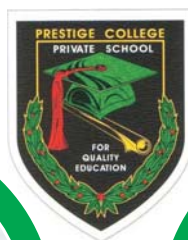


"Ko Gae - a traditional lifestyle awaits you"

COMMUNITY TOURISM IN HAMMANSKRAAL (GAUTENG)

This case study was conducted in the Hammanskraal area, about 40 km's north of Pretoria. The case writers are Travel and Tourism learners from Prestige College in Pretoria. The learners had an in depth look at the tourism potential in the area. It is expected that tourism in the area will alleviate poverty while making a contribution to economic development in the area.



The case writers and research team: Zanele Nxumalo and Lesedi Gare

Facilitator: Mrs Elna Schalkwyk

Contact Details: Prestige College. PO Box 1455, Hammanskraal, 0400, SOUTH AFRICA.

E mail address: admin@prestigecol.co.za

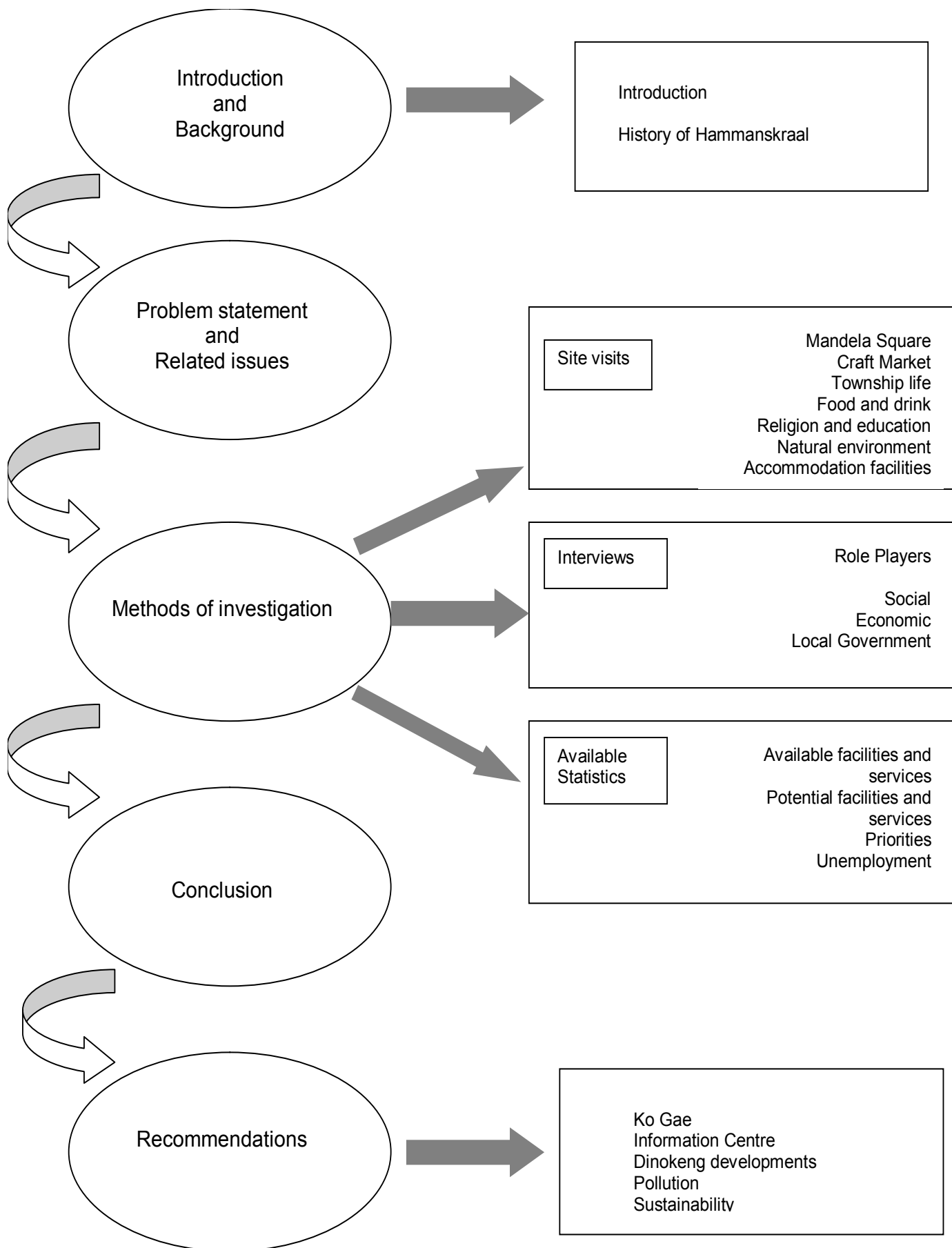
Website: www.prestigecol.co.za

Table of Contents

	page	
1	Introduction	6
2	History of Hammanskraal	7
3	Problem statement	7
4	Challenges facing the Hammanskraal community	8
5	Method of investigation	8
5.1	Site visits	8
5.2	Interviews	9
5.3	Statistical overview	9
6	Findings	10
6.1	Site visits to Hammanskraal's current attractions	10
6.1.1	Mandela Square and the Craft Market	10
6.1.2	Opportunities to experience township life	12
6.1.3	Township food and drink	13
6.1.4	Religion and education in Hammanskraal	14
6.1.5	Hammanskraal natural environment	15
6.1.6	Hammanskraal accommodation facilities	16
6.2	Interviews	17
6.2.1	Traders at the Mandela Village Craft Market	17
6.2.2	Father Jaconia Thopola of the Anglican Church	17
6.2.3	Wilson and Maria Vuma	17
6.2.4	Tony Harding, Project Manager of Dinokeng	17
6.2.5	Marelize van der Merwe, manager of Pro Act	17
6.2.6	Charl Pretorius from Kwalata Game Ranch	18
6.2.7	JLM Mahlangu from Municipal offices, Hammanskraal	18
6.2.8	Nita Coetzee, editor of the Nokeng News	19
6.3	Statistical overview	19
6.3.1	Facilities and services available in the Dinokeng area	19
6.3.2	Potential new facilities in the Dinokeng area	19
6.3.3	Priority services and facilities needed in Dinokeng	20
6.3.4	Unemployment in Dinokeng	20

7	Conclusion	21
7.1	Does Hammanskraal have the potential to become a unique tourist destination in Gauteng?	21
7.2	What does this community have to offer?	21
7.3	Can this community realise the enormous potential that they have, have a shared vision for this area and work towards a common goal?	21
8.	Recommendations	22
8.1	“KO GAE”	22
8.1.1	Tourist experiences: Culture and heritage	22
8.1.2	Tourist experiences: Shopping experience	23
8.1.3	Location and facilities needed	23
8.1.4	Ko Gae benefit: Protection of heritage and culture	23
8.1.5	Ko Gae benefit: Economic upliftment	24
8.1.6	Ko Gae benefit: Employment	24
8.1.7	Ko Gae benefit: Surface pollution	24
8.1.8	Threats to Ko Gae: Community involvement	24
8.1.9	Threats to Ko Gae: Capital	25
8.1.10	Threats to Ko Gae: Training and skills development	25
8.1.11	Threats to Ko Gae: Crime	25
8.2	Establish a tourist info centre in the area	26
8.3	Window into African adornment	26
8.3.1	Proposed Location	26
8.3.2	Facilities to be provided	26
8.3.3	Experiences, events and activities options	27
8.4	The Window into the ‘Freedom Struggle’ Interpretation Centre	27
8.4.1	Proposed location	27
8.4.2	Facilities to be provided	27
8.4.3	Expected benefits	27
8.5	Reduction of pollution	28
8.6	Sustainability of development	28
9.	Conclusion	29
10.	References	29

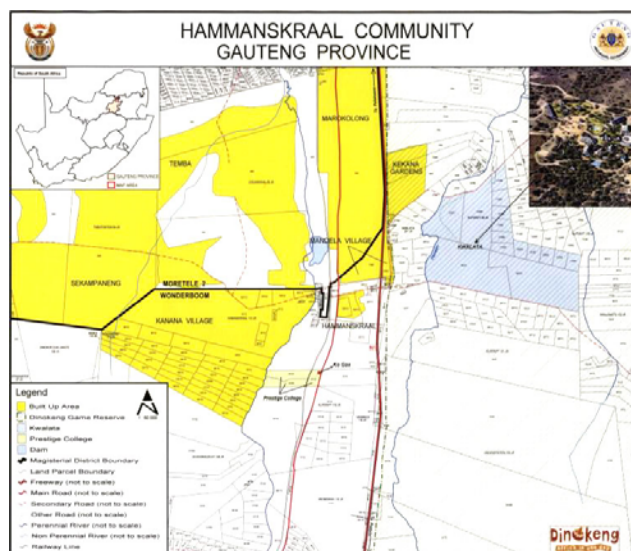
11. Attachments	30
Attachment 1: Glossary	30
Attachment 2: Interviews with traders at market	31
Attachment 3: Interview with Mr Charl Pretorius, Kwalata Game Ranch	32
Attachment 4: Table 1 - Facilities and services available in the Dinokeng area	33
Attachment 5: Table 2 - Potential new facilities in the Dinokeng area	34
12. Lesson Plans and Activity Sheets	35



1. Introduction

Hammanskraal is a township about 40 km north of the South African capital city of Pretoria. The inhabitants are black people since Hammanskraal was formerly a black township in the homeland of Bothuthatswana.

Poverty and unemployment are common. A large number of the Hammanskraal population lives in an 'informal settlement'. This is a spontaneous settlement of people who build houses and shelters with any available material. Electricity and running water is available, also in the semi-formal settlement.



Hammanskraal falls within the greater Dinokeng tourism development area (north-eastern part of the Gauteng province) and is easily accessible due to its location next to the N1 highway towards Polokwane in the Limpopo Province and is easily accessible. It is situated 20 km south of Pienaar's River near the industrial town of Babelegi. This area is also accessible from the R101 towards Bela Bela (formerly known as Warmbaths).

The aim of this case study is to determine whether tourism development in the area exists, whether tourism can help to raise the standard of living of the people in Hammanskraal and to make recommendations about how this can be done.

If opportunities for tourism development do exist, it is preferable that the community benefits directly by playing an active role in the planning and management of tourism in their area. But who are part of the *community*?

A *community* is regarded as a group of people living in one geographic area and is considered as a whole. In other words, a community is a group of people with common interests or origins.

Community Based Tourism is regarded as tourism in which members of the community become actively involved in the tourism ventures and opportunities for the area. Local



people should share ideas and points of view, become involved in the planning and take ownership in working towards tourism growth.

The advantage of the *Community Based Tourism* approach is that entrepreneurial opportunities are created for local people who can provide tourism products and services. Another advantage is that tourism operations can be owned by the community structures. Ultimately the community as a whole will benefit from tourism development.

In practice it means that people should be employed in the tourism industry as it develops in Hammanskraal. This will enable people to raise their standard of living.

2. History of Hammanskraal

This town derives its name from an early livestock farmer named Hamman. While transporting supplies to the area he built a cattle pen ('kraal') here made of thorn tree branches to protect his oxen, cattle and sheep from lions and other predators. Soon other farmers transporting goods through the area made use of the "Hammans Kraal".

The original village of Hammanskraal served a fairly large rural population. In the late 1950's in the heyday of the apartheid system, the township of Temba was built immediately west of Hammanskraal. The single railway line from Hammanskraal was doubled to move the people of Temba swiftly between their homes and places of work in Pretoria.

3. Problem statement

Hammanskraal is a rapidly growing community. Hammanskraal's residents and the surrounding communities fight a battle against unemployment and poverty. The concept of tourism is completely unknown to them and as such is not seen as an opportunity of economic development that could make a difference in their lives.

One of the community members said: "Tourism does not put bread on my table."

"Our community has a lot to offer" said another, "The problem is that we need more feet"

The challenge is: What can the community of Hammanskraal do to unleash its tourism potential and attract more tourists?

4. The challenges facing the Hammanskraal community

The case writers needed to find answers to the following questions in order to suggest a solution to the problem:

- Does Hammanskraal have the potential to become a unique tourist destination in Gauteng?
- What does this community have to offer?
- Can this community realise the enormous potential that they have, have a shared vision for this area and work towards a common goal?

Other challenges that may counteract tourism development in the area are:

- Lack of knowledge and understanding of what tourism really is;
- Wider opportunities offered by tourism is not appreciated;
- Poverty and unemployment;
- Crime and safety of tourists;
- Domestic tourists are skeptical about visiting areas such as Hammanskraal: townships are not safe; townships such as Hammanskraal, have nothing to offer in terms of tourism;
- Lack of commitment and involvement of the people in the community. (Planning, decision-making, development or marketing);
- Skills and lack of training opportunities;
- Lack of capital and funding;
- Language barriers;
- Hammanskraal lacks access to tourism markets as visitors stay in hotels or lodges in Pretoria or Johannesburg and therefore do not take opportunities to visit the local craft market or shebeens;
- Some people in the community are negative due to lack of information and awareness of tourism; and
- Lack of proper ablution facilities

5. Method of investigation

Information about Hammanskraal was collected in three ways:

5.1 Site visits

The case writers visited the area. They spent time investigating the potential tourism sites and interviewed people at these sites about current tourism in the area.

5.2 Interviews

Even though this township has great potential in terms of tourism, only a small percentage of this community is actually participating in tourism in this community

A number of these people were interviewed at the crafts market in Mandela Village. The aim of the interviews were to collect information about entrepreneurial opportunities in the tourism industry within Hammanskraal.

Interviews were held with:

- Traders at the Mandela Village Craft Market
- Father Jaconia Thopola of the Anglican Church
- Wilson and Maria Vuma, the owners of Khuwama Tavern in Mandela Village
- Mr Tony Harding, the Project Manager of Dinokeng
- Marelize van der Merwe, manager of Pro Act
- Charl Pretorius, owner of the Kwalata Game Ranch
- Mr JLM Mahlangu, Assistant Councilor of the Municipal offices in Hammanskraal
- Nita Coetzee, editor of the Nokeng News

5.3 Statistical overview

Demographic and economic information was collected from Statistics South Africa, Dinokeng, South African Tourism and several applicable websites.

6. Findings

The following is a summary of the information that was collected during the investigation:

6.1 Site visits to Hammanskraal's current attractions

The following places were identified as attractions that are already visited by some tourists:

6.1.1 Mandela Square and the Craft Market

At Mandela Square tourists can bear witness to South Africa's testimony of freedom by seeing a man-sized statue of former president Nelson Mandela, erected in 1999. This statue is a symbol of freedom and was the first statue of President Mandela in South Africa.

Tourists here can observe local craftsmen and women doing woodwork, stonework, painting, sewing/dressmaking, beadwork, etc.



"The monument is in honour of the heroes black and white, young and old who sacrificed their lives for democracy in the RSA".

Craft market: Wood and stone sculptures

Barnabas Fombe from Barnabas Sculptures is makes sculptures from Blue Gum (Eucalyptus). Paulus Sithole creates sculptures from stone.

The stone used for the sculptures is not found locally, but a beautiful green stone called Verdite, from Nelspruit in Mpumalanga Province, and a lighter Butter Jade from Belfast in Mpumalanga are used for the sculptures.



These artists have been self-employed for the past six years. They have a place to display their art and do not do any marketing at all.

Mr Sithole said: "I am very proud of my work. I sell mainly to tourists and on a smaller scale to local people". Both artists agree that trade at the craft market have the potential to grow: "Only if more people visit the area, we will sell more."

Craft market: Dressmaking:

Tourists at the craft market get the opportunity to meet Regina Lekhoaba and Thabang who do design and dressmaking of traditional clothing. They started a dress making business from home and became well-known among the local people.



They started working at the craft market in September 2000. The stall is very convenient because their sewing machines are safe and the beautifully made dresses are displayed in the stall.

“Our main customers are people from the community and on average 20 dresses are sold per month. The prices vary, but a dress is sold for more or less R250 per dress” says Regina.

Because the local people know their dressmaking and needlework skills, they get most of their customers via word of mouth. This is the reason for the local community being their main market.

Craft market: Beadwork

Maria Mahlangu is an elderly member of the local community. She has been making fine African beadwork at the market since 2000. Her products are on display at the market.



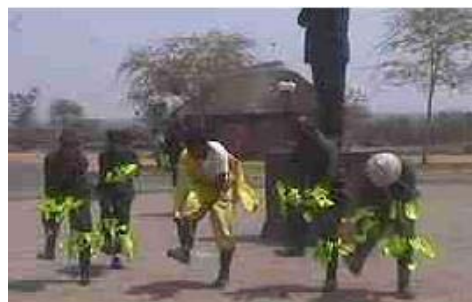
There are different items available in Maria’s stall. The products include beadwork to be worn on arms, around neck and waist. She buys her resources with money generated through selling her displayed finished products.

“I do not sell a lot, because not many tourists visit us”, Maria told the case writers. “The local people support us, but I only get a lot of customers when there are weddings and other ceremonies.”

Maria does not market her products at all, but she believes that the traders at the market would have had more customers if the market can be more visible.

Craft market: Experience traditional dancers and singing

The Siyakwela Dancers, dressed in overalls and gumboots, perform at Mandela Square when this is arranged prior to a tourists’ visit. Tourists usually enjoy seeing these dancers performing. Their opening dance is a prayer welcoming tourists.



These energetic dancers involve the tourists by teaching them a song and vibrant dance to make this an unforgettable experience.

According to one of the group members they perform on average about twice per week and earns about R250 per performance.

6.1.2 Opportunities to experience township life

See life in a Shack

A visit to *Salomina's tin house* will really touches tourists' hearts. This is a beautiful and very neat corrugated iron house and Salomina's sparkling personality makes this visit a unique tourism experience.



During an interview with the case writers, the owner explained:

"My husband and I, as well as our four children have been living in this tin house for about twelve years. My husband has built this house himself. This house is very hot during summer and we spend most of the summer days outside due to the unbearable heat. In winter it is very cold in this house and we have to use many blankets. We now have electricity in the house and it makes life easier."

She says tourists want to see how they live in a tin house and what the house looks like inside.

It is the family's only source of income due to unemployment.

Buy from a Spaza shop

Tourists can visit a Spaza shop (a type of informal shop). The word *spaza* means 'hidden'. It originated when it was illegal to operate businesses which wasn't registered at local city councils. These shops are operated from an individual's private home. One room in the house will be used as a shop and the window serves as the serving hatch.



The case writers interviewed the owner of the Spaza Shop in Kekana Gardens. His shop has been in operation for the past four years. According to him many of the tourists visiting his shop are from people taking part in the Kwalata cultural tours. Tourists at his shop spend on average R100 buying cold drinks and snacks.

Visit a Sangoma

A Sangoma is a traditional healer. The *Gobela* (Trainer) and *Mathwasa* (Trainee) assist the Sangoma in song and dance while the bones are thrown. The way the bones fall indicates what the future holds for the tourist taking part in this experience.

The Sangoma also shares information and knowledge about medicinal uses of herbs and plants in healing illnesses.

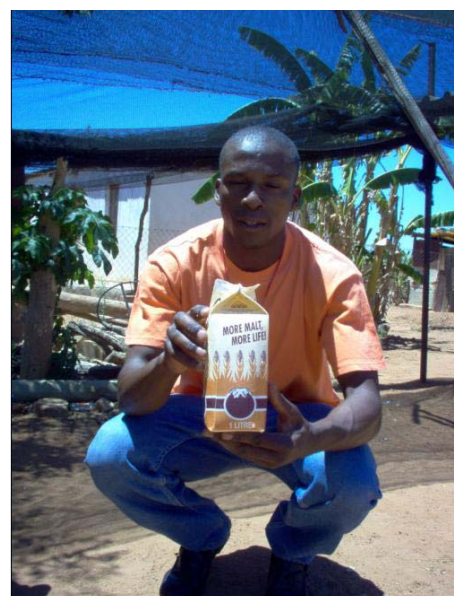


6.1.3 Township food and drink

Drink traditional beer

Tourists are given the opportunity to drink some traditional *Chibuku*. This traditional beer is made of sorghum and has the texture similar to thick yoghurt.

A site guide usually explains to the tourists the custom of how to open the container and drink the beer. The beer has to be shaken and the person bows to show respect whilst drinking the beer. When passing it on to the next person, the bow takes place again. It is also explained that the older men and grandfathers often sit in the shade of a tree while enjoying drinking this beer. Tourists take much pleasure in this hands on experience



Drinks at a Shebeen and African Jazz Café

A visit to *Maggy's Shebeen* and the *African Jazz Café* give tourists the opportunity to go out for a drink and experience the warmth of the people, the vibrant jazz music as well as African cuisine within this township.



Khuwana Tavern

Khuwana Tavern is located in Mandela Village. The owners are Wilson and Maria Vuma.

Wilson fled from Mozambique in the 1980's. He started doing odd jobs for Portuguese market gardeners by day and managing a fish and chips outlet by night. Within a few years he had saved enough money to buy a truck to deliver vegetables to Pretoria and return with beer for the shebeens that flourished in the township. He eventually opened a tuck shop in a tin shack. He then built a Spaza with a shebeen at the back.



Shebeens started to lose popularity as customers started to visit Pretoria for a larger variety of restaurants and entertainment.

Vuma pulled down the shebeen and built Khuwana Tavern. Khuwana, which means beer-pot, is well known for the thumping rhythms of kwaito music and barbeques of Mozambican peri-peri prawns and chicken – definitely one of the best places in the township to have fun.

6.1.4 Religion and education in Hammanskraal

Father Jaconia at the local Anglican Church

“You can not bring the gospel to people when they are hungry” said the seventy year old Father Jaconia Thopola of the Anglican Church in Mandela Village to the case writers.

Father Jaconia shows tourists the church he helped to build. Tourists also see the crèche which is built from the roofs of old busses. With the help of sponsorships he appointed two unemployed ladies to look after the children. Tourists often visit Father Jaconia to listen to his inspiring words.

He also told the case study writers that the tourists from New Zealand were so touched by what he has done, that they donated money to build ablution facilities at the church.

St Peters Church

St Peters, which was the sanctuary of many who fled during the apartheid system, is open to tourists to be visited.

Local Schools

A tourist interested in education can take the time to visit Kudube Primary. This school was built in 1947 and is the oldest school in the area. St Dominican School for the Deaf is also worth a visit and these spontaneous learners and teachers always make tourists feel very welcome and it is truly a touching experience

6.1.5 Hammanskraal natural environment

Kwalata Game Ranch

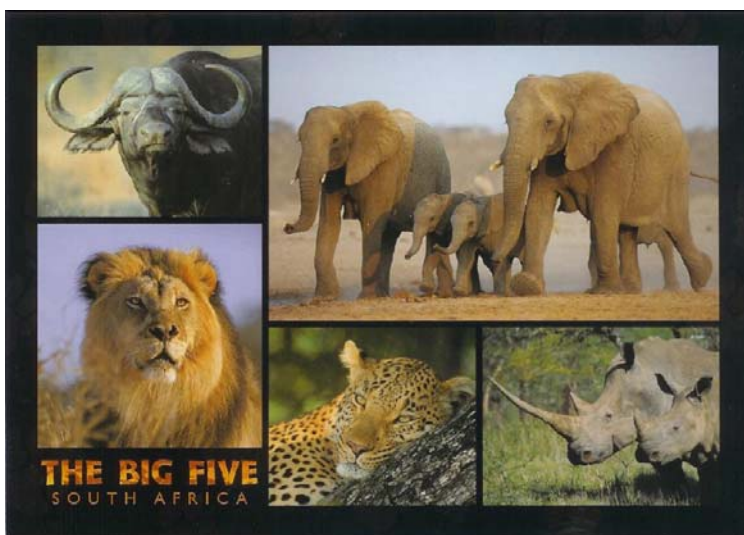
Kwalata is an African name for Sable Antelope. This reserve is situated about 5 km East of Hammanskraal and is home to more than 14 species of game, such as kudu, zebra, giraffe, blue wildebeest, impala, waterbuck, steenbuck, ostrich and warthog. It sustains a colourful abundance of birdlife. The protected Tambotie tree also enjoys prominence in Kwalata as the main camp is built amongst a number of these trees.

Kwalata offers a wide range of comfortable accommodation options, eg thatched stone chalets with en-suite bathrooms and also thatched log cabins

There is a unique wedding chapel, adjoining a boma and catering facilities for 300 guests. A conference center offer services to business tourists.

Dinokeng

Tourists will soon have the opportunity to visit Dinokeng. The name means 'place of rivers'. Dinokeng is in the north-eastern quadrant of Gauteng province. Dinokeng has many game reserves and conservancies, which are being linked together and restocked with game with the potential to form a large Big Five game reserve in future. R140 million is budgeted to develop this area into a nature-based tourist destination. The first Phase of Dinokeng is to be opened in December 2005.



This development entails a conservancy of 200 000ha which is set aside for ecotourism. This area will become a destination of choice in Gauteng and also within the African continent. With its combination of wildlife experiences, cultural and historical attractions, Dinokeng will offer a unique package to visitors – a major game reserve, only an hour's drive from Johannesburg and a 30 minute drive from Pretoria. The rich diversity of the

bushveld and grassland terrain of Dinokeng provides a suitable setting for a wide variety of animals, including the Big Five. (Lion, elephant, cheetah, buffalo and black rhino) This project will appeal to tourists from a variety of backgrounds, conference tourists, and business people on tight travel schedules as well as domestic tourists, especially from Gauteng.

Pro Act

For people interested in the outdoor activities, a visit to Pro-Act Ventures, an outdoor and adventure centre is recommended. This centre forms part of Prestige College and was established in 1999. It is situated about 3 km south of Hammanskraal. Pro – Act focuses on tailor made programmes by using recreation and adventure activities.



Various activities such as abseiling, rock climbing, archery, mountain bikes, kayaking, and horse riding contribute to the success of this undertaking. The 'Leadership and Teambuilding' activities make this a popular destination for school groups, students and church groups.

6.1.6 Hammanskraal accommodation facilities

Bed and Breakfasts

There are a number of Bed and Breakfast establishments in the area. Examples are Daddy's B & B, Loui's, Hlangu's, Mom's, Maggy's B & B, Joymor's B & B.

Lodges and other Accommodation

Close to Hammanskraal, a number of lodges are also located in this area, for example Kwalata Game Ranch, Tambotie Game Lodge, Johnny's Bushcamp, Leopard Song Bushcamp, Perry's Place, Ngiri Safaris, Kuduma Safari's, Mongena Game Lodge, Sun Acres, iKhaya lama Dube.

The Rust de Winter Nature Reserve is situated within 50 kilometers from Hammanskraal. Zenzele Ranch and KwaNdaba Lodge offer good accommodation with spectacular views over a dam.

6.2 Interviews

6.2.1 Traders at the Mandela Village Craft Market

The traders at the craft market agreed that tourism would benefit their small businesses. It would result in more people visiting the market. The traders reckon that sales will increase if more potential buyers are attracted to Hammanskraal.

6.2.2 Father Jaconia Thopola of the Anglican Church

With the help of sponsorships Father Jaconia could appoint two formerly unemployed ladies to look after the children. He also told the case writers that the tourists from New Zealand were so touched by what he has done, that they donated money to build ablution facilities at the church.

6.2.3 Wilson and Maria Vuma

Wilson and Marie are the owners of Khowama Tavern in Mandela Village.

Mr Vuma explained that “Trendy blacks flocked to upmarket spots in Pretoria and left the shebeens with the cheapest clientele, especially after 1990”

“I could either close my shebeen or reinvent it as a place my original customers would still want to come to – and that was an establishment that offered good food, great atmosphere, dancing and flushing toilets. We need to adapt to changing circumstances or get wiped out by the tides we can’t stop.”

The Vuma’s is a good example of current entrepreneurs who knows the value of tourism and meeting the needs of the market.

6.2.4 Tony Harding, Project Manager of Dinokeng

According to Mr Harding, the Dinokeng vision includes a vibrant rural community offering tourists a high quality and unique life experience of culture and nature in a safe and secure environment in a sustainable way.

This will benefit the Dinokeng community through the creation of opportunities, employment and economic growth; the development of social services, infrastructure and skills; and the conservation and sustainable use of the natural and cultural resources of the area.

6.2.5 Marelize van der Merwe, manager of Pro Act

Ms Van der Merwe told the case writers that about 20 000 people visited Pro Act in 2003.

Ms Van der Merwe said that the surrounding community already benefit from the limited tourism in the area. Tourist visits are beneficial to the community, Pro-Act, Prestige

College and visiting school groups on excursions. This resulted in a better understanding of cultures and the circumstances in which the people of Hammanskraal are living. The local community members are now also helping to preserve the trees adjacent to the river, where in the past they used to cut it down.

6.2.6 Charl Pretorius, owner of the Kwalata Game Ranch

Mr Pretorius is a well known opinion leader in this community. Kwalata, the farm which belonged to his father, has been developed into a leading Conference Centre. Mr Pretorius grew up in the area and knows the community well. He was the first to start cultural/shebeen tours in this community. This venture is going from strength to strength.

The following information was collected during an interview with Mr Pretorius:

Hammanskraal has huge tourism potential due to its location. The town is easily accessible from Gauteng. With the township and cultural experiences available to tourists and the establishment of Dinokeng Game Reserve, the potential is growing continuously. Mr Pretorius says that tourists will be able to experience all of Africa in a day!

Kwalata focuses on group functions and corporate markets. This kind of business is not a seasonal venue although they receive less tourists during the winter months (June, July, August).

We now average between 200 – 500 guests per month going on cultural tours. This is an experience from which tourists learn a lot about cultures and life in the township.

According to Mr Pretorius, aspects of the infrastructure obstruct growth of tourism in the area. “I take many people on cultural tours and there are no proper toilets within this area. If we can strategically build six mini ablution toilets at homes in 4 communities, it would enable us to have six bus groups at a time. A person can “own” this ablution block and will run it as a mini business and charge R5 per person using the toilet. The standard requirements will be soap, clean towels, nice African art and paintings.”

6.2.7 JLM Mahlangu, Assistant Councilor of the Municipal offices in Hammanskraal

Mr Mahlangu informed the case writers that business plans have already been submitted for a Roller Skating Stadium where International roller-skating championships could be held annually.

He also said that another planned new development is a Soccer Stadium to be built in the area to be ready before the World Soccer Cup in 2010. This would undoubtedly bring more visitors and tourists enhancing opportunities.

6.2.8 Nita Coetzee, editor of the Nokeng News

According to Ms Coetzee one of the greatest needs in the area is the lack of a tourist information centre. Her opinion on tourism in the area is that: "Tourism is hard work. You first have to establish a marketable product and then advertise your project via brochures, pamphlets, magazines and the media. This all costs a lot of money. There is also no tourism info centre or association in the Hammanskraal area."

6.3 Statistical overview

The following information was gathered during an overview of statistical information about the area. Information was obtained from Statistics South Africa and from SA Tourism.

6.3.1 Facilities and services available in the Dinokeng area

(see Attachment 4; Table 1)

In the Hammanskraal/Dinokeng area, the town of Cullinan is currently best positioned to developed tourism products in the area.

In the rest of the area, Mandela Village and Roodeplaat currently offer the infrastructure needed for tourism development.

The following important facilities are not available (or adequately available) in the area and may hinder growth to these areas

- Banks
- Bureau de Change
- Medical support

6.3.2 Potential new facilities in the Dinokeng area

(see Attachment 5; Table 2)

Although similar facilities may be found in the area, there are not adequate facilities available. The following have been identified as further tourism development opportunities:

Hospitality establishments such as accommodation, restaurants, fast food outlets, tea gardens and pubs should be developed. These establishments should preferably have a distinct African character.

Attractions such as tourist routes (meander type routes), day visitor recreational facilities and entertainment facilities are needed to attract excursionists to these facilities.

Other supplementary services and facilities needed have also been identified, namely shops selling safari-type clothing and articles, information resource material, banks, Bureau de Change and medical facilities.

6.3.3 Priority services and facilities needed in Dinokeng (see Table 3)

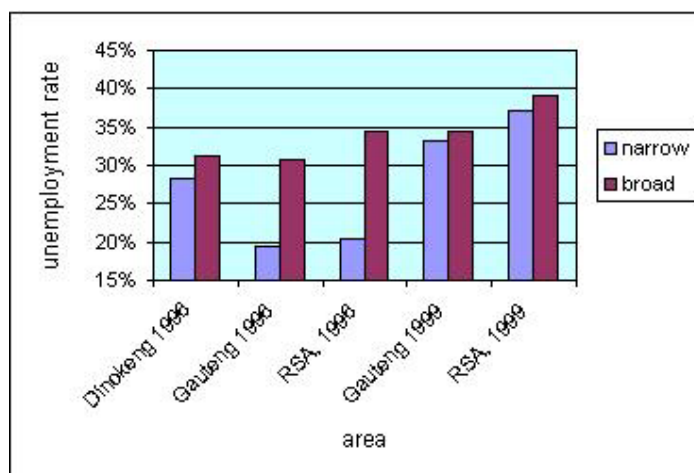
The developmental needs to enhance tourism have been prioritised. The following list of priorities has been compiled:

Table 3

Area	Priority Needs
1. Roodeplaat Dam	Bureau de Change
2. Leeukloof/de Wagendrifu/ Buffelsdrif	Rescue
3. Cullinan/Rayton	“Safari Shop”, safari gear, reference books etc.
4. Hammanskraal/Mandela Village	Local site guides, ATM
5. Rust de Winter	Petrol, repairs and service, puncture repair, pubs/taverns, Safari shop
6. De Tweedespruit	Tea gardens, pubs/taverns
7. Moloto	Petrol, ATM, Clinic

6.3.4 Unemployment in Dinokeng

The main economic activities in the area are mining, services, light manufacturing, agriculture and tourism. In 1996 the number of workers in administrative positions, agriculture, traders at crafts markets, and workers in the service sectors came to 46.2%. These positions are all relatively low paid positions. This number only represents people who were employed at the time. The other 53.8% consisted of professionals, managers and people who were employed in legal and judicial capacities. These numbers excluded the unemployed and informal sectors.



The employment rate in the area is unknown. The unemployed includes people that are seriously looking for a job, but also the so-called discouraged jobseekers (i.e. those who would like to work, but got tired of actively looking for employment).

7. CONCLUSION

The answer to the problem investigated by the case writers is that there is potential for tourism development and that tourism can and should be developed further in the Hammanskraal area.

What can the community of Hammanskraal do to unleash its tourism potential and attract more tourists?

7.1 Does Hammanskraal have the potential to become a unique tourist destination in Gauteng?

Hammanskraal is very good positioned in the market to provide authentic township experiences to tourists. Up to now, the spontaneous approach to tourism endeavors in Hammanskraal was also to retain the culture and traditions of the community.

Township tourism, as well as interest in the South African cultures are both growing and should therefore offer Hammanskraal tourists something unique.

7.2 What does this community have to offer?

The community can offer employment. Tourism, as a service industry, is very labour intensive. However, it is expected that the unemployed people in the area were not well trained and upgrading of knowledge and skills will probably have to be done.

The traditional cultures seen in areas such as Hammanskraal still attract tourists. These tourists expect authentic experiences, something already available in Hammanskraal.

7.3 Can this community realise the enormous potential that they have, have a shared vision for this area and work towards a common goal?

The case writers believe that this is possible. This conclusion is based on the progress already made to develop tourism products in the area. (See 6.1 for a description of the tourism sites in the area.)

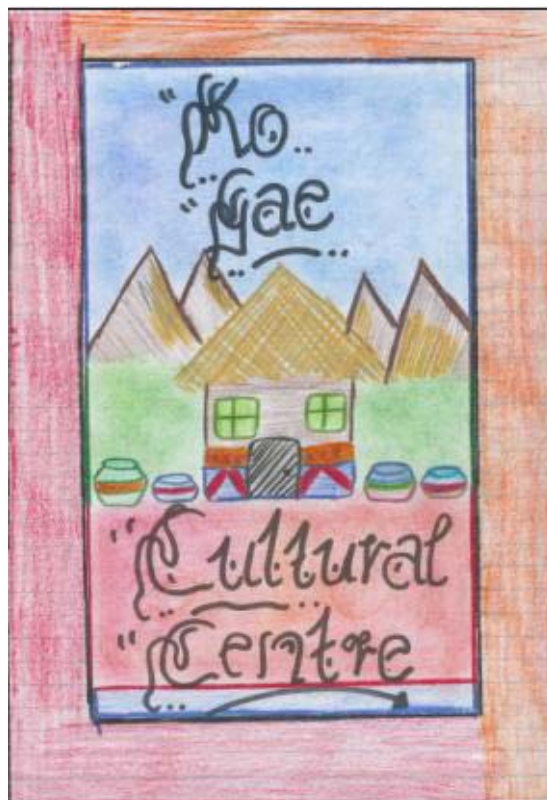
8. RECOMMENDATIONS

The case writers have done a great deal of research about present tourism situation and trends as well as about new development to be undertaken and came up with their own concept product that could be marketed by the area:

8.1 “KO GAE”

The establishment of a traditional village in the area where tourists would be able to experience a true African lifestyle is envisaged. The product is intended to sell a ‘traditional lifestyle.

The name **Ko Gae**, conveys a feeling of warm hospitality and love with an ambiance of Ubuntu. This refers to people who always welcome tourists into the community. When translated into English it means “at home”, and emphasises the feeling of comfort, serenity and care.



8.1.1 Tourist experiences: Culture and heritage

- A traditional makeover where tourists would have the opportunity to dress, look and feel like an African.
- A traditional lifestyle where people would spend a night in a traditional African hut. Tourists can join in cooking a meal on an open fire, carry water and firewood on their heads, to listen to storytelling around a campfire.



- Experience religious beliefs, customs, ceremonies and rituals. Information about the unique cultural traditions will be shared with tourists, eg weddings, celebrations, etc
- A musical performance where the emphasis should be on traditional music and instruments

8.1.2 Tourist experiences: Shopping experience

Curios on sale would be an opportunity for tourists to share in the skills and talents of the local community, eg Ko Gae would be a place where local community members could sell their items such as woodwork, stone carving, beadwork, leatherwork, wire art, African and dresses, basket and carpet weaving.

People with skills such as dressmaking, making of beer and cooking are needed. Local craftsmen and women could make curios that appeal to tourists.

Local artists such as singers, dancers, and people playing traditional instruments would play an important role. Even school children doing dances playing drums and marimbas as well as the choirs of the various local schools and churches could have a valuable input. Community members that are acquainted with the older customs, traditions, story telling etc could add further value to this aspect of the development.

8.1.3 Location and facilities needed

A suitable terrain for the Ko Gae project has been identified. The school recently bought a piece of land adjacent to the school. The old house has been renovated and an Entrepreneurship Centre has been established. The aim of “Banesa Pula” is to preserve the heritage of art within the black community, namely crafts, painting, woodwork and music.

A small distance away from this centre is two old deserted rondavels. If renovated, the rondavels can be used to represent different African cultures. The case writers found that the Ndebele and Zulu cultures are often paid attention to in the sense that cultural villages are erected to preserve these cultures. No evidence was found of the Setswana culture to be preserved in the community. Ko Gae should therefore focus on this culture and start with a Tswana Kraal. This will add to the uniqueness of the experience.

Another two huts will also have to be built to provide accommodation to tourists. Natural materials such as clay, mud, cow dung, and grass for thatching should be used. Painting and other items are needed to finish everything off. Even though the huts have a traditional appearance it should be of a certain standard to accommodate the visitors.

A Boma and an area to do the outdoor cooking and a small kitchen have to be built in such a way to fit in with the traditional appearance. Ablution facilities and a reception area also need to be put in place before any visitors can be received. Electricity and hot water showers would also be required. A parking area has to be built as well.

8.1.4 Ko Gae benefit: Protection of heritage and culture

Ko Gae can serve a useful purpose because it is a way of *keeping the diverse cultures alive*. It will give many white South Africans and foreign tourists access to African culture and provide them with knowledge about these cultures in a safe environment.

8.1.5 Ko Gae benefit: Economic upliftment

The community would benefit in the sense that it could help to *relieve poverty* for the locals. It will also provide opportunities for *entrepreneurs and investors*. People can learn new skills and also receive an income from souvenirs made and sold.

8.1.6 Ko Gae benefit: Employment

The local community should be involved as far as possible. An example is the people that will be needed in the building and construction of the venues - builders, painters, thatching.

Other unskilled workers can be trained to work at the venues after completion. After everything is in place people are needed to work at reception, to do the bookings, cleaning staff, maintenance staff, as well as workers for the gardens is needed.

Local community taxi drivers with whom we could have a contract could help to transport the tourists to the other places to be visited in the area eg Nelson Mandela Square or Kwalata.

Vegetable and herb gardens, as well as growth of medicinal plants to be used at the cultural village would be needed. If these products are bought from the local residents, jobs are created for the community.

8.1.7 Ko Gae benefit: Surface pollution

We thought that children and other community members could also help with painting of bins that would be bought very cheaply at a factory. These dustbins could be put up all over Hammanskraal to improve the environment aesthetically, but also to help with the litter situation. The residents of Hammanskraal will benefit from education about the importance to keep the area neat if they expect to attract visitors.

8.1.8 Threats to Ko Gae: Community involvement

If people have knowledge and are more informed they would feel more positive about such a tourism initiative and would then want to become more involved. The first step would thus be to make people aware of the benefits of tourism and to equip them with skills to participate fully.

Some people in the community might feel left out and therefore not part of this initiative. It is therefore important to have a meeting and to elect representatives to form a committee to own and drive this initiative. Other stakeholders and leaders in this community should be approached to motivate them to take part in the project. Feedback and follow up measures have to be put in place to keep the community members involved in this project.

The community could be involved in finding an appropriate slogan and logo as well as designing posters for this initiative - a competition could be launched. Local businesses in the area could be approached for prizes.

The local residents are the people who know this area best. Local residents should therefore manage and man the tourist information centre that will be established.

A community Trust would also have to be established to ensure that profits are wisely used to the benefit of this community. A percentage of the entrance fees could also be put in this community trust. The community forum and other stakeholders should therefore decide how to use the money to the advantage of the people.

8.1.9 Threats to Ko Gae: Capital

Capital needed to start the initiative will be a problem.

- Investors should be approached.
- Local businesses in the area could be approached as well as landowners within this community and in the adjacent areas.
- Companies could be made aware of the potential of this area as a tourist destination and they might fund the project in one way or another.
- The Dinokeng initiative could also be approached for funding.
- The Development Bank of South Africa (DBSA) could be approached once the business plan is complete.
- Community fund raising projects can be undertaken such as music or talent shows, choir festivals, a fashion show, a sport day (eg soccer or a marathon where profit could be made from entry fees and also from selling food and cold drinks). In this way a community could work together towards a common goal.

8.1.10 Threats to Ko Gae: Training and skills development

- If local people are employed and trained they would be more loyal to this initiative than employees from other areas.
- A project should be launched to make people aware of tourism. They should also be made aware of their responsibility towards visitors and tourists (eg respect and hospitality).
- Learners and other members of the community should be educated in terms of the history of the area and different cultures within the local community.
- Needs for training of front line staff should be identified and with the various skills training programmes employees can be sent to do certain courses or benefit from regular in-service training programmes.

8.1.11 Threats to Ko Gae: Crime

- Crime may become a bigger problem if more tourists visit the area.
- A local crime stop campaign could be introduced and local people can become actively involved in a community service programme to prevent crime. Once the local people experience the benefits of tourism, they would want to protect the tourism industry in their area.
- Tourists should be made aware of safety measures to be taken, just as is done all over the world.

8.2 Establish a tourist info centre in the area

To make the local community aware that what they have is already very unique and that tourists pay to see that! The culture and ordinary people is what many tourists want to see!!! Tourists do not any longer want to see imitations of real life, BUT want to experience community life the way it is.

Statistics indicate that Gauteng is the most visited province. Therefore the community of Hammanskraal should see this as an opportunity to market our products, people and potential – to tap into the 50,7% of visitors to our province.

8.3 Window into African adornment

(This is planned as part of the Dinokeng Project)

8.3.1 Proposed Location

Mandela Village.

An area of approximately 10 000 sq.m is required.

8.3.2 Facilities to be provided

- Manufacturing workshops/studios dealing with —
- Beading
- Kimberlite Jewellery
- Metal Jewellery: Brass, Gold, Silver, Copper, Batik, Fabric weaving
- Retail, and wholesale marketing facilities (Export) to sell artefacts manufactured in the centre. Also sale of books, videos, calendars, postcards etc on related subjects
- Interpretation (not a static museum but an interactive learning experience) dealing with the following themes –
- Beadwork (including the story of ancient glass bead trade – Arabic, Chinese -- , types of beads, messages in beads, materials used to make beads and so on).
- Metal Jewellery (the story of gold, brass, copper etc in adornment) (audio and visual)
- Body adornment (scarring, hairstyles, tattoos, henna dying, clay and ash adornment etc (audio and visual)
- Fabric used in adornment
- Restaurant serving traditional African meals
- Gateway structure with reception; Dinokeng Information Centre; management offices; security office; kiosk etc
- Amphitheatre for events
- Public ablution facilities
- Parking area

8.3.3 Experiences, events and activities options

- Story telling (myths, tradition, oral history etc)
- Fireside theatre
- Music, dance and drumming displays
- 'Fashion shows' (using products produced in the centre). (Aimed at commercial buyers, fashion designers etc)
- Courses in beading, jewellery making
- String your own beads
- Make a "garden roller" bead
- Beat copper plates into your own jewellery
- Make armbands, bangles
- Have your hair done in a traditional African style

8.4 The Window into the 'Freedom Struggle' Interpretation Centre

(This is planned as part of the Dinokeng Project)

8.4.1 Proposed Location

Mandela Village

This is the existing craft kiosk development with the statue of Nelson Mandela as a central point. It is recommended that this facility be converted to an interpretation centre on the Freedom Struggle.

8.4.2 Facilities to be provided

Other than providing adequate parking and some public ablution facilities and converting the existing kiosks to house static displays (one kiosk could be converted to serve as a management office and information centre) little else needs to be done here.

8.4.3 Expected benefits

From a marketing point of view the Freedom Struggle Interpretation Centre could be included in all promotional material for Dinokeng. It will also need to be well sign-posted and it could be well promoted at the nearby Window into African Adornment Cultural Centre.

When Dinokeng's first gate opens in December 2005, more jobs would be created for the local population such as in the game reserve as guides, administrative jobs, cleaning, hospitality sector and many more opportunities. Economically the whole community would benefit if more tourists visit the area. Local supermarkets, garages and other businesses would benefit from this tourism boost.(Multiplying effect)

With all the new developments to take place the whole community will benefit more from tourism than what is realised at the moment.

Hopefully a strong sense of community pride would develop from the school children to the older people of this community. A greater cross-cultural understanding would help to bridge the lack of knowledge of the past and would make us all to be proudly South Africans.

The vision of a community taking pride and ownership and to become economically empowered should be an important priority for our area. This would ensure a brighter future for this Community!

8.5 Reduction of pollution

One of the problems that will have to be addressed is the surface pollution which is common in the area. Even despite the development of tourist facilities, pollution creates a bad impression and will have a negative effect of tourists' appreciation of the area.

Local people will have to be made aware of the importance of a clean and neat environment.

Elias Pankhurst, a German tourist said to the case writers: "I can not stand the litter in the area. I think that this might have a negative effect on tourism in Hammanskraal."

8.6 Sustainability of development

At the Atlas Africa Conference held in September 2004 in Pretoria, Professor Nic Roberts of the Department Tourism Management at the University of Pretoria said: "Leadership, culture and knowledge is the gateway to sustainable tourism in any community. The challenge is to train and upgrade people to become a knowledgeable community in a close relationship with the environment."

In order to get the community involved in the planning, management and profit sharing, leadership will have to be identified and developed. The possibility of working with local management structures already in place will have to be investigated.

9. CONCLUSION

Mrs Zanele Mbeki, our President's wife is quoted in an article, *National Treasure*, from the *Sawubona*, August 2004:

"It's always about the community and never about one person. This sense of community creates the energy that drives the process".

"I will concentrate on the road that I live on. There are all sorts of problems, but people need to know that they are not alone".

According to Zulu Tradition the moment you walk into a home you become a member of the family.

The question remains: Will the people of Hammanskraal have the vision to see the benefits of tourism development in their area? Will they participate and share in the benefits of tourism? Will they open their homes and hearts so that tourists can share in true African warmth and hospitality to eventually ensure a better future for all?



This small colourful "Tin house" is proof of how neat some residents keep their homes. They are also prepared to invite tourists into their homes and their hearts with a sense of pride.

10. REFERENCES

Statistics South Africa, 1996 Census, OHS 1996, OHS 1999
 Statistics obtained from SA Tourism – Annual report 2003.
 Websites consulted:

www.gauteng.net

www.southafrica.net

www.dinokeng.com

11. ATTACHMENTS

ATTACHMENT 1

Glossary of terms

Bushveld	Grassland with many Akasia (Thorn trees)
Chibuku	Traditional African beer made from sorghum
Gumboot dancers	Traditionally mine workers performed these dances in the gold mines
Dinokeng	Place of rivers
Ko Gae	Setswana phrase meaning At Home
Kraal	Stock pen
Kwaito	Music similar to hip hop, but expressed in a South African way.
Marimba	An African instrument resembling a xylophone made out of wood
Pap	Thick porridge – staple diet of many South Africans
Safari	Trip undertaken to see wildlife, often in open 4 X 4 vehicles
Sangoma	Traditional African Healer
Shebeen	Pub in a township, mostly unlicensed
Spaza shop	Small café in township operated from a house, also known as a general dealer.
Tavern	A licensed shebeen
Tin House	Shack made of corrugated iron
Township	Name used to describe African/ black suburbs
Tswana	An ethnic group and one of the languages spoken

ATTACHMENT 2

Interviews with traders at the craft market

1. The artist's name, where s/he is from and type of business
2. When did they start selling their products at the craft market?
3. Do they pay rent for your stall at the market centre?
4. Provide information about the profit and the customers they receive.
5. What can be done to improve the market and attract more customers?
6. How do you market your business?

ATTACHMENT 3

Interview with Charl Pretorius, owner of Kwalata Game Ranch

1. Why do Hammanskraal and the surrounding areas have potential for Tourism?

“Location, Location, Location! Easy accessible from Gauteng – We can offer a true South African Township Experience. With the establishment of Dinokeng Game Reserve, the potential will ever be greater – All of Africa in a day! Culture and Wildlife on your doorstep!”

2. Where do most of your tourists come from? Which months?

“We focus on group functions and corporate markets. Kwalata is not a seasonal venue although winter (June, July, August) is not too busy. In December we close down over Christmas and New Year. “

3. How often do you organize Cultural tours? Tell us about people’s feedback.

“We now average between 200 – 500 guests per month going on cultural tours. It is all about perceptions and breaking down of existing perceptions. People think they know how things are, but only when they experience the tour, they understand the real situation and then have a different perception.”

4. What is your opinion about tourism in the area? (Present situation)

“It can be better. A lot of new venues are opening in the area and this will attract more guests and tourists to our community.”

5. Tell us about the problems you experience. Share with us the challenges that the community face.

“I take many people on cultural tours and there are no proper toilets within this area. If we can strategically build six mini ablution toilets at homes in 4 communities, it would enable us to have six bus groups at a time. A person can “own” this ablution block and will run it as a mini business and charge R5 per person using the toilet. The standard requirements will be soap, clean towels, nice African art and paintings.”

ATTACHMENT 4

Table 1: Facilities and services available in the Dinokeng area

Facility and Services	Roodeplaat	Leeukloof etc	Cullinan	Pienaarsriver	Mandela Village	Rust de Winter	Moloto
Banks			✓				
Bureau de Change x							
ATM	✓		✓		✓		
Petrol station	✓	✓	✓	✓	✓		
Repairs and services	✓		✓		✓		
Puncture repair	✓	✓	✓	✓	✓		
Restaurants		✓	✓				
Pubs taverns	✓	✓	✓	✓	✓		✓
Tea gardens	✓	✓	✓				
Fast food	✓		✓		✓		
Cafes	✓	✓	✓	✓	✓	✓	✓
Supermarkets	✓		✓				
Bottle stores	✓	✓	✓	✓	✓	✓	✓
Butcheries	✓		✓	✓	✓		✓
Fresh vegetables	✓		✓				
Doctors	✓		✓				
Dentists	✓						
Clinics/hospitals			✓	✓			
Pharmacies x							
Med Rescue x							
Fire response			✓				
Accident response x							
Police	✓		✓	✓	✓	✓	
Ambulance x							
Armed response	✓						
Local site guides			✓				
Info/reservation offices		✓	✓				
Itinerary planning			✓				
Photo film	✓		✓				
Camera batteries	✓		✓				
Safari gear x							
Reference books x							

ATTACHMENT 5

Table 2: Potential new facilities in the Dinokeng area

Area	Tourist needs and entrepreneurial opportunities
Roodeplaat	Restaurants, fast food outlets, entertainment and day visitor recreational facilities
Leeuwkloof/de Wagensdrif/ Buffelsdrif	Meander- type attractions such as tea gardens, country pubs and home produce markets.
Cullinan/Rayton	Additional accommodation in Cullinan with more entertainment in the area.
Pienaarsrivier	This village could attract passers-by.
Mandela Village	African accommodation, restaurants and fast food outlets.
Rust de Winter	Conversion of buildings in the Village into appropriate accommodation for back-packers, and those wanting to visit the Big Five reserve requiring more affordable accommodation.
De Tweedespruit	Meander-type attractions and appropriate accommodation and taverns in Onverwacht.
Moloto	Additional accommodation and eating places depending on which cultural theme window is located here.

LEARNER ACTIVITIES AND LESSON PLANS

UNIT STANDARD : COMMUNITY PARTICIPATION IN TOURISM

PURPOSE OF THIS UNIT STANDARD: Understand the need to promote community participation in tourism and identify possible strategies for involving local communities

SPECIFIC OUTCOME:

Community participation in Tourism: to ensure that learners understand the importance of community participation in promoting local tourism and the possible strategies to be used.

ASSESSMENT CRITERIA:

The learner is able to

1. Explain the impact (benefits and costs) of tourism on host communities in terms of:

Benefits, employment generation, creating pride in the community, improving living standards, developing infrastructure, costs, possible increase in crime, threat to cultures, environmental change.

2. Identify roles that communities can play in tourism in relation to:

Employees of tourist attractions, entrepreneurs, objects for viewing, inhibiting community participation.

3. State the factors that could inhibit community participation in terms of:

Lack of information and lack of proper organization

4. Discuss the strategies that could be used to promote community participation in terms of:

Educational and awareness programmes, product and services development, crime prevention, publicity, care for the environment

LEARNER ACTIVITY 1**Time: 2 periods****LEARNING OUTCOME:**

- The learner is able to draw a map of the community by plotting roads, railway line, river, places that tourists could visit.
- Learner is able to identify areas for new development, such as a info centre, African restaurant and substantiate answers by giving reasons for selecting a certain spot

RESOURCE MATERIAL:

- Maps of SA and Gauteng – 1:50 000, Map of local area - Hammanskraal
- Atlases – Country and Road atlases
- Large sheets of paper/posters 1 per group
- Worksheet

EDUCATOR ACTIVITIES:

1. Divide class into groups of four and hand out 1 sheet paper per group
2. Explains activity and give instructions in written format (Worksheet)
3. Educator walks around and gives assistance and support to groups and do group assessment
4. Teacher facilitates feedback

LEARNER ACTIVITIES:

1. Draw in infrastructure of Hammanskraal on sheet, namely
 - N1 – Highway and Secondary Road
 - Railway line and station
 - Taxi Rank
2. Draw in Apies River
3. Draw in Hammanskraal as well as townships forming part :
Mandela Village, Renstown, Kekana Gardens, Marokolong, Kanana, Temba
4. Draw in North and provide the map with a key
5. Plot and label places of possible interests to tourists
6. Indicate where a Tourist info centre, a new B & B and a restaurant specializing in African cuisine, public ablution facilities as well as a communal centre could be erected.
7. Each group gives feedback to class, motivates why a specific place has been chosen for the new developments. Put posters up on classroom wall.
8. Learners vote for best sites for the new development projects
9. Groups do peer assessment of contributions made by group members

ASSESSMENT STANDARDS/CRITERIA:

- The infrastructure, river and tourist destinations are correctly plotted on map
- Sites for new development have been identified and learners have motivated choices of site with good reasons/ motivations

LEARNER ACTIVITY 2**Time: 2 periods****LEARNING OUTCOME:**

- To understand the advantages/ benefits of tourism for the local community.
- To design a letterhead.
- To collect and analyse information and present it in the form of written communication

RESOURCE MATERIAL:

- Strips of paper and markers
- Computers/computer centre
- Paper for printing

EDUCATOR ACTIVITIES:

1. Facilitates class discussion on benefits of the Cultural Centre, Ko Gae for the broader community of Hammanskraal
2. Discuss criteria for a formal business letter to be written/typed.
3. Discuss aspects to be taken in consideration when designing a letterhead.
4. Assess the letters - addresses, content, adherence to topic and typing skills

LEARNER ACTIVITIES:

1. In pairs learners brainstorm ideas to determine what the advantages/benefits of the cultural village, Ko Gae would have for the community.
2. Learners write benefits on large strips of paper , share ideas with class and put up ideas on board
3. Discuss criteria of a good business letter.
4. Learners design a letterhead with name, logo and contact detail.
5. Each learner writes/types a letter to either a business group, Provincial Tourism Authority, Gauteng Provincial Government or Dinokeng to ask for financial support or funding for the Ko Gae project. The learner writes the letter as if being the newly appointed Project Manager of Ko Gae and states very clearly the benefits of this initiative for the local community of Hammanskraal.

ASSESSMENT STANDARDS/CRITERIA:

- Does the letterhead contain all the necessary information?
- Does the letter adhere to all the criteria of a formal business letter?
- Does the learner show evidence of good typing skills?
- Describe the advantages or benefits of the tourism initiative

LEARNER ACTIVITY 3**Time: 2 periods****LEARNING OUTCOME:**

- To understand the threats or factors that can inhibit tourism in the local community.
- To make suggestions and come up with possible solutions.

RESOURCE MATERIAL:

- Desks in classroom to be moved to be suitable for a meeting. (Staffroom or conference facility could be arranged prior to this activity)
- Desk for chairperson and secretary.
- Notebook and pen for secretary
- Name tags for learners

EDUCATOR ACTIVITIES:

1. Divides class into groups presenting different stakeholders at a community meeting. (Role play)
Each learner draws a name tag from the box representing people from the local community – See attachment 1
2. Educator explains the rules of the meeting, example one person speaks at a time, every person has the right to voice his/her opinion.
3. Facilitates the election of a chairperson, deputy chairperson, secretary.
4. Acts as observer and facilitator during the role play.
5. Assist in drawing a final conclusion.

LEARNER ACTIVITIES:

1. Learners each draw a name tag from a box and then he/she represent that person/stakeholder on the community meeting.
2. Aim is to voice opinions (Positive and negative) on the role of the community in the new tourism products to be developed for Hammanskraal. Discuss issues such as how to get the community members involved, possible threats and how to overcome these problems/challenges.
3. Chairperson will lead the meeting and maintain order. Secretary will write down the important issues discussed and is also responsible for the minutes, date and agenda for the next meeting.
4. The committee is responsible to write down the challenges and final proposal for the community.

ASSESSMENT STANDARDS/CRITERIA:

- Do the learners show a clear understanding of factors that can inhibit community participation, i.e. threats and disadvantages of community tourism?
- Can the learners make positive contributions in addressing the challenges and come up with workable solutions?

LEARNER ACTIVITY 4**Time: 2 periods****LEARNING OUTCOME:**

- To collect and analyse information and reflect on possible career opportunities in community tourism ventures
- To draw up a Curriculum Vitae as well as a covering letter and type it in an appropriate length and format.

RESOURCE MATERIAL:

- Worksheet with advertisements – See attachment 2
- Computers/computer centre
- Paper for printing

EDUCATOR ACTIVITIES:

1. Hands out examples of Curriculum Vitae's to learners in groups
2. Discuss the length of a CV, format as well as the necessary criteria to be met.
3. Discuss the importance of a covering/application letter
4. Hands out worksheets with job advertisements
5. Assess the CV with a rubric content, format and typing skills
6. Assess application letter.

LEARNER ACTIVITIES:

1. Learners look at CV's and discuss length, format information to be included.
2. Learners receive a page with information of jobs related to tourism.
3. Bearing in mind the information included in the advertisements, the learners draw up a CV and covering letter to apply for that particular post.
4. Learners type CV and letter.

ASSESSMENT STANDARDS/CRITERIA:

- Does the CV contain all the necessary and relevant information?
- Is CV about one page in length?
- Does the letter adhere to all the criteria of an application letter?
- Does the learner show evidence of good typing skills?
- Does the learner show an understanding of different types of career and entrepreneurial opportunities that can play a role in a community tourism initiative?

LEARNER ACTIVITY 5**Time: 4 periods****LEARNING OUTCOME:**

- To collect and analyse and sort information and present it visually
- To understand the importance of marketing in any tourism initiative.
- To plan a function – a hands on experience in marketing

RESOURCE MATERIAL:

- Video/DVD – 40 minutes
- Computers/computer centre
- Paper for printing invitations
- Individual committees would have different needs for resources to be identified

EDUCATOR ACTIVITIES:

1. Educator arranges for learners to watch the video/DVD - *A nation in Colour*
2. Divide the class into different groups for planning the African Evening.
(To do marketing, plan menu, make table arrangements, list of guests to be invited and invitations, put posters up in community for people who would like to attend, involve people and other learners in traditional song and dance and customs, put up posters and other decorations in school's restaurant, design and sell tickets.)
3. Co-ordinates the function arrangements and follow-up meetings
4. Discuss arrangements with Hotel and Catering educator

LEARNER ACTIVITIES:

1. Learners watch the video/DVD - *A nation in Colour*
2. Groups make notes on different ethnic groups and their traditions and clothes.
3. Make posters to show the clothing and tradition of the different ethnic groups.
4. The various groups plan an African evening with traditional food, clothes, song and dance in collaboration with the Hotel and Catering learners.
5. Choose sub-committees and set a date and draw up a duty list with due dates for meetings etc

ASSESSMENT STANDARDS/CRITERIA:

- Understand and apply concepts of planning and marketing
- Sub-committees develop a duty list with learners taking responsibility of various tasks and activities
- Set due dates for meetings and certain tasks to be done/finalized
- Market the evening's function and sell tickets
- African Evening/ function to be held