

Proposal for a Heritage Tourism Project: Battle Re-enactments and Cultural Festivals

OVERVIEW AND VISION

PRESENTED TO THE

PORTFOLIO COMMITTEE FOR

TOURISM

11 March 2013

Presented by Mr Dali Tambo

CEO: Koketso Growth (Pty) Ltd

koketso
growth

CULTURAL HERITAGE & TOURISM
CONSULTATION & PLANNING



koketso growth

CULTURAL HERITAGE & TOURISM CONSULTATION & PLANNING



KOKETSO GROWTH provides specialised, professional expertise in the field of heritage implementation and interpretation, research, display and museum-related environments, cultural and heritage spheres and heritage tourism development initiatives. CEO Dali Tambo, a media and heritage-tourism entrepreneur, leads a full team of experts who are currently working on several major national heritage developments.

- Koketso Growth and its affiliate, the National Heritage Project Company (NHPC) are committed to skills transfer and job creation for the less-advantaged.
- Over the past 24 months, Koketso Growth and NHPC have completed 48 life-size bronze figures and the 9m Bronze figure of Madiba at the Union Buildings. During this period in excess of 250 job opportunities were created or sustained and several previously disadvantaged emerging artists received their first commissions.
- Koketso Growth / NHPC have thus far successfully managed to balance the priority of maintaining an international standard of quality with the determination to actively promote and participate in vital skills transfer.

INTRODUCTION



Zulu dancing at the reenactment of the victory at the Battle of Isandlwana, Anglo Zulu War of 1879. KwaZulu Natal.

- Historical re-enactment is a scripted educational or entertainment activity in which participants follow a prearranged plan to recreate aspects of a historical event, period, military engagement
- Re-enacted battles are carefully planned beforehand so the 'actor-warriors' make the same actions that were taken in the original battles.
- They are often fought on the original battle ground or at a similar place and can vary in size from 100s to 1000s of participants.
- Such occasions are very successful and popular tourist attractions in the United States and Europe. Re-enactments in South Africa are mostly confined to the battlefields of the KwaZulu Natal Midlands.

INTRODUCTION



*Zulu warriors and dancers at a re-enactment of the Battle of Ncome (Blood River) of 1838.
KwaZulu Natal*

- Koketso Growth proposes that a dedicated South African Heritage Tourism Project should promote and operate such events as leading tourist attractions throughout the country.
- The battles will encompass those of the Anglo-Zulu War, the Xhosa Wars (100-year wars of resistance), the Swazi resistance and many other conflicts of historical importance.
- On specific holiday weekends re-enactors will put on the costumes and the clothing of other eras and step into the past. The undeniable heritage value is intertwined with entertainment, spectacle, culture and rituals.
- People from various communities chosen to host the battles, and from surrounding areas, will be engaged by the relevant local authority to participate in the events.

Benefits to Communities and Local Authorities



Zulu dancers at a re-enactment of the Battle of Talana, KwaZulu Natal

Economic impact

- The re-enactments, proposed as taking place over a 2-day period, will be job creators for SMME's, crafts and trades people, and the youth.
- Such groups would gain employment from producing weapons of battle (shields, sjamboks, spears, etc) and other necessary props.
- The production of such artefacts would be ongoing throughout the year, both for the use of the re-enactors and for sale to domestic and international tourists at the site.
- In addition there are the many avenues of revenue generation possible from the hosting of such an event by a specific community - tour guides, accommodation, food and beverage, transport etc.

Benefits to Communities and Local Authorities



British nurses, Battle of Talana, KwaZulu Natal

Clothing

- The authenticity of the traditional dress, costumes, jewellery and other accessories is vitally important to the success of such spectacles.
- Carefully researched and designed period costumes or uniforms, headdresses, body paints etc can be produced by community initiatives throughout the year, for use during the re-enactments, to be worn by tour and site guides, and for sale to tourists.
- Apart from the obvious financial advantage such events will encourage a deepening of cultural and historical understanding from both community and visitors alike.

Benefits to Communities and Local Authorities

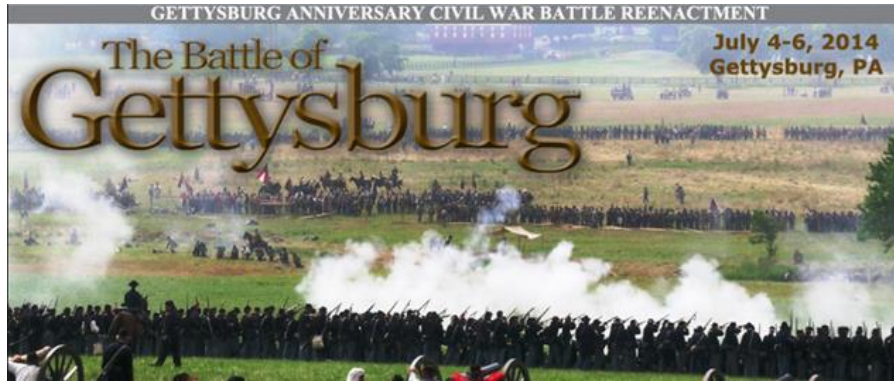
Tourism

- The tourism benefits of battle re-enactments cannot be understated. These enactments and the festival that surrounds them, if well organised and produced have the potential to draw tens of thousands of domestic and foreign visitors to a specific region particularly if they are held at an optimum time of year.



Tourists watching a re-enactment of the Battle of Grahamstown, Eastern Cape

International Examples



A good example of the power of re-enactments is to be found in the United States' Civil War cultural performances:

- 95 % of the town's people spend the two days in traditional Civil War dress;
- The re-enactors are organised groups with a passion for military history, and the capacity to organise and produce goods for the re-enactment to the profit of their communities;
- The hotels and tourist agencies cooperate in bringing tourists to the site;
- The local municipalities fund and promote the events on an annual basis;
- These events depicting military history are often used for purposes of commemoration.

International Examples



English Civil War reenactment

- There is a general awareness that the cultural performances and battle reenactments are of significant value and that the ritual and public display increase cultural understanding and social cohesion. These enactments also engender cultural pride and are a digestible vehicle for the transference of historical and cultural information to the public.



American Civil War reenactment

Conclusion

Overall Economic Benefits:

- Heritage Tourism brings serious visitor spend in a region through accommodation, sales of specially produced items, food and beverage, entertainment etc, and fosters cultural and historical understanding;
- Heritage Tourism has the potential to create thousands of jobs in a local economy;
- Commemoration of shared heritage is important in middle-class visitation and spend, as well as working class and SMME revenue earning and employment at site and in surrounding towns.

Existing studies show:

- Visitors to well-organized battle re-enactment sites provide significant economic benefits to nearby communities;
- Educational and commemorative events and re-enactments attract additional visitors/tourists from other regions and provinces that can add significantly to the economic impact on the site and municipality;
- Heritage Tourism and battle re-enactment visitors are “high value” tourists with significant spend and disposable income;

Conclusion

Existing studies show:

- Many battlefields are located in rural areas where the economic benefits to nearby communities may be more keenly felt and of greater benefit than in urban areas. An appropriate example is the USA. In 2010 five States that hold battle re-enactments attracted:
 - 15 million visitors
 - \$442 million spent in communities close to the battle sites
 - \$151 million in income for local workers and business owners
 - 5,150 local jobs
 - \$248 million in value added to the local economy (including labour income, profits, rents and indirect business taxes;
- Tax revenues from visitors and tourists to battle re-enactments help pay for local services, including services that permanent residents use but visitors do not. In other words – visitors can help a community grow economically beyond what is possible from within itself;
- Hotels, restaurants and shops in the local area all benefit from significant increase in trade resulting in increased taxes collected by the local authority.

Conclusion

Benefits to the Municipalities and local authorities include:

- Economic benefits;
- Tourism promotion;
- Enhancing the national and international reputation of the area;
- Contributions to the public record of previously unknown African rituals, artefacts, history and traditional cultural practice;
- The annual commemorative nature of the re-enactment 2 day festival allows for continuous growth of events and the economic impact;
- High value domestic and international visitors who spend more than typical tourists - especially on cultural artefacts, for example, clothes, craft, weapons, books etc.



Way Forward

We propose initiation meetings with yourselves and other relevant stakeholders to agree on the way forward and to commence formalising critical issues, some of which would include:

- Exact battles to be commemorated / re-enacted
- Sites and access to sites
- Budgets
- Event organisers
- Length of performance (two battles a day over two days)
- Costuming (community production/professional production)
- Marketing and communications
- Re-enactors, interpreters, guides, other staff
- Accommodation – hotels, guest houses, camping
- Salaries / contribution to costs
- Weapons (the mechanics of weapons handling)
- Municipal resources (police, busses, catering, logistics etc)
- Tourist traffic flow (how much tourism already exists)

THANK YOU

Thank you for your time and attention.

Questions & comments.

koketso
growth

CULTURAL HERITAGE & TOURISM
CONSULTATION & PLANNING