek on 30 October 1899. White choose not to retreat from Ladysmith but rather to make a stand against the Boer forces. By allowing his forces to be besieged he had hoped that British reinforcements would arrive timeously to repulse the Boer forces. Thus started the siege of Ladysmith which ended on 28 February 1900 (Wessels, 1991:12; Pretorius, 1998:14; Kruger, 1999:20; Von der Heyde, 2013:113,114; Pakenham, 2014:85; *Anglo-Boer War Museum*, 2017; Grobler, 2017:9; 2018:37).

Towards the end of the first phase of the war fought on the Natal front, the British seemed to have gained strategic advantage, as they were well entrenched in the besieged towns, whilst the Boers never followed up on their success achieved at Ladysmith (Wessels, 1991:12; Nothling, 1998:7; Kruger, 1999:21).

### **2.3.1.3 The North-Eastern Cape front**

A mock war situation prevailed at the North-Eastern Cape front as President Steyn of the OFS reassured William Philip Schreiner, prime minister of the Cape Colony, that the Boers would not invade the Cape as long as the colony was not used as point of departure for attacks against the Republics. However, on 13 November 1899, the Boer commandos crossed the Orange River at various points to invade the Cape Colony. On the same day, Aliwal-North was occupied by Chief Commandant Jan Hendrik Olivier, followed the next day with Colesberg, where a combined OFS–ZAR force

under Chief Commandant Esias Reinier Grobler and General Hendrik Jakobus Schoeman occupied these towns (Wessels, 1991:13; 2011:35; Nothling, 1998:7; Kruger, 1999:13).

### **2.3.2 The first British offensive**

The second phase of the South African War can be identified as the first British offensive. In this phase the British aimed to relieve their surrounded forces in Ladysmith, Kimberley and elsewhere. This was, however, unsuccessful. On 31 October 1899, Buller arrived in Cape Town on board the *Dunnottar Castle*, accompanied by several thousands of soldiers, including Winston Churchill (Breytenbach, 1986:1; Wessels, 2011:36; Schoeman, 2013a:20; *Anglo-Boer War Museum*, 2017; Grobler, 2017:11). At this point Buller was still planning an attack against the OFS and then the ZAR, using Cape Town as base to start his launch. Upon his arrival in South Africa, however, the landscape of the war had changed so much, that he had to rethink his strategies completely (Wessels, 1991:15; Pretorius, 1998:17; Kruger, 1999:11).

Although it seemed at this stage as if the Boers had the upper hand, this was not the case. The Boers did not follow up on their successes, but decided to passively control the British instead of continuing attacks on the Cape Colony and Natal. For this reason, the British were able to strengthen their position and bring in re-enforcements to deploy all over South Africa. The following section describes the events on the various fronts after the first British offensive was launched (Wessels, 1991:15; Nothling, 1998:7).

#### **2.3.2.1 The Kimberley front**

Lord Paul Sanford Methuen received orders from Buller to move from the Orange River Station along the railway line northwards to Kimberley (Pretorius, 1998:17; Van den Berg, 1998:13). He started his march with 10 500 men, 16 cannons and 10 machine guns on 21 November 1899 (Pretorius, 1998:17; Wessels, 2011:38). During Methuen's march to relieve Kimberley, he came into contact with Boers on four occasions:

- The Battle of Belmont (23 November 1899) (Baring Pemberton, 1964:35; Breytenbach, 1986:15-34; Wessels, 1991:16; 2011:38; Kruger, 1999:11; Evans, 2000:17; Scholtz, 2000:43; Von der Heyde, 2013:280; Pakenham, 2014:105; Allen, 2015:208; Grobler, 2017:15).
- The Battle of Graspan (25 November 1899) (Breytenbach, 1986:37-54; Wessels, 1991:16; 2011:39; Kruger, 1999:12; Evans, 2000:102; Scholtz, 2000:44; Olivier and Olivier, 2001:163; Von der Heyde, 2013:277; Pakenham, 2014:105; Grobler, 2017:17).
- The Battle of Modder River (28 November 1899) (Baring Pemberton, 1964:52; Wessels, 1991:16; 2011:39; Kruger, 1999:12; Evans, 2000:185; Scholtz, 2000:45; Von der Heyde, 2013:268; Pakenham, 2014:111; Grobler, 2017:17; 2018:57).
- The Battle of Magersfontein (11 December 1899). This battle was a full-on defeat for the British. General Jacobus (Koos) Herculius De la Rey, in charge of the Boer forces on the Western front, gave orders that the Boers place their men strategically at the bottom of the Magersfontein hills. In the battles leading up to Magersfontein, the British tactics were to bombard the hills under Boer command first and then attack them. De la Rey decided to change his tactics at Magersfontein and place his men in trenches at the bottom of the Magersfontein hills. On the afternoon of 10 December 1899, Methuen started with the bombardment of Magersfontein hills. The Boers with 8 000 men and 10 cannons were under the leadership of Piet Cronje (De la Rey was not present, as he had to bury his son) whilst the British forces under the command of Methuen had 15 000 men and 33 cannons at their disposal. Early on the morning of 11 December, the British, with the Highland Brigade in front, attacked the well-entrenched Boer force at Magersfontein. However, they were ambushed by the Boers and defeated. Methuen never fully recovered after his defeat at Magersfontein. The victory of the Boers over the British at Magersfontein prevented Methuen's army from reaching Kimberley as their main aim (Baring Pemberton, 1964:77; Breytenbach, 1986:123-174; Wessels, 1991:17; 2011:40; Pretorius, 1998:20;

Van den Berg, 1998:14;16; Kruger, 1999:12; Evans, 2000:164; Scholtz, 2000:48; Olivier and Olivier, 2001:163; Von der Heyde, 2013:260; 2017:142; Pakenham, 2014:115; Allen, 2015:212; *Anglo-Boer War Museum*, 2017; Grobler, 2017:22; LeMaitre, 2017:132).

The second phase of the war on the Kimberley front did not deliver a great deal of action other than sporadic Boer attacks during the siege of Mafikeng (Wessels, 1991:18; Pretorius, 1998:20; Kruger, 1999:11).

### **2.3.2.2 The Natal front**

Buller, as the supreme British commander, decided to travel with the largest section of the British forces to Natal with the aim to safeguard the colony against Boer attacks and relieve the town of Ladysmith besieged earlier by the Boer forces. Middle December 1899 was a turning point in the early phases of the war, as the British suffered three defeats in six days, which came to be known as 'Black Week' (LeMaitre, 2017:189). The battles of Black Week took place at Stormberg (10 December 1899), Magersfontein (11 December 1899) and Colenso (15 December 1899) (Pakenham, 1979:246; 2014:136; Breytenbach, 1986:196-202,123-174,263-325; Nothling, 1998:7; Pretorius, 1998:21; Wessels, 2002:1; 2011:43; Van Zyl *et al.*, 2012:20; Von der Heyde, 2013:304; Allen, 2015:212; 2018:62; *Anglo-Boer War Museum*, 2017; Grobler, 2017:21-23; LeMaitre, 2017:189,132,239).

Black Week was the worst run of defeats suffered by the British Army since the Napoleonic Wars, despite the fact that some of the most famous regiments in the British Army, the Black Watch at Magersfontein and a brigade of the Fusiliers at Colenso, fought in these battles. For such regiments to suffer three defeats at the hands of mere farmers was inexplicable. Black Week resulted in approximately 450 men being killed, 1 550 wounded and 950 captured on the British side (in total approximately 2 950 casualties) (Breytenbach, 1986:333; Wessels, 2002:13; Rickard 2007; Grobler, 2017:25). The British found themselves in a tight situation strategically after Black Week. The Boers' last opportunity to win the war might have been the two weeks after Black Week; however, they let the British off the hook and, in doing so, suffered the consequences (Pretorius, 1998:21; Wessels, 2002:21).

The British attempted three times to break through the Upper Tugela with the aim to relieve Ladysmith:

- The Battle of Tabanyama (20–23 January 1900) (Wessels, 1991:20; Kruger, 1999:23; Grobler, 2017:33).
- The Battle of Spioenkop (24 January 1900). This battle became the second bloodiest siege in the whole war (after Paardeberg) (Rickard, 2007; LeMaitre, 2017:238). General Sir Edward Robert Prevost Woodgate and 1 700 soldiers climbed the hill of Spioenkop towards the peak where they drove away 200 Boers. The British, however, reached a false peak and situated themselves at the incorrect spot against the hill. At daybreak, 400 Boers under the leadership of Commandant Hendrik Frederik Prinsloo and Commandant Daniel Jacobus Elardus Opperman stormed and pinned down the British under heavy gunfire. Woodgate was killed and a number of British soldiers surrendered. However, the British retreated after nightfall and the Boers occupied the position the next morning. A total of 225 British died, 550 were wounded and 300 were captured as POWs or went missing. In contrast, only 58 Boers were killed and 140 wounded (Wessels, 1991:20; Pretorius, 1998:17; Kruger, 1999:23; Scholtz, 2000:40; Wessels, 2011:44; Schoeman, 2013a:120; Von der Heyde, 2013:80; 2017:162; Pakenham, 2014:146; Grobler, 2017:34).
- The Battle of Vaalkrans (5–7 February 1900) (Wessels, 1991:20; 2011:45; Pretorius, 1998:17; Kruger, 1999:24; Evans, 2000:263; Scholtz, 2000:42; Grobler, 2017:39; Von der Heyde, 2013:92; 2017:163).

Buller's attempts at the Upper Tugela cost the lives of more than 2 000 men against 400 Boers. Although these attempts exhausted the Boers and made them restless, the British were not successful. At the end of the second phase in Natal, Buller was still not any closer to Ladysmith. Buller then decided to break through at the Lower Tugela (Wessels, 1991:19; Kruger, 1999:24).



Ultimately, Buller failed at the task appointed to him, namely relieving Ladysmith and overpowering the Boer forces. General (Lord) Frederick Sleigh Roberts succeeded Buller as commander-in-chief in South Africa. Roberts arrived in South Africa on 11 February 1900 (Nothling, 1998:7; Pretorius, 1998:17; Grobler, 2017:25). During this period the siege of Ladysmith continued.

### ***2.3.2.3 The North-Eastern Cape front***

On the North-Eastern Cape front, two war sections could be identified, namely the Colesberg front and the Stormberg front. On the Colesberg front, French succeeded in keeping the Boers at bay since his arrival on 20 November 1899. The Boers were occupied on the Western front at Kimberley, and at Ladysmith on the Eastern front, and they did not attempt to attack the strategically important railway infrastructure of the Cape Colony. During this second phase, the British were successful on the Colesberg front (Wessels, 1991:21; Kruger, 1999:11).

However, the same could not be said for the Stormberg front (situated 15 km northwest of Molteno). The Stormberg front was significant because of the important railway connection in the area. On 18 November 1899, Lieutenant General Sir William Gatacre arrived in Queenstown. His task was to 'clean up' the Cape Colony and to protect the railway all the way from East London to the North-Eastern Cape front. He was further tasked with arming civilians and consolidating the British position whilst Buller returned to the Cape Colony as had been planned originally. Gatacre wanted to drive the Boers out of the district as quickly as possible. At Stormberg, he decided to attack and drive back the force of 1 000 Boers and their one cannon with his 3 000 men, 16 cannons and five machine guns. The British attempted to take control over the railway connection and restore some pride. However, on the morning of 10 December 1899, they were faced with a Boer force at Stormberg under General Jan Hendrik Olivier (Shearing, 2004:63). The result was a humiliating defeat for the British, and 25 of their soldiers were killed whilst another 100 was wounded and 600 captured. Stormberg was the first defeat for the British during Black Week (Wessels, 1991:21; Kruger, 1999:14; Rickard, 2007; Von der Heyde, 2013:301; Grobler, 2017:21,25). The Boers, however, did not follow up their success and the British were able to consolidate their position once more. At the end of the second phase of the war, the British still had the

upper hand on the North-Eastern Cape front (Wessels, 1991:21; Pretorius, 1998:20; Kruger, 1999:14; *Anglo-Boer War Museum*, 2017).

### **2.3.3 The second British offensive**

The third phase of the South African War is known as the second British offensive. This phase was aimed at the Western and Natal fronts. It started on 11 February 1900 and lasted until 29 November 1900 when General (Lord) Horatio Herbert Kitchener succeeded Lord Roberts as leader of the British forces in South Africa (*Anglo-Boer War Museum*, 2017; Grobler, 2017:99). This phase is discussed below under three geographical areas (Wessels, 1991:23; Nothling, 1998:7).

#### ***2.3.3.1 The British march from the Kimberley front towards Bloemfontein and Pretoria***

On 11 February 1900, exactly four months after the start of the South African War, Roberts marched from Modder River Station northwards towards Kimberley in an attempt to relieve the siege of Kimberley. Roberts had 49 500 soldiers with 110 cannons under his command (Wessels, 2011:51). On this route was Magersfontein where Boer forces still occupied the area and had strengthened their positions after the Battle of Magersfontein of 11 December 1899. Roberts's plan was to circumnavigate the Boer forces at Magersfontein and attack them from behind. This all-encompassing movement forced the Boer forces to withdraw eastwards so as not to be surrounded at Magersfontein. Cronje realised that he would soon be surrounded by British soldiers and ordered his 4 000 men and all the women and children to retreat along the Modder River in the direction of Bloemfontein. French occupied Kimberley on 15 February 1900. Cronje, doomed by only being able to travel at slow speeds due to his wagon convoy, was attacked on 17 February 1900 at Paardeberg Drift. This set in motion the siege of Paardeberg (Wessels, 1991:25; Nothling, 1998:7,40; Pretorius, 1998:21; Kruger, 1999:37; Wessels, 2011:51; Von der Heyde, 2013:255; Grobler, 2017:41,43; LeMaitre, 2017:384).

The Boers settled on the banks of the Modder River, and soon after Kitchener attempted to occupy the Boer laager. The British suffered their biggest defeat in one day during the whole war at Paardeberg on 18 February when a full frontal attack on the well-entrenched Boer positions was ordered and executed under command of Kitchener. The British lost 303 of their soldiers whilst 906 were wounded and 61 captured on this day. On the Boer side, not more than 70 casualties were reported on this day (Wessels, 1991:25; Pretorius, 1998:22; Kruger, 1999:37; Olivier and Olivier, 2001:162; Von der Heyde, 2013:257; Grobler, 2017:43; Hattingh, no date:3).

When Roberts heard about the unsuccessful attack ordered by Kitchener, he relieved Kitchener of his duty as commander and took over the command of the British forces on the Western front. His strategy was to bombard the well-entrenched Boer positions and, under the heavy bombardment, had his men moving slowly towards the Boer positions. With the British soldiers not more than 90 metres away from the Boer trenches, Cronje surrendered on 27 February 1900. This surrender had a demoralising effect on all the Republic forces (Wessels, 1991:26; Pretorius, 1998:22; Kruger, 1999:37; Olivier and Olivier, 2001:162; Schoeman, 2013a:144; Grobler, 2017:45; LeMaitre, 2017:384; Hattingh, no date:3).

After Paardeberg, Roberts moved in the direction of Bloemfontein (Wessels, 1991:26; Kruger, 1999:37; Schoeman, 2013a:144). General Christiaan Rudolph De Wet, with 5 000 men and 7 cannons, settled in the area of Poplar Grove Drift. On 7 March 1900, the British attacked the Boer positions (Hattingh, no date:4). The Boers vacated their positions in haste after the British attack had started and fled towards Bloemfontein. Three days later (10 March 1900), the British and Boers clashed at Abrahamskraal and Driefontein (Schoeman, 2013a:145; Hattingh, no date:4). This time the Boers provided stronger resistance than at Poplar Grove. However, the British attack was too strong and after providing strong resistance for the whole of 10 March, the Boers left their positions and retreated towards Bloemfontein (Wessels, 1991:26; Pretorius, 1998:24; Kruger, 1999:38; Von der Heyde, 2013:249; *Anglo-Boer War Museum*, 2017; Grobler, 2017:47).

On 13 March 1900, the British occupied Bloemfontein (Hattingh, no date:5). De Wet, leader of the Free State forces, gave his men the opportunity to return to their farms and those men who wished to continue fighting in the war were informed to return on 25 March 1900 to Sand River. He knew that the morale of the Boer forces on the Western front was low and decided that his men had to rest and recuperate. After occupying Bloemfontein, the British forces were in a bad state. Many men had fallen ill from dysentery and disease and nearly 2 000 died during the six-weeks stay in Bloemfontein (Wessels, 1991:26; Nothling, 1998:38; Pretorius, 1998:24; Kruger, 1999:38; Grobler, 2017:49).

On 3 May 1900, Roberts with 25 000 soldiers, 80 cannons, and 49 machine guns marched from Bloemfontein along the railway tracks in a northerly direction towards Johannesburg and Pretoria. At the same time, Buller's march from Natal towards Pretoria, and General Ian Standish Monteith Hamilton's march from the east (Komatipoort) saw a colossal number of around 150 000 British soldiers with approximately 300 cannons move together towards Pretoria to force the Boer commandos to surrender. On 28 May 1900 Roberts proclaimed the OFS as a British colony (Wessels, 1991:26; Pretorius, 1998:25; Kruger, 1999:39).

When Roberts occupied Pretoria on 5 June 1900, he was under the impression that the South African War was over and handed over the reins to Kitchener on 29 November 1900 (Von der Heyde, 2017:152). However, the Boer forces resorted to guerrilla tactics and the war escalated to a new level. The first guerrilla battle took place on 31 March at Sannaspos near Bloemfontein where De Wet dealt the British a severe blow by defeating Brigadier General Robert George Broadwood's forces. On 11 July 1900, the guerrilla phase officially started in the Transvaal with four attacks on British units (Wessels, 1991:30; Kruger, 1999:41; Scholtz, 2000:62; Von der Heyde, 2013:245; *Anglo-Boer War Museum*, 2017; Grobler, 2017:73-75).

### **2.3.3.2 The British march from the Natal front towards Pretoria**

Mid-February 1900, Buller travelled with 25 000 soldiers and 70 cannons to relieve the town of Ladysmith. This siege of Ladysmith resulted in the following battles:

- Spioenkop (24 January 1900) (Pretorius, 1998:17; Evans, 2000:239; Olivier and Olivier, 2001:99; Grobler, 2017:33-35).
- The capture of Cingolo (17 February 1900) (Wessels, 1991:30; 2011:59; Kruger, 1999:24).
- The capture of Monte Cristo, Groenkop and Hlangwane (18-19 February 1900) (Wessels, 1991:31; 2011:59; Kruger, 1999:24).
- The British attack against Hedge (also known as Wynne's) Hill (22-23 February 1900) (Wessels, 1991:31; 2011:60; Kruger, 1999:24).
- The British attack against Terrace (also known as Hart's) Hill (23-24 February 1900) (Wessels, 1991:31; 2011:60).
- The British success at Pietershoogte (27 February 1900) (Wessels, 1991:31; 2011:60; Kruger, 1999:25).

On the evening of 28 February 1900, the Boer siege of Ladysmith was relieved and the British occupied Ladysmith (Wessels, 1991:30; 2011:61; Kruger, 1999:25; Van Zyl *et al.*, 2012:94).

### ***2.3.3.3 The British march from the North-Eastern Cape front towards Pretoria***

On 21 March 1900 General Ralph Arthur Penrhyn Clements occupied Philippolis, Jagersfontein, Fauresmith, Koffiefontein and Petrusburg. On 4 April 1900 Clements reached Bloemfontein. Although the southern OFS was never without Boer activities, Clements, Gatacre and Brigadier General Edward Brabant succeeded in ensuring that Roberts's position in Bloemfontein was consolidated (Wessels, 1991:32; Pretorius, 1998; Kruger, 1999:39).

### 2.3.4 The guerrilla phase

The fourth and last phase of the South African War was not only the longest of all the phases, but also differed radically from the previous phases (Wessels, 2011:62). The guerrilla phase overlapped with the third phase (the second British offensive) and was most notably the period of Lord Kitchener's reign (*Anglo-Boer War Museum*, 2017; Grobler, 2017:99).

Guerrilla warfare is defined in *Black Participation and Suffering in the South African War 1899-1902: An Untold History* (2015:74) as 'a form of warfare practised by one side in a war when it is heavily outnumbered by the other, and when one side's total resources are dwarfed or at least greatly overshadowed by the other warring party'. Winston Churchill referred to guerrilla war as 'partisan warfare' (Schoeman, 2013a:161).

The guerrilla phase lasted until 31 May 1902 (Schoeman, 2013a:161). During this phase, the Boers seized back the strategic and tactical initiative (Wessels, 1991:35; 2011:62; Kruger, 1999:8). This phase led to Kitchener's expansion of his scorched earth policy, directly resulting in the war's being stretched out over a longer period and taking place over a larger geographical area (*Black Participation and Suffering in the South African War 1899-1902: An Untold History*, 2015:74). The scorched earth policy included the burning down of nearly 30 000 farmhouses and the destruction of crops and livestock, whilst women and children were sent to concentration camps. General Louis Botha was active in the south and eastern Transvaal, De la Rey in the western Transvaal and De Wet in the OFS (as will be discussed below) (Grobler, 2018:218). The Boers' tactic to move around in small groups was very efficient and led to literally hundreds of skirmishes during this phase. Only the most notable activities are highlighted below (Wessels, 1991:35; Nothling, 1998:8; Van den Berg, 1998:16; Kruger, 1999:8; Evans, 2000:xviii; Van Zyl *et al.*, 2012:27,246).

#### 2.3.4.1 War activities in the Orange Free State

General De Wet played a leading role in the guerrilla phase in the OFS (or the Orange River Colony as it came to be known after occupation by the British) (Nothling,

1998:39; Kruger, 1999:41; Wessels, 2011:64). In the eastern OFS, the Boers were dealt a big blow. Roberts launched attempts to stop the Boer forces from further action against him such as at Sannaspos. More than 15 000 men were assembled by the British and marched towards Bethlehem where they were met by De Wet. However, the onslaught by the British was too elaborate and De Wet had to retreat to the Brandwater Basin, near Clarens. Here, the Boer forces found themselves concentrated.

The British occupied one pass after another, and on 30 July 1900, Head Commandant Marthinus Prinsloo had to surrender to General Archibald Hunter. However, a number of Boer commanders were not fazed by this and escaped together with their burghers. On 15 July 1900, De Wet and President Steyn, with about 2 000 men and five cannons, escaped from the British forces through Slabbertsnek. They were chased and forced all the way to the Magaliesberg. This was known as the first De Wet-drive. The De Wet-drive was a large-scale operation to capture De Wet. In his first attempt to capture De Wet, Roberts put 50 000 men on his trail. De Wet succeeded in evading the British by crossing the Magaliesberg at Olifantsnek on 14 August 1900. Roberts claimed that it would have led to the end of the South African War had he captured De Wet at the Brandwater Basin (Wessels, 1991:30; Pretorius, 1998:28; *Anglo-Boer War Museum*, 2017; Grobler, 2017:91).

Whilst the rest of his commando rested north of Magaliesberg, De Wet returned to the OFS with 230 men late in 1900 as he and President Steyn made the decision to attack the Cape Colony to relieve the pressure from the eastern OFS. During the Second De Wet drive, three columns under General Major Charles Edward Knox took part. De Wet's attempt to march into the Cape Colony was, however, almost upset early by heavy rains and a flooded Orange River. De Wet managed to evade capture once more, and on 14 December he and his commandos at Springkaansnek near Thaba Nchu succeeded in breaking through a British blockhouse line. Towards the end of January 1901, De Wet again attempted to invade the Cape Colony. At this stage, 17 flying columns took part in the Third De Wet drive. De Wet finally crossed the Orange River on 10 February 1901 (Wessels, 1991:35; Pretorius, 1998:30; Kruger, 1999:42; *Anglo-Boer War Museum*, 2017).

On 28 February 1901, De Wet returned to the OFS. His second invasion of the Cape was a total failure, and he shifted focus to defensive warfare. He divided the OFS into seven military divisions, each under an assistant head commander (Wessels, 1991:35; Kruger, 1999:42). As a result of the British scorched earth policy, set battles were on the decline. During the months of February until March 1902, the British launched their so-called new model drives against De Wet. During April 1902, De Wet left the OFS for Klerksdorp with the eye on potential peace negotiations between the Boer and the British forces. At the following peace negotiations, De Wet insisted that he and his burghers would continue the fight against the British. However, with the importance of unity amongst the burghers, De Wet ultimately agreed to the peace conditions (Wessels, 1991:35; Nothling, 1998:8,39; Kruger, 1999:42; Hattingh and Wessels, 2013:93).

#### **2.3.4.2 War activities in the Cape Colony**

President Steyn of the OFS sent freshly mounted commandoes under General James Barry Munnik Hertzog, Commandant Pieter Hendrik Kritzinger and Captains Willem Fouché, Gideon Jacobus Scheepers and Johannes Smith racing to the Cape Colony to recruit and seize horses and clothing in December 1900 (Pretorius, 1998:30; Shearing, 2011; Grobler, 2017:103). With the British occupying more and more of the Transvaal and OFS, some Boer officers decided to attack the Cape Colony. This gave rise to invasions of the Cape starting mid-December 1900 (Kruger, 1999:15; Grobler, 2017:103), for example:

- General Hertzog invaded the Cape Colony on 15 December 1900 with 1 200 men between Norvalspont and Petrusville at Sanddrif (Kruger, 1999:15; Wessels, 2011:66).
- Commandant Kritzinger invaded the Cape Colony on 15 and 16 December 1900 and occupied Venterstad shortly thereafter. Commandant Kritzinger invaded the Cape Colony with 300 men (Gomm, 1970; Kruger, 1999:15; Wessels, 2011:66).



- Captain Scheepers also invaded the Cape Colony in December 1900. Scheepers was Kritzinger's second in command (Scholtz, 2000:96; Wessels, 2011:67; Grobler, 2017:103). He operated in the region of Graaff-Reinet, Beaufort West, Pearston, Aberdeen and Willowmore and was involved in many skirmishes in and around the area. He burned down farmhouses of people who were hostile to the Boers and damaged railway lines and trains. He was later captured and sentenced to death because he was known as a Cape Rebel (Cape Rebels were Afrikaans-speaking British colonials from the Cape Colony who joined the Boer forces). He was executed outside Graaff-Reinet on 18 January 1902 (Gomm, 1970; Wessels, 1991:36; 2011:67; Kruger, 1999:15; Jooste and Webster, 2002:149; Van Vuuren, 2015; Marincowitz, 2016:31; *Anglo-Boer War Museum*, 2017; Grobler, 2017:133; *Karoo Battlefields - Philippolis Ruined*, no date; Visser, no date).

#### **2.3.4.3 War activities in the Western Transvaal**

General De la Rey and General Jan Christoffel Greyling Kemp dominated this section of the guerrilla war. The following are some of the battles that took place:

- Nooitgedacht (13 December 1900): General Clements with 2 000 men and 10 cannons occupied the farm Nooitgedacht. The farm was situated at the foot of the Magaliesberg Mountains. General Beyers with 1 000 men attacked the settlement from the top of the mountain, whilst De la Rey with 700 men had to conquer the British main settlement in the valley. Beyers took fire on the British settlement from the mountain top. Most of the British fled and the Boers occupied the camp. Beyers succeeded in his attempts to cut off the British. Although the attack of De la Rey and Beyers was not well coordinated, two important principles of war were highlighted at this siege, namely speed and surprise (Wessels, 1999:40; 2011:71; Pretorius, 1998:31; Van den Berg, 1998:25; Kruger, 1999:32; Grobler, 2017:101).
- Vlakfontein (29 May 1901) (Wessels, 1991:40; 2011:71; Kruger, 1999:34; Grobler, 2017:116).

- Moedwil (30 September 1901) (Wessels, 1991:40; 2011:71; Kruger, 1999:34; Scholtz, 2000:110; Grobler, 2017:124).
- Kleinfontein/Driefontein (24 October 1901) (Wessels, 1991:40; 2011:72; Kruger, 1999:35; Scholtz, 2000:110).
- Yzerspruit (25 February 1902) (Wessels, 1991:40; 2011:72; Pretorius, 1998:35,73; Kruger, 1999:35; Scholtz, 2000:111; Raath, 2013:211; Grobler, 2017:137).
- Tweebosch/De Klipdrift (7 March 1902). After the defeat at Yzerspruit, the British were motivated to trap De la Rey. Lord Methuen, who took part in the attempt to trap De la Rey, was underway in the direction of Lichtenburg with 1 300 men. De la Rey and 750 men attacked Methuen at 05:00 between Tweebosch and De Klipdrift. Some of the British fled, whilst others were forced to surrender. Methuen was one of those forced to surrender and found himself now in the hands of De la Rey, the man who had lain the foundation for defeating him two years prior to this event at Magersfontein. Methuen was released by De la Rey to ensure he receives proper medical attention for a leg wound. The Boers took control over four field cannons, two pom-poms and more than 100 wagons and carts (Wessels, 1991:41; 2011:72; Pretorius, 1998:35,73; Van den Berg, 1998:34; Kruger, 1999:36; Scholtz, 2000:112; Grobler, 2017:139-140).
- Boschbult (31 March 1902) (Wessels, 1991:41; 2011:73; Grobler, 2017:140).
- Roodewal (11 April 1902). The battle of Roodewal ended in a British win and was the last battle of the South African War (Wessels, 1991:41; 2011:73; Pretorius, 1998:35; Van den Berg, 1998:36; Von der Heyde, 2013:223; Grobler, 2017:141-142).

#### **2.3.4.4 War activities in the Eastern Transvaal**

The following are some of the sieges and battles that took place in this theatre of war:

- Rhenosterkop (29 November 1900) (Wessels, 1991:42; 2011:74; Kruger, 1999:32; Von der Heyde, 2013:210; Grobler, 2017:99).
- Helvetia (29 December 1900) (Wessels, 1991:42; 2011:74; Pretorius, 1998:30; Kruger, 1999:33; Grobler, 2017:102).
- Wilmansrust (12 June 1901) (Wessels, 1991:42; 2011:75; Kruger, 1999:34; Grobler, 2017:118).
- Bakenlaagte (30 October 1901) (Wessels, 1991:42; 2011:75; Pretorius, 1998:34; Kruger, 1999:35; Evans, 2000:15; Von der Heyde, 2013:208; Grobler, 2017:125).

#### **2.3.4.5 War activities in the North-Eastern and Northern Transvaal**

The commandos of Generals Beyers and Ben Viljoen were active in this area. The British never succeeded in conquering the Boer resistance even after Viljoen was captured in 1902. The most controversial incident that took place during the guerrilla phase was the crime committed by two British lieutenants. Two high-ranking officers of the Bushveld Carbineers, an Australian unit, Lieutenant Harry (Breaker) Morant and British officer Peter Joseph Handcock were found guilty of murder and were sentenced to death after executing captured Boers. Their execution took place in Pretoria on 27 February 1902. Hancock and Morant insisted on their innocence until the end, and controversy still surrounds this incident today (Wessels, 1991:43; 2011:75; Changuion, 2002:68; Grobler, 2017:136,142).

### **2.3.5 British countermeasures**

The British were forced to take drastic measures in an attempt to end the war. This led to their implementation of an elaborate counter-guerrilla strategy. This strategy included a scorched earth policy and a concomitant system of concentration camps for white and black civilians, as well as mobile columns, drives and the construction of a large blockhouse network across the length and breadth of the war zone (Pakenham, 1979:534; Nothling, 1998:8; Scholtz, 2000:89; Van Zyl *et al.*, 2012:355-368; Hattingh and Wessels, 2013:93; Allen, 2015:233; *Black Participation and Suffering in the South African War 1899-1902: An Untold History*, 2015:13; Grobler, 2017:105,119).

The blockhouse system comprised about 8 000 blockhouses, mostly erected along the railway lines (Grobler, 2018:242). The main aim was to protect the railroads, bridges and other important key points (Evans, 2010:25; Wessels, 2011:77; Van Zyl *et al.*, 2012:356; Hattingh and Wessels, 2013:104; Marincowitz, 2016:41), as well as prevent the Boers from invading the Cape Colony. Nearly 40 blockhouses can still be seen in South Africa today (Wessels, 1991:44; Hattingh and Wessels, 2000; Wessels, 2011:77).

During this time of the war, 25 000 black and coloured people were appointed by the British as guides and blockhouse guards (Nothling, 1998:9; Van Zyl *et al.*, 2012:365; Hattingh and Wessels, 2013:114). Black South African blockhouse guards were referred to as the 'Black Watch' by British soldiers (Van Zyl *et al.*, 2012:367). There were British commandos which consisted of many black soldiers with a white leader in charge of the group (Pretorius, 1998:2). The British did not succeed in overshadowing the Boers in war; however, the blockhouses did play a role in the Boers' decision on negotiating the armistice regulations (Wessels, 1991:45; Hattingh and Wessels, 2013:116).

### **2.3.6 The conclusion of the South African War**

The South African War concluded after conditions of surrender were signed at 23:05 on Saturday 31 May 1902 at Melrose House in Pretoria. Discussions and negotiations had taken place in Klerksdorp, Vereeniging and Pretoria before the conditions of surrender were stipulated (Wessels, 1991:46; 2011:79; Nothling, 1998:8; Pretorius,

1998:35; Van Zyl *et al.*, 2012:385; *Anglo-Boer War Museum*, 2017; Grobler, 2017:147).

The South African War tore South Africa apart and it was an immense emotional experience fought at great expense for both sides. The South African War proved to be the longest (two and three-quarter years), the costliest (over £200 million), the bloodiest and the most humiliating war for the British between 1855 and 1914 (Pakenham, 1979:1; Nothling, 1998:9; Von der Heyde, 2017:127).

During the South African War, 9 700 rebels were found guilty of treason in the Cape. A total of 120 000 black and coloured people were employed by the British in addition to the 448 000 British troops, and the British armed 4 000 Xhosa men to fight against the Boers. The Boers appointed 10 000 black and coloured people during the war (mostly in non-military roles). A total of 115 000 black men, women and children also ended up in concentration camps as pools of labour (14 154 passed away). A total of 201 Boers were sentenced to death in Graaff-Reinet (later reduced to life sentences, and after the war reduced to only a few years in prison) (McNaughton, no date:7). After the war, many South Africans looked for refuge in the cities as a result of rampant poverty, because many farmers had lost their farms and livelihoods, and the ensuing drought (Kruger, 1999:9). The impact of the South African War on South Africa cannot be ignored.

Map 2 illustrates a map of the South African War. The map illustrates the Transvaal, OFS, Natal and the Cape Colony as referred to in the above sections. The British offensive movements, as well as the Boer offensive movements, are indicated. The Boer and British victories are also indicated on the map.



**Map 2: Map of the South African War (1899-1902)**

Source: *Boer Republics and English Colonies before the War – South Africa* (2017)

## 2.4 Summary

Tourists travel for various reasons, one of them being to visit sites of destruction and death. This chapter focused on battlefield tourism as a component of dark tourism. From dark tourism, the propensity has emerged for tourists to travel to battlefields, hence the emergence of battlefield tourism. Battlefield tourism is prominent within the South African tourism industry and includes examples such as the KZN Battlefields Route and the N12 Battlefields Route.

The chapter also profiled the South African War. As this war affected the entire South African population, the chapter provided an overview of the four phases of the war. This included the Republican offensive, the first British offensive, the second British offensive and the guerrilla phase. The following chapter discusses the central Karoo as a potential tourism node.

## CHAPTER 3: THE CENTRAL KAROO AS A POTENTIAL TOURISM NODE

### 3.1 Introduction

In several regions of the world, notably Australia and the United States of America, desert tourism has grown steadily as a result of a post-modern fascination with remoteness, bareness, silence and solitude. Desert tourism attracts people who enjoy visiting unusual places that offer location-specific attractions or activities. The central Karoo is a South African desert (Atkinson, 2016b:199). According to Atkinson (2016b:200), the Karoo is a semi-arid region situated in the centre of South Africa. The Karoo comprises nearly 40% of the country's land surface and straddles four provinces including the Free State, Northern, Western and Eastern Cape (refer to map 3).

The general impression of the central Karoo has been that the region is a vast, hot, uncomfortable and boring stretch of empty countryside. However, this impression appears to be changing with people finding the Karoo more appealing and interesting than before (Schoeman, 2013b:8; Atkinson, 2016b:199; Hattingh, 2016:ii). The purpose of this chapter is to provide insight into the central Karoo as the focus of the investigation. The chapter will profile the towns and historical sites that form part of the envisioned South African War Battlefields Route in the central Karoo.

### 3.2 The central Karoo

The Karoo could be considered one of the quietest places on earth. It is a vast expanse of wide horizons, rocky mountains and narrowed hills, with an ancient inland seabed and a spectacular night sky. Other desert tourism regions, like the Australian Outback and Arizona and New Mexico in the US, are closely related to the central Karoo concerning the landscape and offer similar experiences (Atkinson, 2016b:199; *The Magical Great Karoo*, 2017). According to Willis (1998:48), the Karoo is one of the world's largest arid plains. The area is fossil-rich and host to the largest variety of succulents found anywhere on earth. Also, more than 9 000 species of plants can be found in the Karoo. In the central Karoo, some of the world's most important



archaeological sites are situated, including stone-age sites and Bushmen engravings (Willis, 1998:49; *Karoo History Ganora Shelters*, 2015; *Central Karoo*, 2017; *Central Karoo Information*, no date).

Since the late 1700s and throughout the 1800s Karoo towns were slowly being established throughout the central Karoo. The towns were mainly 'church towns' which served the farming communities in the surrounding areas. Livestock (including cattle, goat and sheep) was the main economic contribution to the central Karoo region. Today, Karoo towns show a population ranging from 400 inhabitants to 35 000, whilst the main economic sectors of the central Karoo are still livestock and game farming (Atkinson, 2016b:200). Well-known individuals including literary figures (e.g., Olive Schreiner, Rudyard Kipling, Edgar Wallace, NP van Wyk Louw, ID du Plessis, Pauline Smith, CH Kuhn, DF Malherbe, AG Visser, Guy Butler and JM Coetzee), statesmen and politicians (e.g., Sir Winston Churchill and Paul Kruger), sportsmen (e.g., Gary Player) and others such as cardiac surgeon, Professor Christiaan Barnard, have all been hosted in the central Karoo (Schoeman, 2013b:9).

The central Karoo region has been home to numerous conflicts in the past. Many war memorials, British blockhouses, forts and gravesites dating back to the South African War are reminders of the history embedded in this region (Marais, 2017:38). Corbelled houses, water mills and old bridges are examples of industrial architecture and engineering of the past which can still be viewed in the central Karoo today (Schoeman, 2013b:9).

Throughout the central Karoo, tourist offices, museums and regional information centres provide details for tourists in search of more knowledge on this region. For the tourist in search of battlefield tourism sites, there are plenty on offer all the way from Cape Town to the Orange River (Willis, 1998:49). The following section will discuss the cities and towns that form part of the proposed South African War Battlefields Route in the central Karoo. Each city or town will be profiled individually, including its history concerning the South African War and the concomitant attractions. These cities and towns include Springfontein, Bethulie, Philippolis, Norvalspont, Colesberg, Noupoot, Middelburg, Graaff-Reinet, Aberdeen, Willowmore, Klaarstroom,

Oudtshoorn, Laingsburg, Matjiesfontein, Prince Albert, Beaufort West, Richmond, Hanover, Deelfontein and De Aar.

### ***3.2.1 Cities and towns on the South African War Battlefields Route in the central Karoo***

#### ***3.2.1.1 Springfontein: Free State***

The railway line stretching from the Cape Colony via Colesberg to Bloemfontein was completed in 1890, which led to the construction of the railway siding and later the town, Springfontein (Van der Merwe, 2012:71). The name 'Springfontein' derives from a strong artesian fountain on the farm of the same name. In 1904, Hartleydale, part of this farm, was chosen as the site for the village. Also in 1904, municipal status was granted. Today, the district mainly practises mixed farming (Van der Merwe, 2012:72; LeMaitre, 2017:383).

#### *Springfontein and the South African War*

During the South African War, a large concentration camp was established at Springfontein. In August 1901, 2 900 women and children were living in this concentration camp. In October 1901, 114 women and children died in this camp (Van der Merwe, 2012:71).

#### *South African War heritage sites in and around Springfontein include:*

- Cemetery with the graves of children (who died before they were baptised) (Grobler, 2018:21);
- Boer and British war graves at the concentration camp cemetery (refer to picture 1) (Grobler, 2018:233,331);
- Concentration camp (Grobler, 2018:224,271);



**Picture 1: Boer and British graves**

Source: 'Eben Proos Collection' (2018)

- De Bome (where Emily Hobhouse stayed during her camp visits) (Van der Merwe, 2012:71; LeMaitre, 2017:383);
- Rice-type British blockhouse on Prior Grange Farm (refer to picture 2) (Grobler, 2018:244).



**Picture 2: Blockhouse**

Source: 'Eben Proos Collection' (2018)

### **3.2.1.2 Bethulie: Free State**

Bethulie has changed names more often than any other South African town. In 1829, the London Missionary Society at Groot Moordenaarspoort (the name deriving from an earlier battle in which a Basotho force killed a large number of Griqua and San), built a mission station and school. In 1833, the Reverend Jean-Pierre Pellissier of the Paris Evangelical Missionary Society renamed the station Caledon. In 1835, Pellissier changed the name to Verheullpolis in honour of Admiral CH Verheull, the first president of the Paris Missionary Society. Later, the name was once again changed to Bethulia ('chosen by God'), which later became Bethulie (Van der Merwe, 2012:65; LeMaitre, 2017:381).

In 1862, application was made to the OFS Volksraad to establish a town (proclaimed as Heidelberg on 4 March 1863). Finally, in April 1872, it was decided to adopt the name of the mission station for the village. Currently, agricultural activities of the region include sheep and cattle farming (Van der Merwe, 2012:65; LeMaitre, 2017:381).

## *Bethulie and the South African War*

The Bethulie concentration camp, one of the biggest in the war, was established on 22 April 1901. About 5 000 Boer women and children were detained here, in a camp where more than 20 individuals died each day (Van der Merwe, 2012:66; *Bethulie, Free State - Karoo Space*, 2018; *British Concentration Camps of the South African War 1900 - 1902*, no date).

*South African War heritage sites in and around Bethulie include:*

- Grave of burgher Hendrik Viljoen (30) in the municipal cemetery (killed in action at Schoemanskop) (Grobler, 2018:77,325);
- Grave of Private A Jenkins of the Prince Alfred's Guard in the municipal cemetery (killed in action near Bethulie on 26 April 1900) (Grobler, 2018:83,325);
- Memorial in the form of a white marble gravestone with the names of 11 Bethulie burghers killed in the war in the municipal cemetery (Grobler, 2018:287);
- British Garden of Remembrance with the graves of 22 Imperial soldiers (Grobler, 2018:324);
- Bethulie Concentration Camp memorial site (Van der Merwe, 2012:66; *Bethulie, Free State - Karoo Space*, 2018; Grobler, 2018:223) (refer to picture 3).



**Picture 3: Bethulie Concentration Camp memorial site**

Source: 'Eben Proos Collection' (2018)

### **3.2.1.3 Philippolis: Free State**

The town of Philippolis, built around the Dutch Reformed church, is considered to still have most of its Karoo architecture. The town with its wide streets and slope-roofed homes has largely kept its original architecture, unlike those of its more developed Free State counterpart communities, such as Bloemfontein. Philippolis is the oldest town in the Free State, and its national monuments have remained untouched through the years (LeMaitre, 2017:383; *Philippolis, Free State, South Africa*, 2017).

The town was established in 1823 as a mission station for the local Khoi. The London Missionary Society, represented by Reverend Dr John Philip, was the founder, hence the name Philippolis. Philippolis became a municipality in 1862 (Van der Merwe, 2012:79). After Bloemfontein and Bethlehem, Philippolis has the most historical

monuments in the Free State. Today, Philippolis has more than 3 000 residents (LeMaitre, 2017:383; *Philippolis, Free State, South Africa*, 2017; *Philippolis Tourism - Things To Do In Philippolis - Discover South Africa*, 2017).

Popular attractions for tourists in Philippolis include book hunting at a collectibles store and buying art at a gallery, visiting a tiger breeding project at nearby Tiger Canyons, and going on day drives to the Gariep Dam. The Dutch Reformed church has been declared a heritage site and is also a must-see in Philippolis. Sir Laurens van der Post, famous author, philosopher and mentor to the Prince of Wales, was born in Philippolis. His ashes are buried in a memorial in town (LeMaitre, 2017:383; *Philippolis, Free State, South Africa*, 2017; *Philippolis Tourism - Things To Do In Philippolis - Discover South Africa*, 2017).

#### *Philippolis and the South African War*

At the outset of the war, Philippolis was hardly touched, as the main Free State action took place south of the Orange River. The British marched to Bloemfontein on 20 March 1900 via Philippolis, and Generals Clements and Gatacre occupied Philippolis on 22 March 1900 without any resistance (Atkinson and Ingle, 2012:24). Many of the residents of Philippolis laid down their arms and supported the British. Philippolis was attacked by the Boers on 18 October 1900, under command of Gideon Scheepers and Willem Fouché. A small British garrison under Captain Tomkins defended Philippolis. The clash lasted more than a week until the Boers retreated. The contents of the church were destroyed and it was turned into a fortress (Atkinson, 2016a:17; *Karoo Battlefields - Philippolis Ruined*, no date).

Emily Hobhouse set up a weaving school in Philippolis after the war. Hobhouse became famous for taking the British to task for the manner in which they incarcerated women and children in the concentration camps during the South African War. The aim of the weaving school was to enhance the circumstances of the Boer women and children by teaching them new skills. The Boer girls were learning the art of spinning and weaving. Two helpers accompanied Hobhouse in 1905 when she returned to South Africa with the required equipment. The weaving school opened on

13 March 1905 (*Anglo-Boer War Museum*, 2017; LeMaitre, 2017:383; Ryan, 2017; *Karoo Battlefields - Emily Hobhouse*, no date; *Philippolis*, no date).

*South African War heritage sites in and around Philippolis include:*

- Anglo Boer War British Soldiers Memorial (refer to picture 4);



**Picture 4: Anglo Boer War British Soldiers Memorial**

Source: *Anglo Boer War British Soldiers Memorial* (2014)

- Tomkins Koppie view site, where the British garrison held out against the Boer attackers;
- Philippolis Museum;
- Dutch Reformed church;
- Fourteen British war graves at the municipal cemetery, seven British war graves on the farm Osfontein and one British grave on the farm Grootfontein (refer to picture 5);





**Picture 5: British war graves**

Source: *Karoo Battlefields - Philippolis* (no date)

- Old Jail;
- Laurens van der Post Memorial Garden and labyrinth;
- Emily Hobhouse's weaving school (memorial) (refer to picture 6) (Atkinson, 2016a:17; Ryan, 2017; LeMaitre, 2017:383; Van Dyk, 2017; Grobler, 2018:221; *Karoo Battlefields - Philippolis*, no date).



**Picture 6: Emily Hobhouse Memorial**

Source: *Karoo Battlefields - Philippolis* (no date)

### **3.2.1.4 Norvalspont: Northern Cape**

Norvalspont is situated on the southern bank of the Orange River where the Northern Cape meets the Eastern Cape. Because there was no bridge crossing the river, Scotsman John Norval began a ferry service across the Orange River in the 1840s, leading to Norvalspont's being founded. The ferry was named 'Glasgow' after his hometown in Scotland (Schoeman, 2013b:66; Atkinson, 2016a:16; LeMaitre, 2017:160; *All Roads Lead to ... Colesberg*, no date:57; *Karoo Battlefields - Norvalspont*, no date). In 1890, a railway bridge was built across the Orange River (*All Roads Lead to ... Colesberg*, no date:57).

#### *Norvalspont and the South African War*

The importance of Norvalspont in the war can be ascribed to its location, that is, it had an important road and rail bridge crossing the Orange River. The bridge fell into the hands of the Boers in October 1899 and was blown up by the Boers on 6 March 1900 to prevent the British troops from marching into Colesberg and further north (*All Roads*

*Lead to ... Colesberg*, no date:57). However, the British march was not halted by this. They built a floating bridge to facilitate the crossing of the Orange River. The railway bridge had been repaired by 20 May 1900. Two blockhouses were later built to protect the bridge. The blockhouse on the southern side of the crossing is currently a private residence (Atkinson, 2016a:16; Hattingh, 2018; *All Roads Lead to ... Colesberg*, no date:57; *Karoo Battlefields - Norvalspont*, no date).

A large concentration camp was established at Norvalspont by the British at the end of 1900 (Schoeman, 2013b:68). Emily Hobhouse considered the conditions in this concentration camp to be the best amongst the camps during the war. For example, the camp had street names and the tents were numbered (*All Roads Lead to ... Colesberg*, no date:59). Also, by the end of 1901 a school opened in the camp. There were more than 3 000 white and 500 black women and children in the concentration camp (Schoeman, 2013b:69; LeMaitre, 2017:160; West, no date). A total of 366 inhabitants died in this camp (267 children under the age of 15, and 90 over the age of 15). In October 1902, the camp was officially closed (*All Roads Lead to ... Colesberg*, no date:60).

*South African War heritage sites in and around Norvalspont include:*

- The South African War concentration camp and cemetery (*Anglo-Boere Oorlog/Boer War (1899-1902) Norvalspont Camp/kamp*, 2018; Grobler, 2018:224,236) (refer to pictures 7 and 8);



**Picture 7: Concentration Camp and Cemetery**

Source: 'Eben Proos Collection' (2017)



**Picture 8: Memorial with the names of the women and children who died in the concentration camp**

Source: 'Eben Proos Collection' (2017)

- Blockhouse (refer to picture 9);



**Picture 9: Blockhouse**

Source: 'Eben Proos Collection' (2018)

- Orange River bridge (refer to picture 10) (LeMaitre, 2017:160);



**Picture 10: Orange River Bridge**

Source: 'Eben Proos Collection' (2018)

- Glasgow Pont Hotel (Schoeman, 2013a:157; 2013b:69; Van Dyk, 2017).

### **3.2.1.5 Colesberg: Northern Cape**

Colesberg traces its origin to a London Missionary Society station founded in 1814 near Cole's Kop. The mission station was established by Erasmus Smit, and ten years later Reverend Andrew Murray began to hold regular services in the open fields in the area (*All Roads Lead to ... Colesberg*, no date:4). Farmers began to petition for the establishment of a town, and Colesberg was founded in November 1830 when the first residential stands were surveyed on 15 000 hectares of land. Colesberg was named after the Governor of the Cape, Sir Galbraith Lowry Cole. Colesberg became a municipality on 19 June 1840, one of the earliest towns in the Cape Colony to do so (*All Roads Lead to ... Colesberg*, no date:5).

Today, the town of Colesberg provides an impressive array of heritage assets such as national monuments and other interesting old buildings. Colesberg was, from its earliest days, a bustling town, serving as the gateway to the north for explorers and hunters. The town is situated where the N1 and the N9 national roads meet (*Off the Beaten Track: Selected Day Drives in Southern Africa*, 1987:32; Schoeman, 2013b:61; Atkinson, 2016a:11; LeMaitre, 2017:159).

#### *Colesberg and the South African War*

During the South African War, Colesberg served as the southern front from November 1899 to March 1900. Along a 60 km front around Colesberg, over 1 100 Boer and British troops partook in the action; thus, the town can be viewed as one of the most prominent Karoo towns in the South African War. Battle sites in the region include Plateau Camp, Grenadier Guard Rock, Suffolk Hill, Worcester Hill, New Zealand Hill, Australian Hill, and Cole's Kop. Skietberg is also situated in the vicinity and is the hill from which the Boers bombarded the British (*All Roads Lead to ... Colesberg*, no date:54,56; LeMaitre, 2017:159). Colesberg was occupied by the Boer forces on 14 November 1899 and numerous intense skirmishes took place within a radius of 25 km from Colesberg (*All Roads Lead to ... Colesberg*, no date:54; *Karoo Battlefields - Colesberg*, no date; Schoeman, 2013b:64).

The Suffolk Regiment was defeated by the Boers on 6 January 1900. A total of 36 men died in the battle and almost 200 were captured or wounded on the British side. Eight burghers on the Boer side died and 17 were wounded. The British troops hauled two 15-pounder field guns to the top of Cole's Kop in January 1900. This was achieved by 80 men, a task which took them three hours to complete (*All Roads Lead to ... Colesberg*, no date:56).

*South African War heritage sites in and around Colesberg include:*

- The Colesberg-Kemper museum;
- The British cemetery where more than 400 men from 20 regiments and various nationalities are buried (northern end of Colesberg) (refer to picture 11) (*All Roads Lead to ... Colesberg*, no date:47; Schoeman, 2013a:37; 2013b:64; Grobler, 2018:20,59,64,65,76,199,259);



**Picture 11: British cemetery**

Source: 'Eben Proos Collection' (2018)

- Boer and British memorial (refer to picture 12);



**Picture 12: Boer Memorial**

Source: Atkinson (2016a:16)

- Suffolk Hill;
- Memorial on Worcester Hill (Grobler, 2018:66,133);
- Skietberg;
- Cole's Kop (previously known as Torenberg [tower mountain] and Towerberg [magic mountain] (refer to picture 13) (*Off the Beaten Track: Selected Day Drives in Southern Africa*, 1987:32; Schoeman, 2013a:37; LeMaitre, 2017:159; Grobler, 2018:64; *Karoo Battlefields - Colesberg*, no date);





**Picture 13: Cole's Kop**

Source: 'Eben Proos Collection' (2018)

- Coniston House, used as a hospital by the Boer forces during the South African War (Schoeman, 2013b:63);
- Three New Zealand graves on the farm Slingerfontein (Sergeant Gourlay, Trooper Harold Booth, Trooper Connell) (Van Dyk, 2017);
- Burgher Monument (Grobler, 2018:296);
- Roll of Honour (refer to picture 14).



**Picture 14: Roll of Honour**

Source: 'Eben Proos Collection' (2018)

### **3.2.1.6 Noupoot: Northern Cape**

The town of Noupoot is situated in the eastern Karoo region of the Northern Cape province. The railway line that stretched from Port Elizabeth northwards ended on the farm Carlton in 1881. The railway was then diverted to Colesberg in 1883/4 and a station was built on the farm Hartebeeshoek of Mr Barend Kruger to establish a village and railway marshalling yard. The station was named Naauwpoot after the adjacent farm. The town obtained municipal status in 1942. The name was later changed to Noupoot in 1963 (Schoeman, 2013b:127; LeMaitre, 2017:157; *Noupoot Travel Information*, 2017; *All Roads Lead to ... Colesberg*, no date:61; *Karoo Battlefields - Noupoot*, no date).

After the branch line to De Aar on the main Cape Town–Johannesburg line was completed, Noupoot rapidly started to develop into an important railway centre, with up to 100 trains passing daily (Schoeman, 2013a:153). After the railway operations at Noupoot was scaled down in the mid-1990s, a detrimental effect was visible on the economy of the town (Schoeman, 2013b:127; LeMaitre, 2017:157).

## *Noupoort and the South African War*

During the South African War, Noupoort was a critical railway junction. The Midland line, to Graaff-Reinet and Port Elizabeth, was joined to the De Aar line to Cape Town and was a busy British military railway centre. The village of Noupoort grew around the railway station. The reason for the importance of the Noupoort railway station was as a result of the transportation of soldiers, supplies and horses. Railways to the north of Noupoort, which saw many movements and skirmishes, included Arundel and Rensburg. Almost all the key South African War figures travelled through Noupoort at some stage, whilst thousands of Boer Prisoners were transported to the south to POW camps and exile (Schoeman, 2013b:127; Atkinson, 2016a:15; *Karoo Battlefields - Noupoort*, no date).

Major General French arrived at Noupoort on 20 November 1899 from where he was able to build up the British forces to advance to Colesberg. The All Souls Anglican Church was built during the South African War by stonemasons drawn from the ranks of British soldiers. An important blockhouse was also built by the British to protect the railway lines running through Noupoort (Schoeman, 2013b:130; LeMaitre, 2017:157).

*South African War heritage sites in and around Noupoort include:*

- The railway station;
- The blockhouse, Hospital Hill (refer to picture 15) (Schoeman, 2013a:153; Grobler, 2018:246);



**Picture 15: Blockhouse, Hospital Hill**

Source: 'Eben Proos Collection' (2017)

- British graves at Noupoot military cemetery (Garden of Remembrance) (refer to picture 16) (Schoeman, 2013b:130; Van Dyk, 2017; Grobler, 2018:344);



**Picture 16: Noupoot military cemetery**

Source: *Karoo Battlefields - Noupoot* (no date)

- Anglican Church, Shaw Street: A British military museum is housed in this church (refer to picture 17) (Grobler, 2018:191);



**Picture 17: British military museum**

Source: 'Eben Proos Collection' (2017)

- Methodist Church, partially restored in 2013 (Atkinson, 2016a:16; LeMaitre, 2017:157; *Karoo Battlefields - Noupoort*, no date);

### **3.2.1.7 Middelburg: Eastern Cape**

As the name Middelburg ('Middle') suggests, this town is situated in the very centre of a circle of other communities (such as Graaff-Reinet, Cradock, Colesberg, Steynsburg and Richmond). The distance between Graaff-Reinet and Colesberg is 200 km; therefore, it was decided that a town be found between the two towns. Middelburg is also halfway between Bloemfontein and Port Elizabeth. The farms of Kleinfontein, Grootfontein and Driefontein were considered for the location of Middelburg. Willem Smit and Henning Coetzee bought the farm Driefontein from Jan Coetzee on 6 April 1852 and the farm was given the name Middelburg on 19 May the same year. Middelburg was granted municipal status in 1913 (Schoeman, 2013b:122; *Middelburg Eastern Cape*, 2016; 2017; LeMaitre, 2017:156).

## *Middelburg and the South African War*

About 7 000 troops from the 3<sup>rd</sup> Manchester Regiment were stationed at Grootfontein, just outside Middelburg during the war. In a ceremony on 11 October 1901, on the Market Square of Middelburg, Commandant Hans Lötter was sentenced to death for being a Cape Rebel. His sentence was carried out on the same day outside the town (Schoeman, 2013b:125; Marais and Du Toit, 2016:82; Grobler, 2017:126; 2018:201). The capture and execution of Commandant Lötter was a major achievement for the British and seemed to turn the phase of the war in their favour.

The British chased a number of Boer fighters and their mobile units all across the mountains and plains of the Eastern Cape Midlands. These Boer forces, who blew up railway lines and looted small settlements for supplies, caused great embarrassment for the British (Marais and Du Toit, 2016:82). A British unit was also attacked at the Willows near Middelburg by Commandant Willem Fouché on the evening of 3 May 1902 (Grobler, 2017:145).

*South African War heritage sites in and around Middelburg include:*

- Burger Monument: The monument was erected in 1929 to honour the memory of 19 burghers who fell during the South African War (refer to picture 18);



**Picture 18: Burger Monument**

Source: *Burger Monument* (2014)

- Town graveyards (Marais, 2017:42);
- Warden House: The house of the warden at the first prison of Middelburg. Today, it houses the local tourism offices.
- The Chair Monument: This monument at Ouberg Hill, just outside Middelburg on the Richmond road, marks the spot where two commandants, Lötter and his adjutant, PJ Wolfaardt, were executed in 1901 for treason (refer to picture 19) (Grobler, 2018:201,300);



**Picture 19: Chair Monument**

Source: 'Eben Proos Collection' (2018)

- Wall of Remembrance: This graceful wall honours the memory of all who fell during the South African War, the two World Wars and the Bush War in Namibia (*Middelburg Eastern Cape*, 2016; Grobler, 2017:126; Van Dyk, 2017).

### **3.2.1.8 Graaff-Reinet: Eastern Cape**

The town of Graaff-Reinet was established in 1786 on the farm Rietkuyl, which belonged to Dirk Coetzee. Graaff-Reinet was named after Governor Cornelis van der

Graaff and his wife, Reinet. Graaff-Reinet is the fourth oldest town in South Africa (CDS, 2007:114; Marais and Du Toit, 2016:150). In the 19<sup>th</sup> century, Graaff-Reinet grew into a popular exchange hub in the inland of the Cape Colony. The opening of the railway between Port Elizabeth and Graaff-Reinet in 1879 led to further expansion of the town. The number of inhabitants grew to 8 000 people, which led to the construction of houses and business buildings, many of which are national monuments today. More than 220 heritage sites have been proclaimed in Graaff-Reinet (more than any other town in South Africa) (Joyce & Barker, 2001:68; CDS, 2007:118; Schoeman, 2013b:102; LeMaitre, 2017:172,174). The circular shape in which Graaff-Reinet was built resembles a jewel, set in a bed of flat-topped hills, and the town is referred to as the Gem of the Karoo (Marais and Du Toit, 2016:144).

### *Graaff-Reinet and the South African War*

Graaff-Reinet was the centre of the British military operations in the Eastern Cape. The town was also directly involved in the guerrilla warfare with colonial rebels actively involved in the area. A number of trials and executions of pro-Boer colonial rebels took place in Graaff-Reinet – most notably that of General Gideon Scheepers, Kritzinger's second in command, who had operated in the region of Graaff-Reinet (Minnaar, 1987; Schoeman, 2013b:105).

### *South African War heritage sites in and around Graaff-Reinet include:*

- The Anglo-Boer War Monument: This monument, situated on the corner of Somerset and Donkin Street, was erected in memory of the fallen Boer men during the war. The monument was revealed on 2 December 1908 by General Grobler (refer to picture 20) (McNaughton, no date:23);





**Picture 20: Anglo-Boer War Monument**

Source: 'Eben Proos Collection' (2017)

- Old prison, where Scheepers was imprisoned the last few weeks before his execution (Grobler, 2018:202);
- The Military History Museum which includes an exhibition on the South African War;
- The Graaff-Reinet Club (Marais and Du Toit, 2016:156);
- Gideon Scheepers Memorial (refer to picture 21) (*Gideon Scheepers Memorial Graaff-Reinet*, 2013; Schoeman, 2013b:105; Van Dyk, 2017; Grobler, 2018:202).



**Picture 21: Gideon Scheepers Memorial**

Source: 'Eben Proos Collection' (2018)

### **3.2.1.9 Aberdeen: Eastern Cape**

The village of Aberdeen is situated near the Camdeboo Mountains, 50 km southwest of Graaff-Reinet in the Karoo (*Aberdeen*, 2017). The history of Aberdeen dates back to the late 17<sup>th</sup> century when Ensign Shriver was sent by Governor Simon van der Stel to exchange trade goods for sheep and cattle from the Inqua Khoisan under the leadership of Heykon. In 1817, the British governor, Lord Charles Somerset, signed the original title deeds for the land on which Aberdeen is situated. Aberdeen was established on the farm Brakkefontein in 1855 when the Dutch Reformed congregation of Graaff-Reinet could no longer readily serve all members and had to expand to Aberdeen. Aberdeen's name originated in honour of the birthplace of the Reverend Andrew Murray (senior) who was the minister at Graaff-Reinet. Merino sheep and Angora goat farming is the main economic activity in the Aberdeen region (*Off the Beaten Track: Selected Day Drives in Southern Africa*, 1987:57; Schoeman, 2013b:87; *Aberdeen*, 2017; *Aberdeen Tourist Attractions*, 2017; *History of Aberdeen - The Karoo South Africa*, 2017; LeMaitre, 2017:168).

## *Aberdeen and the South African War*

Pro-Boer rebels were very active during the war in the Aberdeen area (Schoeman, 2013b:90). The war caused tremendous dissension between the Dutch and English residents of Aberdeen. A total of 139 residents rebelled against the Colonial Administration and joined the Boers fighting on behalf of the OFS and the Transvaal. The dissension between Boer and Brit led to a shootout on 12 May 1902 outside the Dutch Reformed Church in Aberdeen where Commandant Carel van Heerden was killed.

Another tragic tale is told by the locals of Aberdeen. A certain John Alexander ‘Jack’ Baxter was on his way back to his commando after standing watch during the night on Goewermentsvlei Farm in the Aberdeen district. However, Baxter never returned to his camp. On his way back, he apparently stopped and enquired of a shepherd as to the location of his camp. Baxter was directed towards the British columns, because he was wearing a khaki uniform. Baxter, who had bad eyesight, rode off and into the British camp, as he probably confused the 17<sup>th</sup> Lancers’ uniforms with those of his Boer comrades. He was arrested upon his arrival in the British camp and tried by a Military Court set up immediately in the veldt. He was found guilty of wearing a khaki uniform and sentenced to death. John Baxter was executed on 13 October 1901 on Goewermentsvlei Farm (Grobler, 2018:259). Baxter was born in 1879 in Newcastle in Natal and spent a great deal of his time with Deneys Reitz (a Boer soldier during the South African War, and author of the book *Kommando*) (McNaughton, no date:20; Jooste and Webster, 2002:91; Schoeman, 2013b:92; *Aberdeen, Eastern Cape - Karoo Space*, 2017; *History of Aberdeen - The Karoo South Africa*, 2017).

*South African War heritage sites in and around Aberdeen include:*

- A granite obelisk and cairn that indicate the approximate spot where Van Heerden fell at the southern side of the church square (Grobler, 2018:210);
- Memorial next to N9 north-east of Aberdeen where a British blockhouse was located (Grobler, 2018:246);

- Aberdeen Cemetery: British and Boer graves in memory of the men who fell in the district, including that of John Baxter (refer to picture 22) (Schoeman, 2013b:93; *Aberdeen Cemetry Aberdeen*, 2017; *History of Aberdeen - The Karoo South Africa*, 2017; Van Dyk, 2017; Grobler, 2018:210,259,339).



**Picture 22: Graves in the cemetery**

Source: 'Eben Proos Collection' (2017)

### **3.2.1.10 Willowmore: Eastern Cape**

The town was founded in 1858 when Frederick Lehmkuhl and his brother-in-law and business partner, William Joseph Moore, donated a piece of land to the Dutch Reformed Church to establish a church. The town was originally named Willow-Moore. The town of Willowmore was laid out on the farm The Willows in 1862, which belonged to William Joseph Moore. However, Willowmore was officially established in 1874 after a church and magistracy were established. Willowmore obtained municipal status ten years later. Farming has been the main source of income for the local inhabitants, and since the late 1990s Willowmore has been one of the biggest mohair producing areas in the world (Schoeman, 2013b:94; LeMaitre, 2017:167; *Willowmore Information*, 2017; Westby-Nunn and Van Schalkwyk, no date:4; *Willowmore Travel Information*, no date).

## *Willowmore and the South African War*

A few skirmishes occurred during the South African War in the region of Willowmore, and Boer commandoes were active for longer than a year in the area. Willowmore was attacked on at least two occasions by Boer forces following the Second Boer invasion of the Cape Colony (19 January 1901 and 1 June 1901 respectively). Both these attacks were led by General Gideon Scheepers (Diespecker, 1993; Schoeman, 2013b:96; Westby-Nunn and Van Schalkwyk, no date:16). The British Intelligence officer in the town in 1901 was Rudolph Diespecker. The first attack of General Scheepers on Willowmore occurred during the time of unrest and widespread Boer and troop movement. Willowmore was defended by the Willowmore Town Guard and Willowmore District Mounted Troops, as well as other colonial and British units active in the area (Westby-Nunn and Van Schalkwyk, no date:16).

### *South African War heritage sites in and around Willowmore include:*

- Graves in the municipal cemetery of Sergeant E Liddiard, Imperial Yeomanry, and Sergeant R Anderson, Brabant's Horse (killed in action on 23 February 1901) (Grobler, 2018:191);
- Grave of CP Marais (28) (member of Scheepers' commando) in the old section of the municipal cemetery (Grobler, 2018:193,342);
- Historical graveyard (graves of Cape Rebels executed by the British for supporting the Boers during the South African War) (refer to picture 23) (Schoeman, 2013b:96);



### Picture 23: Historical graveyard

Source: 'Eben Proos Collection' (2017)

- Gunpowder chamber (refer to picture 24) (Van Dyk, 2017).



### Picture 24: Gunpowder chamber

Source: 'Eben Proos Collection' (2017)

#### 3.2.1.11 *Klaarstroom: Western Cape*

Klaarstroom is situated at the foot of the Swartberg Mountains at the entrance to Meiringspoort. The farm Klaarstroom was registered on 18 August 1886 in the name of PH du Plessis. The town of Klaarstroom was previously known as Pietersburg.

Klaarstroom was established in the mid-19<sup>th</sup> century. The town functioned as a stop for farmers from the Karoo on their way to Mossel Bay to wash their precious cargo of wool in the clear mountain streams. A hotel was built in 1868 at Klaarstroom (Marincowitz, 2009:6,9; Schoeman, 2013b:83; *Klaarstroom*, 2017; LeMaitre, 2017:167; *Klaarstroom Travel Information*, no date).

### *Klaarstroom and the South African War*

On 1 February 1901, 40 of Scheepers's men under the command of Corporal Fanie Swanepoel invaded Klaarstroom. These 40 men were followed by another two commandoes of 50 and 200 Boers respectively. First, the Boers headed to the post office and cut the telephone lines. Thereafter, they obtained the key of the vault from the postmaster. However, the postmaster had already hid the important documents to ensure that the Boers could not get their hands on them. Following the post office, the Boers raided two stores (Marincowitz, 2009:25).

In a skirmish that took place in Klaarstroom, Corporal J Boyd of the Imperial Yeomanry and Trooper TR Hirschford of Brabant's Horse were killed on 2 February 1901. The Boer, Johannes Kleu, was also badly wounded during the skirmish and died at Remhoogte Farm due to his injuries. The 67<sup>th</sup> Company Imperial Yeomanry and a remnant of the 75<sup>th</sup> Garrison were stationed at Klaarstroom during the war (Marincowitz, 2009:26; Schoeman, 2013b:84; *Klaarstroom, Western Cape Karoo Space*, 2017).

*South African War heritage sites in and around Klaarstroom include:*

- Grave on Remhoogte Farm of Johannes Kleu (Grobler, 2018:189);
- Two British graves at the church (refer to picture 25) (Marincowitz, 2009:28; Schoeman, 2013b:84; Van Dyk, 2017; Grobler, 2018:135,189).



**Picture 25: Two British graves**

Source: 'Eben Proos Collection' (2017)

### **3.2.1.12 Oudtshoorn: Western Cape**

Oudtshoorn, situated in the Western Cape province, is referred to as the ostrich capital of the world and the capital of the Little Karoo (Olivier and Olivier, 2001:53). Ostrich feathers, soft leather, large eggs and healthy fat-free meat are exported all over the world from Oudtshoorn. Oudtshoorn is surrounded by the Swartberg and Outeniqua mountain ranges. The town was originally laid out in 1847 on the farm Hartebeestriver, and in 1853 the Dutch Reformed Church established it as a church farm. The town was named after Baron Pieter van Rhee de van Oudtshoorn who passed away at sea on route to the Cape in January 1773 to take up his appointment as governor (LeMaitre, 2017:78; *Oudtshoorn, prior to 1910 - South African History Online*, 2017; *Oudtshoorn-Info.co.za*, no date).

#### *Oudtshoorn and the South African War*

Boer forces under Commandant Gideon Scheepers were sighted near Oudtshoorn on 25 August 1901; however, they moved past because the town was heavily defended (*Oudtshoorn, prior to 1910 - South African History Online*, 2017).



*South African War heritage sites in and around Oudtshoorn include:*

- Boer War Memorial at the Museum (refer to picture 26) (Van Dyk, 2017).



**Picture 26: Boer War Memorial**

Source: 'Eben Proos Collection' (2017)

### **3.2.1.13 Laingsburg: Western Cape**

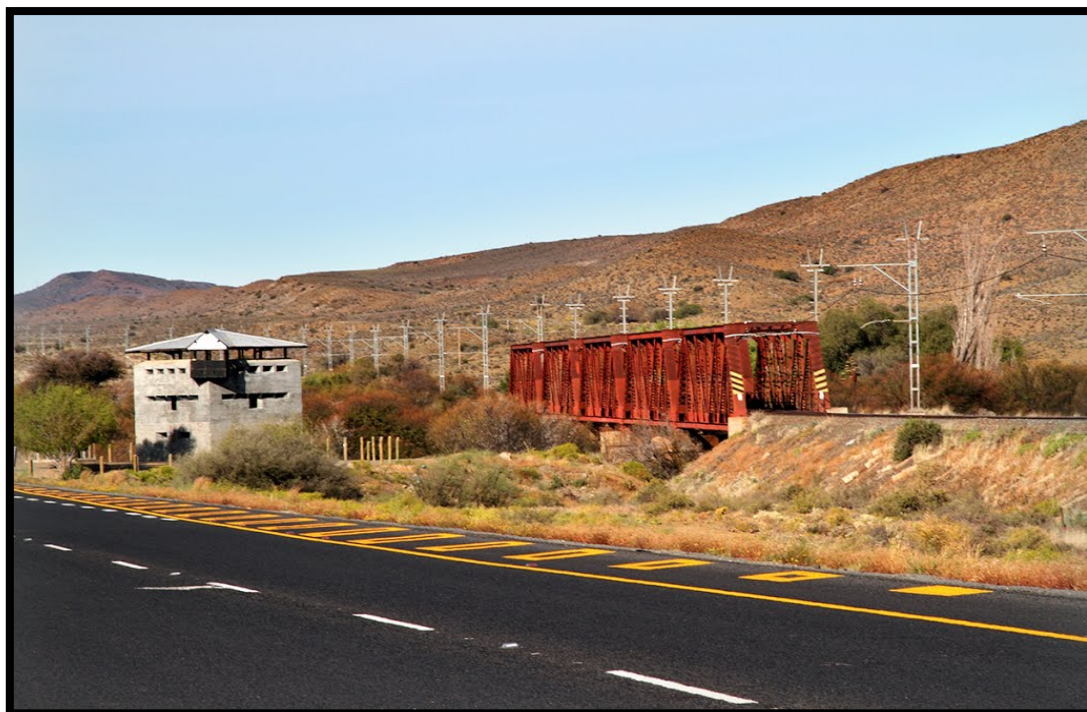
The town of Laingsburg was established in 1881 on a farm named Vischkuil-aan-de-Buffelsrivier. Laingsburg was originally known as Buffelsrivier (Buffalo River) and later Nassau to avoid confusion with Buffalo River in East London. The name was changed to Laingsburg in honour of John Laing, Commissioner of Crown Lands at the Cape. Laingsburg became a municipality in 1906. The principal economic activity in the Laingsburg region is merino wool production (*Home - Laingsburg Tourism, 2017; Laingsburg, 2017; LeMaitre, 2017:164*).

## *Laingsburg and the South African War*

British blockhouses were erected in the Laingsburg area to observe the Boer commandos and to protect the railway lines against Boer acts of sabotage. The area around Laingsburg saw a fair amount of action during the South African War. Gideon Scheepers was captured in the vicinity and a farmyard skirmish took place at Driefontein (Hattingh and Wessels, 2013; Schoeman, 2013b:33; *Laingsburg, Western Cape - Karoo Space*, 2017).

*South African War heritage sites in and around Laingsburg include:*

- Memorial gravestone in the municipal cemetery of Lieutenant JF Harper (24), Quarter-Master-Sergeant HW Vergette (19), and Trooper JT Eley (25) (from 4<sup>th</sup> Imperial Yeomanry killed on 10 September 1901 at Driefontein) (Grobler, 2018:198);
- British blockhouse (refer to picture 27);



**Picture 27: British blockhouse**

Source: *Panoramino - Photo of Anglo-Boer War blockhouse outside Laingsburg* (2013)

- The Flood Museum (exhibition on the South African War) (Schoeman, 2013b:33; Van Dyk, 2017).

### **3.2.1.14 Matjiesfontein: Western Cape**

Matjiesfontein was developed around a railway stop by a Scotsman, James Douglas Logan. The name Matjiesfontein was derived from the long reeds, or ‘matjiesgoed’, from which the locals used to make reed mats. Logan opened a refreshment room at Matjiesfontein, because in the early days of rail travel in South Africa the passenger trains did not contain dining carriages. Material imported from Glasgow was used to build the village. Matjiesfontein became a well-known health and holiday resort, as well as the headquarters of Logan’s business enterprises in 1883. Matjiesfontein is centred around the Lord Milner Hotel built in 1900, which is a national monument. Many famous people stayed at Matjiesfontein, including Cecil John Rhodes, Winston Churchill’s father Lord Randolph Churchill, and Olive Schreiner (*Off the Beaten Track: Selected Day Drives in Southern Africa*, 1987:35; Olivier and Olivier, 2001:56; Schoeman, 2013a:31; 2013b:26; Allen, 2015:3; LeMaitre, 2017:162; *Matjiesfontein, Western Cape - Karoo Space*, 2017).

In the book *Empire, War and Cricket in South Africa: Logan of Matjiesfontein* authored by Dean Allen, one contemporary account reads as follows (Allen, 2015:33):

The first time you see Matjiesfontein it should be at midday at the height of a Karoo Summer – so this Victorian village appears like a shimmering mirage in the distance. As you draw closer, your mind’s ear can conjure up the sound of a carousal, the clink of fluted champagne glasses and the laughter of people who passed through here long ago. Also, the incongruous crack of willow on leather, resounding through the vast flatness of the Karoo.

## *Matjiesfontein and the South African War*

Matjiesfontein was changed dramatically by the South African War. The town served as the headquarters of the Cape Command during the war. Ten thousand British troops and 20 000 horses were quartered in a military camp established on the outskirts of Matjiesfontein during the war (Grobler, 2018:264). Famous regiments such as the Coldstream Guards, the 17<sup>th</sup> Lancers, and the Middlesex Regiment were situated here (Schoeman, 2013a:31; 2013b:30; Allen, 2015:201). On 12 November 1899, the 2<sup>nd</sup> Battalion Coldstream Guards were the first to arrive in Cape Town and were immediately sent by train to Matjiesfontein.

During the early months of the war, Matjiesfontein was a pivotal base for the British. The well-known, and newly completed at the time, Lord Milner Hotel served as a military hospital and a lookout post, as well as the temporary headquarters of the Cape Command (Allen, 2015:202; LeMaitre, 2017:163; *Matjiesfontein, Western Cape - Karoo Space*, 2017). A military court was assembled in Matjiesfontein, and became the judicial centre for the region. Cases of treason and other serious offences were dealt with at Matjiesfontein (Allen, 2015:231).

To the west of Matjiesfontein, a granite monument was erected in memory of Major General Andrew Wauchope, the commander of the Highland Brigade during the Battle of Magersfontein on 11 December 1899 (Olivier and Olivier, 2001:56; Allen, 2015:214; LeMaitre, 2017:164). Wauchope was buried at the remote cemetery outside of Matjiesfontein on 19 December 1899 (Allen, 2015:215).

*South African War heritage sites in and around Matjiesfontein include:*

- Lord Milner Hotel (refer to picture 28) (Grobler, 2018:265);



**Picture 28: Lord Milner Hotel**

Source: 'Eben Proos Collection' (2018)

- Englishman's grave of Lieutenant Graham Vinicombe Winchester Clowes (*Graveyards of the Karoo*, 2017);
- Granite monument and grave of Major General Andrew Wauchope (53) in the Matjiesfontein cemetery (Olivier and Olivier, 2001:56; Schoeman, 2013a:34; Allen, 2015:33,214; LeMaitre, 2017:164; Marais, 2017:40; Van Dyk, 2017; Grobler, 2018:61,62,132).

### **3.2.1.15 Prince Albert: Western Cape**

Prince Albert is a small Karoo town situated at the foot of the Swartberg Mountains (Barrella, 2012:1; Schoeman, 2013b:72; Marincowitz, 2016:5; LeMaitre, 2017:166). Farmers were attracted by the fertile valley and thus settled in the region (Schoeman, 2013b:72). The market square served as the location for church services and by 1842 a Dutch Reformed church had been built and a thriving community established (Olivier and Olivier, 2001:55; LeMaitre, 2017:166; *A Quick History Lesson*, no date).

On 31 July 1845 it was suggested that the village named Albertsburg be changed to Prince Albert after his Royal Highness, Prince Albert, Queen Victoria's husband. Prince Albert obtained municipal status in 1902. Sheep farming is the main activity in the region with wine grapes, olives and figs being grown under irrigation (Olivier and Olivier, 2001:55; Schoeman, 2013b:76; LeMaitre, 2017:166; *A Quick History Lesson*, no date). Thirteen buildings in Prince Albert have been declared provincial heritage sites (Barrella, 2012:7).

### *Prince Albert and the South African War*

The outbreak of the South African War did not have much of an effect on Prince Albert; however, the war did not leave the town untouched (Schoeman, 2013b:75). The local population was affected by the war, which led to hostility, bitterness and quarrels even amongst siblings. Prince Albert had a town guard during the war. On the farm Kopjeskraal in the vicinity, Commandant Gideon Scheepers was taken captive and was later executed in Graaff-Reinet (Schoeman, 2013b:76; Marincowitz, 2016:5; *A Quick History Lesson*, no date). A sandbag fort was built on the grounds of the Dutch Reformed church during the war (Schoeman, 2013b:75; LeMaitre, 2017:167).

### *South African War heritage sites in and around Prince Albert include:*

- Grave of Private W Calver on the farm Goedemoed;
- The Dutch Reformed church (refer to picture 29);



**Picture 29: Dutch Reformed church (used as lookout during the war)**

Source: 'Eben Proos Collection' (2017)

- Fransie Pienaar Museum (exhibition on the South African War) (refer to picture 30);



**Picture 30: Fransie Pienaar Museum**

Source: 'Eben Proos Collection' (2017)

- Site where five British cannons (Howitzers) were positioned to prevent Boers from entering Prince Albert;
- At Scheepersrus, an old hollow pear tree, on which eight captured British soldiers' Martin Henry rifle barrels were bent by the Boers;

- Kopjeskraal where Commandant Gideon Scheepers was captured (Grobler, 2018:201);
- Blockhouses on the Dwyka River (Marincowitz, 2016:9,45; LeMaitre, 2017:167; Van Dyk, 2017; *The Anglo Boer War Prince Albert*, no date).

### **3.2.1.16 Beaufort West: Western Cape**

Beaufort West was established in 1818 on the farm of Commandant Abraham de Klerk, Hooyvlakte. The town was named by Lord Charles Somerset, Governor of the Cape (1814-1826) after his father, the fifth Duke of Beaufort (CDS, 2007:3). The 'West' was added later to avoid confusion with Port Beaufort and Fort Beaufort in the Eastern Cape. It is the oldest municipality in South Africa (it became a municipality on 3 February 1837) (CDS, 2007:17). Beaufort West also saw rise to the first town hall in South Africa, which was built in 1866. The town is well known for being the residency of its famous son, Professor Christiaan Barnard, who performed the world's first heart transplant in 1967. The Beaufort West region is one of the largest sheep-farming areas in South Africa (*Beaufort West - South African History Online*, 2017; LeMaitre, 2017:165; *Beaufort West Tourism*, no date).

#### *Beaufort West and the South African War*

On 21 July 1901, a Boer commando captured a British supply train north of Beaufort West (Grobler, 2017:119).

#### *South African War heritage sites in and around Beaufort West include:*

- Blockhouse guarding the red railway bridge (refer to picture 31) (Schoeman, 2013b:49; Grobler, 2018:246; *About Beaufort West - Wagon Wheel Beaufort West Accommodation*, no date);

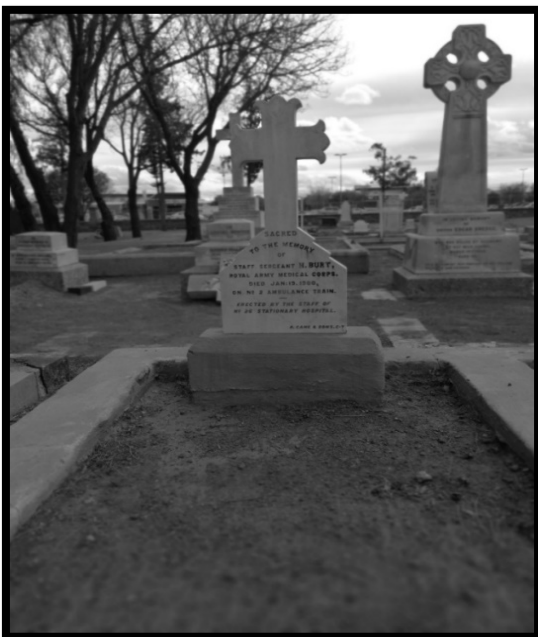




**Picture 31: Blockhouse**

Source: 'Eben Proos Collection' (2018)

- Graves in town cemetery (Garden of Remembrance) (refer to picture 32) (Schoeman, 2013b:49; Van Dyk, 2017; Grobler, 2018:346).



**Picture 32: Graves at cemetery in town**

Source: 'Eben Proos Collection' (2017)

### **3.2.1.17 Richmond: Northern Cape**

Richmond was established on 11 October 1843 on one of the highest and coldest parts of the Cape's inland plateau. It was founded as a result of the growing religious needs of the local farming community. Richmond was laid out on the farm of PJ van der Merwe, Driefontein. It was named after the Earl of Richmond, father-in-law of Sir Peregrine Maitland, governor of the Cape Colony at the time. The area around Richmond is known for its merino sheep, horse ranching, and hunting (Schoeman, 2013b:52; LeMaitre, 2017:155; *Richmond Northern Cape*, no date).

#### *Richmond and the South African War*

Numerous skirmishes took place in the Richmond area during the guerrilla phase of the war. The town was also attacked twice by the Boers, with the most notable assault being on 20 June 1901, led by General Wynand Malan (Schoeman, 2013b:54; LeMaitre, 2017:155; *Richmond Northern Cape*, no date; *Richmond Travel Information*, no date).

#### *South African War heritage sites in and around Richmond include:*

- Well-preserved remains of the fort built by the town guards (Grobler, 2018:246,247);
- Graves in the old Dutch Reformed cemetery (refer to picture 33);



**Picture 33: Graves in the old Dutch Reformed cemetery**

Source: 'Eben Proos Collection' (2018)

- Graves in the Anglican cemetery (Schoeman, 2013b:54; Van Dyk, 2017; Grobler, 2018:194,210; *Richmond Northern Cape*, no date);
- Burgher Monument in municipal cemetery (Grobler, 2018:305);
- Richmond Museum (refer to picture 34).



**Picture 34: Richmond Museum**

Source: 'Eben Proos Collection' (2018)

### **3.2.1.18 Hanover: Northern Cape**

Hanover was founded in 1856 on the farm of Gert Johannes Wilhelm Gouws, Petrusvallei, and was named after Gouws's ancestral home in Germany, Hannover. The name changed to Hanover at a later stage. The town of Hanover lies halfway between Johannesburg and Cape Town, between Cape Town and Durban, and between Upington and Port Elizabeth. Hanover is one of the finest wool producing regions in South Africa (*Off the Beaten Track: Selected Day Drives in Southern Africa*, 1987:35, Schoeman, 2013b:55; *Hanover*, 2017; LeMaitre, 2017:156).

#### *Hanover and the South African War*

During the war, a train derailed at Taaibosch 20 km from the town. Several men were arrested at a farm close to the railway and accused of assisting Boer forces. Sarel Nienaber, JP Nienaber and JA Nieuwoudt were shot by the British after they were tried for murder and robbery of the passengers on the derailed train (Schoeman, 2013b:57; *Hanover, South Africa*, no date).

During the war, author Olive Schreiner lived in Hanover whilst her husband conducted a pro-Boer campaign in England. Schreiner herself was very unpopular under the British for her attacks on Cecil John Rhodes and his imperialist ideals. This had led to Schreiner's not being granted a travel permit during the war (Schoeman, 2013b:57; LeMaitre, 2017:156).

#### *South African War heritage sites in and around Hanover include:*

- Bullet holes through a lamppost (claimed to be holes from an exchange of gunfire between the town guard and a Boer commando in front of the Hanover Museum) (Grobler, 2018:190);
- Grave in old cemetery of Sergeant CE Leach (31), J Squadron, 1<sup>st</sup> Brabant's Horse (killed on 30 June 1901) (Grobler, 2018:194);
- 11 Grace Street, home of Olive Schreiner (LeMaitre, 2017:156);

- Grave monument of three young men executed during the war (Schoeman, 2013b:57; Van Dyk, 2017; Grobler, 2018:257; *Hanover, South Africa*, no date);
- Englishman's grave (refer to picture 35).



**Picture 35: Englishman's grave**

Source: 'Eben Proos Collection' (2018)

### **3.2.1.19 Deelfontein: Northern Cape**

Eight years after the railway line from Cape Town had reached De Aar in 1889, a hotel was established by Elias Adamstein on the western side of the platform at Deelfontein siding. Adamstein arrived in South Africa without any money, but made a fortune by exporting ostrich feathers from Oudtshoorn. Adamstein decided to compete with the well-known Lord Milner Hotel in Matjiesfontein, so he established his own hotel to cater for railway travellers at Deelfontein. The name of the hotel was later changed from Deelfontein to Yeomanry as a result of the South African War (Willis, Van Dyk and De Villiers, 2016; LeMaitre, 2017:155; Marais, 2017:41).

#### *Deelfontein and the South African War*

Deelfontein shares a rich history with the South African War. It was the site for the largest surgical and convalescent hospital in the Cape Colony. The capacity of the

hospital was 800 patients and an X-ray facility was available (probably the first in South Africa to be used in a military hospital). Two military cemeteries are situated at Deelfontein (almost all soldiers buried there died of typhoid). A hospital for the Yeomanry military unit in South Africa was established in 1900 (Schoeman, 2013b:185; Willis *et al.*, 2016; LeMaitre, 2017:156; Marais, 2017:41).

The hospital was opened on 17 March 1900 under the command of Colonel AT Sloggot of the Royal Army Medical Corps. Twenty-one doctors, ten surgical dressers, 40 nursing sisters, ten ward maids, 76 men from the St John's Ambulance and 110 orderlies were stationed there. In early December 1900, the Boers invaded the Cape Colony and for the next three months, Deelfontein Hospital was the main base for treating soldiers. A total of 6 093 patients had been admitted to Deelfontein Hospital by 1 April 1901. Eighty-one patients were buried in the local cemetery. A small cemetery containing five graves had been established by the end of the South African War in May 1902. Another cemetery with 134 graves is situated nearby. A monument, a marble cross on a large cairn, is also located in the cemetery (Schoeman, 2013b:186; Willis *et al.*, 2016; LeMaitre, 2017:156).

*Heritage sites in and around Deelfontein include:*

- Grave of Corporal George F Collings, Yorkshire Regiment, who was awarded the Medal for Distinguished Conduct on New Zealand Hill on 15 January 1900 (Grobler, 2018:73);
- Deelfontein (a hospital in the Karoo during the South African War, a cemetery today) (refer to picture 36) (Schoeman, 2013b:187; Willis *et al.*, 2016; Marais, 2017:41; Van Dyk, 2017; Grobler, 2018:206,270,343).



**Picture 36: Deelfontein cemetery**

Source: *Legendary Karoo Field Hospital Celebrated - Karoo Space* (2018)

### **3.2.1.20 De Aar: Northern Cape**

The town of De Aar was established on the farm called De Aar, which means ‘the artery’ and refers to the underground water supply (Schoeman, 2013a:153). As a result of the central location of De Aar, the junction for the first railway line from Cape Town to Kimberley in 1881 was situated there. The station was originally called Brounger Junction after the head of the railways, William Brounger. This was the second most important railway junction in South Africa, with 110 km of railway lines including 29 rail tracks (Schoeman, 2013a:154). The area around De Aar is popular for hunting and is a primary commercial distribution centre for a large area of the central Karoo (Schoeman, 2013b:188; LeMaitre, 2017:157; *Welcome to De Aar*, no date).

### *De Aar and the South African War*

The railway junction at De Aar was of strategic importance to the British during the South African War. When General Roberts took control of the British forces in South Africa early 1900, De Aar became an important materials staging post for the British (Schoeman, 2013b:188; Atkinson, 2016a:21; LeMaitre, 2017:158; *Welcome to De Aar*, no date).

De Aar was held by the Yorkshire Light Infantry under Lieutenant Colonel Baxter. It was a vast military depot during the war and was also the controlling centre for the whole operation of Lord Methuen's attack on Magersfontein and Lord Roberts's march to Bloemfontein from mid-January to March 1900. St Paul's Church was also used by the British troops during the war (Schoeman, 2013b:190).

#### *Heritage sites in and around De Aar include:*

- Garden of Remembrance, honouring the British troops killed during the war (refer to picture 37) (Schoeman, 2013b:191; Van Dyk, 2017; Grobler, 2018:187,192,199,266,343; *Welcome to De Aar*, no date).

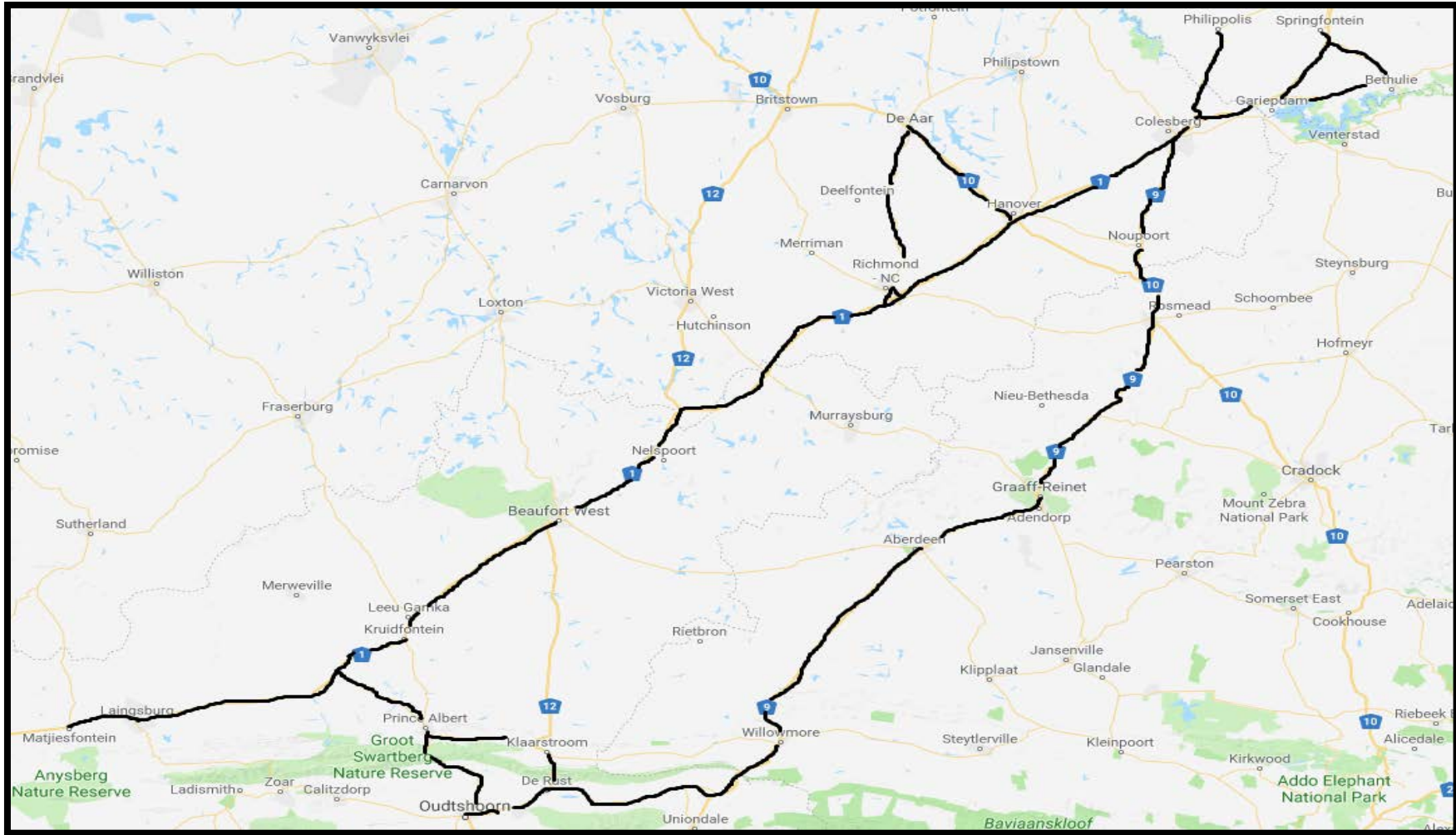




**Picture 37: Garden of Remembrance**

Source: 'Eben Proos Collection' (2018)

The above-mentioned towns form the backbone of the proposed South African War Battlefields Route. Map 3 is a outlines the proposed route in the central Karoo. The four provinces that the route covers, namely Free State, Northern Cape, Western Cape and Eastern Cape, are indicated on the map. All the above-mentioned towns, which form part of the investigation, are situated on this map.



**Map 3: Map of the proposed South African War Battlefields Route in the central Karoo (indicated by the thick black line)**  
Source: *Google Maps* (2018)

### **3.3 Summary**

This chapter provided a detailed description of the central Karoo as a potential tourism node. The central Karoo is South Africa's own desert and has many tourist offerings. In order to comprehend the importance of the central Karoo as a tourism node the chapter provided a brief background on the towns that form part of the proposed South African War Battlefields Route. The following chapter focuses on the tourism development plan and provides the conceptual framework of the investigation.

## CHAPTER 4: THE ELEMENTS OF A TOURISM DEVELOPMENT PLAN

### 4.1 Introduction

The tourism industry, as a growing industry, requires holistic and future-oriented planning measures (Saarinen, Rogerson and Hall, 2018:1). According to the previous minister of tourism in South Africa, Derek Hanekom, tourism has the capacity to sustain a wide range of jobs through its diverse supply and value chains, which gives the tourism sector great potential to drive economic growth within South Africa. With its Strategic Plan 2015/16–2019/2020, the National Department of Tourism of the Republic of South Africa (NDTRSA, 2017:3) aims to achieve sustainable growth and transformation of the tourism sector through a variety of targeted interventions and to develop and grow domestic tourism. The strategic role of tourism in the global development agenda has been highlighted by the fact that 2017 was designated as the International Year of Sustainable Tourism for Development (Acha-Anyi, 2018:367).

Through the vision of the Strategic Plan, namely ‘leading sustainable tourism development for inclusive economic growth in South Africa’, the emphasis on the development of tourism is clearly visible (NDTRSA, 2017:8). Tourism development within South Africa has been identified as one of the important strategies that the country must develop. Furthermore, the NDTRSA (2017c:1) has recognised that tourism in South Africa has significant growth potential that is driven by the country’s rich natural and cultural resources.

Considering the emphasis on the development of tourism in South Africa, it is vital that tourism development plans be established for the different tourism sectors in the country. A lack of well-designed development plans could have a negative impact on the country and its regions relying on tourism for growth. This chapter provides an overview of the elements that need to be included in a tourism development plan.

## 4.2 An overview of tourism development

Globally, there seems to be no single definition of ‘tourism development’ (Hattingh, 2016:16). However, numerous authors have proposed definitions for ‘sustainable tourism development’ (Aronsson, 2000:37; Butler, 2007; Telfer and Sharpley, 2008:42; Keyser, 2009:34; Liburd and Edwards, 2010:5; Harrison, 2015). According to Butler (2007:12) in Harrison (2015:64), sustainable tourism development is development ‘that is viable without degrading the human or physical environment or prohibiting successful development elsewhere’. Keyser (2009:34) defines sustainable tourism development as ‘a positive approach intended to reduce the tension and friction created by the interaction between the tourism industry, visitors, the environment and host communities’.

Tourism development is a long-term process, and it can take a long time before benefits become visible in a region (NDTRSA, 2018:34). When incorporating tourism into a country’s development plan, the country’s development plan must be organised and developed according to a tourism strategy constructed on sound foundations, as the development planning process involves a wide cross-section of participants (Cooper, Fletcher, Fyall, Gilbert, and Wanhill, 2008:251). To achieve successful tourism development, tourism planning should be integrated into all required local planning activities (NDTRSA, 2018:34).

In the past, tourism development was seen as a simple process of encouraging new accommodation establishments to open, ensuring transport access to the area, and organising promotional campaigns. The only planning that went into the tourism development plan focused on aspects such as the most suitable location for development and infrastructural development. This development process has proven to be successful for individual hotels or small resorts (Inskeep, 1991:15). According to the NDTRSA’s *Tourism Destination Planning Manual*, the process of tourism planning should be considered almost as more important than the plan itself. The careful process of planning ensures that all role players know their part in the planning and how they can contribute to the successful implementation of the plan (NDTRSA, 2018:39).

Tourism can be developed in many different forms ranging from urban tourism (e.g., the variety of heritage and cultural attractions within an urban context attracts visitors to a specific city, e.g., Bloemfontein, Cape Town or Graaff-Reinet); special interest and adventure tourism (e.g., specific interest such as birding or bungee jumping); agri-tourism (tourism linked to agricultural practices); water-based tourism (e.g., cruise ships); transport-based tourism (e.g., Rovos Rail); religious tourism (linked to specific religious events); and business tourism (attending conferences, meetings, etc.) (NDTRSA, 2018:21).

Tourism is influenced by a variety of external factors such as tourism market trends, seasonality and climate change. All of the mentioned factors need to be considered in tourism development within a region. The same way in which a tourist plans his or her holiday through gathering information on a destination, the same way a nation, community and/or destination should plan for future development (Edgell and Swanson, 2013:245). The development of tourism is executed for a number of reasons. Inskeep (1991:15) and Acha-Anyi (2018:21) identified the main reasons for development as generating economic benefits of foreign exchange earnings, income, and employment, and serving as a catalyst for the development of other economic sectors such as agriculture, fisheries, forestry and manufacturing.

According to the South African Tourism Planning Toolkit for Local Government (2009), the economic and socio-cultural environments within South Africa could benefit from tourism. Economic benefits to the country can include economic growth and employment, increased demand for other non-tourism businesses and the provision of supplementary incomes to those seeking second jobs (NDTRSA, 2009:14). The study of tourism development in a region must be conducted with great diligence, as it can have both positive and negative effects on a region (NDTRSA, 2018:vi). Positive effects on a region could include job creation, income generation, government revenue, and small business stimulation (Acha-Anyi, 2018:21). On the other hand, negative effects could include unforeseen social conflicts amongst community members, disastrous environmental hazards, high cost of development, and over tourism (Acha-Anyi, 2018:21; Milano, Cheer and Novelli, 2018). Tourism is seen as the solution to many regional developmental problems (Goeldner and Ritchie,

2012:355). It is thus important that tourism development be conducted correctly and effectively. The following section will discuss tourism development planning.

### **4.3 An overview of tourism development planning**

Dredge and Jenkins (2007:8) state that there is no agreement globally on one fixed definition of 'planning'. According to Hall (2000:6, in Saarinen *et al.*, 2018:2), 'planning is an extremely ambiguous and difficult word to define'. However, Acha-Anyi (2018:22) claims that planning is not homogeneous, and can be understood as giving due consideration to the process and options of achieving defined goals. Inskip (1991:25) further contends that planning takes place in our everyday lives, from choosing what to wear to what to eat, and stretches as far as decisions made at regional and national planning undertaken by governments. According to Cooper *et al.* (2008:260), planning is concerned with organising some future events in order to achieve pre-specified objectives.

Goeldner and Ritchie (2012:351) mention that tourism planning seeks to provide a detailed, 'on-the-ground' outline on how to develop a tourism destination successfully. Tourism planning, according to Edgell and Swanson (2013:245), is defined as envisioning a desired future for a destination, tourism organisation, or other entity, and then organising and implementing the steps to get there. Acha-Anyi (2018:25) points out that tourism planning does not take place in a vacuum, but in the context of a specific environment and with people with varying characteristics. Further, tourism planning generally forms part of a comprehensive macro-economic plan.

Inskip (1991:16) and Goeldner and Ritchie (2012:355) identified that tourism planning is necessary for the following reasons:

- Some governments and the private sector have little or no experience in how to develop their tourism industry. In such cases a tourism development plan can provide a guideline to ensure proper development of the tourism industry.
- Tourism involves many sectors and thus needs coordination amongst all these sectors.

- Throughout the planning process, tourist markets and products must be matched carefully. However, the environmental and socio-cultural objectives in meeting demands must not be compromised.
- Tourism provides employment opportunities which, in return, assist with addressing regional economic problems that could arise in the absence of proper planning.
- The best tourism development policy could assist in achieving cultural conservation objectives.
- Careful planning is needed to ensure environmental conservation objectives are achieved.
- The right planning could ensure that natural and cultural resources for tourism are not destroyed during the tourism development process.
- Planning could be utilised to revitalise outmoded or badly developed tourism areas.
- Tourism generates a supply of foreign exchange and increases the GDP of a region.
- Tourism provides a lesser-known region the opportunity to establish a favourable impression on foreign visitors.
- Tourism assists with the process of modernisation through the education of the youth.

As can be deduced from the above-mentioned, careful planning could have advantages to destinations with regard to tourism development (Inskeep, 1991:17). For this reason, a tourism development plan is critical for a region that is planning to expand and develop its current tourism offering. Thus, for purposes of the study, different development plans mentioned in the literature were reviewed before the specific tourism development plan was compiled. The following section discusses the literature on tourism development plans.

#### **4.4 Tourism development plans**

Planning should not be viewed as a static concept, rather an attempt to deploy the best strategy in a world of changing internal and external influences. The literature



reveals a consistent structure that can be applied to the process of tourism development planning (Cooper *et al.*, 2008:261). The concept of 'tourism development plan' is discussed below as referred to by numerous researchers, including Inskip (1991); Cooper *et al.* (2008); Goeldner and Ritchie (2012); Morrison (2013), Hattingh (2016), and Acha-Anyi (2018). Inskip (1991, in Dredge and Jenkins, 2007:199) identified the following steps of a basic tourism development plan:

1. Study preparation: Decision to design a tourism development plan;
2. Determination of development goals and objectives: Goals from study preparation might be adjusted;
3. Surveys: Gathering information on the tourism products in the area. This can include transportation, accommodation, infrastructure, other tourist services and facilities, tourist attractions and activities in the region to determine their condition;
4. Analysis and synthesis: Analysing the data gathered from the surveys;
5. Plan formulation: Completing the physical development plan;
6. Recommendations: Recommendations are made on the suitability of roads, signage, ablution facilities, accommodation, restaurants, rest stops, battlefield sites, heritage sites and other attraction sites;
7. Implementation: Implementing the plan, and;
8. Monitoring: Continuously monitoring and feedback on the development plan.

The tourism development planning process, according to Cooper *et al.* (2008:261), comprises the following steps:

1. Study recognition and preparation;
2. The setting of objectives or goals for the strategy;
3. Survey of existing data;
4. Implementation of new surveys;
5. Analysis of secondary and primary data;
6. Initial policy and plan formulation;
7. Recommendations;
8. Implementation, and;
9. Monitoring and plan reformulation.

Goeldner and Ritchie (2012:356) state that the proper planning of the physical, legal, promotional, financial, economic, market, management, social and environmental aspects would assist in delivering the benefits of tourism development. To achieve success, good planning is necessary. Thus, effective planning defines the desired result and works in a step-by-step manner to achieve success. Goeldner and Ritchie (2012:357) identify the following steps for a basic tourism development plan:

1. Define the system: Ensure the consistency of the definitions for policy formulation and destination planning;
2. Gather data: Search for relevant data to assist in developing the plan;
3. Analyse and interpret: Interpret the facts to ensure that the information gathered will serve a purpose;
4. Create the preliminary plan: Clarify and formulate the detailed nature of the intended development plan;
5. Approve the plan: Review all the relevant documentation by the stakeholders;
6. Create the final plan: Make all the relevant analyses and put into real-world circumstances, and;
7. Implement the plan: Carry out and monitor the plan accordingly.

Morrison (2013:52) refers to one specific approach that can be used, namely a phased or step-by-step planning process designed specifically for tourism. Morrison recommends the following seven steps for the process:

1. Background analysis;
2. Detailed research;
3. Synthesis and visioning;
4. Goal-setting, strategy selection and objective setting;
5. Plan development;
6. Plan implementation and monitoring, and;
7. Plan evaluation.

Hattingh (2016:24) argues that thorough basic planning processes, information gathering, analysis, formulation and implementation are the most important factors to keep in mind in the formulation of a development plan. Hattingh (2016:24) formulated his own steps for a tourism development plan:

1. Study preparation;
2. Determination of objectives;
3. Data gathering;
4. Analysis and synthesis;
5. Policy plan formulation;
6. Recommendations, and;
7. Implementation and monitoring.

Lastly, Acha-Anyi (2018:25) states that the simplest approach to tourism development planning is to ask probing questions to guide the development stages. The different stages in the tourism development plan, according to Acha-Anyi (2018:25), are as follows:

1. Consultative assembly;
2. Definition of strategy and approach;
3. Determination of tourism development goals;
4. Situation analyses;
5. Policy and implementation plan;
6. Plan adoption and community sensitisation;
7. Plan execution, and;
8. Monitoring, feedback and adjustments.

From the above-mentioned literature, it is evident that there is a consistent structure in the tourism development plans provided. A tourism development plan could thus be considered as a road map for the tourism developer (Hattingh, 2016:24). Potential problems must be eliminated by the tourism development plan and the result must be aimed at achieving user satisfaction. The tourist, who is the final user of the planned project, will ultimately determine how successful the planning process has been (Goeldner and Ritchie, 2012:357). Thus, it is important for any tourism developer to

grasp the significance of the tourism development plan and to have a thorough knowledge on the steps of the tourism development plan. The following section describes the steps of the tourism development planning process.

#### **4.4.1 Study preparation**

In the study preparation step, the local or regional government, in consultation with the private sector and the public, decides to develop tourism or grow an established development (Hattingh, 2016:24; Acha-Anyi, 2018:25). The decision to prepare a tourism plan is taken as a result of stakeholders' realising that tourism is a desirable development option. At this stage, a study team will also be selected. Relevant parties such as government, the private sector and local community all form part of the study team and will assist in drafting the tourism development plan. The ideal study team will consist of a marketing specialist, technical services, planners and economists. In the study preparation step, the Terms of Reference (TOR) will also be developed. The TOR should preferably include a time framework and details regarding the kind of development and the staging of the project (Inskeep, 1991:49; Cooper *et al.*, 2008:261; Hattingh, 2016:24). In this step, according to Cooper *et al.* (2008:261), one of the most vital aspects for going forward is to recognise the need for a strategy.

#### **4.4.2 Determination of objectives**

Determining objectives is a critical aspect in developing tourism. Goals and objectives indicate the desired results of developing tourism and could include socio-economic benefits and minimising environmental and socio-cultural impact. The objectives, which are determined in the second stage, will determine the type of survey to be conducted, the formulation of policy and the plan itself, as well as recommendations (Inskeep, 1991:51). According to Acha-Anyi (2018:27), objectives should be realistic, time-bound and measurable.

The key question to ask at this stage of the tourism development planning process is 'why do we want tourism development?' (Cooper *et al.*, 2008:262). The major objectives that are commonly found in tourism development plans include the following:

1. To develop a high-quality tourism sector at all levels;
2. To encourage the use of tourism for cultural and economic exchange;
3. To distribute economic benefits as a result of tourism;
4. To preserve cultural and natural resources as part of tourism development;
5. To appeal to a broad cross-section of international and domestic tourists;
6. To maximise foreign exchange earnings;
7. To attract high-spending tourists;
8. To increase job opportunities, and;
9. To raise income and employment in exterior regions (Cooper *et al.*, 2008:262; Hattingh, 2016:25).

#### **4.4.3 Data gathering**

This step in the tourism planning process entails surveys, although this stage includes both quantitative and qualitative data collection methods. The step also includes field surveys of tourist-related attractions, facilities and services, transportation, other infrastructure, and interviews with government officials and representatives of the community and private sector. Furthermore, existing documents, maps, data and any other source of information can also be reviewed in this stage (Inskeep, 1991:52). Cooper *et al.* (2008:261) contend that, at the data gathering stage, the researcher must find out 'what data are available' and then fill the 'information gaps' (Hattingh, 2016:27).

According to Inskeep (1991:50), Cooper *et al.* (2008:262) and Hattingh (2016:26), the following data need to be collected with regard to tourism development planning:

1. Tourist travel patterns;
2. Tourist accommodation;
3. Accommodation facilities;
4. Other tourist facilities;
5. Land availability and use;
6. Economic structure;
7. Education and training needs;
8. Environmental indicators;

9. Socio-cultural characteristics;
10. Investments and available capital;
11. Public and private sectors, and;
12. Relevant legislation and regulation.

The above-mentioned factors are considered with respect to their existing status and their future status within the development plan. Good quality data for planning, management and monitoring purposes are of great importance to the researcher and tourism development planners (Cooper *et al.*, 2008:263).

#### **4.4.4 Analysis and synthesis**

After formulating the objectives, the analytical framework selected will determine the precise sets of data to be collected. According to Hattingh (2016:27), analysis and synthesis of the survey data could be conducted both quantitatively and qualitatively. After data collection, the data are analysed with regard to the following (Cooper *et al.*, 2008:263):

1. Asset evaluation;
2. Market analysis;
3. Development planning, and;
4. Impact analyses.

Before policy can be formulated in the next stage, most of the above-mentioned issues must be addressed by the tourism development plan (Cooper *et al.*, 2008:264).

#### **4.4.5 Policy and plan formulation**

According to Inskeep (1991), the following step in the tourism development process is the policy and plan formulation process (Hattingh, 2016:29). Inskeep (1991) adds that the tourism development policy is determined in the plan formulation stage.

First, the policy is formulated on the preliminary basis (a draft plan). Only after it has been tested for suitability in achieving the objectives of tourism development and its

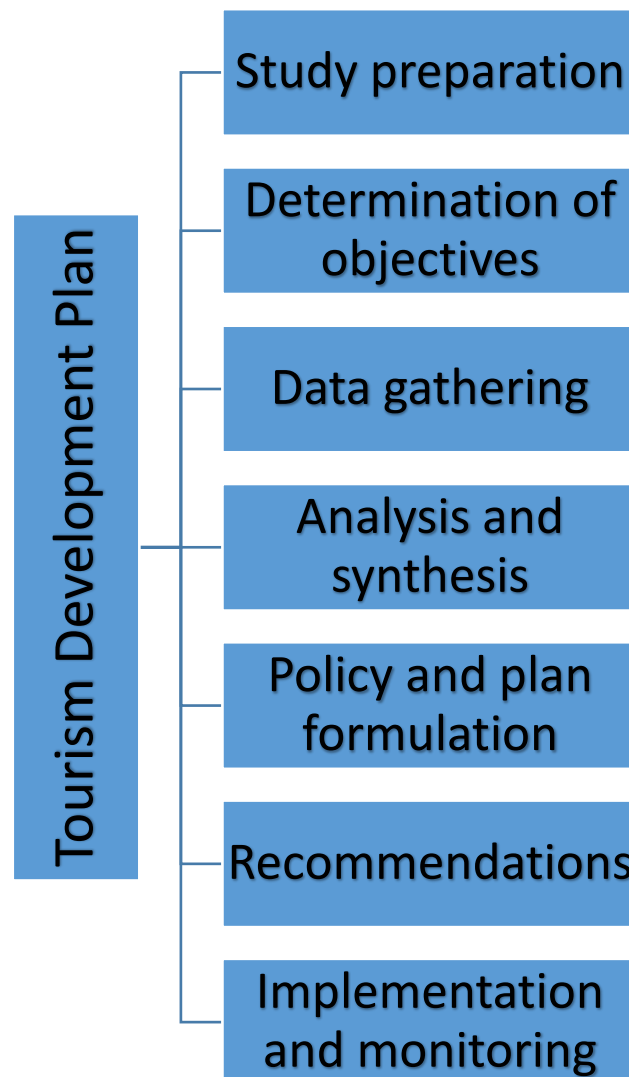
feasibility of implementation, will the policy be finalised (Cooper *et al.*, 2008:264). The policy is the expression of how the objectives can be achieved. It is important for the tourism policy to reflect the overall development policy and plan of the country or region to ensure that tourism is integrated into the sector. The policy further evolves from the survey and the analysis and synthesis of any present tourism development patterns. Government usually takes the lead role in determining tourism policy. This, however, does not mean that the private sector should not be involved in the policy decision-making process (Inskeep, 1991:170; NDTRSA, 1996).

#### **4.4.6 Recommendations**

The next step is the recommendation phase (Hattingh, 2016:29). Once the analysis and synthesis have been prepared and the selected policy and plan have been completed, the structure of the plan can be finalised and the relevant recommendations can be made. Cooper *et al.* (2008:261) mention that, in the recommendation phase, 'several recommendations may be put forward for policy choice'.

#### **4.4.7 Implementation and monitoring**

The final step in the tourism development plan is the implementation and monitoring phase (Hattingh, 2016:30; Acha-Anyi, 2018:33). This step involves a review of the entire plan, the adoption of the plan, the adoption of legislation and regulations, integration of the plan into public and private sector development policies, continuous monitoring, adjustments to the plan and programme as required, and finally, a review and revision of the plan (Inskeep, 1991:50; Hattingh, 2016:30). Acha-Anyi (2018:33) states that, through the monitoring process, both the negative and positive impacts of the tourism development plan can be measured against the expectations and feedback provided from all stakeholders. Cooper *et al.* (2008:261) describe the monitoring and reformulation process as 'dynamic and feed[ing] back into the policy and planning stage'. Figure 1 illustrates the steps of the tourism development plan.



**Figure 1: The tourism development plan**

The steps of a tourism development plan are highlighted in figure 1. To conclude, it is important for the tourism developer to review the advantages of an in-depth tourism plan. Edgell and Swanson (2013:248) indicate the following six advantages of the successful implementation of a thorough tourism development plan:

1. The tourism policies of an area or an organisation are strengthened;
2. Tourism planning is future-oriented;
3. Tourism planning provides a blueprint for future development;
4. Tourism planning improves the quality-of-life for local residents;
5. Resources are conserved for future tourism growth, and;
6. Marketing success will be achieved through tourism planning.



As a result of these advantages, a tourism destination can prosper. It is thus important that an in-depth tourism development plan be designed for an area, encompassing all the mentioned steps, for the above advantages to be effected.

#### **4.5 Theoretical framework**

Owing to its applicability to the current study, the Social Development Theory of Vygotsky (1978) was selected as the theoretical framework for the investigation. The framework was initially developed to promote student learning and to facilitate the construction of meaning between role players. Although a learning theory, the Social Development Theory applies to this investigation in the sense that the various stakeholders in route development also need to proceed through a process of social interaction.

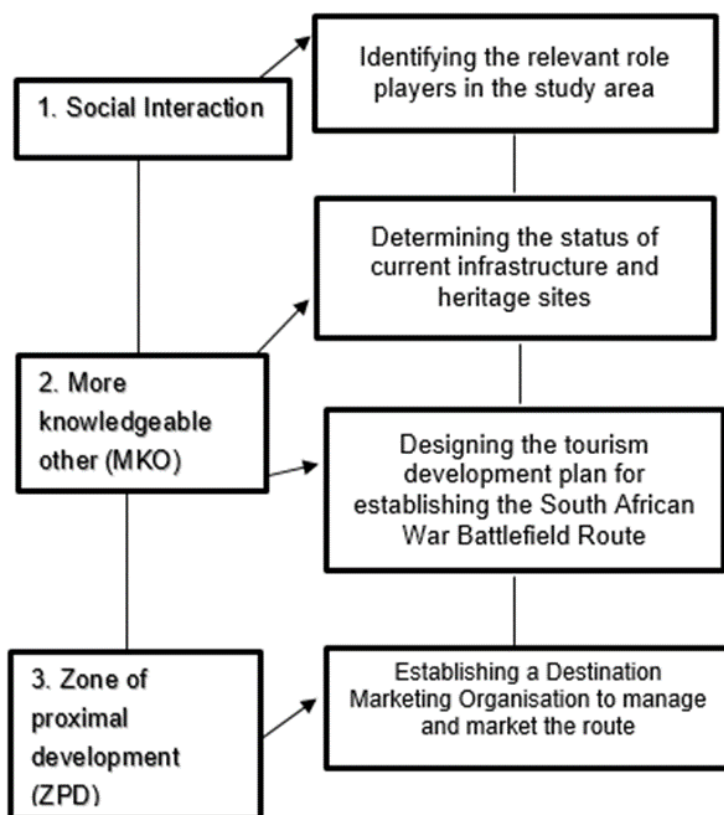
According to Vygotsky (1978), teachers should collaborate with their students in order to help them construct meaning. Learning, therefore, becomes a mutual experience for the students and teacher. The theory also supports the fundamental role of social interaction in the development of cognition and the fact that social learning precedes development. Vygotsky strongly believed that community plays a central role in the process of 'making meaning'. In other words, social learning tends to come before development. Individual development cannot be comprehended without referring to the social and cultural environment within which it is rooted (McLeod, 2014). The Social Development Theory comprises three components, namely social interaction, the more knowledgeable other (MKO) and the zone of proximal development (ZPD) (Vygotsky, 1978; McLeod, 2014).

The first component, social interaction, implies that learning occurs through social interaction with a skilful teacher. The teacher should model appropriate behaviour and provide verbal instructions to the student. This is referred to as cooperative or collaborative dialogue. The student seeks to understand the instructions provided by the teacher and then internalises the information, using it to guide their own performance. As the student becomes more competent, the teacher allows the student to work more independently. Vygotsky stated that this type of social interaction

involving cooperative or collaborative dialogue promotes cognitive development (McLeod, 2014).

The second component, the MKO, refers to someone who has a better understanding or a higher ability level than the student does with regard to a particular task, process or concept. The MKO must have more knowledge about the topic being investigated than the student does (McLeod, 2014).

The third and final component is the ZPD. The concept of the MKO is integrally related to the ZPD. The ZPD pertains to the difference between what a student can achieve independently and what a student can achieve with guidance and encouragement from a skilled partner. Vygotsky identified the ZPD as the area where the most sensitive instruction or guidance should be given. The student should be allowed to develop skills they will use on their own; thus, higher mental functions. According to Vygotsky, interaction with peers is an effective way of developing skills and strategies (McLeod, 2014). The theoretical framework for the study is presented in figure 2 below.



**Figure 2: Theoretical framework**

The Social Development Theory applies to this investigation in the sense that, for tourism development to be successful, there needs to be social interaction amongst the role players responsible for the successful implementation of the plan. In this case, it involves product owners (private sector) and government officials (public sector). In this investigation, the MKOs were viewed as knowledgeable individuals (academics, product owners, etc.) with the ability to provide guidance to the stakeholders on the development and/or implementation of the plan. The ZPD was applied in the sense that the stakeholders need to collaborate as peers and equal partners in establishing a DMO (or a route tourism forum) to manage and market the tourism route. This, in essence, implies a learning process where stakeholders learn from their social interactions with one another. This would lead to the construction of meaning, and a unified effort is likely to evolve.

#### **4.6 Summary**

This chapter provided background on tourism development. The chapter also shed light on the tourism development planning process and discussed the elements of a tourism development plan. It presented the theoretical framework for the investigation, namely the Social Development Theory of Vygotsky. The following chapter focuses on the research methodology applied in the investigation.

## CHAPTER 5: RESEARCH METHODOLOGY

### 5.1 Introduction

This chapter presents an overview of the research methodology followed in the study. According to Leedy and Ormrod (2010:2), 'research' can be defined as a systematic process of collecting, analysing and interpreting information to increase the understanding of a particular phenomenon. Social sciences research relies on the careful study of experiences, events and facts in an attempt to construct social reality (Neuman, 2011:8). Walliman (2016:11) argues that researchers cannot take an impartial view of others, and 'facts' cannot be established as fixed external truths; hence the belief that reality is socially constructed. This chapter unpacks the expected outcomes, philosophical stance, research design, data collection procedure, population, fieldwork challenges and the ethical considerations applicable to the investigation.

### 5.2 Expected outcomes

The main objective of the investigation was to develop a tourism development plan for the South African War Battlefields Route in the central Karoo. The subsidiary objectives of the investigation were:

1. To determine/identify the stakeholders in the proposed South African War Battlefields Route;
2. To determine the status of infrastructure (such as roads, signage, ablution facilities, accommodation, restaurants, rest stops) and tourism attractions (such as battle and heritage sites);
3. To design a tourism development plan for the South African War Battlefields Route in the central Karoo, and;
4. To suggest guidelines for the establishment of a DMO to manage and market the route.

### 5.3 Research philosophy

As indicated in chapter 1, the research philosophy that a researcher adopts will determine the reality the researcher ascribes to. This is likely to guide the researchers behaviour (*Philosophical Stances in Qualitative Research Flashcards*, 2018). Ontology and epistemology relate the research philosophy that dictates the way in which reality is constructed and problems are solved. As mentioned in chapter 1, the investigation adopted an ontological perspective of constructionism and an epistemological perspective of interpretivism.

### 5.4 Research approach and design

A 'research approach' can be described as a general orientation in conducting research (Bryman *et al.*, 2014:30). Three types of research approaches can be distinguished: qualitative, quantitative and mixed-method approaches (Welman, Kruger and Mitchell, 2005; Collis and Hussey, 2014). Qualitative research involves the gathering and analysis of non-numerical data, and favours induction, informed by the rich experiences of participants (Saunders *et al.*, 2007:608; Bryman *et al.*, 2014:41). According to Blumberg, Cooper and Schindler (2008:192), qualitative research is based on individual accounts in the form of qualitative data (words, sentences and narratives, i.e., language) (Welman *et al.*, 2005:8).

A quantitative research approach is described by Bryman *et al.* (2014:31) as a 'distinctive research approach that entails the collection of numerical data, regards the relationship between theory and research as deductive, prefers a natural science approach in general (and positivism in particular), and adopts an objectivist conception of social reality'. Mixed-methods approaches combine qualitative and quantitative approaches (Saunders *et al.*, 2007:602; Bryman *et al.*, 2014:31). For purposes of the current investigation, a qualitative research approach was found the most suitable.

Strydom *et al.* (2002:391) define a 'research design' as a 'logical strategy for gathering evidence about knowledge desired'. The research design indicates the framework for the collection and analysis of data, as well as which research methods are appropriate for the investigation (Blumberg *et al.*, 2008:195; Walliman, 2016:37). Researchers

need to select a research design that will assist them the best in answering the objectives of their investigation and analysing the data gathered. As indicated in chapter 1, the research design was a phenomenological study. Interviews are exclusively used by phenomenological researchers and can be considered as the predominant method of data collection in qualitative research (Leedy & Ormrod, 2010:141). According to Leedy and Ormrod (2010:198), phenomenological research 'is a qualitative method that attempts to understand participants' perspective and views of social realities'.

#### **5.4.1 Population**

Individuals who possess similar characteristics are referred to as a population. The population of an investigation could consist of objects, people or events. The totality of persons, events, organisational units, case records or other sampling units with which the research problem is concerned is defined by Strydom *et al.* (2002:199) as a population.

Qualitative researchers tend to select a few participants who can shed light on the phenomenon under investigation, rather than sample a large number of people (Leedy and Ormrod, 2010:96). As no comprehensive records of tourism role players and/or stakeholders could be found in the study area, the researcher first travelled the proposed route and compiled a preliminary list of potential stakeholders. During the main data gathering phase, the researcher again travelled the route, updated the list of stakeholders and conducted the interviews. The population included product owners/managers, tourism officers, museum directors and members of the KDF.

#### **5.4.2 Data gathering instrument**

Qualitative research methods are different from quantitative research methods in that they comprise semi-structured data gathering instruments and rely on open-ended questioning. In this investigation, semi-structured interviews were used, as the researcher needed to gather in-depth descriptions and interpretations (Welman *et al.*, 2005:166). According to Walliman (2016:127), semi-structured interviews generally contain structured and unstructured sections with standardised and open-format

questions (Leedy and Ormrod, 2010:188). Semi-structured interviews are often referred to as qualitative research interviews.

During the semi-structured interviews, the researcher covered a list of themes and questions. Interview questions were formulated based on the literature section of the investigation (refer to chapters 1 to 4). The interview schedule was constructed in the following way (refer to Annexure A):

- *Section A: Demographic profile of participants:*

Section A of the interview obtained the demographic information from the participants, including their gender and city/town of residence. This assisted the researcher in sorting the data according to city/town, which enabled the researcher to ask the questions from Section B of the interview (namely which South African War facilities are situated in the region).

The interview further obtained the participants' information regarding how many years' experience they have in the tourism industry, their highest level of education, and position in the establishment. Section A additionally enquired which facilities were offered at the various establishment and sites. This was imperative, as it enabled the researcher to ascertain whether a tourism route was viable (refer to paragraph 4.3.3.1). Potential developers should know what is on offer in the specific region before a development plan can be established.

- *Section B: Infrastructure and South African War facilities:*

Section B pertained to the infrastructure and South African War facilities in the area and aimed to gather information regarding the overall quality of the infrastructure in the region. Concerning the investigation's overall objective, enquiries were made into the South African War facilities situated in a particular area, and the general condition of the sites. Lastly, Section B aimed to identify the level of government involvement in tourism development in the area.

- *Section C: Proposed South African War Battlefields Route:*

Section C covered questions pertaining to the sites that should be included as part of the route and whether the proposed route was viable. Participants were asked whether the South African War Battlefields Route in the central Karoo would potentially have a positive or negative impact on the region. They were also probed for suggestions as to guidelines for the establishment of a DMO, since they were considered to be the MKOs and their inputs were required in order to develop a tourism route.

- *Section D: Recommendations:*

Section D required the participants to make recommendations towards the development of the South African War Battlefields Route in the central Karoo. This section of the interview assisted the researcher in establishing the tourism development plan. Tourism role players in the region where the route could be developed provided great insight into the potential development in the region (refer to chapter 6).

## **5.5 Validity and reliability of qualitative research**

It is imperative that qualitative research be conducted in a rigorous and methodical manner to produce meaningful and useful results. As the validity and reliability (thus the trustworthiness) of qualitative research are significant, the following principles need to be considered: credibility, transferability, dependability and conformability. These principles will be explained below.

### **5.5.1 Credibility**

Credibility refers to the confidence that can be placed in the truth of the research findings. Credibility can be addressed by activities such as prolonged engagement, persistent observation, data collection triangulation and researcher triangulation. Peer briefing is further recommended to provide an external check on the research process,



which may increase credibility, as well as to examine referential adequacy as a means to check preliminary findings and interpretations against raw data. The process of member checking to test the findings and interpretations with participants also forms part of the investigation's credibility (Lincoln and Guba, 1985; Nowell *et al.*, 2017:3). The current investigation ensured credibility by making use of prolonged interviews and spending long periods of time in the study area. Credibility was also enhanced through the development of a research procedure that allowed for the gathering of sufficient and credible data from participants.

### **5.5.2 Transferability**

Transferability is often referred to as external validity. Transferability refers to the degree that the readers can transfer the findings of the research to other contexts (Devault, 2017). Through providing in-depth descriptions, readers who seek to transfer the findings to their own site can judge the transferability (Lincoln and Guba, 1985; Nowell *et al.*, 2017:3). The current investigation ensured transferability by examining the findings of similar studies as part of the literature review of the study.

### **5.5.3 Dependability**

By ensuring that the research process is logical, traceable and clearly documented, the investigation's dependability can be enhanced (Tobin and Begley, 2004). The dependability of research is judged by the extent to which readers are able to examine the research process (Guba and Lincoln, 1989; Nowell *et al.*, 2017:3). Dependability was ensured in this investigation by adopting a logical research methodology and meticulously documenting and transcribing all interviews. All interviews were recorded.

### **5.5.4 Confirmability**

The confirmability of a study is enhanced when it can be established that the researcher's interpretations and findings were clearly derived from the data and that the researcher demonstrated how conclusions and interpretations have been reached (Tobin and Begley, 2004). Confirmability was ensured by developing objective

interview questions related to the research question, research objectives and the literature review. When credibility, transferability and dependability are all achieved, confirmability is established (Guba and Lincoln, 1989; Nowell *et al.*, 2017:3).

## **5.6 Data collection procedure**

As indicated before, the researcher travelled the proposed tourism route to compile a preliminary list of the potential tourism role players/stakeholders. The list was updated during the main data gathering process when the researcher travelled the route again and interviewed the participants. Interviews were recorded and the researcher made notes during and after each interview. Data were collected from 33 participants, which included seven tourism offices, 14 tourism product owners, six product managers, one tourist guide, one KDF trustee, and four museum directors.

## **5.7 Data analysis**

To ensure that their research is trustworthy, qualitative researchers must demonstrate that data analysis was conducted in a precise, consistent and exhaustive manner. This can be achieved by recording, systematising and disclosing the methods of analysis with ample detail to enable the reader to determine whether the process was credible (Nowell *et al.*, 2017:1). Strydom *et al.* (2002:339) describe data analysis as the process of bringing order, structure and meaning to the mass of research data that were collected. According to Strydom *et al.*, (2002:339), qualitative data analysis can be ambiguous and time-consuming, yet creative and fascinating. Marshall and Rossman (1995:111) define qualitative data analysis as the search for general statements about relationships amongst categories of data. Mathematical means such as statistics do not apply to the analysis of qualitative data (Walliman, 2016:164).

According to Saunders *et al.* (2007:478), there is no standardised approach to the analysis of qualitative data. Qualitative researchers use inductive reasoning, make observations and then draw inferences about larger and more general phenomena. In the current investigation the researcher utilised thematic content analysis to analyse the data. After the completion of the data gathering process, the researcher scrutinised the research notes and voice recordings of the interviews to identify common themes

(Polkinghorne, 1995; Miller and Gatta, 2006; Maguire and Delahunt, 2017:352). This allowed for an in-depth description of the phenomenon as seen through the eyes of people who have experienced it first-hand (Leedy and Ormrod, 2010:142).

A major advantage of thematic content analysis is the flexibility it affords the researcher. Thematic content analysis can be modified according to the needs of different studies, providing rich and detailed data (Nowell *et al.*, 2017:2). Moreover, thematic content analysis is grasped easily and can be relatively quick to study, seeing that it comprises only a few prescriptions and procedures. According to Braun and Clarke (2006, in Nowell *et al.*, 2017:2), thematic content analysis is a useful method for examining the perspectives of different research participants, highlighting similarities and differences, and generating unanticipated insights. Furthermore, thematic content analysis can be useful for summarising the key features of a large data set, as it forces the researcher to take a well-structured approach to handling data and, in this way, helps to produce a clear and organised final report on the research (Nowell *et al.*, 2017:2).

## 5.8 Fieldwork challenges

Some of the challenges the researcher encountered while conducting the interviews were as follows:

- Refusal to partake in the investigation on the part of the participants;
- Language barriers between the researcher and participants, and;
- The distance travelled to collect all the data.

## 5.9 Ethics

It is of the utmost importance that the researcher treats participants with respect and due consideration. According to Leedy and Ormrod (2010:103), it is difficult to believe in the results of an investigation if honesty, integrity and anonymity have been compromised. Saunders *et al.* (2007:178) refer to ethics as ‘the appropriateness of your behaviour in relation to the rights of those who become the subject of your work,

or are affected by it'. In this regard, Walliman (2016:82) emphasises the following two aspects, which were addressed in this investigation:

- Values of honesty, frankness and personal integrity: Respondents were well briefed before the commencement of interviews, and were ensured that their responses would remain anonymous and be used for research purposes only, and;
- Responsibility to obtain consent, confidentiality, and courtesy from participants: Participants' consent was obtained before interviews were conducted.

### **5.10 Summary**

This chapter focused on the research methodology applied in the investigation. The philosophical research stance adopted by the researcher was constructionism and interpretivism – adhering to the notion that reality is socially constructed. The research approach was qualitative, and the research design was a phenomenological study. The chapter detailed the population, the design of the data gathering instrument, as well as the data analysis. The chapter also dealt with the validity and reliability issues pertaining to qualitative research, the fieldwork challenges and how the ethical issues pertaining to the research were addressed.

## CHAPTER 6: ANALYSIS AND DISCUSSION OF FINDINGS

### 6.1 Introduction

This chapter focuses on the analysis of the data collected and presents the findings of the empirical section of the investigation. As indicated before, the empirical section of the investigation consisted of semi-structured interviews (refer to annexure A) allowing for greater flexibility. A total of 33 semi-structured interviews were completed. According to Maguire and Delahunt (2017:3351), 'data analysis is central to credible qualitative research'. The following section details the semi-structured interviews per question.

### 6.2 Research interviews

#### Section A: Demographic profile of participants

This section describes the demographic profile of participants, including city/town, years of experience in the tourism industry, gender, highest level of education, and the position held in the establishment.

Question 1 captured the city/town where the interview was conducted. Interviews were conducted in all of the cities/towns that could potentially form part of the proposed Battlefields Route. These towns include Springfontein, Bethulie, Philippolis, Norvalspont, Colesberg, Noupoot, Middelburg, Graaff-Reinet, Aberdeen, Willowmore, Klaarstroom, Oudtshoorn, Laingsburg, Matjiesfontein, Prince Albert, Beaufort West, Richmond, Hanover, Deelfontein and De Aar.

Question 2 captured the participants' years of experience in the tourism industry. The years of experience ranged from only one to 40 years. The average years of experience in the tourism industry for all 33 participants were 12 years.

Table 1 presents the participants' responses concerning gender, educational level and position in the establishment.

**Table 1: Demographic profile**

	<b>Number of respondents</b>
<b><u>Gender</u></b>	
Male	17
Female	16
<b><u>Educational level</u></b>	
Tertiary education	21
Secondary education	8
Non respondents	4
<b><u>Position in establishment</u></b>	
Owner	14
Manager	6
Tourism officer	7
Tourist guide	1
KDF trustee	1
Museum director	4

Table 1 indicates that, of the 33 participants, 16 were female and 17 male. The majority (21) of the participants interviewed had completed tertiary education, whilst eight of the participants had completed secondary education. Four of the participants did not indicate their highest level of education. Table 1 further shows that most of the participants (14) were the owners of the respective tourism establishments, six were managers, whilst seven were tourism officers in the respective cities/towns. The remaining participants comprised one tourist guide, one KDF trustee (refer to paragraph 1.1.2) and four museum directors.

Table 2 pertains to question 6 of the research interview, which enquired from participants to list all the facilities their establishments offer.

**Table 2: Facilities offered at establishments**

<i>Facility</i>	<i>Number</i>
Accommodation	14
Restaurant	14
Information services	8
Bar	6
Shop	11
Tour	6
Conference facility	6
Museum	6
Wedding venue	3
Hiking	1

It is clear from table 2 that the facilities most on offer at the participating establishments are restaurants and accommodation facilities (28). Other popular facilities offered by these establishments include information services (eight), bars (six), shops (11), tours (six), conference facilities (six) and museums (six). Only three of the participants indicated that they offer wedding venues. The facility least offered by the participants is hiking (one).

Related to question 7, namely what facilities are offered near the establishment, the following responses were captured. Refer to table 3.

**Table 3: Facilities offered near the establishments**

<i>Facility</i>	<i>Number</i>
Accommodation	21
Restaurant	22
Tour	9
Museum	10
Shop	9
Information services	2
Bar	1
Conference facility	1
Petrol station	1
Golf course	1
Wine farm	1

Table 3 shows the available facilities in the study area. Facilities offered near the establishments range from accommodation and restaurant facilities to museums. The rationale for this question was to establish ancillary activities for tourists to engage in other than activities related to the South African War. This could add to the tourism product offering of the proposed route. Table 3 indicates that the facilities mostly available near the establishments in the central Karoo are accommodation and restaurant facilities (43). Other facilities offered near the participating establishments are tours (nine), museums (ten) and shops (nine).

### **Section B: Infrastructure and South African War facilities**

This section of the interview describes the infrastructure and South African War facilities in the region. This includes the overall quality of the infrastructure, the conditions of these facilities, and the level of government involvement in tourism development in the region.

To perform the thematic content analysis, the researcher followed the six-phase framework of Braun and Clarke (2006, in Maguire and Delahunt, 2017:3354) as set out below:



- 1. Become familiar with the data:** The interview data were transcribed. The researcher scrutinised the recordings and transcripts several times to form initial ideas.
- 2. Generate initial codes:** The data were organised in a meaningful and systematic way. Through coding, the data were reduced to many small chunks of meaning, for example, 'infrastructure'.
- 3. Search for themes:** At this stage, the codes were organised into potential themes, along with the data relevant to each theme.
- 4. Review themes:** The themes identified in step 3 were reviewed, modified and developed further.
- 5. Define themes:** The themes were named, and definitions were provided to each theme.
- 6. Write-up:** Quotations within the data were selected to provide evidence of the identified themes.

***Question 8: What is the overall quality of infrastructure in the region?***

This section identified themes concerning the quality of the infrastructure in the region. In this stage of the interview, the participants had to provide their inputs concerning infrastructure. From the 33 interviews, 'infrastructure and facilities' was identified as the theme by means of thematic content analysis (Braun and Clarke, 2006, in Maguire and Delahunt, 2017:3354). Verbatim quotes are also listed. Refer to table 4.

**Table 4: Overall quality of the infrastructure in the region**

Theme	Explanation and participant extracts
<p><b>1. Infrastructure and facilities</b></p>	<p><b>Infrastructure consists of roads, water, electricity and communication that tourists use in the region.</b></p> <p><i>‘The roads in the region is [sic] currently being renovated and an improvement is clearly visible.’ (Participant 3)</i></p> <p><i>‘They are in very good condition and safe to drive on.’ (Participant 10)</i></p> <p><i>‘Considering that it is gravel road the condition is drivable with a car and in good condition.’ (Participant 14)</i></p> <p><i>‘The roads get fixed every once in a while, thus it is [sic] in good condition’ (Participant 18)</i></p> <p><i>‘The roads are in good condition, even the gravel roads, and offer access to any part of the Karoo.’ (Participant 23)</i></p> <p><i>‘There is an improvement in the electricity supply in the region, as well as in the communication infrastructure with an improvement in the signal strength visible.’ (Participant 4)</i></p> <p><i>‘There is no problem with water and electricity supply in the area.’ (Participant 6)</i></p>

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*‘The overall quality of the water, electricity and communication infrastructure in the region is in good condition.’ (Participant 7)*

*‘Although communication is affected by the weather sometimes, we still get good Wi-Fi and other communication methods most of the time, the roads are actually in good condition and the water and electricity supply is alright.’ (Participant 15)*

*‘The infrastructure in the area especially our roads are in a good condition. The water and electricity is in good supply although we are situated in the Karoo. We have good communication facilities available.’  
(Participant 32)*

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The above-mentioned information clearly illustrates that the overall quality of the infrastructure in the central Karoo is good. This is further supported by participants’ responses such as Participant 33: *‘The infrastructure in the region is in a good condition currently with certain maintenance taking place’*.

The roads, water, electricity and communication infrastructure are all in working order, and participants regularly made reference to the roads being well kept and constantly improved throughout the central Karoo. Although the central Karoo is a remote area, infrastructure is of high importance to the region, as it relies heavily on tourism to support the local economy. In instances where infrastructure is not well kept, tourists will be hesitant to visit and a decline in the economy of the region could be expected. Thus, infrastructure and the condition thereof are of high importance for the stakeholders in the central Karoo.

**Question 9: What South African War attractions are situated in the region?**

Participants were asked to identify the South African War attractions in the region. The following list in table 5 was collated from the responses per town. The mentioned attractions are listed next to the city/town where they are situated.

The responses obtained from this question enabled the researcher to construct a detailed list of attractions pertaining to the South African War in the various towns. This was augmented by the findings of the literature review.

**Table 5: South African War attractions in the region**

<b><i>Springfontein</i></b>	Boer and British graves (refer to picture 1) Concentration Camp (refer to picture 1) A house where Emily Hobhouse stayed during her visit Graves of children Blockhouse (refer to picture 2)
<b><i>Bethulie</i></b>	Concentration Camp (refer to picture 3)
<b><i>Philippolis</i></b>	Tomkins Koppie where the British were stationed Emily Hobhouse Memorial (refer to picture 6) British and Boer war graves (refer to picture 4 and picture 5) Museum
<b><i>Colesberg</i></b>	Boer and British graves (refer to picture 11 and 12) Cole's Kop where the British were stationed during the war (refer to picture 13) Skietberg where the Boer forces were stationed during the war Kemper Museum Memorial of British and Boer soldiers
<b><i>Norvalspont</i></b>	Blockhouse (refer to picture 9) Orange River Bridge (refer to picture 10) Concentration Camp (refer to pictures 7 and 8)
<b><i>Aberdeen</i></b>	Graves (refer to picture 22)
<b><i>Noupoort</i></b>	Graves (refer to picture 16)

	Blockhouse (refer to picture 15) Museum (refer to picture 17)
<b>Middelburg</b>	Museum Chair Monument (refer to picture 19) Burger Monument (refer to picture 18)
<b>Graaff-Reinet</b>	Gideon Scheepers Memorial (refer to picture 21) Memorial on the corner of Donkin and Somerset Street (refer to picture 20) Museum
<b>Willowmore</b>	Graves (refer to picture 23)
<b>Oudtshoorn</b>	Monument (refer to picture 26)
<b>Klaarstroom</b>	British graves (refer to picture 25)
<b>Prince Albert</b>	Fransie Pienaar Museum (refer to picture 30) Church (refer to picture 29)
<b>Matjiesfontein</b>	Lord Milner Hotel (refer to picture 28) Museum Graves
<b>Laingsburg</b>	Flood Museum Blockhouse (refer to picture 27)
<b>Beaufort West</b>	Blockhouse (refer to picture 31) Graves (refer to picture 32)
<b>Deelfontein</b>	Graves (refer to picture 36)
<b>Richmond</b>	Graves (refer to picture 33) Museum (refer to picture 34) Fort
<b>Hanover</b>	Graves (refer to picture 35)
<b>De Aar</b>	Garden of Remembrance (refer to picture 37)

Table 5 shows the South African War attractions in the region identified by the participants. The above-mentioned attractions correlate with the attractions identified in chapter 3 by the researcher. This illustrates that all the South African War attractions along the proposed route have been identified to be included in the proposed Battlefields Route.

**Question 10: What is the general condition of the attractions identified in question 9?**

Question 10 sought to determine the general condition of the attractions listed in table 5. Table 6 indicates two respective themes based on the thematic content analysis of the participants' responses, namely 'Satisfactory – developed' and 'Inadequate – underdeveloped'.

**Table 6: General conditions of the attractions listed in table 5**

Theme	Explanation and participant extracts
<p><b>1. Satisfactory – developed</b></p>	<p><b>In a good overall condition</b></p> <p><i>'The military museum is currently undergoing extensive restoration work and the condition is on route to improvement.'</i> (Participant 1)</p> <p><i>'The condition is currently satisfactory.'</i> (Participant 10)</p> <p><i>'The condition of the attractions are (sic) good.'</i> (Participant 11)</p> <p><i>'The attractions identified are currently in a good condition.'</i> (Participant 16)</p> <p><i>'The condition of the attractions are really good.'</i> (Participant 17)</p> <p><i>'The attractions are maintained and well looked after, resulting in a</i></p>

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*consistent kept up condition.'*

*(Participant 18)*

*'They are in a very good condition.'*

*(Participant 24)*

*'The graves are very well looked after.'*

*(Participant 27)*

## **2. Inadequate – underdeveloped Not up to standard**

*'The attractions are currently very underdeveloped and no information on the attractions are (sic) available on site.'* (Participant 4)

*'The condition of the attractions identified is in very bad condition at the moment.'* (Participant 5)

*'As a result of no funding, the condition of the attractions are (sic) bad and some underdeveloped.'* (Participant 6)

*'Very poor and finance is needed to improve the condition.'* (Participant 7)

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Table 6 illustrates two themes that were identified from the participants' feedback. The first theme, 'Satisfactory – developed', was most prominent, with 25 participants indicating that the attractions are in a good condition and developed. This is supported by quotations from table 6 under the theme of 'Satisfactory – developed' and the

following from Participant 33: *‘The graves are in a very good condition as a result of them being looked after by some of the local residents’.*

However, eight participants were not satisfied with the current condition of the attractions in their region. They indicated that the attractions were ‘unsatisfactory and underdeveloped’. The main reason was that these attractions had been vandalised and there was no funding to repair them, as indicated by Participant 32: *‘The attractions have unfortunately been vandalised and as a result of a lack of funding, nothing has been done to restore them to their original form’.*

Overall, a feeling of satisfaction was indicated by the participants concerning the general condition of the South African War attractions in the region. The eight participants relating their dissatisfaction, however, mentioned that the condition could be improved through proper management and funding.

***Question 11: What is the level of involvement from government concerning tourism development in the region?***

In the interviews, the participants were asked as to the level of involvement from government concerning tourism development in the region. Participants’ responses could be broken down into two themes, ‘Uninvolved and uninterested’ and ‘Involved to some extent’, as illustrated below in table 7.

**Table 7: Level of involvement from government**

Theme	Explanation and participant extracts
1. Uninvolved and uninterested	No involvement from government at all
	<i>‘There is no involvement from government as they do not have any funding available.’ (Participant 4)</i>
	<i>‘No involvement.’ (Participant 5)</i>



*'No involvement.'* (Participant 7)

*'Unfortunately not the correct person in the correct position, so thus no involvement and interest.'* (Participant 9)

*'It is really negative, actually non-existent.'*  
(Participant 10)

*'Tourism in the region is strongly private sector driven with no involvement from the government.'* (Participant 17)

*'There is not a lot of involvement from the government.'* (Participant 21)

*'None at all.'* (Participant 27)

*'No involvement from government, everything is privately run.'* (Participant 28)

*'The government assists in development and in presenting meetings and workshops.'*  
(Participant 6)

*'Somewhat involved in the museum.'*  
(Participant 14)

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**2. Involved to some extent**

**Some interaction from government but not a lot**

*'I think the government is somewhat involved as the museums are currently in good condition.'* (Participant 18)

*'Relatively good.'* (Participant 22)

*'They do try hard to develop tourism in the region.'* (Participant 23)

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Table 7 indicates the level of government involvement in tourism development in the region. Twenty participants identified that there is no involvement from government concerning tourism development in the region. Some of the participants made statements that give cause for concern, such as the following from Participant 12: *'We as product owners receive no help from government whatsoever concerning tourism development in the region and they are up to no good'*.

However, 13 participants attested to involvement from government in tourism development, but only to a certain extent. They felt that some of the museums get support, but that not enough is done to ensure growth in tourism for the region. Again, mention was made of a lack of funding to ensure proper development of the region and to secure the involvement from government, as indicated by Participant 33: *'There is some involvement from the government, however they do not have the necessary funding to support tourism'*.

After the completion of the thematic content analysis, the researcher concluded that the local municipalities try their best to support tourism development, but simply do not have the necessary funding. Proper funding allocated to the correct departments could mean that, in future, government would be more invested in tourism development in the central Karoo.

## **Section C: Proposed South African War Battlefields Route**

This section describes the participants' feedback with regard to the proposed South African War Battlefields Route. Participants gave suggestions as to what the proposed route should include and indicated their overall perspective on the route and what impact the route might have on tourism. The product owners also identified the benefits they would expect from the route, the critical factors for the successful development of the South African War Battlefields Route, and some guidelines for the establishment of a DMO.

### ***Question 12: What would you suggest the proposed South African War Battlefields Route include?***

Participants were asked to suggest what the proposed South African War Battlefields Route should include. Two themes were identified accordingly, namely 'History and attractions' and 'Local stakeholders in the region'. These are explained below.

#### **Theme 1: History and attractions**

From theme 1, it is clear that many of the participants felt that the history of the South African War in the region, as well as all the war attractions, should be included in the Battlefields Route. Participants proposed the following under the theme of 'History and attractions':

*'The military history of the region should be included with all the South African War attractions in the region.'* (Participant 1)

*'Include the history behind Emily Hobhouse in the region.'* (Participant 4)

*'All the graves from the war and their history should be included.'* (Participant 6)

*'Involve the information on the history of the South African War, graves, concentration camps, etc.'* (Participant 8)

*'It should include information and background of the region and the war.'*  
(Participant 9)

*'Maps in the region including all the history of the attractions in the region.'*  
(Participant 25)

Theme 1 strongly suggests that history is important to the product owners, as the majority of the participants indicated that history should be a vital aspect of the proposed route. They strongly indicated that, without the history, there would not be a Battlefields Route in the central Karoo. Another key aspect identified under theme 1 was that all the attractions must be included in the region, and not just certain attractions. It was also proposed by 18 of the product owners that the information concerning the attractions and the history be illustrated at the attraction or somewhere accessible.

## **Theme 2: Local stakeholders in the region**

Theme 2 illustrates remarks from participants concerning the involvement of the local people in the region with the development of the route in mind. Some of the proposals are listed below:

*'Involve the local schools in the development and prosperity of the route. The youth needs to be included in this proposed route.'* (Participant 3)

*'Include the local people in the decisions.'* (Participant 5)

*'The local people can design art projects to market the route and provide information on different attractions.'* (Participant 16)

*'The local people want to be included and thus should be included in all aspects of the route.'* (Participant 17)

Theme 2 strongly suggests that local people should be involved in the development of the route. This corresponds with the Tourism White Paper of South Africa (NDTRSA,

1996) and the National Tourism Sector Strategy (NDTRSA, 2017a) which state that local community involvement is important in successful tourism development. Local communities need to be involved not only in providing information on the attractions and the region, but also in decision-making regarding the proposed route. To conclude, the product owners proposed that the Battlefields Route include first history, secondly attractions concerning the war, and lastly involve the local community in designing and managing the proposed route.

**Question 13: What is your overall perspective on a South African War Battlefields Route for the central Karoo?**

Question 13 probed the participants’ overall perspective on a South African War Battlefields Route in the central Karoo. One strong theme emerged, namely ‘Interest and potential’. Table 8 outlines the theme and the participants’ explanations.

**Table 8: Overall perspective on the proposed South African War Battlefields Route**

Theme	Explanation and participant extracts
<p><b>1. Interest and potential</b></p>	<p><b>Excited about the idea that has not yet been realised</b></p> <p><i>‘I found that there is a definite interest in this particular historical topic. The museum has also observed an increase in visitor numbers.’</i> (Participant 1)</p> <p><i>‘There is lots of potential for a South African War Battlefields Route.’</i> (Participant 4)</p> <p><i>‘It is a very good idea with lots of potential.’</i> (Participant 5)</p>

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*'Overseas tourists [are] very interested in the topic.'* (Participant 6)

*'There are certain groups interested in the history and could potentially work.'* (Participant 8)

*'There is a good potential for this route.'*  
(Participant 11)

*'Good idea and lots of interest.'* (Participant 12)

*'It is a fantastic idea, I mean if you look how successful it has been in KwaZulu-Natal, there is definitely potential for such development.'*  
(Participant 13)

*'Good idea and there is lots of interest and potential.'* (Participant 21)

*'Will be something good for the region with potential to grow.'* (Participant 22)

*'It will be a very interesting route.'* (Participant 26)

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Table 8 indicates the perspective of product owners towards the development of the route, under the theme of 'interest and potential'. A positive response was recorded from all 33 participants, with indications of excitement and interest. All the participants were in favour of such a route being developed and voiced nothing but worthy aspirations for the route to be launched in the near future.

**Question 14: Would a South African War Battlefields Route for the central Karoo have a positive or negative impact on the region, and please motivate why?**

Question 14 aimed to ascertain the impact of the proposed route. Table 9 indicates the participants' feedback under the theme of 'Positive economic growth', which was identified by the researcher.

**Table 9: Impact of the Battlefields Route on the region**

Theme	Explanation and participant extracts
1. Positive economic growth	<p data-bbox="710 707 1412 860"><b>Increase in the capacity of an economy to produce goods and services, compared from one period of time to another</b></p> <p data-bbox="710 931 1412 1189"><i>'In terms of generating income it surely would have a positive impact on the central Karoo. It should also assist in relaying knowledge about the South African War to the uninformed.'</i> (Participant 1)</p> <p data-bbox="710 1261 1412 1406"><i>'The proposed route would bring more visitors to the region, leading to more bums in beds.'</i> (Participant 4)</p> <p data-bbox="710 1478 1412 1624"><i>'Could lead to potential growth and government involvement in the region that will bring more visitors to the region.'</i> (Participant 5)</p> <p data-bbox="710 1695 1412 1899"><i>'The route will help with informing the newer generation on the history of the war. This will also be an extra tourism offering to attract tourists to the region.'</i> (Participant 6)</p>

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*'Tourists will be drawn to the region. Domestic tourism might also see a growth as a result of the development of the route.'* (Participant 13)

*'An increase in tourist numbers will be visible. More jobs will be created and help improve the economy of South Africa.'* (Participant 14)

*'The route could potentially lead to having a snowball effect for the region leading to job creation.'* (Participant 16)

*'Tourism routes are the way to go today, they bring positive economic results.'* (Participant 17)

*'New job opportunities will be created and more income for the region could be created.'*  
(Participant 18)

*'Everyone wants the economy of the region to grow.'* (Participant 19)

*'The route could lead to sustainable economic growth for the region.'* (Participant 23)

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Table 9 shows the participants' feedback regarding the overall impact which the route could have on the region. One theme was identified, namely 'Positive economic growth'. All the participants indicated that the proposed tourism route could potentially have a positive effect on the region. An overwhelming number of the participants highlighted the fact that the route could bring sustainable economic growth and advantages to the region such as new job opportunities.



**Question 15: What benefits would you as a product owner expect from the South African War Battlefields Route for the central Karoo?**

Question 15 aimed to ascertain the benefits which product owners would seek from the South African War Battlefields Route. Table 10 illustrates the following themes that were identified, ‘Marketing opportunities’ and ‘Increased revenue’.

**Table 10: Benefits expected from product owners**

Theme	Explanation and participant extracts
1. Marketing opportunities	<p><b>Exposure opportunities for the different establishments</b></p> <p><i>‘Media coverage and marketing opportunities.’ (Participant 1)</i></p> <p><i>‘Marketing to ensure that people will know more about the region.’ (Participant 2)</i></p> <p><i>‘Better marketing opportunities.’ (Participant 22)</i></p> <p><i>‘Some media exposure for the region.’ (Participant 31)</i></p> <p><i>‘Leading to the region being more marketable.’ (Participant 32)</i></p>
2. Increased revenue	<p><b>Obtaining more revenue</b></p> <p><i>‘An increase in revenue.’ (Participant 1)</i></p> <p><i>‘People to stay longer and increase the revenue earned in the region.’ (Participant 4)</i></p>

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*'Increased income.'* (Participant 5)

*'More visitors meaning more revenue.'* (Participant 6)

*'Better economy and growth.'* (Participant 8)

*'More guests staying over for longer, leading to an increase in revenue.'* (Participant 19)

*'Job opportunities to be created in the region.'*  
(Participant 29)

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Table 10 provides the participants' responses concerning the benefits they would expect from the South African War Battlefields Route. The researcher identified two themes, namely 'Marketing opportunities' and 'Increased revenue', which are of the utmost importance in the tourism industry, as they go hand in hand. Without marketing opportunities, there might be no increase in revenue to a region, as tourists will not have any information at their disposal concerning destinations and their attractions in the region. Thus, marketing and an increase in revenue were identified as very important to product owners in the central Karoo. In conclusion, the product owners would expect optimal marketing opportunities and an increase in revenue as a result of the route.

***Question 16: What would be the critical success factors for the successful development of the South African War Battlefields Route for the central Karoo?***

Question 16 aimed to ascertain the critical success factors for the successful development of the route. Figure 3 illustrates a word cloud. According to the Cambridge English Dictionary (no date), 'word cloud' means 'an electronic image that shows words used in a particular piece of electronic text or series of texts. The words are different sizes according to how often they are used in the text'. The feedback from the participants during the interviews was transcribed and entered into a word cloud

program. Figure 3 indicates the most common and prominent themes that arose from this process.



**Figure 3: The critical success factors for the successful development of the South African War Battlefields Route in the central Karoo**

Figure 3 provides a word cloud of the feedback received on the critical success factors for the successful development of the Battlefields Route in the central Karoo. The most notable response received was that, in order to ensure the success of the route, the knowledge of the correct people and the use of proper marketing processes should be implemented. Another important theme was the aspect of doing proper research before the route is implemented. Infrastructure including roads, accommodation and restaurants, as well as information desks, was highlighted by the participants as other critical success factors that have to be in place. The following section indicates some of the remarks from the participants concerning the critical success factors for the successful development of the Battlefields Route in the central Karoo:

*‘Good thorough research into the topic is required, as well as a good aggressive marketing campaign.’ (Participant 1)*

*'There must be thorough marketing approach towards the route.'* (Participant 5)

*'To ensure the successful development of the route, there needs to be knowledgeable people to provide information on the history.'* (Participant 6)

*'Involvement from all role players/stakeholders, government and municipalities.'* (Participant 9)

*'There needs to be involvement from knowledgeable people and thorough planning and development need to be in place to ensure the success of the route.'* (Participant 14)

*'To ensure the success I believe the proper marketing needs to be completed.'* (Participant 17)

*'To make the route a success, it has to be sustainable.'* (Participant 23)

*'The participation from relevant stakeholders.'* (Participant 25)

*'There has to be relevant funding available and the correct leadership. Guides could further be appointed in the regions to assist with the knowledge of the region and the marketing of the route.'* (Participant 31)

*'The proper links between different role players involved must be in place and the proper management of the route must take place.'* (Participant 32)

It is clear from the above that marketing, knowledge, research, planning and management were deemed crucial success factors for the development of the route.

**Question 17: What guidelines for the establishment of a Destination Marketing Organisation would you suggest?**

Question 17 aimed to ascertain the guidelines for the establishment of a DMO. Figure 4 illustrates the main aspects.



**Figure 4: Guidelines for the establishment of a DMO**

Figure 4 shows that the participants agreed on the establishment of a DMO. The majority of the participants referred to the establishment of a forum to control the DMO. The participants felt that social media (Facebook, Twitter and Instagram) could be one of the best platforms to market the route, as it is the most convenient and fastest way to market a tourism offering. Participants further indicated that print media must also be utilised for marketing the route and should include magazines and a booklet with all the information on the route. They also indicated that, once the DMO has been established, the route must be launched on local and international television shows (e.g., Kwêla, Pasella and Dark Tourist). The following section indicates some of the remarks from the participants concerning the guidelines of establishing a DMO:

*'Approach a project manager (forum) to run the DMO.'* (Participant 1)

*'Make sure the route has a strong online presence, and make sure that everybody works collaboratively towards the same goal.'* (Participant 5)

*'The proper research needs to be conducted so that it can be used by the DMO.'* (Participant 7)

*'We need to get this route marketed as wide as possible on television, exposure is key.'* (Participant 8)

*'Involve all the stakeholders and make use of social media when the DMO is formed.'* (Participant 10)

*'The route must be marketed at tourism indabas.'* (Participant 12)

*'Make use of magazines like Country Life to market the route in, and do not forget WOMF and social media presence.'* (Participant 17)

*'Market the route on radio, social media, television, etc. The route needs to be credible with a manager at the front to run the DMO.'* (Participant 32)

It is evident from the above section that guidelines are crucial for the establishment of a DMO, including establishing a route forum, and using social media, television broadcasting and marketing at tourism indabas. The participants thus felt strongly that a route forum must be at the helm of the route and its marketing.

## **Section D: Recommendations**

***Question 18: What recommendations would you make towards the development of the South African War Battlefields Route for the central Karoo?***

Recommendations by the participants towards the development of the South African War Battlefields Route were grouped according to the following themes:

**Table 11: Recommendations**

Theme	Explanation and participant extracts
<p><b>1. Management</b></p>	<p><b>The individuals in charge</b></p> <p><i>‘Appointment of experts and enthusiasts in top positions.’ (Participant 1)</i></p> <p><i>‘Involve the government in the development of the route.’ (Participant 6)</i></p> <p><i>‘There must be a forum that manages the route.’ (Participant 13)</i></p> <p><i>‘Ensure that a forum is established that control all the functions of the route.’ (Participant 33)</i></p> <p><i>‘Make sure that knowledgeable people is [sic] appointed to manage the route.’ (Participant 18)</i></p>
<p><b>2. Marketing</b></p>	<p><b>Exposure of a product</b></p> <p><i>‘Good and thorough marketing is needed for the development of the route.’ (Participant 5)</i></p> <p><i>‘Make use of all the social media channels available out there to market the route.’ (Participant 9)</i></p> <p><i>‘Members must pay a fee to the managing forum to ensure that marketing takes place.’ (Participant 14)</i></p>

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*'Ensure that the public is aware of the route through marketing.'* (Participant 15)

*'Make use of the internet to market the route internationally.'* (Participant 16)

*'Enough marketing should be conducted.'*  
(Participant 28)

*'Develop a website that will market the route as a destination. Brochures must be available as well as an online presence. Events on the route can be organised to create a presence.'*  
(Participant 30)

*'Develop a marketing team for the route.'*  
(Participant 32)

### **3. History**

#### **Thorough understanding of the events that took place**

*'Ensure that an all-inclusive history is portrayed.'* (Participant 2)

*'Involve schools in development of the history around the route.'* (Participant 3)

*'Need to obtain all the information with regards to the history of the war from the older generation.'* (Participant 8)

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*'As much input as possible from the people knowledgeable on the history in the region is required.'* (Participant 10)

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Table 11 sets out the recommendations made by the participants towards the development of the South African War Battlefields Route in the central Karoo. The themes that stood out from the recommendations were 'Management', 'Marketing' and 'History'. Without proper management, a tourism route could potentially fail. Further, without proper management in control of a tourism route, proper marketing of the route will not be conducted. And without proper marketing, the route could also potentially fail.

### **6.3 Discussion of the findings**

To interpret the findings further, an in-depth discussion of the findings is now provided, focused on the participants' responses from the semi-structured interviews. Lourens (2007:91) states that a major challenge for route tourism is the provision of services and infrastructure. When analysing the participants' feedback, it became clear that current maintenance of the infrastructure in the central Karoo is taking place. The condition of the infrastructure in the region is important to participants, as it forms the basis for tourism development in their region. Jovanović (2016:288) concurs, emphasising that future tourism development depends on intensive investment in infrastructure, and its modernisation is critical for tourism development to take place and grow.

Jovanović (2016:289) further points to a strong relationship between tourism development and infrastructure to ensure a memorable experience to visitors (Karim, 2011; Hayes, 2018). Similarly, Hattingh (2016:157) highlights the importance of tourism infrastructure in visitor satisfaction. Thus, it is crucial for the central Karoo to maintain good quality infrastructure in the region to ensure that successful route tourism development take place. This notion correlates with that of Rogerson (2007:52) and Lourens (2007:90).

As established previously, tourist attractions in the central Karoo range from museums, memorials, graves, etc. According to Rajesh (2013:67), tourist perceptions, destination image and tourist satisfaction directly influence destination loyalty. Thus, it is of the utmost importance that tourist attractions be maintained well to ensure that tourists are not only attracted to the region, but that they also want to return to the region after one visit. The participants stated that the overall condition of the attractions in the central Karoo is satisfactory. However, issues were raised regarding a need for funding to help ensure the attractions do not deteriorate and that future growth for the region is possible. This correlates with the Tourism White Paper of South Africa (NDTRSA, 1996:10) which states that tourism has been inadequately resourced and funded.

According to Proos, Kokt and Hattingh (2017:145), provincial governments should play an active role in tourism development and assist in tourism development by providing funding inter alia. However, the level of involvement from government concerning tourism development seems to be a problem in the central Karoo. Moreover, no funding seems to come from government for tourism development in this region. This correlates with Lourens (2007:90), Petrevska and Ackovska (2015:80), and Proos *et al.* (2017:145) who emphasised that support and funding from local government remains limited and that this issue remains unresolved.

The overall view of the South African War Battlefields Route in the central Karoo seems to be one of positivity and interest. The majority of the participants stated that the tourism route would have a positive impact on the region. This correlates with findings from Lourens (2007) who claims that route tourism development has the potential to create positive impacts for regions. According to McLaren (2011:262), strong leadership is required for a tourism route to flourish. This correlates directly with the participants' view with regard to the critical success factors for the development of the route. Other aspects highlighted by the participants, which correlate with McLaren (2011) and Nagy and Piskóti (2016:84), include cooperation and mutual support from all stakeholders in the development of the route, involvement from the community, and good and sufficient infrastructure.

Guidelines for the establishment of a DMO included extensive use of social media (Facebook, Twitter, Instagram, etc.). This is, however, in direct contrast with findings by McLaren (2011:254), namely that ‘little mention was made of social media’ by the respondents interviewed. The importance of the use of social media in marketing has thus increased tremendously since 2011. McLaren (2011:252) and Nagy and Piskóti (2016:85) also claim that electronic media (websites) is an important marketing tool, which concur with what the respondents identified in the current investigation. McLaren (2011:256) also emphasises the importance of word of mouth (WOM) in marketing a tourism route. The participants stated that a route forum needs to be selected in order to ensure that the route is marketed under one brand/theme – which is in agreement with Hattingh (2016:158). Hattingh (2016:158) also agrees that stakeholder cooperation is crucial in order to ensure a successful DMO.

Some of the major activities of DMOs, according to George (2019:571), are promotion, building a brand identity, positioning the destination, portraying an image, providing information, providing amenities for locals, increasing pride in the destination, improving international ties, organising workshops, trade shows and road shows, conducting research, and packaging the destination. With regard to the current investigation, many similarities were found between the guidelines for the establishment of a DMO given by the participants and the major activities of a DMO. These similarities include proper research, marketing routes at trade shows such as the Tourism Indaba in South Africa, strong promotion (such as on TV, radio, social media, etc.), hosting workshops with knowledgeable individuals, and packaging the destination under a strong brand name. It can thus be concluded that the guidelines provided by the participants are in correlation with the major marketing activities of a DMO and will assist in the establishment of a DMO for the Battlefields Route in the central Karoo.

## **6.4 Summary**

This chapter focused on the data analysis and presented the findings of the empirical section of this investigation. This chapter laid the foundation for the tourism development plan for the South African War Battlefields Route in the central Karoo, which will be discussed in the next chapter.

## **CHAPTER 7: A TOURISM DEVELOPMENT PLAN FOR THE SOUTH AFRICAN WAR BATTLEFIELDS ROUTE IN THE CENTRAL KAROO**

### **7.1 Introduction**

From the literature review and the interviews with product owners in the region, it is evident that the central Karoo has much to offer tourists. The growing South African tourism industry has led to an increase in competition levels amongst product owners as tourists are searching for new experiences and attractions to visit. The central Karoo is a unique destination and offers attractions that have never been seen before, especially for tourists interested in dark tourist attractions.

However, for the full potential of the South African War Battlefields Route in the central Karoo to be realised, a tourism development plan needs to be designed to show the way forward for the study area. To compile the tourism development plan, the results from the investigation, inputs from the participants and conclusions drawn by the researcher were used.

For purposes of the investigation, the researcher identified the following headings for the tourism development plan for the South African War Battlefields Route in the central Karoo.

### **7.2 Recommendation: Tourism Development Plan**

#### **7.2.1 Study preparation**

As mentioned in chapter 1, the central Karoo straddles four provinces, namely the Western Cape, Eastern Cape, Northern Cape and the Free State. As the study area is a region with true tourism potential, although relatively underdeveloped, it is imperative that a plan be developed to improve all aspects associated with tourism in the region. The main aim of this investigation was to assist in tourism development by proposing a battlefield tourism route based on the South African War. Currently, all the cities/towns associated with the study area are responsible for their own marketing

and managing activities, with no cooperation amongst them to help develop the central Karoo region to its full potential (Hattingh, 2016:88).

As discussed in the literature review, the phenomenon of dark tourism is gaining interest globally, which can be used to the advantage of the central Karoo. The central Karoo as a destination has many dark tourist attractions linked to war. It is thus imperative that a development plan for a battlefields route be devised to ensure that development and optimal tourism growth are realised in the region.

The research conducted in the investigation indicates that the stakeholders in the central Karoo range from managers/owners of establishments to museum directors, KDF trustees and tour guides. Facilities on offer in the central Karoo range from accommodation, restaurants, bars, fuel stations, to restaurants and museums.

The central Karoo is dissected by the N1 highway, which cuts across the vast plains of the arid Karoo landscape. The N1 is the main artery road through the Karoo and is the main highway from Gauteng to the Western Cape. Thus, the central Karoo can be an ideal stopover for tourists driving between these metropolitan regions of South Africa. The central Karoo with its ideal location also offers potential visitors the opportunity for weekend getaways from city life.

The investigation found that the infrastructure in the central Karoo is well maintained, and can act as a draw card for potential visitors. The overall view on the South African War Battlefields Route was found to be overwhelmingly positive, which seems to indicate the importance and potential interest in the development of such a route for the region. The first phase (study preparation) of the tourism development plan indicated the importance, location and market of the battlefields route in the central Karoo. The market that the battlefields route is aimed at ranges from tourists interested in route tourism, dark tourism, and especially the history of the South African War.

## **7.2.2 The Terms of Reference (TOR) for the South African War Battlefields Route in the central Karoo**

### **Objective**

In formulating a tourism development plan for the South African War Battlefields Route in the central Karoo, emphasis was placed on:

- Developing a high-quality tourism sector;
- Ensuring that economic benefits as a result of tourism are distributed;
- Preserving cultural and natural resources;
- Appealing to both domestic and international dark tourists;
- Increasing the time spent in the region by tourists, as well as their monetary spending, and;
- Positioning the South African War Battlefields Route in the central Karoo as one of the preferred dark/battlefield tourism sites in the world.

### **Duration**

12 – 24 months

### **Target beneficiaries**

- National Department of Tourism;
- Provincial governments of the relevant provinces;
- District tourism organisations of the relevant provinces;
- Local tourism organisations of the relevant provinces;
- The KDF, and;
- The private tourism sector situated in the central Karoo.

## **Output**

A tourism development plan for the South African War Battlefields Route in the central Karoo. The framework for tourism development in the study area will be provided by the plan.

## **Methodology**

Three-phased approach:

Phase 1:

Formulating the TOR for the compilation of a tourism development plan for the South African War Battlefields Route in the central Karoo.

Phase 2:

Formulating the tourism development plan, with a focus on the following:

- Developing a high-quality tourism sector;
- Ensuring that economic benefits as a result of tourism are distributed;
- Preserving cultural and natural resources;
- Expanding the tourism footprint of the central Karoo;
- Positioning the South African War Battlefields Route in the central Karoo as one of the preferred dark/battlefield tourism sites in the world; and
- Marketing and promotional guidelines.

Phase 3:

Implementation of the tourism development plan.

### **7.2.3 Determination of objectives**

The objectives of the tourism development plan were outlined in this phase. Hattingh (2016:137) states that 'it is important to have a clear understanding of what the tourism development plan intends to achieve with the development of the study area'. The following objectives were identified:

7.2.3.1 To develop a high-quality tourism sector;

7.2.3.2 To ensure that economic benefits as a result of tourism are distributed;

7.2.3.3 To preserve heritage resources;

7.2.3.4 To expand the tourism footprint of the central Karoo;

7.2.3.5 To position the South African War Battlefields Route in the central Karoo as one of the preferred dark/battlefield tourism sites in the world.

The investigation on the South African War Battlefields Route in the central Karoo has indicated that the area has much to offer tourists. However, the region is currently not being utilised to its full potential, and offers benefits to local stakeholders that can be taken advantage of. The lack of cooperation from government (refer to table 7) and amongst the relevant stakeholders is an obstacle that needs to be dealt with. Each of the set of objectives will be discussed in depth below.

#### ***7.2.3.1 Objective 1: To develop a high-quality tourism sector***

It is important to ensure a tourism sector that is of high quality for the central Karoo. This objective refers to the tourism products in the central Karoo. The accommodation establishments situated throughout the central Karoo must be of top class if the Battlefields Route is to provide a high-quality offering to domestic and international tourists.

In South Africa the Tourism Grading Council (TGCSA) is the only accredited organisation assessing the quality of accommodation establishments. The TGCSA provides suitable accommodation establishments with a system of stars, indicating the quality of the establishment. The stars range from one to five. One star indicates basic quality standards, whilst five stars indicate excellent, top-of-the-range accommodation



establishments. The TGCSA website (2019) offers tourists the ability to check online whether the establishment is graded or not.

In the central Karoo study area, eight accommodation establishments are graded and form part of the TGCSA star system, thus indicating that, in the region, good quality accommodation establishments of high standards are available for tourists. The establishments not yet graded can be encouraged by provincial authorities to do so. Financial support should also be provided to accommodation establishments to motivate and assist them in getting graded.

Assistance from tourism authorities (provincial, district and local) and product owners is vital to ensure a high-quality tourism sector. The tourism authorities and product owners must familiarise themselves with the tourism products in their respective regions. The investigation revealed that 20 participants were not receiving any assistance from government concerning tourism development in the region. Thus, an enhanced involvement (assistance) from government is suggested by the development plan.

It is also critical that tourism authorities have good product knowledge. Tourism officials should visit the central Karoo tourism products to familiarise themselves with these products and their quality. This will assist in identifying all the tourism products in the central Karoo, as well as the tourism products that might need maintenance (which correlates with objective 3 of the development plan, namely preserving the heritage). With government assistance, the public and private sectors can ensure that tourists visiting the central Karoo to experience the Battlefields Route encounter attractions that are in a good condition and offer them a special memory to take home. In this way, a tourism sector of high quality can be established.

### ***7.2.3.2 Objective 2: To ensure that economic benefits as a result of tourism are distributed***

The second objective is to ensure that the economic benefits from the Battlefields Route are distributed throughout the central Karoo. As mentioned previously, tourism can lead to a variety of economic impacts in a region. Economic impacts from tourism

can contribute to financial growth in the central Karoo which, in return, can create job and entrepreneurship opportunities, and overall monetary growth in the region.

The objective will thus be to ensure that the entire central Karoo region receives benefits from the Battlefields Route. It is important that, through the development of the Battlefields Route, all the cities/towns (refer to paragraph 3.2.4) which form part of the proposed route, receive exposure to tourists. This can be achieved by organising events or familiarisation trips. By exposing the entire central Karoo to the tourism public, tourists can make an informed decision on areas they would like to visit. A collaborative marketing campaign of the central Karoo must also be conducted. In this way lesser-known towns situated off the beaten track in the central Karoo will be able to display their products to the world, which could lead to generating sales and growth in economic benefits. The local stakeholders throughout the central Karoo must benefit from the proposed Battlefields Route and experience the economic benefits as a collective.

### **7.2.3.3 Objective 3: To preserve heritage resources**

The third objective of the development plan is to preserve the relevant heritage resources in the central Karoo. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO, 2019), 'heritage' refers to 'tangible and intangible, natural and cultural, movable and immovable and documentary assets inherited from the past and transmitted to future generations by virtue of their irreplaceable value'. The National Heritage Council of South Africa (no date) defines heritage as 'what is preserved from the past as the living collective memory of people not only to inform the present about the past but also to equip successive generations to fashion their future'. The heritage sites in the central Karoo thus encompass all the attractions related to the South African War (refer to table 5).

The heritage sites in the central Karoo can be brought under the attention of an organisation such as UNESCO to assist in their preservation. Local stakeholders in the region could also come together, for instance form a committee, to take charge of overseeing the management and upkeep of all the attractions on the Battlefields Route. Regular visits by committee members and members of government can assist

in keeping the attractions in the central Karoo in pristine condition. However, budget constraints might be a problem for the committee, as the proposed route stretches over a large area. In this regard local stakeholders, government and private organisations can assist in providing funding to the committee for the preservation of the heritage in the central Karoo. The Commonwealth War Graves Commission, responsible for the restoration and maintenance of British graves, can also be approached to assist in the preservation of the heritage, of which many British graves are part.

#### ***7.2.3.4 Objective 4: To expand the tourism footprint of the central Karoo***

The fourth objective of the tourism development plan is to expand the tourism footprint of the central Karoo. This entails coordination with the relevant information centres in the region, creating a strong brand identity, and growing a mobile and online presence for the South African War Battlefields Route in the central Karoo. Through coordination with the relevant role players, the proposed route could become a preferred tourist destination in South Africa. By establishing the Battlefields Route as a preferred destination and expanding the brand, the central Karoo region can gain exposure amongst many visitors. In turn, these visitors might return to the region to explore the other attractions and activities in the region. A positive online presence can assist in giving exposure to this relatively unknown region amongst the tourism public.

The tourism footprint in the region can thus be expanded, in correlation with objectives 2 and 5 of the tourism development plan, namely the even distribution of economic benefits, and positioning the Battlefields Route and the central Karoo as a preferred tourist attraction. With the expansion of the tourism footprint, more and more tourists would become aware of the central Karoo as a tourist destination. Positive economic and social growth could be experienced amongst local residents. Through the expansion of the tourism footprint of the central Karoo, other types of tourists, other than dark tourists, might be enticed to visit the region, for example, business tourists (for conferences and trade shows), leisure tourists (for rest and relaxation), adventure tourists (partaking in 4x4 trails), and health tourists (travelling for wellness reasons) (Saba, 2017). It is thus important that the Battlefields Route have good relationships

with all stakeholders, build a strong brand, and have a good mobile and online presence in order to expand the tourism footprint of the region.

***7.2.3.5 Objective 5: To position the South African War Battlefields Route in the central Karoo as one of the preferred dark/battlefield tourism sites in the world***

With an increase in dark tourism, dark tourists are in search of new products and/or regions to visit. This presents the central Karoo with the ideal opportunity to tap into the niche tourism market of the South African War history. Tourists visiting the central Karoo can experience the uniqueness of the region and the unique tourism products on offer. Dark tourist attractions in the central Karoo include cemeteries, monuments and battlefields (refer to table 5).

With its wide array of dark tourist attractions on offer, this region certainly has the potential to become the preferred dark tourist destination for dark tourists. To achieve this, it is important that objective 1 of the tourism development plan be adhered to, namely to provide the dark tourist with a tourism product that is of high quality. Dark tourists might visit the area with the main aim of visiting dark sites; however, they might leave with an increased curiosity regarding other offerings in the central Karoo. This new curiosity could lead to return visits to the central Karoo, which is in correlation with objective 4 of the tourism development plan.

### **7.3 Data gathering**

This part of the planning phase involves collecting data, both quantitative and qualitative. Hattingh (2016:142) highlights that, in order to determine what information is already available, existing data must first be collected. This will ensure that a repeat investigation is not conducted by the researcher. Inskeep (1991:52) suggests that important ideas can be obtained through discussions with local stakeholders in the public and private sectors. For this investigation, product owners in the central Karoo were interviewed. Interviews were conducted on the demographic profile of respondents, infrastructure, South African War facilities and attractions, and the proposed South African War Battlefields Route. Refer to chapter 6 for data gathered during interviews.

## 7.4 Analysis and synthesis

According to Cooper *et al.* (2008:263), data are analysed by considering asset evaluation, market analysis, development planning and impact analysis. Refer to chapter 6 for the data analysis related to the central Karoo.

Information systems technology and computer techniques of analysis, evaluation and representation can greatly assist in the analysis and synthesis of data (Inskeep, 1991:53). It is important to identify the major opportunities and problems or constraints for development in the central Karoo. *The Tourism Plan - Tourism Excellence* (2014) identifies eight questions that a well-developed tourism plan should answer. Below, these questions are answered with regard to the central Karoo:

1. What does the region have to offer?

From the data analysis, the conclusion can be drawn that the central Karoo has a wide array of products to offer tourists. These products range from accommodation and restaurants, to cultural and natural attractions. There are also many tourist attractions concerning the South African War that can be viewed along the Battlefields Route.

2. What type of tourist is attracted to this specific area and what do they want to do?

The typical tourists that will be attracted to the Battlefields Route in the central Karoo are envisaged to be dark tourists and tourists interested in history.

3. What are we planning to do at this point in time?

We are planning to implement the development plan in order for the Battlefields Route to be established in the central Karoo. Also, we are planning to create interest and gain support from public and private sectors involved in the route. Lastly, we are planning to procure funding for the implementation of the route.

4. Where do we want to be in the near future (three to five years' time)?

The Battlefields Route will strive to be established as a well-known tourism route in the Karoo complementing the Battlefields Route in KZN.

5. How do we plan to reach our goals?

We plan to reach our goals through implementing the development plan and focusing on the broad marketing guidelines set out in the development plan.

6. What needs to be implemented?

The tourism development plan.

7. Who will be responsible for different tasks?

A DMO needs to be established in the central Karoo and will be responsible for the different tasks. Role players in the public and private sectors will complement their work.

8. How will we measure our success?

The development plan for the Battlefields Route will be re-evaluated after five years in order to measure its success. Success can be measured according to the number of tourism visits, growth in interest in the central Karoo and overall growth in tourism spend in the study area. Follow-up research would thus be needed to evaluate the success of the route.

## **7.5 Policy and plan formulation**

In this phase, the tourism development plan was prepared. The possibilities for development strategies are included in this phase (Cooper, Fletcher, Fyall, Gilbert, and Wanhill, 1998:211-212). Two main strategies were identified:

1. Destination development, and;
2. Broad marketing guidelines.

### **7.5.1 Destination development**

It is important to create awareness of the proposed Battlefields Route and the dark tourism attractions in the central Karoo. Although the infrastructure in the central Karoo is relatively well developed, some areas still need improvement. These areas need to be identified and addressed. Infrastructure includes areas such as transport, communication and accommodation. During school terms, tourist destinations tend to see a decline in visitor numbers, which also applies to the central Karoo. However, a plan needs to be devised to address issues of seasonality. The plan can include the hosting of themed events.

Through the development of the South African War Battlefields Route in the central Karoo, potential new tourist activities can be introduced to assist in further developing the central Karoo as a tourist destination. These new activities can include 4x4 trails and events, craft festivals showcasing local talent, and music festivals. It is also important for the Battlefields Route to develop a data base of tourism product owners in the central Karoo, which can add further value to the proposed route. After a five-year period, the development plan for the South African War Battlefields Route in the central Karoo should be re-evaluated.

### **7.5.2 Broad marketing guidelines**

The aim of the tourism marketing guidelines for the South African War Battlefields Route in the central Karoo is to provide a road map for the effective marketing of the region. Owing to the large geographical spread of the central Karoo, it is important to develop a single marketing guide which provides guidelines for the South African War Battlefields Route. The marketing guidelines provided below should assist in marketing the central Karoo as one single brand.

Since there is no comprehensive strategy currently in place, the recommendation is made that marketing guidelines be adopted and implemented collectively by the

relevant tourism authorities of the provinces involved. Budget constraints, as mentioned by the interviewed respondents, are always a barrier to tourism development and marketing. However, in order for the South African War Battlefields Route to succeed as a tourism destination, cooperation and cooperative marketing are required. All the product owners in the region are to benefit from the envisioned tourism growth. The relevant role players in the central Karoo can benefit from the potential tourism growth created through this 'new' tourism destination if marketed well. According to the Tourism White Paper of South Africa (NDTRSA, 1996:38) and Hattingh (2016:159), 'an effective marketing strategy is one of the major necessities for the successful implementation of a tourism development plan'.

Familiarisation tours for the media will provide the ideal opportunity to market the central Karoo to the travel industry. During such tours, it is important that the entire central Karoo receives the necessary exposure. The proposed Battlefields Route can, for example, be completed during a week where all the towns/cities on the route are visited, each receiving an opportunity to display to the media what they have to offer tourists. According to George (2019:652), technological innovations may be the most significant factor to affect how marketing is done in South Africa in the future. The tourism industry in South Africa has been transformed by the development of digital marketing tools and the revolution of a social media culture.

#### ***7.5.2.1 Vision and mission***

##### *Vision:*

To establish the central Karoo as the preferred dark tourist destination in South Africa.

##### *Mission:*

Achieving long-term sustainable economic growth for the central Karoo by cooperatively developing and marketing the region as a new dark tourist destination, through the implementation of the tourism development plan.



### **7.5.2.2 SWOT analysis**

The SWOT analysis includes the following and is based on the findings of the investigation:

- Identification of the strengths of the central Karoo;
- Identification of the weaknesses of the central Karoo;
- Identification of the potential opportunities of the central Karoo; and
- Identification of the potential threats to tourism development in the central Karoo.

#### **Strengths**

- Location to larger cities and points of access;
- Good transport infrastructure;
- Unique offerings – dark tourism sites;
- Wide variety of accommodation and restaurant facilities;
- Knowledgeable guides throughout the Battlefields Route;
- Future expansion opportunities for the region;
- Cleanliness of cities and towns;
- Hospitable local residents, and;
- Wide variety of tourism offerings/attractions.

#### **Weaknesses**

- Limited cooperation between government, private and public sectors;
- No established DMO for the Battlefields Route in the central Karoo;
- Relatively unknown destinations on certain parts of the route, and;
- Limited availability of Wi-Fi in the region.

#### **Opportunities**

- New dark tourist destination (niche tourism);

- New market segment being attracted to the central Karoo;
- Safe and secure destination;
- Potential to become the preferred tourist destination in South Africa;
- Expansion opportunities, and;
- Escapism.

## **Threats**

- Lack of cooperation;
- Competing dark tourist attractions in the world;
- Competing tourism routes in the world, and;
- Budget constraints.

### **7.5.2.3 Goals and objectives**

The primary goal of tourism marketing in this case would be to market the South African War Battlefields Route in the central Karoo as a tourism destination. It is important to establish one single brand for the region, namely the South African War Battlefields Route in the central Karoo.

The marketing guidelines propose the following goals and objectives:

#### **Goal 1**

#### **Establish a DMO for the South African War Battlefields Route in the central Karoo**

1. Objective 1: Create a DMO that will be responsible for tourism development and marketing of the South African War Battlefields Route in the central Karoo

Establishing a DMO will be an important factor in the successful development and marketing of the South African War Battlefields Route in the central Karoo. All the participants in the investigation indicated the importance of a DMO for the central

Karoo. The necessary funding should thus be obtained through the relevant procedures. For example, a membership fee by stakeholders in the central Karoo can be paid to the DMO. Meetings throughout the central Karoo would also be important to inform stakeholders on the progress and role of the DMO. A particular town/city can be identified where the DMO office should be situated and run from (e.g., Oudtshoorn, Willowmore, etc.). A tourism manager of the DMO can be appointed according to specific attributes required for the position, such as relevant tourism experience, good interpersonal relationship and communication skills, sound knowledge of tourism development, and marketing expertise.

## **Goal 2**

### **Increase awareness of the South African War Battlefields Route amongst the relevant target market**

2. Objective 2: Increase the target market's awareness of the South African War Battlefields Route in the central Karoo

Both domestic and international tourists visit the central Karoo. However, dark tourists more than any other type of tourist would visit this route. Thus, awareness programmes should be focused on dark tourists and tourists interested in the South African War, both domestically and internationally. In order to reach this objective, the marketing guidelines of this investigation should be implemented.

## **Goal 3**

### **Change the awareness of the South African War Battlefields Route in the central Karoo into real life visitation growth**

3. Objective 3: Increase visitations to the central Karoo

The number of tourists visiting the central Karoo can be increased through proper tourism development. This development should include tourism products in the central Karoo that satisfy the needs of tourists, service delivery of high standards and effective

marketing of the area that reaches the target market. Prospective tourists need to be turned into active visitors not only by providing for their needs, but also by satisfying their needs.

#### **Goal 4**

#### **Support the shareholders in the central Karoo through development and marketing**

4. Objective 4: Support the investment in tourism development and marketing to grow tourism in the central Karoo

As the interviews revealed, all stakeholders in the central Karoo are interested in the proposed South African War Battlefields Route in this region. The stakeholders should thus assist in the provision of funding and the resources needed to establish the DMO for the central Karoo. An appropriate funding model can be implemented to assist not only in marketing, but also in the development of tourism and products in the central Karoo.

#### **7.5.2.4 Target markets**

The tourism industry is very competitive, and target marketing is of the utmost importance if marketing spend is to be utilised to its full potential. Thus, it is imperative that the target market for the South African War Battlefields Route in the central Karoo is identified.

With its focus on the South African War, the proposed tourism route appeals to a niche market of tourists known as dark tourists. Niche target markets are often willing to spend more, as they are in search of something spectacular that can be explored at certain destinations only. The marketing of the proposed Battlefields Route should be directed at both domestic and international dark tourists. It is important to recognise that this is a niche tourism market; thus, the focus is on the particular needs and wants of a narrowly defined group of tourists. The domestic market will mainly comprise weekend tourists from the bigger metropolitan areas such as Bloemfontein, Cape

Town and Port Elizabeth interested in looking for quick getaways to interesting, previously undiscovered attractions. Domestic tourists can include historians who are interested in the South African War heritage. Another group could include people whose family members partook in the war and who are now in search of answers/closure or retracing the steps of their ancestors.

International dark tourists will mainly comprise visitors in search of traces of their ancestors who participated in the war. These tourists might include tourists from countries such as England, Scotland, Canada and Australia who partook in the South African War, and are in search of family members' graves, etc. Furthermore, the area could appeal to tourists who are interested in the weird and wonderful the central Karoo has to offer, those who are particularly in search of new destinations they have not yet travelled to and explored.

In addition, the route offers the opportunity to attract other markets in future. Potential markets could include domestic weekend visitors, en-route tourists, and tourists in search of desolation. The central Karoo has much to offer potential tourists and can cater for many different markets (adventure, leisure and business tourists), as indicated previously. International tourists can also be attracted by the healthy climate the central Karoo has to offer. The dry winters and hot summers, complemented by afternoon thundershowers, and the clean and dry air of the central Karoo, are ideal conditions which could attract international tourists to the region. This could be emphasised in marketing material aimed at visitors from cold, wet winter locations.

#### **7.5.2.5 Positioning**

Positioning refers to the way in which a product or offering is perceived in relation to segments of the market, and in relation to competitor offerings; in other words, how an organisation differentiates itself and its product offerings from those of competitors (Kotler, Bowen and Makens, 2014:73; George, 2019:215). In the current case, strong branding of the South African War Battlefields Route in the central Karoo as one tourism destination/attraction is proposed in order to position the route. In order to assist this marketing for the central Karoo, a tourism brand needs to be identified for the region. The identified brand should be used in all the marketing and promotional

activities associated with the Battlefields Route. The 'Karoo South African War Battlefields Route' is proposed as the brand name to be used.

The South African War Battlefields Route wants to be positioned as:

1. An easily accessible route from all major metropolitan regions;
2. A region where a comprehensive tourism experience is available;
3. A value-for-money product accessible to all tourists in the central Karoo;
4. Offering excellent service and hospitality on the entire route, and;
5. A leading dark tourist destination not only in South Africa, but internationally.

#### **7.5.2.6 Promotion strategy**

Promotion convinces potential tourists of the benefits of purchasing or using a specific tourism product or offering. According to George (2019:388), a tourism marketer has eight distinct ways of communicating promotional messages, also known as the 'promotions mix', namely advertising, digital marketing, direct marketing, personal selling, sales promotion, sponsorship, public relations, and marketing collateral. The full spectrum of promotional tools should be utilised in an integrated way to reach the selected target markets most effectively. However, the promotional strategy envisioned for the Battlefields Route does not include utilising sponsorships and direct marketing. As it will be difficult to obtain sponsorship in the economic climate of today.

##### **7.5.2.6.1 Advertising**

Advertising is still a major component of many DMOs' promotional campaigns and is the most widely recognised element of the promotions mix (Morrison, 2013:325; George, 2019:391). The following forms of advertising could be considered depending on budget constraints:

- *Magazines and newspapers:*

The written word is one of the more popular ways of advertising (Hattingh, 2016:169). According to Lamb Hair, Mcdaniel, Boshoff, Terblanche, Elliot and Klopper (2015:423)

and Meyer-Heydenrych, Human, Maduku, Meintjies and Nel (2017:315), magazines often target specific audiences and thus reach a broader market of potential customers. The South African War Battlefields Route in the central Karoo can be advertised in magazines such as *Getaway*, *Weg/go!* and *Country Life*. According to Meyer-Heydenrych *et al.* (2017:311), there are about 23 daily and 14 weekly major urban newspapers in South Africa. Newspapers such as the *Saturday Star*, *Sunday Times*, *Sowetan* and *Rapport* all have outdoor pages where the route can be advertised. The local newspapers in the central Karoo should also be involved. However, it is important to understand the characteristics of the readers of the various magazines and newspapers before publication.

- *Signage:*

The Battlefields Route should be clearly identified through signage for tourists once they enter the region. This include signage indicating the start and end of the route, as well as the identification of all the towns/cities that form part of the route. The signs should include the branding of the South African War Battlefields Route. A designated sign indicating the product owners that form part of the route forum can be erected at establishments to make them easily identifiable.

- *Radio advertisements:*

Radio advertisements are the most widely used advertising medium in South Africa and offer many potential benefits, such as low cost, loyal listeners and a wide reach (Meyer-Heyndenrych *et al.*, 2017:316,317; George, 2019:397,400). Advertising on national radio stations could be the most effective, as the target markets would most likely be listening to the station whilst passing through the region. Radio advertisements should be repeated many times per day. If budget constraints do not permit this, it is suggested that one radio station be selected on which the advertisement should be repeated. For the Battlefields Route, stations such as RSG, SAfm, Algoa FM, OFM, and Kfm will be the most suited to get the message across.

- *Television:*

Television is said to be the main medium through which many tourism product offerings are advertised (George, 2019:71). International television shows such as *Dark Tourist* can be the ideal platform on which the Battlefields Route can be marketed, as the audience are those interested in dark tourism. A special episode can be dedicated to the launch of the Battlefields Route, which could lead to a growing international market visiting the central Karoo. Features on local television shows such as *Weg! Agterpaaie*, *Pasella*, *Kwêla* and *Top Billing* can be the ideal opportunity for the Battlefields Route to show South Africa what is on offer in the central Karoo.

#### **7.5.2.6.2 Digital marketing**

‘Digital marketing is the marketing of products or services using digital electronic technologies and channels such as the Internet, e-mail, digital television, and wireless media’ (Strauss, El-Ansary and Frost, 2013; George, 2019:429). The following digital marketing options could be considered:

- *Websites:*

According to Morrison (2013:339) and George (2019:439), in digital marketing, a tourism company/product’s website is its place of business, and the principal communications platform for most DMOs. The introduction of the internet has provided tourism destinations with an opportunity to market their product to a large international audience through dedicated websites. The main aim of a website is to engage with consumers (provide them with a voice); thus, it is important to ensure that a website for a tourism product is attractive, detailed and user friendly (Tassiopoulos, 2011:74; Kotler *et al.*, 2014:491; Wiid, 2016:203; George, 2019:440). Internet users also want ease of access and do not want to do a lot of searching in order to find what they are looking for. The design, structure, grammatical and factual accuracy of the information provided to the users on the website should receive attention. The development of a dedicated, branded website for the central Karoo Battlefields Route is crucial. For



some tourists, the website will be their first encounter with the area; thus, it serves as a very important marketing tool.

There are other websites that promote the Karoo and through which the South African War Battlefields Route in the central Karoo can be marketed, for example, Karoo Space, Karoo Connections, South Africa.Net and the Karoo Travel Information Directory. Since the mentioned websites already have a client base, they will serve as a great marketing opportunity whereby a link on their page can direct visitors to the Battlefields Route page for further information. Articles on the Battlefields Route can also be published regularly on the above-mentioned websites and in their newsletters.

In designing the website of the South African War Battlefields Route in the central Karoo, the following should be considered (Tassiopoulos, 2011:77; George, 2019:440):

- Use state-of-the-art, relevant and high-quality pictures, sound and video;
- Ensure that pictures are not too large and that all are relevant;
- Use appropriate language;
- Ensure that visitors to the website can print maps, etc., from the website;
- Suggest itineraries and travel tips to users;
- Ensure that the content of the website is up to date and relevant;
- Make the site user friendly by using the least amount of graphics and text possible, and;
- Provide visitors with alternative language options (for instance German and French).
  
- *Social media:*

It has been proven that thousands of potential tourists can be reached through social media pages (Kotler *et al.*, 2014:404). A Facebook, Instagram and/or Twitter profile for the South African War Battlefields Route in the central Karoo should be established. According to George (2019:447), social media consists of online tools that allow consumers to collaborate and share information, content, ideas and

experiences. Tourists are increasingly using the collective intelligence that is available on the internet and posting about their experiences on social media platforms, or reading about other experiences of tourists at a particular destination (Morrison, 2013:385; Uşaklı, Koç and Sönmez, 2017:137; Mariani, Mura and Di Felice, 2018:312; George, 2019:448). Similarly, tourists can post and share their experience of the Battlefields Route on social media. Other social media users can also follow the hashtag, see what is trending on the route (like events/festivals, etc.) and keep up to date concerning the route.

Social media has emerged as a powerful low-cost marketing tool, and as the use of mobile social networking (e.g., mobile phones) is experiencing an increase in popularity, social media is receiving more attention from marketers (Uşaklı *et al.*, 2017:136; Mariani *et al.*, 2018:313; George, 2019:448). This means that the dedicated DMO for the Battlefields Route will have to keep up to date with the latest trends in social media in order to post relevant information. The DMO will also have to interact regularly with its users.

- *Virtual reality:*

Virtual reality (VR) creates an immersive interaction. VR simulates real-life environments that stimulate the vision and hearing of users, allowing them to experience a simulated reality of a destination before visiting it (Guerra *et al.*, 2015:50). Users are required to wear a VR headset, which enables them to look around, touch, and even smell objects in an artificial world (Guttentag, 2010:638; George, 2019:452).

Although this way of advertising is expensive, the DMO at the helm of the South African War Battlefields Route in the central Karoo could invest in such a campaign, especially for overseas tourists who show interest in visiting the Battlefields Route. Before visiting the actual route, tourists can experience certain attractions on the route through VR, and then feel enticed to experience the attractions in real life.

- *Gaming (recreational activities):*

Tourists want to experience and engage time whilst visiting attractions. One way of achieving this goal is through gaming. Mobile applications that consist of a Global Positioning System (GPS) allow tourists to engage in activities such as geocaching recreational outdoor activities. Morrison (2013:392) defines geocaching as ‘a real-world outdoor treasure hunting game. Players try to locate hidden containers, called geocaches, using GPS-enabled devices and then share their experiences online’. According to Strickland (2019), thousands of people are geocachers. The caches are usually hidden at places of historical importance or interest. The geocaches are hidden throughout the world and geocachers travel far and wide to locate them. This presents a good advertising opportunity for the central Karoo, as geocaches can be hidden throughout the Battlefields Route and tourists would need to travel to these locations to find them. During the hunt for the different geocaches, tourists can experience the central Karoo.

#### **7.5.2.6.3 Personal selling**

As personal selling involves interpersonal communication, the necessary human resources must be in place before personal selling can occur. The following selling options can be utilised:

- *External selling:*

The following external personal selling techniques could be considered by the South African War Battlefields Route in the central Karoo:

1. Personal visits to retirement villages throughout South Africa, as the pensioners’ market has shown a large interest internationally in dark tourism;
2. Personal selling to school groups, especially learners who take History as a subject, and;
3. Personal selling to South African War enthusiasts at conferences/events.

#### **7.5.2.6.4 Sales promotions**

Because most tourism offerings are perishable, sales promotion plays a significant role in tourism marketing. The following sales promotions options may be considered for the South African War Battlefields Route:

- *Merchandising and point of sale material:*

Travel agencies and tourism information centres particularly make use of merchandising and point of sale material. Point of sale material can contain necessary information concerning the Battlefields Route. According to George (2019:414), point of sale materials could include the following:

1. Window displays;
2. Wall displays;
3. Posters, and;
4. Counter cards.

Merchandising materials that could be used by the South African War Battlefields Route include, but are not limited to, menus and wine lists at restaurants, banners, t-shirts, baseball caps, mugs, key rings, pens and fridge magnets, all displaying the South African War Battlefields Route name, map or logo (George, 2019:414).

- *Discount and special offers:*

Discount and special offers are also referred to simply as price reduction (George, 2019:415). Discount and special offers can be introduced immediately by the Battlefields Route DMO. This type of sales promotion can be used during periods of low visitor numbers (during off peak season), to ensure that tourists still travel to the central Karoo.

- *Exhibitions at trade shows:*

Exhibitions at trade shows form a large part of DMO marketing activities. At exhibitions DMOs can display their tourism products to tourism industry role players. According to George (2019:418), exhibitions at trade shows draw together all sectors of the tourism industry, including suppliers, intermediaries, carriers and other DMOs. At these exhibitions, tourism industry role players are also offered the opportunity to network.

Examples of trade shows in South Africa where the South African War Battlefields Route can be showcased include the Tourism Indaba in Durban, World Travel Market in Cape Town, Meetings Africa in Johannesburg, Getaway Show in Gauteng and the Western Cape, and the Holiday Show in Gauteng. The Tourism Indaba, World Travel Market and Meetings Africa cater for international tourists, whilst the other tourism shows cater for domestic tourists. Local tourists in the central Karoo region can be made aware of the new tourist route at exhibitions at selected shopping centres in the region (e.g., Mimosa Mall and Waterfront in Bloemfontein, Queens Mall in Oudtshoorn, and Beaufort Mall in Beaufort West).

#### **7.5.2.6.5 Public relations**

Public relations can be considered as one of the main activities and most effective tool for DMOs (Kotler *et al.*, 2014:404; George, 2019:598). The following public relations activities can be considered for the South African War Battlefields Route:

- *Media relations:*

Through media relations, newsworthy information is provided to traditional print and broadcast media such as newspapers, radio, television and magazines in order to gain publicity for an organisation (Kotler *et al.*, 2014:405; George, 2019:502). In this regard, travel writers and journalists can be invited to experience the route first-hand. The DMO of the Battlefields Route can hold a press conference where, in an informal setting, information regarding the route is provided to journalists, whilst regular news about activities on the route should be sent to media. It is important for the South

African War Battlefields Route DMO to create contacts with the media to ensure that their product is marketed.

- *Networking: DMO educational trips:*

Networking provides tourism role players the opportunity to mingle with one another (formally or informally) (Tassiopoulos, 2011:35). The Battlefields Route DMO must provide for and interact in networking activities not only in the central Karoo, but nationally as well. This could lead to exposure for the Battlefields Route all around South Africa. The Battlefields Route DMO can ensure that they are active in the community by attending all tourism offering-related launches, local business clubs, tourism industry forums, tourism industry association meetings, seminars, award events, talks and conferences. Meetings can also be held regularly by the stakeholders of the Battlefields Route.

#### **7.5.2.6.6 Marketing collateral**

- *Brochures:*

In many instances brochures give the first impression of a destination or activity for tourists and should thus receive the necessary attention. Brochures should ideally be made available within the central Karoo region at all tourism information centres, fuelling stations, restaurants, accommodation establishments, and tourist attractions along the Battlefields Route. Other methods of distribution of the Battlefields Route brochures can be as newspaper or magazines inserts, and via e-mail (e-brochures). Brochures need to be readily available at all the mentioned outlets. According to George (2019:495), well-designed brochures should have the following features:

1. A high-quality front cover;
2. One strong image on the front cover;
3. Attractive use of colours;
4. A font that is legible;
5. Relevance with regard to the holiday type;
6. Provide tourist attractions in the region;

7. Mention packages for potential tourists; and
  8. Provide relevant contact information (such as website address, contact number of the DMO, social media handles, etc.).
- *USB flash drives:*

The Battlefields Route DMO can distribute USB flash drives to the travel trade and individual consumers. USB flash drives have many advantages. They have the capacity to hold photographic images and videos whereby the route can be showcased to potential tourists to the region. The USB flash drives can be custom made to the needs of the Battlefields Route, and include information such as the website address, contact details, maps of the Battlefields Route, etc. The USB flash drive can also be given away as a souvenir or a key ring (George, 2019:499).

### 7.5.2.7 Timeline

#### Tactic

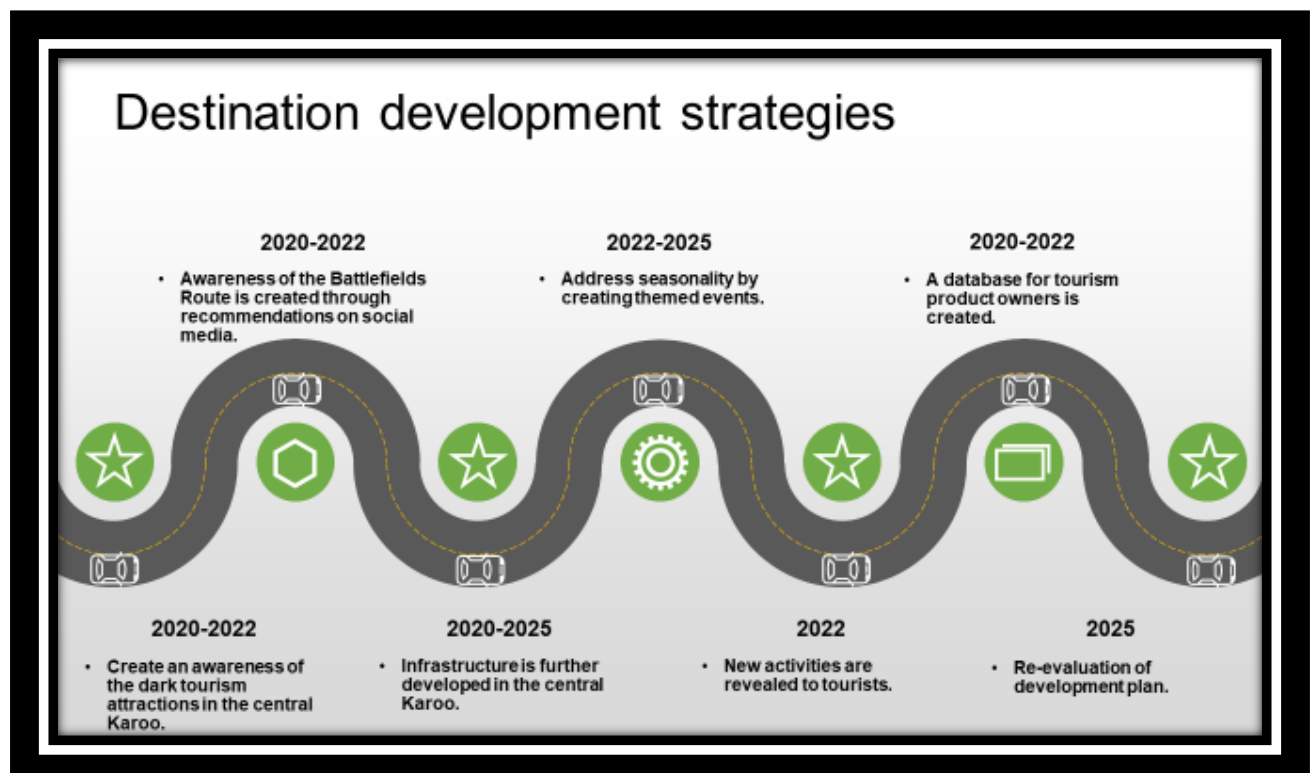
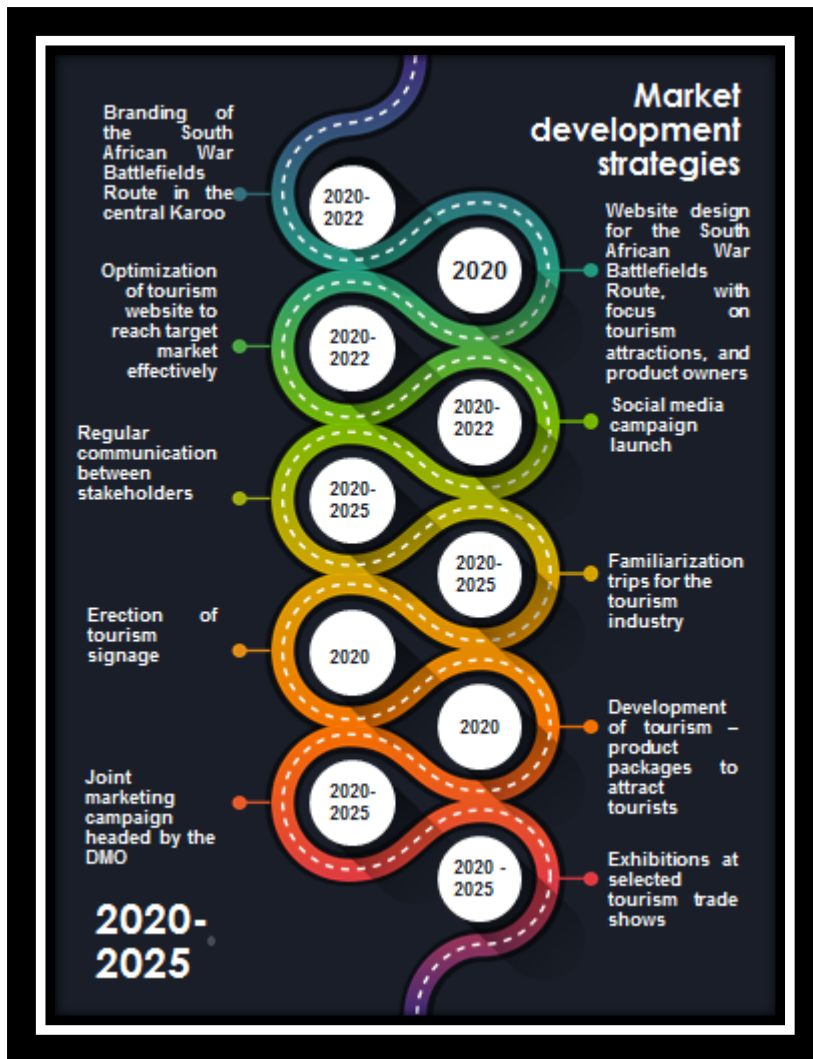


Figure 5: Destination development strategies



**Figure 6: Market development strategies**

## 7.6 Recommendations

The recommendations for the South African War Battlefields Route range from the enhancement and distribution of economic benefits, hosting tourist promotion programmes and education and training programmes, to a final structured plan that indicates all the tourist attractions in the central Karoo. The government, DMO and other interested parties must be involved in the review of all the recommendations (Inskeep, 1991:50,54).



## 7.7 Implementation and monitoring

In the implementation phase, the tourism development plan is carried out. At this stage, all the necessary regulatory frameworks should have been adhered to and a public participation process should be in place. It is further important to adhere to the timelines of the project and ensure that key stakeholders (e.g., the KDF) participate. Public-sector participation will include local, provincial and national government tourism bodies, whereas private-sector participation will include local business forums.

All the relevant stakeholders need to work together to ensure one common goal is reached, namely the development and marketing of the South African War Battlefields Route in the central Karoo as a combined tourist destination. To ensure effective implementation, the following key factors need to be addressed:

- The Battlefields Route must be driven by effective leadership;
- All potential conflicts that might arise during development must be resolved effectively, and;
- The study area must be developed with a common goal in mind.

The on-going success of the tourism development plan should be ensured by continuous monitoring and evaluation of the project. Should problems arise, remedial steps must be taken to bring the development back on track (Inskeep, 1991:54; Hattingh, 2016:177). Monitoring will be conducted in two ways, namely by assessing the performance in implementing the tourism plan strategies, and by measuring the performance of the Battlefields Route. Both the private and public sectors will need to be involved in the monitoring of the development in the central Karoo.

## 7.8 Summary

The main objective of the investigation was to develop a tourism development plan for the South African War Battlefields Route in the central Karoo. The motivations, opinions, and demographic profile of tourists were not measured in the study, as the study was written from a supply-side perspective. Input from product owners in the

central Karoo was used to assist in the formulation of the development plan. The successful development of the study area requires stakeholder cooperation, buy-in from the public sector, the establishment of a DMO to assist in the implementation and control of the tourism development plan, and finally, the provision of funding.

As highlighted by the investigation, the tourism potential of the central Karoo has not yet been fully exploited. The aim of the tourism development plan is thus to develop and grow tourism in the central Karoo, whilst preserving the South African War heritage. Successful implementation could potentially lead to the creation of jobs, create an influx of tourists to the region, and establish the central Karoo as a new dark battlefield tourism destination in the centre of South Africa. For future research, it is suggested that the demand-side perspective of tourists visiting the battlefields route can be measured.

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## Annexure A

### RESEARCH INTERVIEWS



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#### SECTION A: DEMOGRAPHIC PROFILE OF PARTICIPANTS

1. City/town: \_\_\_\_\_

2. How many years' experience do you have in the tourism industry? \_\_\_\_\_

3. Gender: \_\_\_\_\_

4. What is your highest level of education? \_\_\_\_\_

5. Your position in the establishment: \_\_\_\_\_

6. Which facilities are offered by your establishment?

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7. What facilities are offered near your establishment?

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**SECTION B: INFRASTRUCTURE AND SOUTH AFRICAN WAR FACILITIES**

**8. What is the overall quality of the infrastructure in the region?**

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**9. What South African War attractions are situated in the region?**

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**10. What is the general condition of these attractions identified in question 9?**

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**11. What is the level of involvement from the government concerning tourism development in the region?**

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**SECTION C: PROPOSED SOUTH AFRICAN WAR BATTLEFIELDS ROUTE**

**12. What would you suggest the proposed South African War Battlefields Route include?**

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**13. What is your overall perspective on a South African War Battlefields Route for the central Karoo?**

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**14. Would a South African War Battlefields Route for the central Karoo have a positive or negative impact on the region? Please motivate why?**

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**15. What benefits would you as a product owner expect from the South African War Battlefields Route for the central Karoo?**

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**16. What would be the critical success factors for successful development of the South African War Battlefields Route for the central Karoo?**

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**17. What guidelines for the establishment of a Destination Marketing Organisation would you suggest?**

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**SECTION D: RECOMMENDATIONS**

**18. What recommendations could you make towards the development of the South African War Battlefields Route for the central Karoo?**

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**Thank you for your time and participation.**