



**THE POTENTIAL USE OF SANDF TOURISM ASSETS IN THE WESTERN CAPE
FOR SUSTAINABLE ECONOMIC DEVELOPMENT**

by

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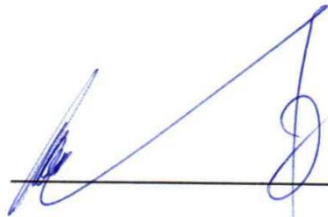
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Date 9 February 2023

ABSTRACT

This study investigated the potential use of SANDF tourism assets and sites in the Western Cape for sustainable operational activities and the maintenance of tourism assets and to establish whether they can generate sustainable economic development. The study argues that international and domestic tourism relies on well-managed and maintained infrastructure and should be done with careful planning and management of tourism assets. The study also evaluates how SANDF tourism assets managed by the Department of Defence contribute to the economic growth of the Western Cape Province and South Africa. The SANDF tourism assets form an integral part of the Western Cape's tourist attractions, and part of the study was to determine if they meet the criteria required by South African Tourism.

The study aimed to investigate the potential use of the SANDF tourism assets in the Western Cape and to seek possible solutions as to how they can influence tourism globalisation and economic development. The research provided an understanding of possible SANDF tourism assets in the Western Cape and how tourists can be motivated or attracted to visit these sites and thereby generate revenue, employment, and local economic and infrastructural progress and development. The main objectives of this study were to establish the number and position of SANDF tourism assets in the Western Cape; define the economic impacts of these SANDF tourism assets; establish how these assets could be managed to promote economic growth; determine the present marketing strategies of the tourism assets, and how they could be improved, and establish what motivates tourists to visit the SANDF tourists' sites. An interview schedule was used to collect data from Focus Groups, and a questionnaire was used to collect data from tourists. The sample constituted 200 tourists, and thirty military, tourism- and academic experts.

Data from focus group discussions were analysed thematically based on the objectives of the study. Quantitative data were analysed through SPSS version 28 and the mean score of tourists visiting SANDF sites in the Western Cape concluded the population (for example, how to understand using SANDF tourism assets by drawing on the most convenient expressions of the sites visited).

The study was conducted according to the professional and ethical guidelines provided by the Faculty of Business and Management Sciences Ethics Committee at CPUT. Confidentiality was assured to all participants of tourism industry key role-players, academics, SANDF staff, and tourists/visitors, and that they may withdraw from the study at any stage, for whatever reason, and may refuse to answer any question. Participants were informed that all data and their identities would remain confidential. The major findings show some of the SANDF activities were available before they were discounted by visitors; resurrecting these again would revive the economy at these sites, and for the Western Cape. The SANDF's strategic

plans are to ensure that the management of each SANDF site and facility functions as a well-moderated business opportunity to attract government at provincial and national levels to aspire and support different interventions should need to arise.

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DEDICATION

For my beloved wife Beverley and my children Randall and Justine

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ACRONYMS AND ABBREVIATIONS

ANC	African National Congress
APLA	Azania People's Liberation Army (affiliated with the Pan Africanist Congress)
Armscor	State-owned arms corporation
BDF	Bophuthatswana Defence Force
CBT	Community-based tourism
CDF	Ciskei Defence Force
DFID	Department for International Development
DOD	Department of Defence
FG	Focus group
FGD	Focus group discussion
GDP	Gross Domestic Product
MK	UMkhonto we Sizwe (armed wing of the ANC)
NPT	Nuclear Non-Proliferation Treaty
PAC	Pan African Congress
RAF	Royal Air Force
RFC	Royal Flying Corps
SA	South Africa
SAAACA	Southern Africa Arms and Ammunition Collector's Association
SAAF	South African Air Force
SADF	South African Defence Force
SAHRA	South African Heritage Resources Agency (SAHRA),
SANDF	South African National Defence Force
SAPS	South African Police Services
SHE	Sandstone Heritage Estate
SHT	Sandstone Heritage Trust
SWAPO	South West African People's Organisation
TDF	Transkei Defence Force
UDF	Union Defence Force
UN	United Nations

UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNO	United Nations Organisation
UNWTO	United Nations World Tourism Organisation
USAID	United States Agency for International Development
V&A	Victoria & Alfred Waterfront
VDF	Venda Defence Force
WESGRO	Tourism Economy, Trade and Investment Promotion Agency for Cape Town and the Western Cape
WHO	World Health Organization

“Pilgrims visit World War battlefields where forefathers fought and memorials where their sacrifice is honoured”. Anon, n.d.

CHAPTER 1

INTRODUCTION TO THE STUDY

1.1 Introduction

Venter (2017:1) suggests that World War II is viewed by many as the substance of the components of modern tourism. In addition, Venter depicts it as fundamental to the formation of widespread mass domestic and international tourism, which includes military personnel travelling for official duties. Soldiers sent on military operations overseas who survived any war returned home to talk about many new places seen to friends and families. The concept of developing military tourism assets could be described as a niche form of tourism that is categorised as cultural tourism (Robinson & Novelli, 2005b:214). Tourists who frequent military tourism sites have shared interests and come together to share something similar in the military field.

Because of South Africa's (SA's) action-packed history, where contact and interaction between different cultures were by way of conflict and wars, the country has a rich military inheritance. For example, the Border Wars in the Eastern Cape raged from 1779-1781, in the form of a series of clashes between the Xhosas and Boers. The reasons for the conflict were allegations of cattle theft by the Xhosas, which had become common on the south-eastern border, forcing the Boers to abandon their farms along the Bushman's River and subsequently, in December 1779, an armed clash between Boers and Xhosas ensued, apparently sparked by irregularities committed against the Xhosa by certain white frontiersmen.

The palpable part of this history is not only mirrored in historical weapons, military regalia, museums, monuments, and decorations but also in battlefields and military buildings (Alberts, 1992:5). However, every country's military history and related tourism assets are unique. Military battles of World War I and World War II have significantly influenced history, which means that military tourism assets are extremely important (Venter, 2017:4). Examples of military tourism assets in Cape Town include the Castle of Good Hope and the Chavonnes Battery Museum, showcasing archaeological ruins that were buried for over 140 years, the Waterfront Clock tower and Simon's Town Naval Base with its own Museum of Military History, which tells the stories of past conflicts in SA.

On both a national and continental level, there is mounting curiosity in tourism that is related to dark events, such as a visit to a war memorial site; and museums where weapons of death, the clothing of murder victims and other artefacts are put on display (Logan & Reeves,

2009:106). According to Brewer (2020), the South African Department of Defence has approximately 2 000 military heritage sites nationally, but only a few are used as tourism assets open to the public, as many are regarded as high-security areas. Many historical buildings, graves, monuments, and battlefields are in the Western Cape, compared to the rest of the country, as this area was the first to be inhabited by indigenous peoples, who encountered the Dutch and later, English immigrants.

According to Yakovlev (2007:318), many citizens and countries across the globe view military expenditure as ensuring harmony and safety, while others see it as wasteful and leading to arms races and direct military conflicts because it involves the purchase of fighter jets, battle tanks, small arms-guns and training, for example. In several developing countries in sub-Saharan Africa, military spending was seen as enhancing social infrastructure (roads, bridges, and water supply) and human capital (military education and training), which are expected to contribute to future economic growth (Dunne et al., 2005:451).

The phenomenon of tourism, which is founded on people's desire to travel, technology and cultural principles, is a major vehicle affecting globalisation. However, Ratnayake and Hapugoda (2016:31) suggest that the military is not the perfect body to manage a sensitive subject like tourism as it may not have the technical know-how and skilled manpower to manage an industry, which responds to public demands and profit. Ratnayake and Hapugoda (2016:31) maintain that the military might encroach on commonly accepted tourism protocols; civil and human rights resolutions; feasibility standards; and standards for resort management. Moreover, it might not understand land-use guidelines; standards for resort buildings management; and the integration of government departments, such as departments of tourism authorities.

Tourism marketed and controlled by the armed forces significantly diverges from mainstream tourism, which follows procedures devised by tourism authorities (Ratnayake & Hapugoda, 2016:27) and includes travel agents, tour operators, and transport and tourism information centres, for example. To accelerate tourism and the functionality of tourism assets in Sri Lanka for example, the Ministry of Defence contributed to various face-lifting activities in the capital city and outlying zones, where tourism is regarded as a major commercial funder to the state economy.

The study focuses on the potential of South African National Defence Force (SANDF) tourism assets in the Western Cape and determines whether they have the potential to influence globalisation and economic development. The study is focused in the Western Cape Province on, amongst others, the following SANDF tourism assets: the Castle of Good Hope in Cape Town, the Noon Gun on Signal Hill, Fort Wynyard in Cape Town, the military museums at Ysterplaat and Simon's Town, and World War Memorial Sites.

Mongwaketse (2017:29) emphasises that the establishment of security and development solutions in the form of a range of non-military measures, such as the development of tourism assets, could be beneficial for any country. The establishment of security for the state and its citizens is a major *raison d'être* of any government, which includes uplifting the standard of living of the citizens of the country, developing of the economy, and demonstrating decent governance. The incumbent Minister of Defence in 2021, Nosiviwe Mapisa-Nqakula, suggested in 2016, when she responded to the broad nature of the SANDF mandate, that it is in the interest of the country to have a defence force that is skilled in supporting national security, meeting foreign policy aims, and helping to realise the nation's economic objectives (Mongwaketse, 2017:30).

According to Weaver (2011:675), military tourism is a way for individuals to experience battles fought in the past. The remembrance of momentous conflicts through military museums, war monuments and skirmish re-enactments comprise a large part of military tourism (Seaton, 1999:84; Henderson, 2007:34). The only way for a tourist to comprehend military tourism assets is to visit places that would allow him/her to see that what ties them as individuals is stronger than what splits them. This belief is confirmed when tourism, "the world's peace industry", encourages "the bonds everywhere people have with one another" (D'Amore, 1988:27). Therefore, in reply to the horrors of World War II, tourism was reinvigorated to greater worldwide compassion and peace.

Sukeri et al. (2014:34) paint a grim picture of the nine South African border wars in the Eastern Cape, which were clashes between the Xhosa and either the British or Dutch during the period 1779 to 1879. The British parliament permitted the expenditure of GBP50 000 for the payment of 5 000 white British citizens in the eastern areas of the (then) Cape Colony to form a border between the rest of the colony and the Xhosas. Sir George Grey, who governed the Cape Colony between 1854 and 1861, was influential in the development of segregationist rule.

Despite their dealings with the Xhosas, colonists' construction of foreign space was inclined to be more high-class, (having better amenities, such as housing, clean water, sanitation, and electricity) than those of the Xhosa (Lester, 1997:641). The missionary preacher, Henry Calderwood, noted:

"[T]he caffres can understand what it is to be punished for stealing and murder – but no argument will ever convince them that it is either just or reasonable to take their land from them" (Sukeri et al., 2014:36).

Another example is that of the South African War, where a total of 20 000 British soldiers and 14 000 local commandos died in the Anglo-Boer War (also known as the South African War) between the Boers and British from 1899 to 1902. Furthermore, a total of 26 000 Afrikaner women and children perished in British concentration encampments from malnutrition and diseases (Allen, 2003:39). These figures do not include the thousands of African (native)

supporters on both sides who suffered or died in the conflict. This war and the treatment of the women and children led to unity amongst the Boers that not only expanded the division between the British and Afrikaners but also led to the supremacy of Afrikaner opinions on society, race, and policymaking in SA post-1948.

Russel (2001:2) mentions that the military tactician, Karl von Clausewitz, defined conflict as a method of “human intercourse virtually ignored by nature”. Russel (2001:2) elaborates that there is a clear dissimilarity between combat and fighting. The first aims to restore peace, whereas the second ends with a return to non-combatant life. War is abnormal, and peace is normally a return to the *status quo ante*. Falk and Hildebolt (2017:3) explain that 22 nations clashed during World War I, from 1914 to 1918, and World War II, between 1939 and 1945. Most of the militia and senior officers died in combat from accidents, injuries, disease, and imprisonment, and in World War I, soldiers also died from gas poisoning (Falk & Hildebolt, 2017:4).

Not only soldiers perished in both World Wars but also millions of civilians were affected. This includes six million Jews, who died during the holocaust in Germany and German-occupied countries, and those who died in the shelling of Hiroshima (140 000 civilians) and Nagasaki (70 000 civilians). The military losses were approximately 10 000 000 during World War I and 22 000 000 in World War II (Falk & Hildebolt, 2017:4). In addition, during World War II, millions of non-fighters (civilians) were murdered, especially by German soldiers, and fell prey to deliberate exposure to extreme weather conditions, starvation, and mass killings, rather than to any advanced fighting skill.

During the uprising of Hutus in Rwanda, in August 1988, in the north-eastern communities of Ntega and Marangara, armed soldiers killed thousands of Tutsi citizens, and the Burundian military slaughtered nearly 20 000 Hutus in surrounding villages of the country (Bhavnani & Backer, 2000:285; Briggs & Booth, 2007). The event can be described as the up-to-date round of internal fighting between the different ethnic groups, which has characterised the Great Lakes since the start of the post-colonial era in the late 1950s.

Between 500 000 and 1 074 000 Rwandans were killed during the genocide that occurred between 7 April and 15 July 1994, during the civil war in Rwanda (Bhavnani & Backer, 2000:285). The genocide was perpetrated against the Tutsi, moderate Hutus, and Twa by the Hutu-led government. The Hutu-dominated military also executed the president of Rwanda, Juvénal Habyarimana and Burundian president, Cyprien Ntaryamira, by shooting down their plane and killing everyone on board. This historical occurrence is well-documented in the literature (Bhavnani & Backer, 2000:286; Briggs & Booth, 2007).

Prunier (1995:239) describes this type of carnage as the “final solution” orchestrated by prominent Hutu extremists. Neighbours killed neighbours and some men even killed their Tutsi

wives, fearing that they would be killed if they refused to execute the instruction from senior military personnel. Thousands of women captured by Hutus were kept as sex slaves during the massacre (Bhavnani & Backer, 2000:286). World News (2020) recently published a report about the capture of an 84-year-old Rwandan priest, Félicien Kabuga, wanted by Interpol and the French police for partially funding the genocide of 1994 in Rwanda, although this has yet to be proved by the courts (World News, 2020).

1.2 Problem statement

The SANDF's core objective is to defend the territory and borders of SA while also preserving the lives of citizens. The latter involves peace support operations in sub-Saharan Africa, which the current government supports. De Klerk (2020:20) reports that the Minister of Defence and Military Veterans appeared before the parliamentary portfolio committee and admitted that her department was in a state of collapse because of budget cuts. She mentioned that the Department of Defence (DoD) was in a dilemma because of its lack of financial resources for its mandate of defence functions as per the 2015 Defence Review (de Klerk, 2020:22). Thus, because of budget constraints, many of the SANDF tourist sites are neglected. This report is relevant to this study because it (i) highlights the budget constraints facing the SANDF, and (ii) notes that SANDF assets are, in fact, custodians of war, conflict and death; that is 'dark tourism'.

DoD tourist site managers and stakeholders need to embrace principles and techniques to make SANDF-controlled tourism sustainable. The United Nations World Tourism Organisation (UNWTO, 2014:21) describes sustainable tourism "as an enterprise that achieves economic, environmental and socio-cultural aspects of tourism development to guarantee long-term benefits" to recipient communities. Inhabitants need to understand why the natural landscape or historic sites they see every day signifies a possible economic benefit for them.

Pedersen (2002:73) recommends that when promoting tourism assets, emphasis should be placed on their importance in meeting organisational, educational, and financial goals and objectives. If a tourism site can accommodate higher numbers of tourists and has a mechanism for retaining tourism income, it should be endorsed to draw extra visitors and generate increased income for sustaining operations. If these recommendations are followed, a cycle of attracting visitors would begin, which would generate increased revenue for tourism operations.

The tourist travel market is highly competitive, especially mass tourism, and extremely segmented. Effective tourism marketing is unmanageable without an understanding of tourists' motives and motivation for travelling (Fodness, 1994:557). One of the largest countries in the Caribbean, Cuba, has the potential of becoming a major role player in that region, and possibly in global tourism markets. Cuba is renowned worldwide for its hand-rolled superior cigars that

make them a cut above the rest. Cigars are not the only reason that attracts tourists to this country but also the tropical climate and natural conveniences (Wen & Huang, 2019:805).

However, delicate archaeological, historical, and natural locations suffer from physical wear and degradation, especially if they cater for mass tourism, such as the SANDF facilities in Cape Town, including Ysterplaat Airforce base, Simon's Town Naval Base, and other areas in the Western Cape.

The study will investigate the potential of the DoD's tourism assets in the Western Cape to sustain operational activities aimed to establish whether they could influence globalisation and economic development. International and domestic tourism relies on well-managed and maintained infrastructure. In addition, according to the United States Agency for International Development (USAID, 2013:9), without careful planning and management of tourism assets, the negative impacts could outnumber the positive effects.

The study intends to explore tourism assets managed by the DoD to determine whether they have been sufficiently developed to contribute to the economic growth of the Western Cape. The SANDF tourism assets form part of the Western Cape tourist attractions, and part of the study is to determine if they meet the criteria prescribed by the Western Cape Department of Economic Development and Tourism and South African Tourism. The study was inspired by Musa and Šakič's (2019:1021) study of military tourism assets that focussed on the tourist potential of military brownfields in Bosnia and Herzegovina.

1.3 Rationale of the study

No previous research has so far been conducted on the potential and sustainability of SANDF tourism assets as well as their possible influence on globalisation and the economic development of the Western Cape in particular, and South Africa in general. Therefore, the research intends to add to the body of knowledge on the management of tourism assets by military authorities, not only on the African continent but also on a global scale, specifically in the Western Cape. The holiday business sector is regarded as very important for fiscal expansion that can make use of all types of tourism assets, including socio-cultural, human capital, environmental, political, and technological assets (Sharpley & Telfer, 2015:443). Any destination with distinct resources of natural, historical, or cultural significance has the potential to develop tourism (Sharpley & Telfer, 2015:448).

1.4 Significance of the study

The research will not only explore measures to enhance military tourism but also recommend strategies for the tourism assets of the SANDF in the Western Cape to attract tourists, thereby boosting the local economy and creating jobs. There is an abundance of literature on tourism locally and globally but little on the management of the tourism assets of the local defence

force. From a practical viewpoint, the discoveries of the research could explain how tourism assets can remain sustainable and influence globalisation. The results could also assist destination managers and marketers with strategic planning, such as shaping a strong and distinct destination personality that corresponds with their targeted tourist markets through advertising and promotional packages (Sirakaya-urk et al., 2011:86).

1.5 Study aim

The purpose of the investigation is to assess the potential of the SANDF tourism assets in the Western Cape and determine how they could influence globalisation and economic development. In addition, the research aims to determine the location of possible SANDF tourism assets in the Western Cape and how tourists could be motivated to visit them in increased numbers.

1.6 Research objectives

The objectives of the study are to:

- 1 Establish the number and position of SANDF tourism assets in the Western Cape.
- 2 Define the economic and globalisation impacts of these SANDF tourism assets.
- 3 Establish how these can be managed to promote economic growth and globalisation.
- 4 Determine the present marketing strategies of the tourism assets, and how they can be improved.
- 5 Establish what motivates tourists to visit the SANDF tourist sites.

1.7 Research questions

The main research question is:

How can SANDF tourism assets improve levels of sustainability to influence globalisation and economic development if the tourist attractions are managed in line with current global trends?

The following research sub-questions will be posed:

- a) How many military tourism assets are in the Western Cape, and what are their positions?
- b) What are the economic and globalisation impacts of these SANDF tourism assets?
- c) What are the present marketing strategies of these tourism assets, and how can they be improved?
- d) What motivates tourists to visit SANDF tourist sites?

1.8 Definition of key concepts

Attractions – The term “attractions” broadly describes pristine beaches, countryside, and cultural heritage (Sharpley & Telfer, 2015:104). Attractions have been visited by tourists since ancient times. Pearce et al. (2001:110) explain that the Ancient Egyptians held “fascinating religious festivals on an annual basis”. Some of the attractions visited by ancient Greeks who enjoyed travelling were athletics competitions at Olympia, the Parthenon, and the oracle at Delphi.

Attractions that interested tourists throughout history included the Statue of Zeus in Olympia, the Temple of Artemis in Ephesus, the Colossus of Rhodes, the Hanging Gardens at Babylon, the Lighthouse at Alexandria, and the Egyptian Pyramids (Pearce et al., 2001:111). After the Second World War, new tendencies emerged including higher mobility and leisure time. This increased the demand for leisure activities and attractions. For example, the leisure industry adopted the idea of theme parks to increase mass tourism. These included Dream World in Australia, Disneyland and Disney World in the United States, Gold Reef City in SA, and Gardena in Italy (Pearce et al., 2001:114).

Caffres – the term Caffres (or Kaffir, Kafir) could be encountered by any person researching any form of race relations in South Africa during the 19th and 20th centuries. The term was used in different variants that include Kafir, Cafre or kaffir used by white people of European descent, classifying black people. A Kaffir “is a woolly-haired race inhabiting the eastern part of South Africa” (The King’s English Dictionary, n.d: 488). The term is considered hate speech in post-apartheid South Africa (Arndt, 2018:60). It has the same meaning as the description nigger. There is a common belief that the word is derived from the Arabic word meaning “unbeliever” and Muslims used the term to describe East African people and whom they branded as heathens. During the 16th century when the Portuguese arrived in the Cape, they also used the synonym as a reference to people of black African descent, specifically those who resided in the North-eastern parts of the Eastern Cape and Kwazulu-Natal (Arndt, 2018:60).

Cultural practices – these are defined as a “set of beliefs, values, habits, attitudes, traditions, and common customs to a group of people” (George, 2005:399).

Destination competitiveness – this is “the ability of a destination [attraction] to deliver goods and services that perform better than other destinations [attractions] and to offer better tourism experiences” (Vengesayi et al., 2013:82). If the attraction is not acceptable to tourists, then no economic development will/can take place.

Destination image – “A destination [attraction] image is the expression of all objective knowledge, expressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place” (Lawson & Baud-Bovy, 1977:210). This definition can

be used to explain why tourists visit an attraction, for example, the Castle of Good Hope in Cape Town.

Destination marketing – this is a “form of marketing, in which a destination [attraction] is promoted to potential visitors, to increase the number of people that travel to that destination “[attraction] (Pike & Page, 2014:12). To be economically viable an attraction (for example Robben Island) must be able to pull increasing numbers of visitors.

Strategic marketing – this refers to “the firm’s [attraction] marketing positioning based on its vision and long-term objectives as well as its comprehensive analysis of multivariate environmental factors designed to deliver the value-offerings to its stakeholders through policy formulation and effective deployment of its resources to maintain a competitive advantage” (Iyamabo & Otubanjo, 2013:27). Each of the SANDF tourism sites (for example the Simonstown Naval Base) must have policies in place to maintain and upgrade the site to be competitive with other tourist attractions.

Globalisation and tourism – with reference to the academic and professional world the term globalisation has been constant for centuries (Spybey 1996; Walters, 1996; Richardson, 1997; Scott, 1997; Burda & Dlubosch, 1998; Cordella & Grillo, 1998; Oxley & Young, 1998, Gummet, 1999). Differently described under other terms, globalisation is not a new concept but means speeding up of trends that have been active for decades or even centuries. How globalisation is understood in other types of economies comprising of dissimilar social and governmental phenomena (Fayos-Solà & Bueno, 2001:46).

Tourist – this is defined by the UNWTO (2008:10) as “a visitor whose purpose of the visit is at least one night and whose main purpose of the visit may be one of the following three groups: (a) business and professional (b) leisure and holidays (c) other tourism purposes”. Tourists can also be described as citizens who travel in their country of birth (inbound/local travellers) and those who travel to other countries (outbound travellers) (George, 2005:402). According to Ghanem (2017:11), there is a common belief that the term “tourist” was first used by Stendhal (1938) in “Mémoires d’un touriste”. The term originally described tourists as people who were on short trips away from places of residence. It further categorises them as spending money earned while they were at home for the visit. This terminology describes international tourists and encompassed a time-frame limitation for tourists who stayed overnight in an establishment. However, it excludes people who are travelling to places of work, students, passengers on buses, and rail users not travelling outside their own country, and travellers who are not staying for 24 hours in a country are exempted from this definition (Ghanem, 2017:12).

Tourism – this is a term used to describe “the action that transpires when sightseers travel. This comprises the whole thing from the preparation of the journey, the travel to the destination,

the vacation itself, the return, and the memories about it afterwards” (George, 2005:20). The description given by Sharpley (2018:1) states that “tourism is a business that creates sources of income and expands employment”. In countries where tourism is viewed as one of the main sources of economic income, governments may promote and develop tourism. To a tourist who is on holiday, it simply means to unwind and relax away from the responsibilities of work pressure and stresses of daily life. An economist may describe tourism as the “supply and demand of tourism products”, while a tourism board may embrace different views such as statistical and technical definitions based on descriptions such as the length of tourist stay. An environmentalist’s view may be a completely different opinion that describes the misuse of natural resources (Sharpley, 2018:24).

Tourism assets – these can be divided according to availability, into four main groups: “Iniquities – tourism assets that can be found in one particular place only; ubiquitousities – assets for tourism that are available everywhere; rarities – which occur only in a few locations; commonalities – tourism assets that can be found anywhere in the world” (Liu, 2003:463; McKay, 2020; Rogerson & Rogerson, 2020a:846). Based on the utilisation of the tourism assets, the following types of assets can also be found (Liu, 2003:464):

“Touristic resources, which are suitable for the leisure industry, such as snowy slopes and sandy beaches”.

“Common resources, such as land and water, which are used by most industries in everyday life.

“Shared tourism resources, which are mainly used by the tourism industry and involve other industries, such as fishing, agriculture, maritime and forest industries”.

Tourist destinations – the UNWTO (2010:13) defines a tourist destination as “a place visited central to the decision made to undertake the trip”. It can also be described “as a place where a visitor spends most of his/her time during his/her trip or the farthest place from the usual residence during travelling”. Destinations [attractions] have also been defined as a “geographical unit visited by a tourist which may be a self-contained centre, a village or a town or city, a district or a region, an island, a country or continent” (Butkart & Medlik, 1994:13).

Visiting landmarks – these include cemeteries, libraries, churches, and homesteads (Sharpley & Telfer, 2015:73).

1.9 Research paradigm

The research paradigm is exploratory, and therefore appropriate for a mixed methodology research process that aims to gain an understanding of the potential of SANDF tourism assets in the Western Cape, one of the nine provinces in SA. In addition, the study strives to determine how these assets could be developed to influence globalisation and the economic development of the area. Furthermore, the study intends to discover how they are managed

and marketed. The study focuses on establishing facts to collect relevant data and exploring significant themes in the data (Mouton 1996:101; Babbie & Mouton, 2012:499).

The paradigm of interpretive, and positive, which relates to the philosophical stance of the natural scientist, is adopted in the study. One of the main reasons the researcher has selected this method is because it builds upon several assumptions. Positivism is denoted (in various forms) as 'instrumentalism', 'empiricism', 'modernism', 'objectivism', 'scientism', and 'logicism' which is the orthodox metatheory used in social and natural sciences (Grobler, 2018:32). Positivism entails working with observable social reality, and the outcome might be a law-like generalisation, such as those in the physical and natural sciences (Saunders et al., 2009:129).

The study gathers primary data from interviews and focus group discussions, but also collects secondary data from the literature. Christensen et al. (2014:69) label this approach as interpretive because throughout, and after the data collection, the investigator must repeatedly attempt to interpret the information from the respondent's personal perspective.

1.10 Structure of the study

Chapter 1 outlines the background of the study, the research problem, the research aim, objectives, and questions, the importance of carrying out the research, and the research paradigm.

Chapter 2 provides an overall view of the SANDF pre-and post-1994. It examines SANDF's military contribution to a tourism niche market in the SA context. It further discusses pre- and post-1994 structures responsibilities and duties, and SANDF sites, including tourism sites. The chapter examines the historical background of military tourism sites, which includes inter alia memorials, monuments, battlefields, and museums.

Chapter 3 is a review of the empirical literature on the factors that impact SANDF tourism assets, the economic implications of SANDF tourism assets, the sustainability of the SANDF, tourist motivation and behaviour, and the impact of globalisation on SANDF tourism assets and their impact on economic development.

Chapter 4 describes the research methodology, including the empirical methods used to answer the research questions and achieve the research objectives.

Chapter 5 presents the findings of the study considering the research questions and objectives.

Chapter 6 presents the study summary, conclusion, and recommendations. It highlights the limitations of the study, outlines the implications of the research findings, and makes recommendations for researchers and policymakers.

CHAPTER 2

PRE- AND POST-1994 RESPONSIBILITIES, STRUCTURES AND DUTIES OF THE SANDF

2.1 Introduction

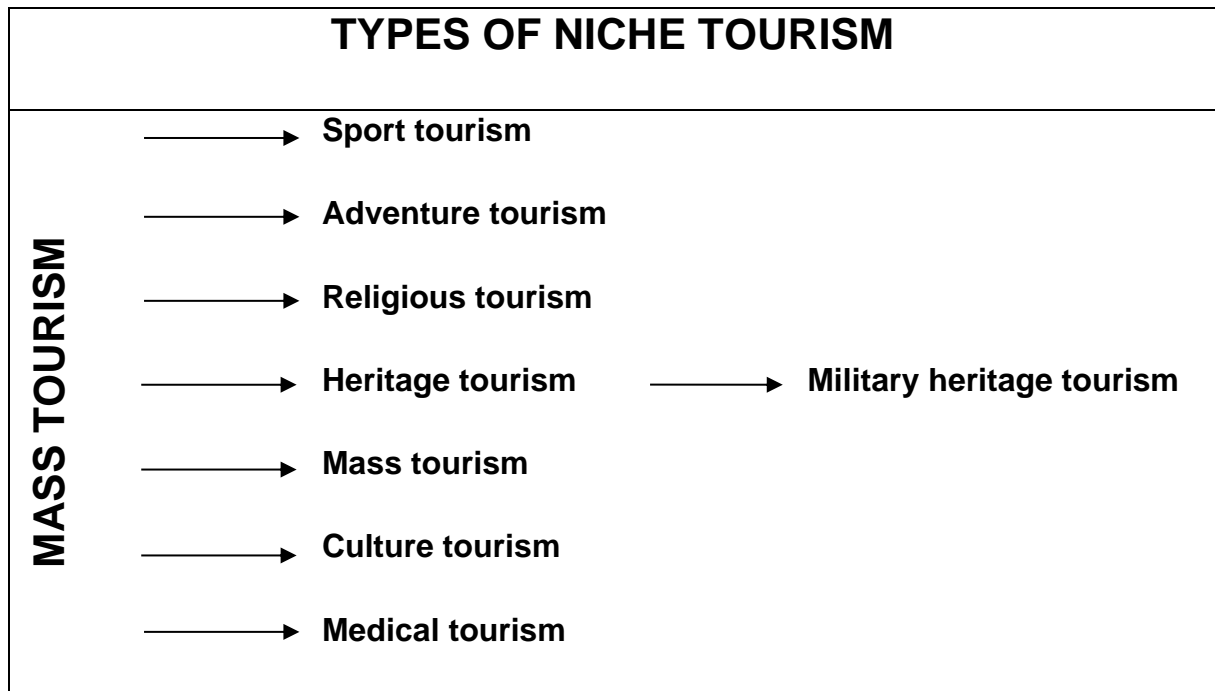
The purpose of this chapter is to provide an overall view of the SANDF in the pre- and post-1994 periods. It examines the South African Defence Force (SADF) (pre-1994) and its contribution to the military tourism market niche in the South African context. It discusses the pre- and post-1994 structures, responsibilities, and duties, and SADF and SANDF (post-1994) tourism sites. The chapter concludes with a historical background of some important military tourism sites, which include, inter alia, memorials, monuments, battlefields and museums, available for tourism activities.

Venter (2017:1) acknowledged that the SANDF military heritage sites could support “military heritage tourism”, which has an “overall value” to local and international economic development. George (2014) associated ‘heritage tourism’ with ‘special interest tourism’, which itself is linked to ‘theme tourism’, in this study ‘military tourism’ using selected SANDF sites in the Western Cape. Gravari-Barbas and Jacquist (2013, cited by Venter 2017:2) recognised that these comprised both tangible and intangible assets. Having said this, Addo (2011) and Garret (2012) cautioned against the “commercialisation of heritage” to the detriment of economic and social benefits for local communities.

But many authors, including Rogerson (2015, cited by Venter, 2017:2), Masilo et al. (2016) and Mqxekwa et al. (2017), highlighted the benefits of heritage [military] tourism, including “creating employment, fuel economic growth, reduce poverty, [and] speed up racial transformation...through the empowerment of previously excluded communities”.

Venter (2011:3) promotes the “demand side of heritage [military] tourism” as empowering the tourist to discover themselves but warns that heritage tourism could lead to the destruction or disintegration of sites, and the alienation of the communities that may be dependent on them. While military tourism is usually associated with death and destruction (for example, the South African War [Anglo-Boer War], the First- and Second World Wars, and the South African Border Wars), institutions such as the Imperial War Museum in London have drawn many visitors with a sympathetic display of conflict issues.

Table 2.1: Divisions of mass tourism



Source: Author’s own construct

Raine (2013: 242) classified military heritage tourism into four categories:

“Factual specific” - visitors seek factual and objective information about the military site.

“Mythic specific” – where visitors have formed their own interpretation of military events, sometimes creating a heroism aspect of an event or place.

“Factual-social context” – where military sites are discussed and explained in an academic context, which may change over time, and

“Mythic-social context” – the military site upholds a socially justified status quo.

Magee and Gilmore (2015:5) approached military tourism rather through a classification of persons visiting such sites:

Visitors with a personal experience of an event or place, thus being connected with the site (information will be sought for this study from expert military personnel).

Ordinary tourists who visit the military site as a “leisure activity” (tourists at specific SANDF sites will be approached to complete a questionnaire to obtain specific data), and

“Ambivalent” tourists who just want to see something (these persons will also be approached with other tourists to complete a questionnaire).

Based on the writings of Raine, Magee and Gilmore, and others, Venter (2017:5) developed a definition of military heritage tourism appropriate for this study:

“The travel to, exploration of or participation at, a military heritage site or event which has personal historic meaning, resonance, or interest for the visitor or tourist which doesn’t involve remuneration”.

2.1.1 South African Defence Force (SADF)

Although founded in 1912, the history of the SADF can be traced to 1652, when the Dutch navigator, Jan van Riebeeck, landed at the Cape with three ships, the Reijer, Dromedaris and Goede Hoop, accompanied by 82 men and eight women (including van Riebeeck’s wife, Maria de la Quellerie) (De la Rey, 2001:17). According to de la Rey (2001:17), upon arrival, Jan van Riebeeck established a refreshment post at the Cape of Good Hope. However, hardly a few months after the arrival, the Dutch and the English became engaged in a naval war, which led to the speedy completion of a daub and wattle fort at the Cape (the first structure at the settlement, later replaced by the present-day Castle). In addition, the arrival of Jan van Riebeeck marked the beginning of a permanent European settlement in the region, and ultimately Cape Town became a suitable and sustainable place for the settlers.

When World War 2 broke out in September 1939, the Union Defence Force (UDF) had only 918 officers and 12 572 persons of other ranks. As a result, a decision was reached to accept volunteers in addition to those in the age group of 17 to 21 for the duration of the war (Le Roux & Boshoff, 2005:15). It is argued that the UDF was not equipped to fight in Africa or Europe, as its forces were trained to fight using basic light infantry tactics for bush warfare (Heitman, 1990:4; Scholtz, 2002:15).

The UDF had been formed in May 1910 and lasted for 51 years until the birth of the Republic of SA in 1961 (Cowling, 1993:4; Scott, 2001:100; Esterhuysen, 2012:224; van der Waag, 2016:1). Dorning (1987:2) highlighted that the proclamation of the Union of SA in 1910 with a population of 2 million Whites, 500 000 Coloureds, 4 million Blacks and 150 000 Indians, did not contain any provisions for the defence of SA. The period 1875-1910 can, therefore, be conveniently considered as comprising four timespans (Magubane, 1996:1). According to Magubane (1996:1-2), these were:

The centuries-long British subjugation of Ireland (forcing emigration).

The impoverishment and forced emigration of millions of British citizens (including to the then Cape and Natal provinces).

The discovery of remarkable mineral deposits at Kimberly (diamonds) and the Witwatersrand (Johannesburg - gold), saw more immigration to the then Cape Province, and the independent states of the then Orange Free State and the Transvaal.

The Anglo-Boer War with its strange resolution led to the 1910 establishment of the Union of SA through the South African Act enacted by the British Parliament.

In 1912, the Defence Act No. 13 of 1912 stipulated that members of the UDF could only be compelled to render military service if it was in direct defence of the Union itself (Anderson,

2003:122; Fokkens, 2006:14). By December 1915, the first South African troops were en route to Kenya (during World War 1), and General J.C. Smuts was subsequently appointed Commander-in-Chief of the Imperial forces in East Africa, arriving in Mombasa on 19 February 1915 (Anderson, 2003:122; Fokkens, 2006:14).

According to Anderson (2003:122), Smuts led troops in the East African campaign, in 1916, and also played a part in the Paris Peace Conference of 1919, where he advocated the creation of the League of Nations, and secured South African control of the former German South West Africa. Later, the SADF was involved in the Namibian War of Independence in South West Africa, Zambia, and Angola from 26 August 1966 to 21 March 1990 (Heitman, 1990:37).

This conflict was fought between the SADF and the People's Liberation Army of Namibia, an armed wing of the South West African People's Organisation (SWAPO), which was stationed in the countries already mentioned above. This Border War resulted in some of the largest battles on the African continent since World War 2 and was entwined with the Angolan Civil War (Gordon, 2017:162; Grundlingh, 2017:35). SA also took part in the Korean War, and all these wars led to the establishment of a thriving arms industry (Armcor), which until today (2022) still sets the standard for many military technologies and innovations worldwide. Furthermore, all the conflicts on different continents served as the basis for much of SA's military heritage tourism (Venter, 2017:7).

Within the borders of the present-day Republic of South Africa, and in addition to the Anglo-Boer or South African War, the Battle of Blood River (16 December 1838) in the then Natal Province between a contingent of 470 Boers and King Dingaan's forces (Grundlingh, 2017:32) is also of military-strategic significance and suggested the way forward for handling conflicts on the African sub-continent. Based on its military history, SA modernised and enlarged its forces under former defence minister Pieter Willem Botha, who later became president of the country in 1985. Botha brought SA close to self-sufficiency in terms of weapons, and the state-owned arms corporation (Armcor) began producing military vehicles and munitions, including cannons, which were regarded as the best of their kind worldwide (Venter, 2017:9).

However, by 1977, arms sanctions were imposed on SA by the United Nations owing to the controversial apartheid policy (Venter, 2017:2). This international action strengthened the fledging Armcor industry, and as a result of the sanctions, SA started manufacturing powerful arms domestically, including jet fighters, armoured cars, rocket launchers and a variety of small arms (Venter, 2017:5).

International sanctions eventually led to a vibrant arms export industry. However, on 24 March 1993, then-President F W de Klerk proposed to a special joint session of the South African Parliament that the country should dismantle/destroy its nuclear devices, including the

decommissioning of its nuclear weapons complex and the down-scaling of nuclear weapons and missile materials, and to confess its nuclear capability to the international community, in compliance with the Nuclear Non-Proliferation Treaty (NPT) that required it to be a non-nuclear weapons state (Lieberman, 2014:137).

The above-mentioned military events had a significant influence on the history of the SADF and importantly, its heritage and contribution to the South African tourism industry. As Venter (2017:9) points out, globally, national defence and conflict have shaped the history of nations. Therefore, preserving military site narratives could contribute to an understanding of the significance of societal values, cultures, and heritage. In other words, the military heritage of the SADF could inspire people with curiosity to learn about its technological and historical military innovations. In fact, besides all the wars in which the SADF participated, military artefacts serve as the basis for SA's military tourism.

Venter (2017:10) suggests that military sites, for example, should reinforce the responsibility of each person to contribute to a more humane and caring world, by learning about memorable events and examining the meaning of a nation's past and potential future. Therefore, a study of SA's military tourism could serve as a platform for a better understanding of its contribution to global military tourism and development, thereby empowering people with an understanding of the world we live in (Venter, 2017:10), and at the same time promoting a vibrant tourism industry which could contribute to SA's economic progress.

Categorically speaking, military sites are attractions that people want to see for some reason (curiosity, interest in military events and/or history, research purposes), such as battlefields, military museums, monuments, and particular events (air shows, festivals, and arms fairs). These sites and activities could be important tourism sectors in SA. Venter (2017:11) highlights some important sites, including the Castle of Good Hope, the Battle of Blaauwberg field, the Battle of Muizenberg area, and the South African Naval Museum in Simon's Town, which are examples of SA's military heritage in the Western Cape Province, the area for the study.

2.1.2 South African National Defence Force (SANDF)

The transition from the SADF to the SANDF was finalised in 1994 after SA's first democratic elections (Stott, 2002:5). The transition integrated various armies engaged in the internal conflict in SA which had been a socially and ethnically divided country. It was therefore worthwhile to integrate the SADF into the SANDF and to bring together the liberating forces that operated during the apartheid era. The SANDF was formed through the integration of eight armed groups to form a unified Defence Force for the country (Matloa, 2015:9-11):

- i. The SADF, affiliated with the SA government policies before the transition.

- ii. UMKhonto we Sizwe (MK), the armed wing affiliated with the African National Congress (ANC).
- iii. Azania People's Liberation Army (APLA), affiliated with the Pan Africanist Congress.
- iv. The Transkei Defence Force (TDF).
- v. The Bophuthatswana Defence Force (BDF).
- vi. The Cape Coloured Corp.
- vii. The Venda Defence Force (VDF), and
- viii. The Ciskei Defence Force (CDF).

The argument that the SADF had a monopoly on formal staff and strategic management skills seems to have been based on bureaucratic politics. However, these skills, together with familiarity with doctrinal issues, reinforced the new force design and planning process. Meanwhile, the MK, through its affiliation with the ANC, had political control, which consolidated the new SANDF force (Stott, 2002:17; Wessels, 2010:131; Matloa, 2015:12).

According to Modise (2007:1), the SADF continued to be a white-dominated establishment that enjoyed a privileged relationship with the executive arm of the SA government (Modise, 2007:1; Lamb, 2018:1). According to Lamb (2018:1), the SADF was a repressive and destructive force internally and in much of southern Africa, and Rupiya (2019:70) asserts that SA had to overcome the near-insurmountable challenge of bringing different forces together. As such, the defence force transformation in SA should be viewed against the background of the political transformation that occurred in the country during the late 1980s and the first half of the 1990s (le Roux, 2003:153). Nonetheless and fortunately, the political transformation, steered by the visionary leadership of Nelson Mandela and F W de Klerk, took place when the Cold War between the United States and Russia was coming to an end (Le Roux, 2003:153).

With the end of the Cold War on 25 December 1991, SA terminated its military involvement in South and southern Africa, and the process of political reform became a pragmatic undertaking for the new SA and the region. During this period, the ANC and the Pan African Congress (PAC) were unbanned, political prisoners were released, an interim constitution was drafted, and all-inclusive democratic elections were held in 1994. The ANC won the majority of votes, and Nelson Mandela was elected President (Glad & Blanton, 1997:565; Clark & Worger, 2013: 232; Africa, 2019:375).

Rigorous measures (negotiations among different political and civic organisations) were carried out to ensure civil supremacy over the military, especially the Constitution of the Republic of South Africa (South Africa, 1996a), which was negotiated between May 1994 and October 1996, and provided guidelines for civil-military relations as well as creating a society

founded on the principles of human rights (le Roux, 2005:135; Lamb, 2018:6). The military budget was slashed, military policy and legislation redrafted, and a significant process of institutional transformation and downsizing of the SA military establishment was initiated (Lamb, 2018:3) through integration, affirmative action, and transformation in general.

Faure and Lane (1996:34) and Ramukumba et al. (2010:39) inform that the South African Constitution was adopted on 8 May 1996. Chapter 11 of the Constitution deals with the country's security services and makes provision for "a single Defence Force" (le Roux, 2003:155), which, according to Section 200(1), "must be structured and managed as a disciplined military force". Section 200(2) then states the following:

"The primary object of the Defence force is to defend and protect the Republic, its territorial integrity and its people in line with the Constitution and the principles of international law regulating the use of force" (le Roux, 2003:155).

However, three major techniques or methods were employed to implement the transformation within the SANDF (Lamb, 2018:4):

- "The establishment or strengthening of transformation institutions geared towards effecting the necessary changes introduced after 1994. Relevant institutions included the Defence Secretariat, Parliamentary Defence Portfolio Committee, Chief Directorate: Equal Opportunities and Affirmative Action, and the Military Ombudsman".
- "A well-defined affirmative action and equal opportunities policy and programme, which meant transforming the racial and gender profile of the military, as well as substantive equal opportunities and affirmative action that sought to implement a policy that ensured that Defence is broadly representative of all South African races – the policy was to ensure that designated groups, such as Africans and women, should develop their skills, especially in leadership".
- "The provision of relevant training and educational courses to transform the military by providing personnel with special skills to standardize affirmative action and equal opportunities – for example, upgrading the skills of African personnel and women soldiers".

In specific terms, the transformation of the establishment was based on the following principles:

- "A Parliamentary Defence Portfolio Committee that redrafted the Defence policy and legislation as well as drafting a defence transformation project within the SANDF".
- "A Defence Secretariat, the accounting officer in the DoD, who acts as the principal advisor to the Minister of Defence on policy issues and is responsible for monitoring the compliance of the chief of the SANDF with directives issued by the President or Minister of Defence".

- “A Chief Directorate: Equal Opportunities and Affirmative Action in the DoD, who advises the secretary for defence on equal opportunities and affirmative action policy and also responsible for drafting and reviewing plans and policy, especially the training program undertaken” (Lamb, 2018:4), and
- “A Military Ombudsman, in the Office of the Public Protector, who reports to parliament and monitors the maintenance of democratic civil-military relations and investigations of the SANDF conducted by military personnel” (South Africa, 1996b:8; Louw, 2013:38).

The DoD established a substantial policy on equal opportunities and affirmative action that seeks to implement proactive measures to ensure that the SANDF is broadly representative of the South African population and guarantees its policy readiness. The key objectives of this policy are to do as follows:

- “Assist designated groups (particularly Africans and women) to develop their skills and potential, especially in leadership positions”.
- “Create an environment which values diversity and fosters mutual respect and dignity among all DoD personnel”.
- “Acknowledge and entrench the right of women to have the opportunity to serve in all ranks and positions, including combat roles”.
- “Subscribe to the principle of affirmative action as a measure to obtain equal opportunity in the DoD; fast-track (sic) identified military members and civilian employees, specifically personnel of the designated groups, who are suitably qualified to prepare them for leadership roles”, and
- “Develop special programmes to suit the specific needs of designated individuals/groups in developing their full potential to empower them to execute their tasks more efficiently” (Louw, 2013:38; Lamb, 2018:5).

Concerning training and educational courses in the SANDF, the following were stipulated:

- “Standardize procedures following the integration of statutory and non-statutory forces”.
- “Facilitate the above-mentioned affirmative action and equal opportunity programme”, and
- “Upgrade the skills of African personnel and women soldiers” (Lamb, 2018:5) (this can be linked to the management of SANDF tourism sites).

A civic education programme on “defence in a democracy” was planned, to instil respect amongst military personnel for core democratic values, such as human rights, the rule of law,

international law, non-partisanship, non-discrimination, and civil supremacy over the armed forces (Louw, 2013:41; Lamb, 2018:6).

2.2 SANDF tourism sites in the Western Cape

This section provides a brief discussion on SANDF tourism sites available for tourism in the Western Cape. These include the Castle of Good Hope, Robben Island, forts at the V&A Waterfront, Simon's Town, and Hout Bay, Block Houses on Devil's Peak, the West Coast National Park (there are Dutch signal guns), the signal guns along the West Coast (starting from Signal Hill and the Tygerberg), and the defence force area in the De Hoop nature reserve. Table 2.2 summarises the groupings of military sites and events which are found in South Africa.

Table 2.2: Military sites and events

Battlefields
Military museums
Military memorials and monuments
Military festivals and events
Military enactments and re-enactments
Militaria brief collections
Military heritage tourism

Source: Kruger (2017:7)

Battlefields

Carmen (2005:217) describes the battlefield as any place in the world where a battle was fought. He further highlights that all battles from the past are equally historic. Some battles were more fiercely fought than others and categorized. The clear description given by Carmen (2005:2018) of what battles the term entails is that to be termed as a battle rather than a skirmish, ambush riots, massacre, or any kind of violent event, it has to be rule directed. The rule must describe when it is appropriate to fight: for what reason is the battle, over what is the disagreement, and after which affirmations of bitterness and intention. In a battle, the rules must also include who may be involved in the fight and who can be excluded as non-combatant (In modern times the rules of the Geneva convention protect citizens who are not part of the battle). Another rule of battle can include how to fight, what type of weapons may be used, and whether one attacks or defends, moves, or stands. It can be generally accepted that we are all aware that the term 'battle' describes some kind of organised violence.

Military museums

According to Dunkley et al. (2011:860), many more museums worldwide opened their doors despite having to face the devastating effects of COVID-19 in the latter part of this century, than in the whole of the 20th Century. Winter (2022:6) contradicts the concept of military museums and strongly believes all museums failed to represent the war because there is no consensus on what happened then and now. Also, what created the war “es eigentlich gewesen war”, as it really was. The motivation behind the statement by Winter (2022:7) is war museums are compared to cloud chambers particle physics, they represent trajectories and traces of collisions that occurred many years ago. They do not pronounce war; the closest description given to the general public is the footprints on the map of their lives. The Auckland and Canberra war museums indicate that war museums are to some degree war memorials, but a balance is maintained in honouring the dead and displaying objects that display war distinctively indicated by the curator.

Military memorials and monuments

Kattago (2009:149) highlights the importance of monuments and mentions that irrespective of where tourists travel in the world, all monuments remain invisible. Monuments can however become the centre of controversy when the monument was asleep and suddenly becomes alive and is made excruciatingly visible. An example of such an occurrence is the Bronze Soldier war memorial built in 1947 in Soviet Estonia to honour the liberation of Tallinn by the Red Army. Nicknamed the “Bronze Soldier” by the Estonians and “Aljoša” War memorials are cultural symbols depicting the human instinct for aggression toward each other.

In the South African context, the School of Intelligence in Potchefstroom has both in its lines a monument and a memorial needle within the unit line (Scientia Militaria, 1985:1). The monument was erected in remembrance of SADF members who lost their lives while serving in the operational area. The monument is constructed of composite materials that have a granite-like appearance with a plaque bearing the inscription “Ons sal lewe, Ons sal sterwe, Ons vir jou Suid Afrika” and the English inscription stating “At thy will to live or perish O South Africa Dear land” (Scientia Militaria, 1985:2).

The monument was commissioned and erected in 1977. The exact purpose of the monument was to commemorate those who lost their lives during operations. A parade is held annually in front of the monument to honour the dead and the foundation of the Republic of South Africa. This ceremony is held in conjunction with a medal parade where military members are honoured for outstanding long service.

Festival and events

The Voortrekker Monument Festival is one of many military festivals celebrated in South Africa (Venter & Kruger, 2019:237). More than 600 military festivals are held in South Africa (van

Heerden & Saayman, 2018:583). The tourism industry is dependent on festivals as part of generating economic income and very importantly, the creation of jobs. The festival attracts several visitors and is a highlight on the calendar of many visitors annually. Venter (2017:9) reiterates that military festivals' main purpose is to converge people with similar interests on the common theme of military heritage. Festivals such as the Voortrekker Monument Festival causes attendees to release chemicals (endorphins, dopamine, and serotonin) in the mind which can have a positive effect on the guests' quality of life (Kruger, 2018:221). The Voortrekker Monument is undoubtedly one of the most significant cultural heritage sites to Afrikaners in South Africa, that not only distinguished the Great Trek but also White Afrikaners patriotism. Military festivals are celebrated at military monuments and museums that are among celebrated cultural heritage sites globally (Venter & Kruger, 2017:11).

- Military enactments and re-enactments

When compared to the South African context, military tourism in Europe has been proven by the emerging number of researchers that analyses different supply initiatives of this type of tourism (Pinto et al., 2014:116; Folgado-Fernández et al., 2016:88; Henández-Mogollón et al., 2017:1077; Martins et al., 2018:339) is completely different from other tourism initiatives. Within military tourism, there are more than a few actions that must be carried out that are related to different expanses (military culture, battlefields, architecture) that constitute enactments and re-enactments. Coon (2014:2) explains that although the US Civil War ended centuries ago, Union and Confederate soldiers can still be found dressed in their uniforms. The author describes soldiers as re-enactors and re-enactments as creations of battles the soldiers fought in their daily lives. These events are celebrated worldwide, ranging from the early Roman Empire to World War II. Re-enactments can also be described as living history (Coon, 2014:3). Some re-enactors are real actors who depict certain officers such as generals, political figures, or emissaries while most re-enactors are lay persons who have a love for the war which they represent. Those that are involved in re-enactments' main purpose is to impart to others to fulfill personal fulfilment of getting with their past. There is no political, class or cultural limitation to being a re-enactor.

- Private militaria brief collections

All wars have a life after death, in which the meaning of war is disputed long after the killings have stopped (Doherty, 2016:273). Several scholars associate history with its optimistic reliance on documents and the search for an object certainty, with graded and disciplinary power brandished by qualified historians. Unlike verbalized history, the mastery of memory studies has been predisposed by the research of evidence, by the Holocaust survivors and victims of sexual abuse (Doherty, 2016:275). "Traumatic memory", "bonded memory", "collective memory", "cosmopolitan memory", "multidirectional memory" are terms dropped into

account without any developed academic account of these terms fit into the comprehensible field of inquiry into remembrance.

- Military heritage tourism

Research has shown that cultural heritage tourists appreciate visiting areas of strong community uniqueness (Sonwabile Henama et al., 2016:9). It is conscripted in the National Heritage Resources Act (1999) that the “heritage resources form an important of the history and beliefs of communities and must be managed in a way that acknowledges the right of affected communities to be consulted and participate in the management thereof”. The monuments and memorials of a country replicate both the establishment myth and the political philosophy of the leaders of that particular nation. Because heritage is concerned with pronouncements and interpretations, it can easily become “something of a political and ethical minefield” (Grobler, 2008:166). Decisions on what features of heritage can be commodified for tourism or which section of the nation’s heritage in a multicultural country like South Africa is often taken on a political level. Opposing political views therefore cannot but make their way into the tourism industry. Bloemfontein pays homage to 28 000 Afrikaner women and children who lost their lives in concentration camps that were erected by the British military authorities during the Anglo-Boer War. They perished as a sacrifice to the freedom of those who subsisted.

2.2.1 The Castle of Good Hope

The Castle of Good Hope (1666-1679) is the oldest and most important existing colonial building in SA and was a bastion fort in the 17th century, built for the protection of the Dutch inhabitants or settlers. The Castle is believed to be the oldest serving building in SA’s colonial history and had been the centre of civilian, political, and military life since 1666 before it became the Castle of Good Hope in 1679 (Gilbert, 1994:11). In addition to the Castle, Jan van Riebeeck had a hedge of “wild almond and blackberries cultivated” in 1660 to “protect the boundaries of the Dutch colony and keep the cattle inside” (Esterhuyse, 2013:145) and to prevent the indigenous people from entering the settlement. Parts of this hedge can still be seen on a visit to the Kirstenbosch Botanical Gardens in Cape Town (Esterhuyse, 2013:148). The hedge is discussed in more detail in Section 2.3.5.

The Castle at the Cape is a product of Cape Town’s conservation tradition, with an architectural practice working on its restoration periodically for more than thirty years (Coetzee & Nuttall, 1998:144; Johannes, 2020:56). This restoration aligns with the global tradition of conservation based on the preservation and exaltation of monuments, which, according to the National Heritage Resources Act 25 of 1999, aims to:

“Enable the provinces to establish heritage authorities which must adopt powers to protect and manage certain categories of heritage resources; to provide for the

protection and management of conservation-worthy places and areas by local authorities” (Johannes, 2020:58).

Presently, in the context of the National Heritage Resources Act of 1999, initiatives to transform the Castle’s representations and associations, such as the installation of the Four Kings statues (the Four Kings’ statues directly challenge traditional interpretations of heritage and attempts to make a complementary heritage), which reveals the rich and complex history of Africans and particularly those classified as Coloured, helps one to understand history.

The Castle is a clear example of providing alternative stories, as it is the first building in SA strongly linked to colonialism through its history and present use by the army (Johannes, 2020:28). It has been the centre of much debate and controversy recently (in South Africa today, and especially those in the ANC, view the Castle as an entity that portrays a narrowly white, ethnocentric view of heritage), with the Castle Management Act No. 207 being passed in 1993, showing the extent of the debate, which extended to parliament. In light of these debates, the image of the Castle presented to the public over the last century needs consideration. The conflicting perceptions of the Castle are captured in its restoration, which consists of showcasing different military units. In addition, it acts as the local headquarters for the SANDF in the Western Cape and includes a military museum and ceremonial facilities.

The Castle was established on 30 April 1952 as a museum for the archival collection of the SADF (Gilbert, 1994:13). It had been handed over to the government of the Union of SA in 1922, having served as a base for the UDF. During this time, many cherished the hope that when it was given to the Union of SA by the Imperial Government of Britain, it would be restored to its former glory (Gilbert, 1994:16). Therefore, the desire to preserve the Castle in the 1940s was not to have a military museum, but a showcase of Africana collections (paintings, furniture and sculptures) that had been preserved since Van Riebeeck had landed at the staging post now known as Cape Town.

On the 25th of November 1966, the SADF’s General Hiemstra made a pronouncement and suggested that the Castle be the first permanent museum and venue for state occasions (Rassool & Witz, 1993:449). Thus, from the early 1960s, the Castle was the venue for, for example, *Son et Lumiere*, which is a night-time entertainment offering using lighting and sound records to tell the history of a monument (Rassool & Witz, 1993:447).

Historically, the aim of turning the Castle of Good Hope into a museum was to conserve the pride of the people who took part in wars, to display the architectural heritage, to draw attention to the dangers which threaten the building itself, to protect the area of historical interest and to secure its living role in contemporary society (loosely speaking, tourism). However, it has been argued by Rassool and Witz (1993:447) that the museum at the Castle gives a tangible form to the stereotypes of the Bushman and Hottentot, now called the Khoi-San (Khoisan), the

physical difference of whom had been well established during the preceding century in photographs and paintings.

Bushmen are the indigenous peoples of southern Africa, largely hunter-gatherers, and their territories span beyond the South African border. In addition, they are well-known for the profound connection they have with their land, their intimate knowledge of the natural world and the delicate balance they have maintained for ages with the environment. The Hottentots, also known as the Khoikhoi, are peoples of southern Africa whom the first European explorers found in areas of the hinterland and who now generally live in “official reserves” in SA. Both the Bushmen and the Hottentots have played a significant role in SA’s history. However, the Castle presents a very narrow history of them and other cultures. In fact, according to Rassool and Witz (1993:448), the Castle represents largely only the Dutch aspect of its symbolic significance.

In light of the above, debates around the Castle and the army’s occupation of it have continued since the 1920s (Gilbert, 1994:138). According to the Castle Management Act No. 207 of 1993, the Castle in its present form, maximises the tourist potential and accessibility to local and international visitors, although it is also used by the SANDF as a military post (Rassool & Witz, 1993:448), which means that it has a significant impact on the economic development of the City of Cape Town. The tourist attractions at the Castle include Dutch East India Company architecture, a military museum, the William Fehr Art Collection, an African pottery collection, the cannon and the six historical flags that fly over the pediment entrance to the building in chronological order; from left to right, these are the Prince of Holland’s flag, the flag of Great Britain, and the Batavian flag, the flag of the United Kingdom and the new SA flag, signifying the ruling authorities during different periods at the Cape.

2.2.2 Battlefields

In the South African context, Venter (2011) saw battlefield sites as especially important, as they provide lessons for people from all walks of life and can improve understanding amongst various groups in SA. Most of these battlefields are not in the Western Cape, but a few are included in this section to highlight their potential as tourist attractions, and possible generators of employment and economic activity. South African battlefield sites, not specifically in the Western Cape but with significant impacts on tourism, include Rorke’s Drift, Laing’s Nek and Amajuba Hill.

The Battle of Blaauwberg, fought near Cape Town on Wednesday 8 January 1806, was a small but significant military engagement between British troops and Dutch Cape Colonists. The Battle of Muizenberg was also small but historically significant. Thus, the sites of both battles represent significant events in SA’s history (Viljoen & Henama, 2017:9).

2.2.2.1 The Battle of Blaauwberg (1806)

Also known as the Battle of Cape Town, it was a two-hour skirmish between 5 000 British troops and an estimated 2 000 Dutch Colonists (Hutten & Hutten, 2016:5) to gain and maintain British rule over the colony. The British troops won the battle, which established British rule in SA. According to King (2017:78), the site of the 1806 Battle of Blaauwberg has been declared a National Monument under the National Monuments Act of 1969 and is protected under the National Heritage Resources Act 25 of 1999 as a provincial heritage site (South Africa, 1999). However, it is argued that the definite location of the battle lines remains unclear (Hutten, 2019:4).

Hutten and Hutten (2016:5) maintain that the British oversaw Cape Town and remained stationed there until the Union of SA was formed in 1910, although it continued to be managed by the British Monarch through the Commonwealth of (British) Nations until SA was declared a Republic in 1961. Thus, maybe it was insignificant compared to bigger, bloodier battles in history, but the Battle of Blaauwberg fought within sight of Cape Town's Table Mountain in 1806, set the colonial power of Britain up in the Cape Colony for more than a century and ended the era of Dutch rule once and for all.

2.2.2.2 Laing's Nek Battlefield

Laing's Nek in the KwaZulu-Natal Province, SA, was the site of a major battle in the First Anglo-Boer War which took place on 28 January 1881. This was a war in which the British forces under Major-General Sir George Pomeroy Colley suffered a decisive defeat at the hands of the Boer forces, which were led by Commandant-General Piet Joubert (Passmore et al., 2015:155). According to Passmore et al. (2015:155), the battle was a blow for the British in their attempt to capture the then-Transvaal region.

The Laing's Nek Battle happened at a site adjacent to Majuba Hill, where Boers defeated the British after a one-month engagement (DePaolo, 2021:2-4). The Laing's Nek Battle played a significant role in the military history of SA in establishing Boer military supremacy. The rocky hilltop, on which the battle took place, is marked by an obelisk monument to the 58th British Regiment and has visible mass graves at the end of the hill to the east of the road (DePaolo, 2021:4).

2.2.2.3 Majuba Hill

Literature shows that the battle of Majuba was the main encounter fought between British and Boer forces during the First Anglo-Boer War (1880-1881), on the 27th of February 1881 (Austin, 2000:3). However, it was also the final battle of the First Anglo-Boer war (the Transvaal War), which lasted for approximately one year, after which the Boers rejected British annexation of the then Transvaal region of SA (Austin, 2000:5). According to Duxbury (1980:6),

approximately 400 British soldiers had occupied Majuba Hill in early 1881 and on the 27th of February 1881, the Boers defeated the British in battle, thereby ending the war (Duxbury, 1980:7). At the end of this war, the British signed a provisional peace treaty with the Boers in March 1881, thereby restoring Boer independence in the Transvaal, albeit under British oversight for the next few years (Gianella, 1946:259).

2.2.2.4 The Battle of Muizenberg

Literature indicates that the Battle of Muizenberg, a small but significant encounter, began in June 1795 and ended in August the same year, resulting in the British occupation of the Cape that had been under the control of the Dutch East India Company (Bredekamp, 1995:37; Stuart-Findlay, 2018:34). The British relinquished control of the Cape in 1802 as part of peace negotiations with France, but regained control in 1806, and thereafter much of SA. The historical remains of the Battle of Muizenberg lie on the hillside overlooking False Bay, which holds the remnants of a defence fort started by the Dutch in 1795 and expanded by the British in 1796 (Bredekamp, 1995:37).

The site of the Battle of Muizenberg is open to the public, particularly the place where the British captured the Dutch fort in 1795, marking a significant historical event in Cape Town and SA (Stuart-Findlay, 2018:34). According to Bredekamp (1995:38), the site depicts both local and national history and is also seen as a good walking tour, which includes a visit to the Rhodes Cottage Museum and Het Posthuys (Stuart-Findlay, 2018:35).

2.2.2.5 The Battle of Rorke's Drift

Rorke's Drift is situated in the KwaZulu-Natal Province and is remembered as the site of one of the greatest military events in SA. In 1879, during the Anglo-Zulu War, British and Zulu soldiers engaged in a battle at Isandlwana (Beckett, 2019:1). During this battle, the British suffered a devastating defeat at the hands of the Zulu, who, according to Beckett (2019:2), had a reserve force of 4 000 Zulu warriors in total, advancing towards the nearby trading centre at Rorke's Drift, where British commander Lord Chelmsford had a member of his staff, Major Spalding, in charge of a small garrison of 139 men (Beckett, 2019:1).

Unaware of what was happening at Isandlwana, Spalding rode out to ascertain the position of his company and placed Lieutenants John Chard and Gonville Bromhead in temporary command at Rorke's Drift. A large contingent of Zulu warriors broke away from their main force during the final hour of the British defeat at the day-long Battle of Isandlwana on 22 January 1879, covering 6 miles (9.7 km) to attack Rorke's Drift later that day (Beckett, 2019:2). The onslaught, which continued into the following day, saw the 139 British soldiers, comprising about 90 men of the 2nd Battalion 24th Regiment and a handful of others fighting for 11 hours to repel the attack, earning 11 Victoria Crosses in the process (Beckett, 2019:4).

Today, Rorke's Drift houses a Fugitives' Drift Lodge, Guest House, and a museum all renowned for being part of the site's battlefield tours, including an Evangelical Lutheran Church (ELC) and arts and crafts centre, all of which contribute significantly to military tourism, not only in KwaZulu-Natal but the country at large.

2.2.2.6 *Spion Kop*

During the Second South African War (or the Anglo-Boer War), the British and Boers clashed at Spion Kop on 23 and 24 January 1900. This is a mountain area in the province of KwaZulu-Natal, located near the town of Ladysmith, 27 km southwest of the town, and about 2.5 km north of the Spion Kop Dam, a reservoir for the waters of the Tugela River. What was to be a British military success turned into a military massacre. Of the estimated 1 700 British soldiers who defended Spion Kop, 650 died and a further 554 were wounded, while 170 were taken prisoners (Torlage, 1999:31). The Boers suffered few casualties, and the battle was a resounding victory for them (Venter, 2017:8).

2.2.2.7 *Various forts and military sites around Cape Town and the Peninsula*

Dozens of fortifications were built in Cape Town and the Cape Peninsula between the 1650s and the 1940s (Green, 2020:23). Green reports that most of these sites are gone but a few still stand and continue to attract local and international tourists, for example, the Fort De Knokke (1744-1926); Sea Lines (1744-1827); Imhoff Battery (1744-1896), Muizenberg Fort (1740s-1827) near the present Natale Labia Art Museum; French Lines (or Military Lines) (1781-1827), the present-day Trafalgar Park (Woodstock); Gordon Battery (c1781-1827), on the slopes of Devil's Peak; Kloof Nek Battery (c1781-1827), between Table Mountain and Lion's Head, and the Camps Bay Battery, at the present-day Camps Bay High School. (See Figure 2.1)

2.2.3 *Military museums*

According to Nicolaides (2011), Venter (2014) and Oosthuizen (2015), military museums have always been tourist attractions and have served as an educational tool to learn more about the past. Several prominent military museums are found in SA, including in Cape Town, such as the Simon's Town Naval Base and the Battery Museum, which tells the stories of past conflicts in which SA was involved and showcases the equipment used (Venter, 2017:9).

2.2.3.1 *The Lion Battery*

The Lion Battery, a historical site in Cape Town, is one of the oldest major fortifications, apart from the Castle of Good Hope. The battery is stationed on Signal Hill and was one of the coastal fortifications of the Cape Peninsula linked to the Castle of Good Hope (Fraser, 2012:18). It was built between 1714 and 1725 by the Dutch East India Company (Venter, 2017:16) and named after its designer, Maurits Basques de Chavonnes, who was the governor of the Cape Colony at the time.

In August 1939, soon after Jan Smuts became Prime Minister of SA, he persuaded the national parliament to fortify SA's coastline against any possible German sea invasion, thereby protecting SA's global strategic importance and controlling the sea route around the Cape of Good Hope (Fraser, 2012:23). This led to the construction of a network of coastal gun batteries spread around the Cape Peninsula and on Robben Island, one of which is the Lion Battery.

Cape Town itself was founded as a refuelling stop for ships travelling between Europe and Asia, and throughout Cape Town's history, its strategic position has led to several conflicts between the British and the Dutch, notably the Battles of Muizenberg and Blaauwberg discussed earlier. The constant threat of conflict meant that Cape Town has a long history of constructing coastal defences (Fraser, 2012:26). According to Fraser (2012:5), the Lion Battery had 16 mounted guns with an arc of fire of nearly 180 degrees. It also served as a prison and a quarantine/convalescent wing of the old Somerset Hospital, which was the first hospital to train non-white nurses and also the first centre for the teaching of clinical medicine in SA in 1918.

2.2.3.2 *The South African Naval Museum*

The Naval Museum in Simon's Town dates back to 1966 when the naval historical collections displayed at the Castle of Good Hope Military Museum in Cape Town (Oosthuizen, 2015; Venter, 2017:9) were rehoused in a more appropriate site. The museum has a wide display of artefacts from the former SADF. The Navy Museum was transferred to the functional control of the South African Navy, while Fort Wynyard (at the Victoria & Alfred Waterfront in Cape Town) was transferred to the Western Province Command, meaning that it had a decentralised arrangement. Steyn (2018:32) shows that the Simon's Town museum was established as the South African Naval Museum in 1988 after the decision was made to house it at the Navy Mast House, which dates back to 1815 and is adjacent to the Dutch Store House, which dates back to 1743 (Venter, 2017:10).

Both buildings are located in the historic West Yard of the Naval Base in Simon's Town. On 1 April 1993, the new South African Naval Museum was opened by Robert Simpson-Anderson (Chief of the South African Navy from 1 September 1992 to 31 October 2000), and the first phase of the new display comprised exhibitions of the historic Clock Tower and part of the Sail Loft (where the South African Naval Museum is located and today offers self-catering accommodation).

The second phase of the development included the utilisation of two display areas at ground level, showcasing the history and functioning of submarines, divers' gear, and weapons (Venter, 2017:6). Other important displays in these two buildings include the portraits of all nine of the previous South African Navy chiefs, ranging from Admiral Hugo Biermann to Vice-Admiral Johan Retief, a torpedo, an anti-submarine Westland Wasp helicopter gunship, a

submarine simulator and a model of HMS Victory, a 104-gun first-rate ship of the Royal Navy, which was Nelson's ship at the Battle of Trafalgar in 1805 (Venter, 2017:6).

2.2.3.3 *The South African Air Force Museum*

The South African Air Force Museum in Cape Town is located at the Ysterplaat Air Force base and is the second-largest military aviation museum in SA; the Ditsong National Museum of Military History in Johannesburg is the largest (Venter, 2014; Oosthuizen, 2015; Venter, 2017:9). The museum houses a varied collection of exhibits covering the history of the South African Air Force (SAAF) and its current operations, including military and civil aviation in Cape Town. The museum houses aircraft, weapons, engines, uniforms, and a small display of memorabilia of the Royal Flying Corps (RFC), which was the air arm of the British military during most of the First World War. During the early part of this war, the RFC's responsibilities were centred on support of the British Army, via aircraft and artillery cooperation as well as photographic reconnaissance. In addition, the museum has a collection of aviation books, research material, teaching manuals, books, and photographs. The museum's aircraft on display are located inside the security area of the base, and tours are organised from Wednesday to Saturday. According to Venter (2017:10), the SAAF is the second oldest air force in the world, after the Royal Air Force, and the SAAF museum receives over 5 000 foreign and local visitors/tourists each year.

The aircraft on display enables visitors to be close enough to experience the size of the aircraft and have tangible contact. Museum aircraft, such as the Mirage III, Gloster Meteor III and Cheetah are excellent examples of fighter jets used by the SAAF and in the case of the latter, South African ingenuity. The museum also operates a fleet of retired SAAF aircraft (the Wasp HAS Mk 1,A, the McDonnell Douglas F/A-18 Hornet, the Hartbees, the Beau fighter Mk X, the Mirage III and the Cheetah), which fly on the first Saturday of each month, drawing military heritage local and international enthusiasts (Venter, 2017:9).

2.2.3.4 *Military memorials and monuments in the Western Cape*

According to the Oxford Dictionary (2016), the term "memorials" originates from the late Middle English word "memorial", meaning a reminder, and from the word "memoria" meaning memory. Memorials are said to include statues or structures built to remind people of a person or significant event (Oxford Dictionary, 2016). Therefore, military memorials and monuments serve as dedications to historic battles and soldiers who made the ultimate sacrifice for their country and died in the course of wars (Venter, 2017:10). The most important memorials/monuments, some of which are in the Western Cape, although they are not all of military significance, include the Afrikaans Language monument in the Paarl; the Voortrekker Monument (Pretoria); Just Nuisance (Jubilee Square, Simon's Town); Nobel Square in the Victoria & Alfred Waterfront neighbourhood of Cape Town; Rhodes Memorial on the northern

flank of Table Mountain, on the slopes of Devils' Peak; Mossel Bay War Memorial; and the Cenotaph War Memorial on Heerengracht Street, Cape Town (Worden, 2009:23),

2.2.3.5 *Military heritage festivals and events*

The Ysterplaat Air Shows are military heritage events organised annually by the SAAF Museum Organisation, which attract on average 30 000 visitors over the two days (Venter, 2017:10). The air shows mostly showcase flying vintage aircraft used by the SAAF and more modern fighter planes. Various forms of militaria are sold by exhibitors as well.

A prominent example of a military festival is the Arms Fair held annually at the National Museum of South African Military History (Johannesburg, Gauteng), and the South African Armour Museum (Viljoen, 2017) hosted by the Southern Africa Arms and Ammunition Collector's Association (SAAACA). SAAACA's main aim is to represent the interests of collectors in SA with a special interest in arms, ammunition, militaria and other collectables. According to Venter (2017:11), 1 397 visitors attended the annual SAAACA Arms Fair in 2016. The 2021 annual SAAACA Arms Fair took place on 19 February 2021 at the Ditsong Museum of Military History but no clear details have been published on the website, apart from the arms display.

2.2.3.6 *Private militaria collectors*

There are many private militaria collectors in the Western Cape, for example, the Cape Southern Africa Arms and Ammunition Collectors Association and the Ikapa Arms and Ammunition Collector's Association whose interest is to promote the collecting, study, research, restoration and use of items related to arms and ammunition to preserve SA's and the world's past, present and future military heritage.

One private collection stands out above the rest and can be found at the Sandstone Heritage Estate (SHE) in Bloemfontein in the Free State Province, operating as part of the Sandstone Heritage Trust (SHT) (Mole 2015; 2017, cited by Venter, 2017:13). The SHE is a large agricultural estate, which features a significant collection of South African and foreign military equipment in private hands. A special supportive relationship, in terms of preserving military heritage, (and tourism) has formed between the SHT and the South African Armour Museum in Bloemfontein (Viljoen, 2017), which, according to Mole (2015; 2017, cited by Venter, 2017:13), is a particularly successful example of public/private sector partnership. Tourists and visitors are taken in simulated military convoys along the Lesotho border (which is also the SHE border) and treated to tank rides and various military vehicle demonstrations (Venter, 2017:13). Other military sites are briefly explained in Section 2.3.

2.3 Other SANDF sites

SA's participation in both the 1st and 2nd World Wars is well documented in many historical archives in the country and the world, as well as in academic literature (Garcia, 2017:8). During the First World War, the Union of South Africa was aligned with the United Kingdom and its allies against the German Empire. The studies of Katz (2012:283), Garcia (2017:8) and van Heyningen (2015:1133) show that Prime Minister Louis Botha and Defence Minister Jan Smuts, both former Boer War generals who had fought against the British during the Anglo-Boer War (also known as the South African War), became active members of the Imperial War Cabinet, despite being bitter adversaries of Britain in the past.

Similarly, in World War 2, the Union of SA participated with other British Commonwealth forces in North Africa, fighting against what was called the Erwin Rommel Afrika Korps, and also in Italy. Many South African pilots became part of the Royal Air Force (RAF) to fight against the Axis powers in the European and Asian theatres of war (Horn, 2015:32). However, during this war period, the Union of SA found itself in an exclusive political and military predicament as the country was affected politically, economically, and with strong opposition to the War from within the country. SA was closely aligned to the United Kingdom and an equal partner under the 1931 Statute of Westminster, with its Head of State being the British King George VI. However, South African Prime Minister, J B M Hertzog was also the leader of the pro-Afrikaner and anti-British National Party and the SADF (Katz, 2012:281; Horn, 2015:32). Nevertheless, according to Horn (2015:34), the National Party had formed a unity government with the pro-British United Party led by Jan Smuts in 1934 and was therefore held to the majority ruling party decisions on the War.

SA and its military structures contributed to many wars, for example, by producing guided bombs for Mirage Jets termed "Umbani", and supplying ground troops, airmen, and materials (Mawlana, 2017:14). In this way, the South African land- and air forces played a significant role in the Desert War against Rommel, and in defeating the Italian forces of Benatar Mussolini, between 1940-41 in the East African- and Italian campaigns, and the liberation of Madagascar (Horn, 2015:37).

The significant footprint left by these military actions must be safely guarded and valorised. Van der Merwe (2016:119) recommended that the development of military-heritage tourism is imperative in sub-Saharan Africa, and specifically in SA, and needs to be recognised, sustained, and promoted for national and regional tourism and economic development. The Cairo Declaration, published in 1995, recommends that African countries classify and designate military heritage to foster learning, development, and the harmonious integration of World Heritage Sites with tourism (van der Merwe, 2016:120).

SA is a well-known destination because of its natural features and cultural heritage, and thus praised for being a “rainbow nation” by former President Nelson Mandela owing to the multi-ethnic and diverse nature of its people and history (Horn, 2015:2). Heritage resources in SA are facilitated by the South African Heritage Resources Agency (SAHRA), an organisation established under the National Heritage Resources Act No. 25 of 1999 (Katz, 2012:283). This national administrative body is accountable for the protection of SA’s cultural heritage (van der Merwe, 2016:120; Garcia, 2017:18).

Military historical tourism sites are designed to keep records of important events, such as archival military literature, hardware, and memorabilia. Examples of these sites include the Rhodes Memorial on Devil's Peak, Fort Wynyard at the V&A Waterfront, and the Voortrekker Monument (Francis, 2017:24; Strydom, 2017:7). Fort Wynyard has had a distinct historical persona for more than 200 years and was visited by famous and notable persons, including Mandela. Meanwhile, Devil's Peak and the Voortrekker Monument have a deeply symbolic and ideological significance linked to Afrikaner nationalism. Displays in military museums, such as the Simon’s Town Navy Museum, interpret stories of military victories and events that encompass loss of property, territory, and life (South African War/ Boer War, Anglo-Boer War; to Afrikaners, also called the Second War of Independence, was fought from October 11, 1899, to May 31, 1902, between Great Britain and the two Boer (Afrikaner) republics: the South African Republic (Transvaal) and the Orange Free State resulting in a British victory). There are also statues, such as that in Jubilee Square in Simon’s Town, of Just Nuisance, the World War 2 dog that had a rating as an Ordinary Seaman in the Royal Navy, received a seaman’s pay in food, and marshalled the sailors returning to the naval base after a “night out on the town” (Strydom, 2017:8).

At times, statues are criticised or even condemned by the local and/or international community, which can override the importance of the display of past events (a recent example is the ‘Rhodes Must Fall’ action in 2015 in which university students made several interventions towards transforming higher education in SA, and the removal of the Rhodes statue from the University of Cape Town campus. This action is ironic as the Rhodes Foundation provides bursaries of considerable value for students to study locally and abroad). Furthermore, collections of artefacts/objects, military installations, street murals and other equipment in military museums will remain worthless, (ships, aeroplanes and tanks) unless elucidated to visitors. This means initiatives need to be implemented by agents, ranging from small community groups to ex-war prisoner organisations, to recognise the economic potential of this form of heritage tourism since communities often view the sites and symbols of struggle as a means through which to propagate political perspectives (showcasing SA’s political struggle).

SANDF military tourism sites should be seen in the light of their military heritage from the pre-colonial era to the present post-apartheid period, and their possible contribution to local, regional, and national economic promotion (Strydom, 2017:12). Museums, according to the traditional understanding, are a development of earlier exhibition practices of showing off wealth and power. History reveals that museums were initially influenced by both political realities and changes in knowledge globally (Strydom, 2017:12). Museums became an important tool for the transmission of colonial understanding of the world (Hooper-Greenhill, 1992:186).

Museums, like a person's mind, can represent the past, present and future. However, unlike the human mind, which is animated by a person's knowledge and experience, museums give material form to authorised versions of the past that become institutionalised as public memory. Davidson (1998:146) describes the processes of remembering and forgetting/inclusion and exclusion as part of collective decision-making. Furthermore, museum curators determine standards and criteria, define cultural hierarchies and shape historical awareness. The brief discussions following are an indication that tourism sites in Cape Town might have a significant economic ripple effect on SA, and Cape Town's economy in particular, by creating employment and wealth. In addition, this could involve the training and employment of tour guides; collaboration with the hospitality industry; and crafts, music, dance, drama, and other activities that could be linked to the tourism industry. Studies by the Department of Arts, Culture, Science and Technology (1996) and Salter-Jansen (2011:1) show that tourism provides lessons and insights for other global industries because of its unique ability to link the diverse traditions of different continents.

2.3.1 Robben Island

Located in Table Bay, 11 kilometres north of Cape Town, Robben Island was discovered by Bartolomeu Dias in 1488 and was used by Portuguese navigators and later the English and the Dutch as a refuelling location, leper colony and goal (Smith, 1997:140). The name refers to the seals found on the island, as the word "robbe" is Dutch for a seal. The Island was used as a prison between 1652 and 1910, and for military, political and common law offenders (Phaswana-Mafuya & Haydam, 2005:149). In addition, between 1846 and 1931, it was used as a place of quarantine for people diagnosed with mental health disabilities, leprosy, and various chronic infections (Phaswana-Mafuya & Haydam, 2005:150).

Smith (1997:35) revealed that since the 17th century, Robben Island had been used for the detention of mainly political prisoners, including Massavana, who was the Indonesian leader of a mutiny on a Dutch slave ship, the Hoeker. The control of the island was given to the SADF and declared a military reserve between 1936 and 1959 (Corsane, 2006:398). With the outbreak of World War 2, the coastal defence system was invigorated with heavy artillery. The

control of the Island was later moved to the South African Prisons Service between 1948 and 1994 when it became an apartheid-era prison for “enemies of the National Party Government” (Smith, 1997:37). Shearing and Kempa (2004:62) elucidate that the island was used by the South African government from 1961 for political prisoners and convicted criminals. Notable prisoners of the island include political activists, such as Nelson Mandela, Walter Sisulu, Jacob Zuma and Kgalema Petrus Motlanthe.

With the collapse of apartheid in 1994, the prison on the island became a popular tourist attraction. In 1999, Robben Island was declared a World Heritage Site because of its importance in SA’s political history and the development of a democratic society (UNESCO, 2002:3), contributing to its popularity as a tourist attraction. Notable tourist attractions on the island include the 1865 lighthouse, the museum, and the natural environment, with about 132 bird species, tortoises, snakes, springbok, eland, large seals, whales in its waters, and a colony of African penguins (formally known as Jackass penguins because of their donkey-like call) (Strange & Kempa, 2003:64). The Cape Town harbour, the departure point for ferry boats to Robben Island, is at the Victoria and Alfred (V&A) Waterfront, where visitors can view a brief introduction to apartheid history in SA before departing to view the infamous prison, where Nelson Mandela spent 18 of his 27-year sentence, along with over 3 000 other political prisoners locked-up for their fight to end apartheid (Strange & Kempa, 2003:78).

Other items of interest include military cannons and gun emplacements, the graveyard, hospital, houses/cottages, the *kramat* or shrine of a Muslim holy man, Sayed Abdurrahman Motura, the official guest house for visiting dignitaries, the maximum-security prison, shipwrecks along the island’s coast, the power station, and the post office (Department of Environmental Affairs and Tourism [DEAT], 1996:4; Corsane, 2006:329). The Robben Island Museum has a large archive of documents, published material, and objects, including movable, tangible heritage resources, and records of oral traditions, testimonies, songs, and dance. All these resources need to be protected and interpreted because of their potential for increasing the numbers of tourists interested in military heritage- and cultural tourism both nationally and internationally. Moreover, Robben Island is a universal political symbol, and therefore it has the potential to promote economic sustainability and development in Cape Town (Department of Arts, Culture, Science and Technology, 1996).

2.3.2 Simon’s Town

Simon’s Town was made the official winter port for the Dutch East India Company’s ships in 1741, and its harbour served as a refuge for merchant ships (Salter-Jansen, 2011:1). It was then taken over by the British in 1768 and it became a departure point for the delivery of people, food, and other necessities to St Helena Island during and after the Napoleonic Wars. In addition, at that time, several British citizens became residents of Simon’s Town, which already

had a small established population (Salter-Jansen, 2011:1). The indigenous community, the long occupations by the Dutch East India Company from 1743 and the British from 1806, had resulted in a very cosmopolitan population. Salter-Jansen (2011:2) argues that preserving the rich history of the former residents of Simon's Town, who were forcibly removed from the town under the apartheid regime's Group Areas Act of 1967, is essential.

The Royal Navy established a permanent base at Simon's Town in 1814, and its 143-year presence (until Britain withdrew from the "lease" agreement with South Africa in the 1950s to 1960s) projected Simon's Town from a tiny, seasonal backwater and a safe harbour from the devastating north-westerly gales in the winter season, to a thriving, bustling, internationally renowned seaport, attracting people of diverse origins with shared traditions, history, and heritage were unique in SA, if not the world (Salter-Jansen, 2011:2).

Housed in the Residency built in 1777 as the winter residence for Dutch East India Company governors, Simon's Town Museum was established in 1977 by the Simon's Town Historical Society (Theunissen, 2002:52; Young, 2013:54). According to Young (2013:54), the museum was originally housed in the old Simon's Town municipal complex but later moved to the Residency in 1982. Theunissen (2002:52) notes that successive years saw the building used as a hospital, post office, school, customs house, police station, gaol, and magistrate's court before being turned into a museum in 1982. Inside the building are displays about the town's people, past wars and conflicts, and the history of the building and the Royal- and South African navies (Young, 2013:56). Mears (2016:170) maintains that the museum collects and exhibits artefacts related to the cultural history of the people of Simon's Town and their connections with the Dutch East India Company and the Royal Navy.

Simon's Town houses the largest South African Naval Museum, which preserves the rich maritime history of the region from the 18th to the 21st centuries, and the early history of SA. The museum has a collection of ship bells dating from the twentieth century, and part of the building is still used as a sanctuary for worship (Steyn, 2018:31). The South African Naval Museum gives local and international visitors a comprehensive view of naval military history, which is a fundamental part of the history of Cape Town, the oldest city in South Africa (Mears, 2016:172). Therefore, Cape Town's (and the Western Cape's) military history should be preserved as a significant part of the country's heritage, and as a potential tourism- and economic force. Furthermore, the Naval Museum contains historical naval artefacts, such as diving suits and naval uniforms worn by various ranks of sailors past and present and displays of various sea battles. According to Mears (2016:172), more than 1 200 people visited the South African Naval Museum every month (before the outbreak of COVID-19). The bigger museum complex has become a definite choice for families, children, schools, group tours and researchers, and a contributor to the economy of the town.

Other notable attractions in the town include the Boulders (a sanctuary for the endangered African penguin), Foxy Beach, Jubilee Square, and the statue of Just Nuisance, who in 1939, became the only dog ever to be officially recruited into the Royal Navy during the Second World War era (Mears, 2016:173). Further tourist sites in Simons' Town include the two dockyards; the small museum, dockyard architecture, the house of M L de Villiers, who wrote "Die Stem", the former South African national anthem, the naval barracks, the old cables to the top of Red Hill which took goods from the Dockyards to the upper station area, and the ammunition roundhouse (the Martello Tower) (Steyn, 2018:32), which was used as a navigational beacon for ships entering Simon's Bay and white-washed in about 1843 to highlight the building against the brown vegetation and mountain.

The Tower was restored in 1972 by the Simon's Town Historical Society in conjunction with the South African Navy to proclaim it as a provincial heritage site and now houses a small museum. Furthermore, the aerial cableway, which linked the dockyard to the naval sanatorium on Red Hill overlooking the town and used as a convalescent unit for the recuperation of sick and injured seamen, has also been repaired (Steyn, 2018:32).

2.3.3 Gun emplacements around the Cape Peninsula

The gun emplacements around the Peninsula were built in the early Victorian era in response to possible foreign invasions (by the English against the French) and to protect the city from external attacks, as Cape Town did not have, at that time, a large navy base for protection. Consequently, the coastal defence was seen as unequivocally vital (James, 2018:3), and this defence mechanism was upgraded because of the increase in the number of ships calling at Cape Town from the mid-1960s to the 1980s. This was due to the closure of the Suez Canal and ships rerouting via Cape Town for repairs and refuelling, which presented a possible threat to the city (Croock, 1990:13).

Because of SA's long coastline and strategic location at the tip of Africa, military preparations were needed to provide defence for the shoreline and harbours (Fraser, 2012:5). Consequently, gun batteries to protect the city were mounted at various points around the Cape Peninsula, particularly in places such as False Bay, Simon's Town, Llundudno, Mouille Point, Signal Hill, Hout Bay and Blouberg. The weaponry consisted of a pair of black powder guns, an 18-pounder, and smoothbore muzzle-loaders at Signal Hill, Table Mountain, and the Castle of Good Hope (Seemann, 1993:32). (See Figure 2.1)

There were many locations around Cape Town, Simon's Town and Hout Bay harbours containing these fortifications, and some are still visible in other places in Cape Town, such as Mouille Point, Signal Hill, and Hout Bay, mounted as protection from internal and external enemy forces. Fortifications were originally used to cut off the local Khoi from their traditional grazing areas and, later, against a British invasion (1781-1795) of the Dutch Colony (Ward,

1962:4). The positions of these batteries were formidable deterrents, which meant that the Cape was never threatened by a maritime assault (Seemann, 1993:32). Empirical studies (Seemann, 1993:32; Fraser, 2012:5; James, 2018:3) show that these fortifications were established to protect the city from danger, especially aggression from rival trading companies, owned by the English and the French between the 18th and 20th centuries.

James (2018:5) argued that by the mid-18th century, the coastline of Table Bay was characterised by batteries and defence lines extending from present-day Mouille Point in the west to Fort Knokke in the east by 1795 (Fraser, 2012:6; James, 2018:7). The Dutch feared that the English would occupy the Cape, and therefore the essence was to prevent them from advancing to the city. However, in 1795, the English forces landed at Muizenberg, despite their awareness that Cape Town was fortified (James, 2018:7).

All locations with gun emplacements have today become part of the major tourist “guns route” in Cape Town, contributing considerably to the socio-economic development of the city. Moreover, the emplacements were to prevent enemy warships from entering the city, which makes the sites particularly attractive to tourists. For example, the Amsterdam Batteries, used as one of a string of coastal defence works erected along the shores of Table Bay to protect the Dutch settlement, and later the English Colony of the Cape against a possible attack from the sea, continue to attract tourists today because they were a major factor in deciding the direction of a possible invasion (Seemann, 1992:71).

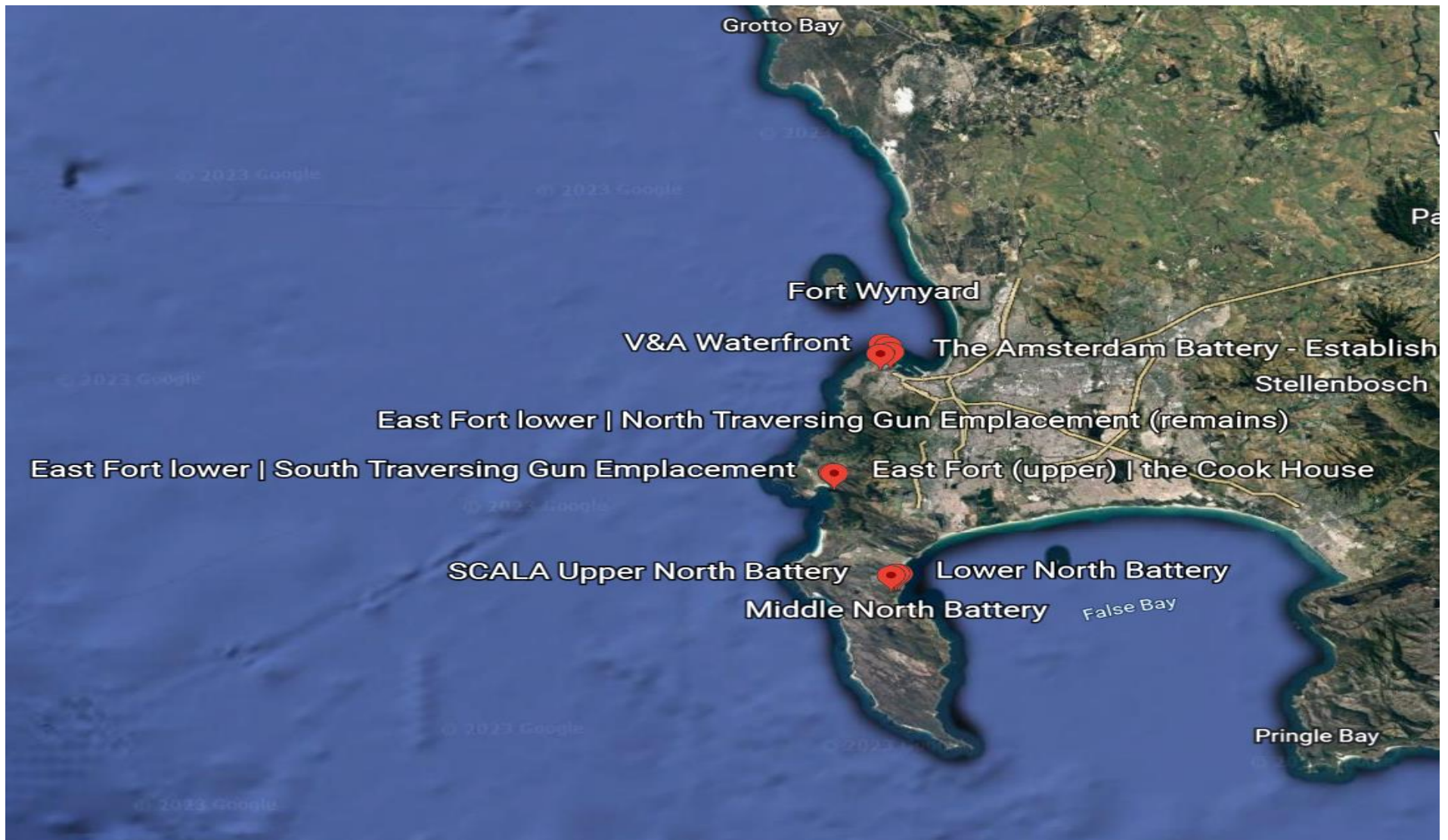


Figure 2.1: Map of the Cape Peninsula showing the forts and gun emplacements

Source: Google Earth (2023)

2.3.4 Somerset Hospital and the Boer War connection

According to Schoeman (2013:1), the Somerset Hospital was founded by Dr Samuel Bailey in 1818 as a civilian hospital. It was later named after Lord Charles Somerset, the governor of the Cape Colony (1818), who provided the land for the construction. The hospital, the location of which had been chosen during the Anglo-Boer War, treated many wounded British soldiers and those affected by typhoid and the bubonic plague, which demanded an increase in the number of available beds in the City (Schoeman, 2013:36).

These demands required that the existing hospitals be expanded to accommodate more patients. The unique structure (very pleasing appearance when seen from the Bay and is situated within spacious grounds) of the hospital and its contribution to the history of Cape Town led it to be considered a provincial heritage site and placed in the category of cultural importance in the context of Section 28 of the National Heritage Resources Act No. 25 of 1999 (South Africa, 1999). The hospital is now protected in terms of Section 27 of the National Monuments Council (South Africa, 1999). Other operational medical military facilities include the Wynberg Military hospital, built to receive sick patients from India in 1859, and the SADF war department eventually expanded the hospital into a fully-fledged military hospital in 1899. However, to this day it remains without any specific tourism implications.

2.3.5 Van Riebeeck's Hedge at Kirstenbosch

Planted in the 1660s by Jan van Riebeeck, the Kirstenbosch Hedge was intended to demarcate the border of the Dutch East Indian Company settlement at the Cape Colony (Lixinski, 2015a:204). According to Lipinski (2015b:278), it consisted of indigenous wild almond trees, still visible today as part of the Kirstenbosch National Botanical Garden, which has been declared a National Monument (Boehi, 2021:68).

The barrier was also created as a defence to prevent the Khoikhoi from raiding the Dutch livestock (Boehi, 2021:69). The Hedge symbolises how the Dutch cut themselves off from the rest of Africa, which included dispossessing indigenous people of their land, and keeping the best of the resources for the Dutch inhabitants of the Cape Colony (Boehi, 2021:69). Despite its negative past, the Hedge has today become a source of income for the City through tourists visiting the site in the Kirstenbosch Botanical Gardens, which contributes revenue for the sustainable economic development of Cape Town.

2.3.6 Mount Nelson Hotel and the Boer War connection

Situated at the foot of Table Mountain, the famous pink Mount Nelson Hotel opened its doors on 6 March 1899 (Walker, 1995:101). It has been argued that the hotel, at the time of opening, was bigger and better, and rivalled the quality of London hotels in terms of the quality of its facilities, especially its plumbing, as it was the first hotel in SA to offer hot and cold running

water, initially in the communal bathrooms and executive suites, and later in all (bed) rooms (Walker, 1995:101). Lowry (1992:107) posits that the hotel started operating before the start of the Anglo-Boer War on 12th October 1899.

According to Tothill (2000:63), the Hotel was used by the British as the planning headquarters for the Anglo-Boer War military campaign, with British Lords Roberts, Kitchener and Buller, the main figures in this operation. Winston Churchill, then a war correspondent and later prime minister of Britain, labelled the hotel an “excellent establishment appreciated after a [long] sea journey” (Tothill, 2000:63). The current palm tree-lined driveway to the Hotel was planted in honour of his visit (Walker, 1995:102), and the Hotel’s military connections.

At the end of the First World War on November 11, 1918, the Hotel celebrated the British victory by painting the building a pink colour, which has remained the preferred hue to this day (Walker, 1995:103). The above narrative indicates the historical value and heritage of the Hotel to SA in general, and the City of Cape Town in particular. Besides being part of the city’s hospitality industry and serving many world travellers, local and international visitors are allowed to visit the Hotel for tourism purposes. In addition, it generates employment opportunities in fields such as management, cleaning, housekeeping, and waiting, and contributes to the economy of Cape Town.

2.4 Chapter summary

Venter (2017:6) is at pains to emphasise the economic and globalisation aspects of military tourism, and the way communities could be empowered, and help in understanding the “world they live in”.

This chapter provided an overall view of the SANDF pre- and post-1994. It examines the SANDF’s contribution to the military tourism market niche in the South African context. It discusses the pre-and post-1994 structures, responsibilities, and duties of the SADF- and SANDF tourism sites. In addition, the chapter explains the history of the South African military since 1652, when Jan van Riebeeck landed at the southern extremity of the African continent.

The chapter also described military tourism sites, including the battlegrounds of Muizenberg and Blaauwberg, the Mount Nelson Hotel with its Boer War connection, Van Riebeeck’s Hedge at Kirstenbosch, gun emplacements around the Peninsula, Robben Island, the Castle of Good Hope, and the Boer War battle sites of Majuba Hill, Laing’s Nek and Rorke’s Drift in Kwazulu-Natal, and other sites in some detail, all with a view to use these military sites as tourist attractions/destinations, and thus boost the economic potential of these.

CHAPTER 3

FACTORS IMPACTING THE POTENTIAL USE OF SANDF TOURISM ASSETS FOR ECONOMIC DEVELOPMENT

3.1 Study framework

This study used a theoretical as opposed to a conceptual framework. A conceptual framework can be considered as a 'worldview' of the study problem as discussed in Chapter 1 (Grant & Osanloo, 2014:16). It is considered to be the 'blueprint' for the thinking behind the research being attempted (Ritchie & Crouch, 2003:60), and is, according to Varpio et al. (2020:989), the reasons behind the study, and explains the interaction behind any identified variables.

A theoretical framework, according to Kivunja (2018:46), is the ideas and plans from experts in the area of the research problem. This requires the examination of previous writings on the subject matter under review, and allows for understanding and interpretation of previous studies, and does require relating the study findings to what has already been written. It also requires that 'new' information will be developed. This study has adopted the Ritchie and Crouch 1999 model (refined in 2003) which considered "the competitive advantage of a destination" [attraction] (Ritchie & Crouch, 2003:63).

While this model proposes five sections, only "the core resources and attractors section" is considered relevant to this study. This section considers "a mix of activities, special events, superstructure, physiography and climate, culture and history and market ties" (Ritchie & Crouch, 2003:63), which are relevant to, and impact on, the SANDF tourism sites identified and discussed in Chapter 2.

3.2 Factors that have an impact on the potential use of SANDF tourism assets for sustainable economic development

This section discusses factors that have an impact on the potential use of SANDF tourism assets for sustainable economic development internationally but with specific reference to the Western Cape. The section also reviews the empirical literature both local and international by providing a detailed account of globalisation, economic implications of the SANDF assets, economic contribution to the Western Cape (WC) economy, sustainability of the SANDF to contribute to tourism development, tourists' motivation and behaviours, emerging trends in tourism, and management of military tourism sites.

The chapter discusses globalisation in relation to its impact on SANDF assets from the global competitiveness and ongoing processes that are developed to improve and upgrade the methodology of enhancing military assets for tourism. The economic implications of the SANDF assets are discussed with the view of understanding the contributions to the WC economy specifically on issues of skills development, employment, tourism development, and

attractions to visitors. The sustainability of the SANDF is discussed in reference to its contribution to sustainable economic development, especially in terms of economic sustainability by reducing its professional military capabilities to an extent that allows the unit to function in the international arena.

Finally, tourist behaviour and motivation to travel are discussed in relation to attitudes that influence people before, during and after travelling. For example, what motivates a person to travel to a particular place such as a war memorial, museum or any other destination/attraction? Also, the emerging trends in tourism especially understanding the dynamics, and what motivates tourists to travel. The management of military tourism sites is discussed from the management and conservation perspective of sites and how they are preserved in terms of planning, replication of the past and educational activities to entertain tourists.

3.2.1 International and local military tourism

Both local and international visitors interested in military tourism target specific market niches. For example, tourists from Europe might prefer military cemeteries, reflecting on the lost lives of those buried there and learning about what happened during the Anglo-Boer War of 1899 to 1902 (the South African War) (Pakenham, 1986:573; van der Merwe & Rice, 1999:9), or the “Great War” between Britain and the Axis alliance between 1914 and 1918 (Ryan, 1966:2; Hrusovsky & Noeres, 2011:87). This is equally true for South Africa as visitors, including international tourists, are drawn to sites which are seen as niche areas. Therefore, military tourism generally is about tourists who visit places including war memorials, battlefields, forts and war museums. This kind of tourism exists because people with similar interests usually come together to honour and celebrate their shared heritage (Hrusovsky & Noeres, 2011:87).

Weaver (2011:10) argues that military tourism is not the usual type of holiday, but rather one that includes visiting sites with a military background. For Hrusovsky and Noeres (2011:89), military tourism is about those with an interest in current or historical military sites, facilities, museums, battlefields, cemeteries and technology. Almost every city, and in many towns around the world, has a monument for fallen heroes, and some include exhibitions of weapons or paintings of war events (Weaver, 2011:10).

The above information suggests that tourism, including military tourism, plays an important role in the economies of many countries at local and international levels because of the income SANDF generates and the jobs it creates. Weaver (2011:14) posits that military sites, such as Robben Island in South Africa and Hiroshima in Japan, have universal symbolic significance for both local and international visitors. Unfortunately, according to Zwigenberg (2016:617), military tourism is an industry rarely recognized by many travellers because there are always alternatives, such as non-military historic or cultural tourism, which could include stories of the military ventures of a particular country. Military tourism would pay more attention to military

endeavours, with real-life accounts delivered by veterans, tours of military teaching institutes, replicated battlefields and possible experiences of firearm use in designated shooting spaces.

It is argued (Zwigenberg, 2016:620) that military tourism is about the experience that appeals to those who are orientated towards physical activity. For example, a real-life battle experience could inspire an individual to understand history better. India's Veer Yatra initiative, which revolutionized military tourism, provided a complete tour of India's military history and included real-life experiences. Another military tourism initiative that provides a full narrative is the Blood River heritage site in KwaZulu Natal (Zwigenberg, 2016:620). Thailand allows tourists to wear military uniforms and use firearms in designated shooting areas, as part of the itinerary of a military tour (Zwigenberg, 2016:621).

In Cape Town, many activities are available for tourists interested in military tours. These include sightseeing, air shows and other events associated with the SANDF and its involvement in wars. This means that preserving military heritage helps people to comprehend the military history and its current narrative (Lixinski, 2015a:205). Military heritage helps society to honour and celebrate its shared military heritage. Research (Zwigenberg, 2016:623; Eade & Katić, 2017:7) indicates that heritage tourism acts as a mediation tool for mending a nation that has suffered a controversial and bloody colonial past, Rwanda being a classic example (Newsome & Rodger, 2012:73). Therefore, the military tourism sites described in the previous chapter (for example, the Castle in Cape Town) might contribute to helping South Africans to reconcile with the country's past.

To establish military heritage tourism as a niche market, SA and the City of Cape Town use different platforms, such as international and local media and conferences, to showcase this market. The number of people visiting Robben Island, for example, indicates the success of this advertising. Eade and Katić (2017:12) contend that military tourism is a niche area of heritage and culture and can also act as a counterpoint to what is known as mass tourism. This suggests that heritage tourism could be an important part of tourism in many developing countries, including SA.

3.2.2 Globalisation

Globalisation is defined as the process by which organisations and businesses develop international influences, or start operating on an international scale, in other words, it is the spread of products, technology, information, and jobs across national borders and cultures (Jeffery, 2002:1; Abungu, 2019:62). The International Monetary Fund (IMF) defines it based on four basic traits: "trade and transactions, capital and transaction, migration, and movement of people and dissemination of knowledge" (Lechner & Boli, 2020:15). Besides, Debarbieux et al. (2014:35) posit that tourism brings people together from different places of the world and has an impact on their collective identities, especially on those who host them. As a result, the

feelings of social and territorial belonging of people involved become strengthened by recurring contact people have with those whose behaviour could often be different from their own.

Globalisation can also be seen as inter-corporation pushing their products to ensure a global (international) reach and so a global appeal for the products, which should lead to unlimited growth and increased profits. That said, military assets are about authenticity, uniqueness and locality, but is also a fusion of the international and local, where the local is a return to a culture of the community.

In the context of this study, globalisation is defined as the potential marketing of military tourism assets for sustainable economic development and the interconnectedness of tourism demand globally (Antonescu & Stock, 2014:77). This refers to what Mowforth and Munt (2015:32) have described as bounding or leaping economic ties through tourism activities so that demand exhibits co-movements across countries.

The above definitions suggest that globalisation has a significant impact on SANDF tourism assets, especially in terms of sustainable economic development, the spread of tourism products, technology, information, and jobs across national borders and cultures (Jeffery, 2002:62; Antonescu & Stock, 2014:77; Abungu, 2019). To be globally competitive means that strategies need to be designed to nurture the growth of SANDF tourism assets. Modernisation is an ongoing process that must be developed by the SANDF to improve and upgrade its methodology in presenting and enhancing its assets. It is not the stock of DoD tourism assets that will determine the competitiveness of the attractions, but the extent to which it is complemented with man-made inventions and qualities of service. In addition, social media appears to play a significant in attracting tourists as people are able to search for detailed spatial information about tourist attractions and make comparisons to understand why people go to certain places (Chua et al., 2016:295).

The tourism industry is regarded as an important sector for economic growth and job creation when compared to other industries that employ large numbers of employees. Gajdošik and Gjdošikova (2016:11) indicate that tourism, from a statistical point of view, refers to activities undertaken by tourists for less than a year outside their usual environment. The United Nations World Tourism Organisation (UNWTO) collects data on tourism and creates programmes to support tourism statistics for countries on an international level. Because of their accessibility and clarity, the most popularly used statistics in the world are published by the World Travel and Tourism Council (WTTC) (Gajdošik & Gjdošikova, 2016:15).

Statistics published by UNWTO (2018:12) reveal that 2017 was one of the highest growth periods in international tourist arrivals for seven years since 2010. The figure of worldwide traveller influxes globally augmented by 7%, resulting in 1 326 million travellers, tourism receipt increments of 5% and a revenue of US\$ 1 340 billion. Sub-Saharan Africa has shown an

increase of 5% in arrivals, totalling 63 million, and a 3% increase in receipts totalling an amount of US\$ 37 billion in 2017 (UNWTO, 2018:16).

The COVID-19 pandemic is viral pneumonia that is caused by a severe acute respiratory syndrome coronavirus 2 (SAR-CoV-2) that started in December 2019 in Wuhan city in China (Liu et al., 2020:1). The pandemic affected the economies on every continent and as a result, the global economy plunged into a deep financial crisis. The world Gross Domestic Product (GDP) decreased by 3.5% in 2020 and in the eurozone, it decreased by as much as 6.75% (PlzÁková & Smeral, 2022:96). To contain the spread of the virus governments decided to close their borders that not only affected the flow of goods but adversely affected tourism as well. The World Health Organization (WHO) declared an international public health emergency due to the outbreak of COVID-19 in January 2020. PlzÁková and Smeral (2022:96) caution that tourism demand showed dramatic effects as early as spring 2020. They further highlight those statistics listed by UNWTO (2021), indicating that international tourism arrivals decreased by as much as 74%, and in Europe international arrivals shrunk by 70% compared to the rest of the world. In the European Union, day trippers who fall under the category of inbound travellers declined by almost 30% and outbound travellers by 70% (Herrero et al., 2022:2; UNWTO, 2021). Internationally, 900 million tourists travelled in 2022, doubling the totals in 2021 but 37% less than in 2019. Tourism recovered by as much as 63% compared to pre-pandemic levels totally in line with UNWTO scenarios recorded in May 2022 (UNWTO, 2023:1).

South African tourism was one of the industries not spared from the devastating effects of COVID-19 and declined by 19.5% over the period January to December 2021 compared to the period in 2020 (Department of Tourism, 2022:26). This saw a total of 2 802 320 tourist numbers recorded from January to December 2020. During the same period in 2021, only 2 255 699 tourists visited South Africa, showing a decline of 546 621 visitors. International visitors decreased by 42.8% while those from the sub-Saharan region decreased by 12.3% in 2021 (Department of Tourism, 2022:26; UNWTO, 2022). Tourism is one of the key economic sectors in the South African economy with linkages to financial services, transportation, consumer retail, and different network industries.

The leisure industry contributed R116.9 billion to the South African monetary fiscus in 2018/19 through direct expenditure from intercontinental and internal tourists. This tendency indicated an upsurge of 12.7% throughout 2017/18's and revenue of R103.8 billion (UNWTO, 2018:15). Tourism in SA has grown steadily since 2011, with the number of tourist arrivals increasing to 8 333 254 (3.3% growth) in 2011 compared to 8 074 000 million in 2010.

However, it should be noted that the outbreak of the COVID-19 pandemic in 2019 had a negative impact on both international arrivals due to travel restrictions and lockdowns in

several countries globally, and local travellers. In this regard, the first quarter of 2020, for example, has seen a decline in international arrivals, dropping by 78% in March alone globally (Martín-González et al., 2021:194). However, it appears there are some signs of recovery due to the intervention of the COVID-19 Tourism Relief Fund provided by the South African Government to help organisations to safeguard the sector, especially in terms of time and learning about new measures (Martín-González et al., 2021:195).

Before the outbreak of COVID-19, the report by South African Tourism (2019:26) reveals that the country witnessed an increase in the influx of travellers in 2017, from 10.29 million in 2016 to 10.4 million in 2017. Direct income from worldwide travel increased by 6.9% to R80.7 billion in 2017, in comparison to 2016, when it increased to R75.5 billion (South African Tourism, 2019:26). During this period there was a total of 29 million single-day trips in SA, showing a surge from 27 million during the year 2017/18. However, international trips declined (due to rumours of a COVID-19 outbreak in Wuhan in China) by 0.6% from 10.4 million over the period 2018/19 compared to 10.5 million in the year 2017/18 (South African Tourism, 2019:35). Moreover, Sucheran (2021:22) points out that the pandemic has had an enormous impact on the tourism sector globally, causing an estimated financial loss of US\$1.2 trillion in export revenue from tourism and 120 million direct job cuts (Sucheran, 2021:23). Similarly, a study by van der Merwe et al. (2021:26) reveals that Cape Town experienced a reduction of 6.7 million (72.19%) international tourists' cancellations, which translates to a decline in tourism revenues of R45.5 million.

Traditionally, the Western Cape and Cape Town in particular, have always been preferred leisure destinations with their striking and unique natural characteristics. Laing et al. (2013:180) highlight that tourist destination executives are increasingly keen on using tourist destination assets as a starting point to inspire tourism activities. This can be attained through the formation of tourism precincts that may combine retail hubs, interpretive trails or walks, clusters of heritage buildings and eating areas. These confines need expansion and in certain cases, the merchandise of heritage resources traveller experiences, which would assist travellers in understanding the properties and make them evocative and unforgettable.

An example of improving tourism assets can be found in the municipality of the Metropolitan of Greater Bendigo in Victoria, Australia, where assets were developed by upgrading and creating a new sightseeing set-up to ensure a more sufficient and maintainable holiday business experiences (Laing et al., 2013:183). However, in developing tourism heritage asset standards for visitors, destination managers (at the V&A Waterfront for example, which has military assets) need to ensure that it is done without dividing local communities, several of whom have robust add-ons to these natural resources and their past.

In China, a prominent way of developing tourism is by making local administrations and outside investors jointly responsible for managing and developing ordinary and educational properties to increase revenue (Feng, 2008:208). The most important feature of a local administration vacation industry growth policies includes the sharing of proprietorship of tourist attractions with residents, although outside developers have the right to manage the attractions. The country's government had collected ¥0.83 billion (\$102 million or R1 490 260 800) annually for granting management rights to developers for eight sites for 50 years since 2001 (Feng, 2008:209). In 2021, revenues from tourism amounted to roughly 2.92 trillion yuan (Czerny et al., 2021:90).

Numerous first-world countries have concentrated their attention on tourism to increase economic expansion in less developed countries and to boost the socio-economic welfare of the local communities (Nyaupane et al., 2006:183; Timothy & Olsen, 2009:56; Sharpley, 2018:7; Amorim et al., 2019:101). Tourism had risen to be a critical donor to 70% of the world's deprived nations (Lipman, 2008:166). According to Goodwin (2008:869), the pro-poor (tourism that generates net benefits for the poor, where remunerations may be economic, social, environmental or cultural) tourism approach was developed because of a challenge from the United Kingdom Department for International Development (DFID). The problem was not whether tourism should be advanced, but rather where does tourism exist as a large industry, and how could a tourism destination be used as part of poverty alleviation? Although many nations are financially deprived (limited or lack of funds to invest in the history, traditions, and arts and culture), they are characterised as culturally rich destinations, with countless cultural groups, religions, civilisations and dialects that lure millions of tourists (Prentice, 2001:5).

Jugmohan et al. (2016:308) suggest that community-based tourism (CBT) development (type of tourism where local communities invite tourists into their communities, such as Khayelitsha in Cape Town, giving them insight into their culture and daily lives) should be approached as a process that includes various activities, such as planning; marketing and management; and the development of resources and amenities for this type of tourism. A tourism asset is a comprehensive concept and comprises natural and social settings. Tourism involves travellers, sometimes from afar and from very different countries, which calls for a reliable and dynamic organisation of all its mechanisms (Bieńkowska et al., 2020:43).

Globalisation is a new catchphrase of the 21st century (Song et al., 2017:2), and tourism is a part of the globalisation process, which involves not only a topographical spread but also a sharing of commercial activities and monetary activities at international and local levels. Globalisation is well-defined as a procedure that includes commercial, communal and social interdependence on a worldwide scale (Steger, 2005:13). Steger (2005:13) emphasises the uniqueness and morphological sophistication of the term "globalisation" as not merely its ability

to absorb and rearrange ideas from conventional ideologies but also the triumph of markets over a government.

Mules (2001:313) emphasised two key features of globalisation that affect the economic development of tourism:

“Firstly, concerning demand, the fast development of international tourism in several countries indicates that research measuring its impact needs to focus on the issue of currency exchange. Secondly, concerning supply, the increasing globalisation of businesses indicates that most of the tourism income is earned by tourism-related services, such as hotels and airlines. In addition, tourism is a major source of foreign exchange (Mules, 2001:321).

Seaton and Alford (2005:111) affirm that the global mobility of tourists brings foreign exchange to the destinations people are moving to especially given that the advances made in transport have enabled global mobility (cruise ships, aeroplanes, trains, and other modes of transport) for people to move quickly and fairly cheaply. This has allowed more people to travel more often in less time (Seaton & Alford (2005:112). Additionally, tourism is believed to be a contributing factor to global peace since it allows travellers to learn about other cultures and meet people from other nations, as well as offering benefits accrued from international business, especially in today’s integrated and interdependent world (Seaton & Alford, 2005:132). It should be added that globalisation has influenced tourism based on the following factors:

- unlimited access to information,
- the development and constant modernisation of means of transport,
- the free market and foreign trade related to it,
- the expansion of hotel networks in international markets, given the demand from international and local visitors (Seaton & Alford, 2005:133).

Tourism has become one of the world’s major economic sectors. International tourism, for example, has experienced rapid growth in recent years, and the economic benefits have influenced the policies of most governments in the world, including defence policies (Cornelissen, 2017:4). Although not without challenges, the SANDF has used its assets as a pathway to develop new technologies and arms, for example, to ensure its sustainability, thus contributing to the economic growth of the country and globalisation.

Buckley et al. (2015:59) view globalisation as:

“... an avenue through which humans speed up the exchange of goods and services, such as technology, capital, or cultural practices, and one of its benefits is that it promotes and increases interaction between different sectors, regions and populations around the globe”.

To be explicit, from an economic point of view, Tolkach and Pratt (2019:1) define globalisation as:

“... the increasing interdependence of world economies because of the growing scale of trade in commodities and services, the flow of international capital, and the widespread use of technologies. It also reflects the continuing global instability which requires mutual integration of defence activities, as well as the rapid growing significance of information in all types of productive activities and marketisation as the two major driving forces for tourism growth”.

Smith (2020:4) argues that the SANDF, like many other militaries in the world, contributes significantly to the economic development of SA, through the provision of employment opportunities and business procurement aligned directly or indirectly to its assets in Cape Town, for example. In addition, the White Paper on Defence (Cock & McKenzie, 1998:25) (a broad statement of government policy) states clearly that the defence industry must have access to international markets to facilitate cost-effective performance and reduce the unit cost for the SANDF. This could allow the SANDF to market what it possesses, including tourism sites, to generate revenue not only for the force but the economy at large. Though clear details are not given, the contribution of tourism to the Western Cape stood at an estimate of R18 billion in 2013 and created approximately 150 000 direct jobs, meaning that it contributed 5.9 % of the province's GDP directly (estimated to have grown by 7.2 % in 2021) (Rogerson & Rogerson, 2020b:382; Smith, 2020:49; Sucheran, 2021:22).

3.3 Implications for SANDF sustainable economic development on tourism assets

Tourism is seen in South Africa as a driver of economic development and stability (van Zyl & Kinghorn, 2018:13), and the visitors to SANDF sites are not homogenous and are seen as part of mass tourism, with the participants interested in leisure, culture, and special interest tourism. Though not explicit, the economic implications of the SANDF tourism assets and activities significantly contribute to the sustainable economic development of the Western Cape. For example, assets and activities at the Robben Island Museum and the Simon's Town Naval base enhance employment opportunities and earnings, which could be of major economic significance to the local population (van Zyl & Kinghorn, 2018:13). SANDF's assets and activities have over the years contributed to the Western Cape economy in terms of employment, tourism development, and attracting visitors, among others bringing significant revenue to the economy of the Western Cape (Smith, 2020:49). Smith adds that SANDF assets underpin the tourism and recreational sector, and it makes a significant contribution to the economy of the Western Cape. However, it is not clear who exactly benefits from these activities given the diversity of the Western Cape population. According to Haines and Wellman (2005:25), there is a lack of offset or counterbalance investments in the technology industrial sector in the region. It is also not clear whether investments in technology would be part of

SANDF assets for tourism linked to economic development in the Western Cape. Aside from the above, tourism development in the Western Cape is also hinged on its coastline and beaches as they attract tourists. To say the least, tourism in South Africa, and the Western Cape in particular, is reliant on the factors mentioned above (Hoogendoorn et al., 2016:59).

Nonetheless, one of SANDF's visions recognises the preservation of technological advancement and positions the Western Cape as a destination for trade and investment through tourism (Smith, 2020:49). The economic benefits associated with SANDF assets and activities in the Western Cape include among others: transport, gun emblems, Simon's Town Museum, the Castle of Good hope expenditure associated with international visitors, local visitors from different provinces across SA and domestic tourism from Cape residents. Activities and assets such as Simons Town and others mentioned in the text in Chapter 2, highlight significant economic benefits, particularly in the context of local economic development (van Zyl & Kinghorn, 2018:14). For example, tourist transport expenditure associated with Simon's Town alone is estimated at R22 million per annum for both domestic and international tourism (van Zyl & Kinghorn, 2018:14). Abrahams (2008:43) clarified that the SANDF had converted some of its assets, for example, former military bases into alternative use for sustainable development (the Zwartkop Air Force base in Centurion, Pretoria, and the Bourke's Luck Military Base in Limpopo are two examples) for local economic development. The conversation was done based on the international experience (Abrahams, 2018:131) with a view of reducing defence spending budgets to create spaces for economic activities that could benefit the local communities in terms of community-based economic development, linking human capital development, infrastructure and expanding local economic activities through micro- and macro enterprises (Abrahams, 2018:131). However, the author fails to outline the kind of enterprises and activities envisaged or involved.

Abrahams (2008:44) further affirmed that the process of converting military bases into alternative use could open possibilities for local economic development (residents who eat at a local independent restaurant or employ residents from the community buy goods and services from other local businesses). In addition, international experience showed, according to Stenberg et al. (1994:16), that the closed spaces in countries like the USA had benefited the local population in many ways, including parks for leisure, housing, and public flea markets. A study by Smith (2020:4) confirmed that the SANDF, through projects such as KOBATLALA (Chasing away hunger) focuses on economic growth, unemployment, inequality, and poverty alleviation to name but few to support sustainable communities by engaging people in tourism activities.

Examining the work of Smith (2020:10), the SANDF aligned its development plan (offering young South African citizens the opportunity to serve in the military on a two-year contract) inside and outside government to support a broad strategic plan of government in terms of job

creation, education, and economic growth/development in the Western Cape. This is to say that the likely contribution of the SANDF seems to be delivered within a developmental state as part of the developmental agenda of government (Smith, 2010:10; Dunne & Smith, 2020:601). Military expenditure, investment and growth are intended to raise profits from the assets and consequently contribute to the economic development of the Western Cape (Dunne & Smith, 2020:601).

3.3.1 Impact of SANDF assets on Local Economic Development in the Western Cape

Local Economic Development is an approach aimed at allowing and encouraging local people to work together to achieve sustainable economic development and growth in a manner that brings economic benefits and improves the quality of life for all persons in a particular local municipality or province (Rogerson, 2018b:6). This means that the SANDF is no exception to military activities in the Western Cape. According to Rogerson (2018b:14), LED emerged in South Africa as one of the more significant post-apartheid development decisions which have been pursued by significantly empowered localities with the overall encouragement of the national government.

Smith et al. (2016:249) report:

“LED is defined as a process in which partnerships are established between local governments, the private sector and community-based groups to manage existing resources for job creation as well as the stimulation of local economies through, for example, employment, skills, investment, enterprise, innovation, productivity and quality of life among other issues”.

The above definition seems to suggest that LED is an inclusive entity that encompasses institutions, including the SANDF, given the operations and existence within a given geographical area of? Cape Town in the Western Cape. While this may be so, it is unclear whether the SANDF operations and tourist activities in the Western Cape subscribe to the objectives of LED (investment, entrepreneurship and innovation). In such circumstances, the SANDF has several inclusive activities linked to LED (tourist sites, employment, development, and hospitality) from which the local residents and the economy of the Western Cape appear to benefit. Inclusive here means the involvement of public, private, civil society, and marginalised groups who work with the SANDF to develop locally-based solutions (Rogerson, 2018a:28) to the objectives listed above and discussed below.

Local solutions refer to economic and social systems that are part of a specific community. This means, for example, SANDF activities as discussed in this chapter to create employment opportunities for the local community or to buy goods and services from the local community by providing stalls at its sites for local people to earn a living (Rogerson, 2018a:297). Having said that, the author fails to explain in detail what is meant by consumption over growth and development. However, the literature on the SANDF, though difficult to measure according to

Smith (2020:15), argues that the SANDF has a responsibility, and plays a significant role in local economies. Being based on competitive advantages in planning for local economic development, particularly the reduction of poverty and increase in employment opportunities, are evident in most SANDF sites where local communities are allowed to facilitate transport activities (Robben Island), art and crafts, waitress, and bed and breakfast outlets, are some of the activities that are realistic because of the SANDF's participation in local economic development.

3.3.2 Economic sustainability of SANDF assets and activities in the Western Cape economy

The South African Defense forces have a diversity of assets and activities that have made a significant contribution to the economic development of the Western Cape and the city of Cape Town in particular. Some of the activities and assets include among others: the Robben Island tours and museum, the Castle of Good Hope, Simon's Town, the Summerset Hospital, and gun emplacements/embrims play a huge role in terms of revenue, employment opportunities, education, infrastructure development and investment. With the end of apartheid, Robben Island has become a popular tourist destination, and as such generates revenue, development of the hospitality sector, and employment for the local community. The Castle of Good Hope marks the original shoreline before years of land reclamation changed the Table Bay coastline, and as such attracts many visitors who pay an entrance fee of R25 (in 2020) and also creates sustainable employment opportunities (art and crafts, transport) for the local population in Cape Town. SANDF assets in Simon's Town, including the Just Nuisance statue and the South African Naval Museum, are associated with tourism spending providing a significant contribution to the Western Cape's sustainable economic development, especially in terms of transport, jobs, and revenue from both local and international tourists. The potential impact of the Somersset Hospital heritage is related to tourism which has, as a result, contributed to the economic changes in the area in terms of jobs, infrastructure, and transport. Similarly, gun emplacements/embrims play a huge role in terms of revenue, employment opportunities, education, and infrastructure development.

The above narrative attempts to explain the role of SANDF on domestic sustainability and development, particularly in defence investment (Neethling, 2012:472). Neethling continues, that the SANDF's defence industry has an element of public-private investment that could provide labour-intensive manufacturing industries (such as weapons, military uniforms, communications, equipment and vehicles) which provides support to small local industries in terms of technology. This confirms the importance of a strong local technology base (contributing to the Western Cape's Gross Domestic Product [GDP]), an essential element of SANDF's mission to leverage sustainable economic benefits for the Western Cape (Mandrup, 2018:136). Mandrup adds that the SANDF's tourism assets remain one of the key drivers of

the Western Cape economy and contribute to local and international investment and job creation.

However, SANDF assets in the Western Cape are arguably some of the main components in terms of income creation and generation of jobs. Besides, SANDF assets promote quality tourism products and services, including cooperation and coordination between all spheres of government (Mandrup, 2018:137).

3.3.3 Economic implications of the SANDF assets and activities on the Western Cape economy

Since the collapse of apartheid, the SANDF has gone through a substantial shift in recent years because of changes in the international arms market, the restructuring of the international defence industry, and the dialogues that accompanied these developments (Dunne, 1996:439). These developments, according to Batchelor and Dunne (2000:417), cannot be understood as being because of globalisation. Nonetheless, they were the results of a somewhat complicated process of internationalisation whereby organisations such as the SANDF remain wedded to their home countries while increasingly doing business with international entities and having other links such as providing air transport support to the South African Police Services (SAPS), and personnel. It is argued here that the concentration and growth of major defence forces globally are increasingly influenced by capital in terms of economic development support through military modernisation, harnessing artificial intelligence, expanding competitive spaces, and increasing proliferation of weapons of mass effect. Moreover, it can be argued that the SANDF has an impact on the economic development of SA, not only through tourism but also through arms sales that bring revenue to boost the local and national economies. This has clear implications for the country because the SANDF, through its subsidiary Denel, is a niche producer of arms that brings in revenue to boost the economy (Batchelor & Dunne, 2000:418).

It has also been argued by Dunne and Haines (2006:169) that defence industries, like Denel, are vital to the national economy, although research (Botha, 2015:86) suggests that military spending has fundamentally adverse macroeconomic effects. In view of the above, Aye et al. (2014: 619) show that military budgets in SA grew from R1 billion to R9.4 billion based on the 2012 SA military requirements. This indicates that many defence organisations are more reliant on exports, and therefore use economic arguments to justify their viability (Dunne & Haines, 2006:169). Nonetheless, arms exports are heavily subsidised by the SA government (Seekings, 2015:4), and although their economic benefits are not clear, they continue to dominate the domestic defence market (Seekings, 2015:6).

Given its history, SA's transition to democracy in 1994 saw a drastic cut in the defence budget and general military downsizing, and therefore a decline in SANDF expenditure, to utilise the

domestic industry for economic benefits such as employment opportunities of the Western Cape (Batchelor & Dunne, 2000:417). The SANDF employed about 12 000 to 13 000 people in different subsidiaries, although a decline of 20% was observed in the period 1992 to 1996 (Batchelor & Dunne, 2000:418). The implications for the economy are that there have been massive reductions in employment and economic activities. According to Dunne (1996:417), the changing international environment has contributed to an increase in arms production, which has influenced government policy to involve international players (privatisation) for increased revenue for the economy.

SANDF activities in manufacturing still make an important contribution to the South African economy before, during and after COVID-19 (for example, security and helping the Western Cape and South Africa at large to boost the production of medical equipment such as sanitisers, gloves and medicine), which is an indication that some restrictions may continue to take place (Adetiba, 2021:31-42). However, Dunne and Haines (2006:170) point out that there are significant economic costs to maintaining the SANDF, which has an impact on the economy and the defence industry. Dunne and Haines (2006:172) assert that there is a need to retain its customer status while accepting subsidies whenever it is required. However, to avoid maintaining costly resources with subsidies and hidden costs, perhaps public-private partnerships would be viable, although this may have implications for the economy.

3.4 Sustainability of the SANDF to contribute to tourism development

The assets under the control and management of the SANDF could be used to promote tourism in South Africa as a variety of persons visit these assets, some of which were described in Chapter 2, and include the Castle and Robben Island in the Western Cape. It is not only military visitors that visit these sites but also persons interested in the culture associated with the military. Military assets are seen as commemorating human suffering (Robben Island) and the fight for freedom and a victory over oppression, and continuing camaraderie. They can be construed as building national and community unity and identity and offer universal symbolism. It is important for the SANDF sites construed as military tourism to remain sustainable, both from home to the military activity but also as a contributor to tourism, and therefore economic, development of a region, especially when seen as a job-creator, a distributor of income and wealth, and poverty alleviation.

While the SANDF may be faced with the financial problems of maintaining its facilities due to budget constraints, the South African parliament passed a Bill in 2015 (Defense Laws Repeal and Amendment Bill [B7-2015]) to create an economically sustainable structure for the defence force (Mandrup, 2018:136). As a result, the SANDF has reduced its professional military capabilities to minimise costs (Mandrup, 2018:136).

Ramano (1999:13) argues that sustaining the SANDF requires an integrated DoD support system that is cost-effective and efficient. This could involve the education, training, and development of personnel; logistics; corporate support; and the management of heritage assets. In other words, the SANDF must ensure the sustainability of its tourism assets by generating sustainable revenue and economic development for the Western Cape (Ramano, 1999:14).

Ramano (1999:16) postulates that sustaining SANDF would require the force to manage and afford its core growth. Moreover, sustainability requires a balance in terms of maintaining assets and making sure that the expenditure does not override the capital used in upgrading the force's activities. The DoD acknowledges that while it is experiencing financial difficulties, the SANDF must improve its infrastructure and ensure its sustainability, using financial planning and strengthening its internal organisational structure. This would require establishing and maintaining linkages with external experts and practitioners (Magagula, 2020:170).

The SANDF has ventured into industrial development, which includes Operation Phakisa (meaning hurry up in Sesotho), an initiative of the Department of Agriculture, Forestry and Fisheries that envisions expanding aquacultural practices in Saldanha Bay and other areas. This type of programme integrates military management, according to both local and international guidelines for sustainability (Magagula, 2020:171) as seen in Table 3.1 below.

Najafi et al. (2014:6) note that international tourist arrivals in Cape Town, in 2013, reached close to 1.48 million, and domestic tourists were estimated to be 1 million. Therefore, it could then be accepted that a considerable number of these visitors went to the SANDF sites discussed in previous chapters. Van Zyl and Kinghorn (2014:5) indicate that national data revealed that the total expenditure of tourists in 2013 amounted to R14.3 billion, with international tourists contributing R12.4 billion and domestic visitors R1.9 billion. However, at most, a 90% decline in visitors was experienced during the COVID-19 pandemic (Dube et al., 2021). Postelnicu and Dabija (2018:2) also calculated that in 2013 tourist flows surpassed 1.1 billion people internationally due to the tour packages offered by tour operators and travel agencies. International travel has become a mass marvel, unparalleled in recent history. Global statistics offer an imposing record of international tourist movements in the twentieth century. These events are proven by the popularity of destinations that were previously inaccessible, such as Thailand, China, Cuba, Dubai, and Vietnam. These 'new' travel destinations have multiplied considerably over the last decades (Postelnicu & Dabija, 2018:3), and SANDF tourist site managers could take cues from these countries, for example, in increasing rebranding into global military tourism possibilities and the creation of a unique positive image that could develop unexpected (and sometimes unhoped-for) attraction of the masses to not only South Africa but to the Defence Force tourist sites as well. Development of international tourism and globalisation have formed excellent opportunities to recognise

resolution to significant economic and social difficulties of the modern society: Minimisation of extreme poverty especially in sub-Saharan Africa, elevating the level of economic growth, attaining the goals set by United Nations Organisations (UNO) contained within the United Nations (UN) Millennium Development Goals (UNWTO, 2013:3) and protection of the environment. Rogerson and Rogerson (2020a:840) highlight that the poor often benefit the least from the tourism sector. The increasing calls originate from particular groups or communities often left out of tourism development procedures on the “grounds of their sexual orientation, gender, disability, ethnicity, sexual orientation and level of poverty” (Rogerson & Rogerson, 2020a:841). A different view is taken by Triarchi and Karamanis (2017:38) suggesting an “alternative tourism”. This type of tourism changed the way how tourists used to behave and endorses a just system of travel between hosts of different communities. This new form of tourism aims to forge a common understanding, unity and egalitarianism between participants (tourists and host communities). Thus, this type of tourism can be associated with forms that are consistent with the community’s values and that includes social, natural and community values that allow both the visitor and the host to experience positive and meaningful shared involvement (Smith & Eadington, 1992, cited by Triarchi & Karamanis, 2017:37). “Alternative tourism” is based on three principles:

- “In-depth dialogue with communities offering the experience upon which the local people must be updated about the effects”.
- It “must be ecologically friendly and ascribe reverence to local’s culture and religious beliefs”.
- “The tourism sites presented must be well controlled to [not] over capacitate the number of tourists compared to the handling ability of tourist sites to cope with aesthetic and ecological prescriptions” (Macleod, 1998:87; Herms, 2006:29).

Table 3.1: Alternative guidelines and forms of sustainability for local and international tourism

Management	Regulation	Contribution to economy
The development process is low and controlled development	Local community controls local decision-making	The role of tourism is complementary to the existing activity
Planned pace is not so important	Amount: extensive; minimizing local negative impacts	Linkages and leakage are respectively mainly internal and minimal
Concept-centre		
Impacts awareness turn to reduce negative effects	Ideology concerning public intervention in the development process, excluding external influences	Medium multiplier effect and high-income distribution

The developer is local	Emphasis on community stability and well-being;
Energy consumption is often inefficient in saving fuel	integrated, holistic
	Its time frame is long-term

Source: Researcher construct from Butler and Clark (1992:166), Hunter and Green (1995:81), Weaver (1998:10), and Triarchi and Karamanis (2017:38)

3.5 Tourists' motivation and behaviour

The motivation and behaviour of a tourist are largely determined by the type and behaviour of the tourist attracted (Kastenholz et al., 2018:132). Kastenholz et al. (2018:133) add that the behaviour of tourists is motivated by four issues: "socio-demographic, information sources used, place attachment and destination loyalty".

According to Backman et al. (1995:18), a tourist's behaviour is determined by his/her attitude before, during and after travelling. This seems to suggest that what motivates a person to travel to a particular place varies according to personal preferences (Backman et al., 1995:15; Kastenholz et al., 2018:132). For example, some people prefer visiting war memorials and museums, or simply want to see a place like Robben Island because of its historical associations, such as Mandela's incarceration (Ashworth & Isaac, 2015:316).

Chang (2007:157) argues that travelling is motivated by destination attributes, site attractiveness and economic benefits. A study focusing on SA shows (Wen et al., 2019) that the growing domestic tourism market and marketing strategies are the determinants of travel behaviour and motivation to visit tourist attractions, such as military airshows, Robben Island, the Mount Nelson Hotel, Boer War sites and Van Riebeeck's Hedge at Kirstenbosch, amongst others. Wen et al. (2019:100) affirm that destination uniqueness and adventure enhance behaviour and motivation.

Dean and Suhartanto (2019:393) argue that tourist behaviour and motivation are strengthened by the experience of quality and perceived value of the site and activities. The study by Sastre and Phakdee-Auksorn (2017:437) reveals that tourists' motivations are based on the following:

- to have fun;
- to rest and relax;
- sightseeing, natural sceneries, landscape, beaches, historical sites;
- to escape from the daily routine environment; and
- hospitality, and friendliness of people.

For He and Luo (2020:56), destination marketing, educational tours, and the diversity of tourist activities determine behaviour and motivation. In context, COVID-19 has greatly affected

tourist destinations globally, including Cape Town, which affects travellers' behaviour due to health concerns and personal safety (Rogerson & Rogerson, 2020b:382).

Backman et al. (1995:15) assert that understanding travel behaviour can assist in marketing/product planning and development, which can increase the number of tourists accessing tourism products, such as museums and monuments. Although few studies have been conducted on the behaviour of tourists visiting SA, Baloglu and Uysal (1996:32) indicate that the main motivation of tourists going to SA is to experience rest; learn about its society; visit relatives; and participate in recreational activities.

For tourists to choose military heritage sites as a destination/attraction, they would have to be motivated to do so. Baloglu and Uysal (1996:34) maintain that destination choices have been well covered in tourism literature that points out several factors influencing travel decisions. These include cultural factors, travel motivation, financial circumstances, previous experience, reading about a place or event, and being informed by those who have previously gone to the destination.

Tourism distribution is subject to a collection of factors such as motivation, which shapes travel behavior (Ashworth, 2016:231), and has been extensively investigated, with research findings being applied to tourism marketing strategies (He & Luo, 2020:56). Moreover, what motivates people to travel is to see what is not known to them in new places and destinations. Thus, those who manage military heritage tourism need to understand the travel motivation and behaviour of tourists to deliver services that create a competitive advantage. In other words, travel behaviour plays a significant role in industrial and economic growth.

Studies have identified factors, such as attitude, situation, and environment, as significantly influencing tourists (Ashworth, 2004:95; 2016:233). According to Ashworth (2004:95), "motivation to fulfil a need that cannot be satisfied at home initiates a decision to travel". For example, a tourist might feel the need to travel to the place of Mandela's incarceration to understand why and how he spent 18 of the 27 years of his prison sentence on Robben Island. Other places such as museums, which provide visual material for visitors to have an authentic experience, might motivate a tourist to travel to them. In the context of SA, tourists might be motivated to travel there to experience the country after its many years of racial injustices.

3.6 Emerging trends in tourism

There seems to have been substantial changes in tourism and one of the changes has been sightseeing in cities as a visible adventure, including in Cape Town (Matoga & Pawłowska, 2018:1644). This is to say that tourists are deciding to visit places, including military sites, and in such places, alternative forms such as rooftop bus tours are developing (Matoga & Pawłowska, 2018:1644). This development necessitates appropriate management of tourism

in the City of Cape Town in accordance with sustainable development and protection of the cultural and historical reality of places and buildings (Matoga & Pawłowska, 2018:1645).

According to Rogerson and Visser (2020:2), the emerging trends of tourism include the changes in areas of research, urban tourism, tourism as a driver of local economic development, military tourism, the shift in the accommodation sector, and its potential as a vehicle for poverty alleviation. This means that the emerging niche forms of tourism significantly contribute to the sustainable economic development of the Western Cape.

Monaco (2018: 25) emphasises that in postmodern civilization, tourism and leisure time are no longer a residual part of normal life. Subsequently, they have become high-value events that add value to the construction of the identity of social thespians. Tourism is a vibrant phenomenon that changes with other social revolutions. To fully understand the dynamisms of tourism, it is imperious to study the motivations, attitudes and what motivates younger tourists to travel. Sociology is the field of study that can define the so-called post-tourism modernism or post-tourism (Williams, 2004:210; Winter et al., 2019:81) in its “different forms and try to predict its forthcoming development, its impact on society and future changes that will develop in the industry. Tourism is one of the fastest evolving industries and it is critical to investigate the motivations and attitudes and behaviours of younger travellers, widely known as Generation Y or described as Millennials (individuals born in the 1980-1995 period) and Gen Z (people born in the 1996-2010 period) (Monaco, 2018:8).

Ashworth and Hartmann (2005:7) pose two important questions for military tourism site management, which also relate directly to the title of this thesis:

- i. “What features of atrocity are eye-catching elements for tourists?”
- ii. “Why is the atrocity site or memorialisation of horrific human lives lost a tourist attraction?”

The complexities of tourism will always be difficult to grasp, so those tourists who frequent places of atrocities may be described as seriously disturbed “ghouls” or “weirdoes” (Ashworth & Hartmann, 2005:7). In both categories it includes journalists, writers, historians, students and politicians who validate their visits on a need-to-know basis, justifying their visit as a wider humanitarian or public curiosity purpose or undertaking (Ashworth & Hartmann, 2005:6; Richards, 2018:12).

Recent literature (including Rogerson & Rogerson, 2020b:383) shows that the COVID-19 pandemic has affected the way humans travel in the highly connected and globalised world. This is an indication that COVID-19 has had a negative effect on the national and local economy in the Western Cape, more than the 2008 global financial crisis. Besides, the pandemic has brought many changes, including the shift to online platforms for marketing and selling tourist activities.

Csapo (2012:201) maintains that in today's modern age, UNESCO's (United Nations Educational, Scientific and Cultural Organisation) World Heritage Sites face extreme challenges, which require multidimensional approaches to preserving and promoting them that encompass a wide range of role-players (such as the community, hospitality, local government and Cape Town Tourism board to name but few) (Lee, 2017:869). Management and conservation of tourism sites is a complex issue and involves preservation planning, replication of the past and educational activities to entertain tourists. Throughout South African history the Castle of Good Hope in Cape Town has been one of the most influential components in its strategic meaning. However, managing heritage sites such as the Castle requires cautious planning, since its role is to bridge the past, present and palpable present.

Lee (2017:882) recommends eight components applied by Himeji Castle on which every tourist site manager must focus to be successful in the management of a site. These include resilience, reinforcement, rediscovering, reconciliation, responsibility, reciprocity and resonance.

3.7 Niche tourism

While Cole (2010) stated that the term 'niche tourism' was confusing as it did not define anything specific, he ignored the origin of the term as developing from a marketing theory (Robinson & Novelli, 2005a:4; Richards, 2011:7). Rogerson (2011:199) proposed that niche markets "resulted in an accelerating segmentation of the tourism sector", where some suppliers push niche tourism products to form a specialised area for themselves (Richards, 2011:7) to avoid competition. Niche tourism is nothing more than "special interest tourism" (Douglas et al., 2001:3), described as a "desire for authenticity and real experiences [offering] active identification with host communities in a non-exploratory manner", and is in contrast to Robinson and Novelli's (2005a) suggested "mass tourism".

Niche tourism is seen as "particularly compelling to tourism policy-makers and destination [attraction] managers [including the SANDF] as a vehicle for promoting *economic* and social development" (Rogerson, 2011:200), and offers "greater opportunities and a tourism that is sustainable, less damaging and (sic) more capable of delivering high spending tourists" (Robinson & Novelli, 2005a:1).

South Africa, and in particular the SANDF, is no exception; since 2006 the government has proposed and developed strategies to build the country competitively, under the Department of Tourism, as tourism was not considered a priority under the previous (National Party) government (Rogerson & Visser, 2004). Early tourism development was the responsibility of the Tourism Unit in the Department of Trade and Industries (DTI), which focused on "environmental issues and on poverty reduction associated with government-supported tourism projects" (Rogerson, 2011:205).

The DTI defines niche tourism as "... tourism [that] offers the opportunity to diversify the tourism economy through creating new markets and increasing South Africa's competitiveness as a tourism destination". These niche tourism areas "offer higher yields in terms of foreign exchange earnings and customer spending. In addition, niche tourism markets generally have greater growth potential than mainstream tourism". (DTI, 2010a, cited by Rogerson, 2011:207).

Rogerson (2011:207) also emphasises the "creation of quality jobs that require specialised skills" and that niche tourism is often community-based. The national government noted that niche tourism has several benefits for the country, including:

- "The opportunity to diversify the tourism economy via the creation of new markets"
- Generates higher yields per visitor, in terms of foreign exchange earnings and consumer spending
- Significant development impacts, including the creation of quality jobs that require specialized skills, as opposed to the low or semi-skilled jobs generally associated with mainstream tourism, and
- Increased local spending, as niche tourism offerings attract independent travellers, as opposed to prepaid package tourists". (DTI, 2010b, cited by Rogerson, 2011:208).

While niche tourism was never specifically linked to military tourism, the SANDF authorities would do well to note the existence of the niche area, and use- and develop the SANDF sites to attract this form of tourist to their attractions to provide the needed income to maintain the sites, boost the economy where the sites are found, and provide for skilled employment at the sites.

3.8 Chapter summary

This chapter discussed factors that have had an impact on the potential use of SANDF tourism assets for sustainable economic development internationally but with specific reference to the Western Cape. The Chapter has reviewed the empirical literature on both a local and international scale by providing an account in relation to globalisation; economic implications for the SANDF; economic contribution to the WC; sustainability of the SANDF (and its sites) to contribute to tourism development; and tourists' and motivation regarding SANDF sites.

Globalisation has been discussed in relation to its impact on the SANDF assets from global competitiveness particularly regarding the ongoing process that is developed to improve and upgrade the methodology of enhancing the assets. The economic implications of the use of the SANDF assets have been discussed with a view to understanding the contributions to the Western Cape economy in terms of employment, tourism development, and attractions to visitors. The sustainability of the SANDF has been discussed regarding its contribution to tourism development, especially in terms of economic sustainability by reducing its

professional military capabilities to an extent that allows the unit to function in the international arena.

Finally, tourist behaviour has been discussed, particularly in the manner in which attitudes influence people before, during and after travelling. For example, what motivates a person to travel to a particular place, such as a war memorial, museum or any other? Also, the emerging trends in tourism especially understanding the dynamics of tourism, and what motivates younger tourists to travel. Last, but certainly not least, the management of military tourism sites has been discussed for the management and conservation of tourism sites and how they are preserved in terms of planning, replication of the past, and educational activities to entertain tourists.

CHAPTER 4

RESEARCH DESIGN AND METHODOLOGY

4.1 Introduction

This chapter describes the research design and methodology used to meet the objectives of the study, which were to analyse the potential use of SANDF tourism assets in the Western Cape for sustainable economic development. The chapter begins by describing the research methods. This is important in that it provides the context within which SANDF tourism assets in the Western Cape for sustainable economic development can be identified and understood. This is in line with Dwyer et al. (2012:443) who argue that it is important to describe the methods because they enhance the understanding of a particular pattern of analysis within the

context in which the study is investigated and analysed. Besides, how a phenomenon is understood depends on the context in which the study is approached (Nunkoo, 2018:3).

This chapter focuses on the adopted research design, study population, sampling, data collection methods and instruments, and their reliability and validity. The data collection procedure, challenges encountered during data collection, and data processing and analysis methods are also presented and discussed. The chapter further outlines the ethical considerations applicable to the study. Therefore, the potential use of SANDF tourism assets in the Western Cape for sustainable economic development is analysed and discussed within the context explained and discussed below.

4.2 Research design

A research design is described as an overall strategy that a researcher chooses to integrate different instruments of the study in a rational manner, thereby ensuring that the researcher effectively addresses the research problem. This thus constitutes the design or outline for the collection, measurement, and analysis of the data (Ivankova et al., 2007:253). Mouton (2001:55) and Dann and Phillips (2001:251) explain that the term “design” denotes a plan, or how the researcher intends to conduct the research.

This study, therefore, adopted an exploratory research design to analyse and understand data obtained from the participants such as academics in the tourism department at CPUT, military persons in all three divisions of the SANDF, army, navy, and air force tourism experts from the military sites in the Western Cape, and the management of SANDF sites, and key role players in the tourism industry. Ivankova et al. (2007:253) suggest that exploratory research design involves both qualitative and quantitative data collection techniques such as focus groups and face-to-face interviews with participants.

The goal of this investigation was to focus on the potential of SANDF tourism assets in the Western Cape and determine whether they can sustainably influence sustainable tourism development.

4.3 Research methodology

A research methodology implies not only the process followed to collect and analyse the data needed to accomplish a study but also the themes underpinning this process (Dwyer et al., 2012:443). A mixed research methodology was adopted for this study. A mixed research methodology specifies the researcher’s approach to the study to ensure reliable and valid outcomes that address the objectives of the study (Ivankova et al., 2007:254; Maree, 2011:267). Fischler (2014:1) defines this methodology as a “plan used in a single study to collect and analyse both quantitative and qualitative data needed to understand and solve a research problem”. The pairing of qualitative and quantitative components in a study helps to

achieve the aim of the study by corroborating findings, generating more complete data, and making use of the results of one method to enhance insights attained with the complementary method (Ivankova et al., 2007:255). This methodology was therefore used in this study to collect both qualitative and quantitative data needed to analyse and understand the potential use of SANDF tourism assets in the Western Cape for sustainable economic development. Rahman (2017:103) describes qualitative exploration research as an “interdisciplinary field that incorporates a broad range of epistemological viewpoints, study methods and interpretive procedures for grasping human experiences”. The most significant duty of a qualitative researcher is to understand the data from the respondents’ viewpoints.

Fischler (2014:1) observes that quantitative data can be collected from secondary or primary sources and are collected to explain the reality of interest to the researcher using numbers or statistics, which may be descriptive or inferential. In this study, tourists and tourism sites were the primary sources from which data were needed to statistically analyse and understand the potential use of SANDF tourism assets in the Western Cape for sustainable economic development.

Levitt et al. (2018:26) define qualitative data as answers or responses given by subjects in a study in the form of words or narratives that subjectively and non-numerically describe the reality of interest to the researcher. The data can also be collected from secondary sources (Babbie & Mouton, 2012:499; Creswell & Poth, 2016:225; Creswell et al., 2018:26). In this study, qualitative data were collected about the potential use of SANDF tourism assets in the Western Cape for sustainable economic development from both primary sources, which included tourists, academics and tourism experts, and secondary sources which included, peer-reviewed academic journals, books, conference papers, newspaper articles, and electronic databases regarding SANDF tourism assets in the Western Cape in particular. The most significant duty of a qualitative researcher is to understand the data from the respondent’s viewpoints.

4.4 Rationale for using a mixed research methodology

Effective utilisation of mixed methods is achieved based on a thorough understanding and observation of its underlying epistemological requirements as explained by the philosophies of objectivism and constructivism (Christensen et al., 2014:69). Epistemology asserts that social phenomena can be studied based on quantitative or qualitative data (Creswell & Poth, 2016:226). The collection of quantitative data is underpinned by objectivism, a positivistic philosophy that posits that social phenomena and their meanings exist objectively and independently of a researcher. Here the role of the researcher is to explain reality as it is, not as it ought to be (Fischler, 2014:2). The collection of qualitative data is rooted in constructivism, a subjectivist philosophy that postulates that social phenomena and their meanings are

constructed by researchers (Levitt et al., 2018:27). Reality is what the researcher constructs or perceives (Denzin & Lincoln, 2011:681).

Mixed methods research facilitates triangulation of the rationales of both objectivism and constructivism in a complementary manner that enables researchers to achieve the objectives of their studies in a comprehensive manner (Creswell & Poth, 2016:226). Triangulation is the process used to increase the credibility and validity of research findings. In this study, credibility refers to the extent to which the findings reflect the objectives of the study, themes and ideas being investigated (Creswell & Poth, 2016:253). This combined rationale was needed in this study because understanding the potential use of SANDF tourism assets in the Western Cape for sustainable economic development required the collection of both qualitative and quantitative data. A mixed methodology was applied in this study in the same way it was applied in the studies of Johnson et al. (2007:118) and Lin et al. (2017:5). For example, it is the collection and analysis of both qualitative and quantitative data in a single study by drawing on the strength of both approaches.

As Ivanov et al. (2020:505) correctly observed, the use of the mixed method enabled the collection of detailed, more informative, comprehensive and corroborative data that is needed to answer the research questions of the study in a profound manner.

4.5 Qualitative research methodology

The qualitative element of the adopted mixed methodology was applied in this study in line with Johnson et al. (2007:118) in that the study involved gathering data in the form of words and narratives. Qualitative methods were considered appropriate for this study because of the rich body of descriptive information that can be used to achieve the objectives of the study (Pedersen, 2002:51).

Data, in this case, were collected through focus group consultations and interviews with representatives of a military group about their opinions regarding SANDF military tourism assets in the Western Cape. Therefore, qualitative data were collected to gain in-depth knowledge about SANDF tourism assets that cannot be directly experiential or measured (Aaker et al., 2001:184). Qualitative research leads to the collection of rich data and can involve the use of open-ended interview questions to discover the perceptions of a small sample of a target population (George, 2005:95). Denzin and Lincoln (2011:681) maintain that a qualitative study is an explanatory research style that depends on manifold types of personal data and examines respondents in a specific situation in their natural setting.

The study collected primary qualitative data through focus group interviews conducted with key role players in the Western Cape tourism industry, military experts, visitors to SANDF sites, and academics.

Purposive sampling was used to select respondents who were interviewed and those who participated in Focus Group Discussions (FGDs). Purposive sampling is a non-probability sampling technique applied to select participants in a biased manner justified by the fact that respondents are considered key informants in the study (Creswell & Poth, 2016:227). Participants selected in this manner are usually regarded as richly knowledgeable about the issues under investigation (Silverman, 2020:87). Being knowledgeable puts them in a position to provide the most resourceful data needed to accomplish a specific task (Creswell & Poth, 2016:227). In this study, participants who qualified in this criterion included:

- a) Academics in a tourism department at CPUT, and who are knowledgeable about SANDF military assets in the Western Cape.
- b) Military persons (in all three divisions of the SANDF – the army, navy, and air force) who have in-depth knowledge of the workings of the SANDF.
- c) Tourism experts from the military sites and who deal with SANDF military tourism activities.
- d) The management of SANDF sites, and key role players in the tourism industry.

Each of the participant categories outlined above was considered for a reason. Tourism experts from sites such as the Castle of Good Hope, the Noon Gun, the V & A Waterfront, Fort Vineyard, Robben Island, the Air Force Base at Ysterplaat Museum and the SA Navy Museum in Simon's Town were selected to provide qualitative data needed to answer all the research questions of the study from the management perspective. Tourism academics were selected to provide data that were required to answer the research questions about the general SANDF tourism assets and development. As pointed out earlier, qualitative data were collected from the selected key participants using both an interview schedule and FGDs (see Appendices D, E, F and G for the data collection documents)

4.6 Quantitative research method

The quantitative element of the adopted mixed methodology was used to collect data using a survey questionnaire. This method was used because it facilitates the collection of comprehensive and consistent data from many respondents in a relatively short period (Johnson et al., 2007:118; Nasution et al., 2021:181; Sarkar et al., 2021:1).

A self-administered semi-structured questionnaire was used to interview both local and overseas visitors as according to Simons et al. (2018:391), most of the respondents could read and write. A copy of the administered questionnaire appears in Appendix F.

The questionnaire was designed according to the objectives of the study and was divided into two sections. All data collection instruments (questionnaires) were developed based on the

study's aim and objectives. Section A consisted of socio-demographic characteristics that were considered vital to the study, such as profession and work experience in the tourism sector. Section B consisted of items that were designed to help explore the potential use of SANDF tourism assets in the Western Cape for sustainable economic development. The questionnaire contained items intended to establish the nature of tourism assets in the Western Cape. Rylance and Spenceley (2017:295) observe that a semi-structured questionnaire can contain both closed- and open-ended questions and can therefore collect all the data required. Most of the items in the designed questionnaire were, open-ended. This was intended to make it easy for respondents to answer the questions/statements. It was also aimed at ensuring consistency in data collection to make data analysis relatively easy (Baggio, 2019:255).

4.7 Demarcation

The study was conducted in the Western Cape with a specific focus on SANDF tourism assets which are used to promote sustainable development in the Western Cape. The researcher is active in this area because of his working experience with SANDF in the Western Cape. The research assistants provided support to the researcher while collecting the data.

4.8 Pilot study

Prior to the commencement of the collection of quantitative data, the pilot study sites of the Castle of Good Hope and Simon's Town Dock Yard were visited. Four fieldworkers/research assistants from the Cape Peninsula University of Technology were employed to provide support and assist the researcher during data collection. They were trained in techniques of how to approach a participant and convince them to participate in a study, for example, introduction to the participant and how to ask questions and obtain relevant answers in the process of the interview. The researcher also trained the research assistants in techniques of rephrasing and translating questions in case the need arose.

The pilot study was carried out with a small group of participants (10) at the Castle of Good Hope and the Simon's Town Dock Yard to check and assess the data collection instruments, sample recruitment plans, and other research methods in preparation for the actual study, as suggested by Julious (2005:287) and Christensen et al. (2014:295). Rahman (2017:1) points out that a pilot study assists the researcher to identify the gaps and deficiencies in the research instruments before actual data collection. This process assisted the researcher to check the validity and reliability of the instruments, for example, questions that were not in line with the aim and objectives of the study were relooked and amended.

4.8.1 Data collection

Data were collected in two phases.

4.8.1.1 First phase

This involved the collection of qualitative interviews and FGD data. Before starting any interview, an effort was made to make an appointment with every selected key participant. This was done to conduct the interviews according to the participants' time and place of convenience. During the confirmation of the appointments, most of the participants preferred to be reached and interviewed in their respective convenient places of work, such as the Castle. Before beginning any interview or FGD, the researcher introduced himself to the respondents. This self-introduction was backed by an introductory letter obtained from CPUT's Department of Tourism and Events Management. A copy of this letter appears in Appendix B. After the introduction, an informed consent form was given to each participant who was requested to read it to become fully informed about the purpose of the study and the conditions of participation. A copy of the informed consent form appears in the introductory sections of Appendices D, E and G. After reading the form, those who accepted to participate in the study were interviewed, following the designed interview schedule. The respondents were informed that the interviews were being recorded using a mobile phone and written notes would be made during the FGD by the researcher.

An average of five interviews were conducted every day. All the interviews were conducted using a face-to-face conversational style. Each interview began by asking about participants' demographic characteristics that were relevant to the study and each interview session lasted approximately 45 minutes. After every session, FGD participants were thanked for having accepted to participate in the study.

The FGD data were collected from academics, military persons and tourism experts at the Castle of Good Hope, the Noon Gun, the Air Force Base at the Ysterplaat Museum, the SA Navy Museum in Simon's Town, and the management of SANDF sites. The FGD was started in the same way used to begin the interviews. The questions were similar to those used during the interview with key informants. Participants were made aware that their responses were being recorded and notes being taken. At the end of the discussion, a debriefing session was held to ensure the precision of data recorded using a mobile phone.

4.8.1.2 Second phase

The second phase began after the training of the fieldworkers. The principal researcher visited the study sites together with the fieldworkers to become acquainted with the sites.

After the participation observation visits to the selected SANDF sites, the actual data collection started at Robben Island with all the fieldworkers, and the same process was followed at other sites on the subsequent days. If a participant was not able to answer the questions in English, an effort was made to switch to Afrikaans or if someone wanted a survey in French, the

researcher was able to do it, thereby translating the questions into that language but without changing the original meaning and influencing the participant's answers.

The principal researcher coordinated data collection by monitoring the fieldworkers using telephone calls and spot-checking. This supervision was intended to ensure that the fieldworkers were adhering to the briefing instructions. Fieldworkers were also required to solicit respondents' telephone contacts to call a random number of respondents to clarify vague or suspicious responses.

4.8.2 Actual data collection procedure

An interview schedule (see Appendix D) was used to collect data from the tourism and academic expert participants through a focus group discussion. In total, 15 academics and tourism experts were invited to take part in the discussion on the economic viability of the SANDF military sites in the Western Cape, to take place at the Castle of Good Hope. All discussions were recorded with the permission of attendees. A recording and notes were taken by the researcher. Richards et al. (2020:33) explain that focus group discussions have been applied across different disciplines to solve a multitude of challenges and that includes the exploration of attributes and development of new products. Within the hospitality and tourism industry, focus group discussions have been conducted on a range of topics such as optimising hotel operations, sustainability of the organisation and customer branding relationships. A study conducted via synchronous Chatspace (Synnot et al., 2014:432; Woodyatt et al., 2016:746) to investigate the use of mobile phones revealed that the online group had fewer words but similar indication reckonings.

A second interview schedule (Appendix E) was used with 10 military persons who were invited for a discussion on the potential of SANDF military sites for tourism activities and economic development. The discussion was recorded using a mobile phone. Rose and Johnson (2020:434) highlight that there is general consensus in the world of academia that qualitative researchers need to demonstrate the studies they conduct are credible. Freitas et al. (1998:4) highlighted that FGD discussions allow the researcher to collect an appropriate amount of data in a short period, although one cannot argue with full conviction about the spontaneity of the contributions from the participants.

The third form of data collection was a questionnaire administered to conveniently approached tourists at SANDF sites (see Appendix F). In total, 223 tourists were interviewed (giving 200 usable responses) at various military tourism sites, including the Castle of Good Hope, Fort Vineyard, Defence Systems on Robben Island, the Signal Battery on Lions Head, the Air Force Museum at Air Force Base Ysterplaat, and the SA Navy Museum in Simonstown. Tourists perform an active role while looking for meaningful and unforgettable experiences. The tourism sector management has impeccable knowledge and background of how important their

contribution is to the country's economy, and such industry cannot be undermined (Lin et al., 2017:5). A study conducted in China tried to determine the role of residents' life satisfaction on value creation and was reviewed based on the broaden-and-build theory and distribution of questionnaires amongst residents. The findings revealed additional benefits of opportunities to contact tourists and make new friends (Liang & Hui, 2016:59), as the questionnaire measures tourists' emotions, intelligence, and mindset as well as the level of satisfaction and pleasure obtained from the visits to (SANDF) tourist sites (Chieh-Wen & Chen, 2013:96). This study was deemed supportive of the SANDF study.

4.8.3 Sampling methods

Non-probability, purposive sampling was used in this study. Non-probability sampling was used because the sample was known to the researcher and participants respond quickly, which is cost-effective. According to Christensen et al. (2014:72), non-probability sampling is a process in which the researcher relies on his own judgement when choosing participants to participate in a study. The study sample is a smaller cohort of participants from which a principal investigator chooses or selects from a larger population using tools such as a survey, a structured questionnaire, or another method to collect the data (Teeroovengadum & Nunkoo, 2018:477). The sample population for this study therefore included:

- 223 conveniently selected tourists visiting SANDF military sites in the Western Cape.
- Tourism academics (selected using a snowball technique once a leading academic was obtained).
- Military persons (selected by a retired SANDF Colonel on a personal-knowledge basis).
- Tourism experts from the military sites (identified by the commanding officers at the SANDF sites).
- The management of SANDF sites, and key role players in the tourism industry (identified by the management at the selected SANDF sites).

This sampling structure was chosen because it could be used in a large population, and it also contributes to the methodological rigour of the study.

4.8.4 Sample size of tourists interviewed

The size of the sample for quantitative data collection was determined subjectively. The researcher decides the population size (Pace, 2021:1). This was based on the realisation that a statistical technique cannot be used to calculate the sample size since it is not justified to use probability statistics measurement, for example, confidence level and sample size, because the probability of participants was unknown.

The total number of usable responses from the tourists questioned was 200 and was distributed per site visited as shown in Table 4.1 below.

Table 4.1: Number of tourists interviewed

SITES	PEOPLE INTERVIEWED	AGE GROUP	GENDER		Total
			Male	Female	
		Age group			
The Castle of Good Hope	40	18 -70	25	15	40
The Noon Gun	22	20-80	14	8	22
Simon’s Town Naval Museum	27	18 -65	18	9	27
Robben Island	65	18-75	45	20	65
Ysterplaat Air Force Museum	15	18-70	10	5	15
V & A Waterfront	15	18-80	10	5	15
Fort Vineyard	16	18-65	13	3	16
Total	200 (usable responses)		140	60	200

According to Pappas (2017:195), sample determination indicates that a sample can be determined by the researcher based on the availability of participants on site, especially when collecting data from a mobile population such as tourists. Table 4.1 above indicates a total of N=200 tourists were interviewed while at the different tourist sites. All participants were conveniently selected based on their availability. In terms of gender, a total of 140 (70%) males were interviewed and 60 (30%) females. Participants were aged 18 years and over. This was done because during data collection the researcher noticed that children from the age of 15 were either accompanied by a parent, a friend, guardian, or teacher. These participants were conveniently selected to participate in the survey and indicated their reasons for visiting SANDF sites.

4.8.5 Focus group discussions

To obtain the appropriate data needed from SANDF personnel and tourism experts, the researcher used an interview schedule that was designed to ask for the profile of participants (Powell & Single, 1996:500; Perbawasari et al., 2019:309). For academics, military persons, tourism experts from the military sites, management of SANDF sites, and key role-players in the tourism industry, structured interview schedules and a mobile phone were used to obtain data from participants.

FGD participants were informed that notetaking and voice recording would take place during the group discussions and that the data would remain confidential and anonymous. According to George (2005:107), a focus group is a valuable tool for gathering the “perceptions of experts in the field under study” because they allow flexibility in asking and answering the questions. This ensured the collection of data that revealed a significant number of themes and sub-themes during data analysis, for example, SANDF military contribution to the development of the Western Cape. Francis et al. (2010:3) noted that once focus group participants appear to be repeating ideas that have already been expressed in the discussions, and no new information is forthcoming, then the discussion should be terminated as a “saturation point in data collection has been reached”. Open-ended interview schedules were followed in the study. This meant that there were several initial structured questions, but thereafter participants were allowed to discuss the topics freely. Secondary data were obtained through document analysis whereby the researcher studied academic literature and other sources related to the topic of the research, which, to some extent, formed the basis for the interview schedules. Observation was another technique used whereby the researcher made notes and observed behaviour during the FGDs.

An FGD is used to collect qualitative data from a group of respondents simultaneously (Powell & Single, 1996:500; Perbawasari et al., 2019:309). This method was used in this study to collect specific qualitative data relating to the SANDF sites and economic development from the selected tourism academics, military persons, tourism experts and the management of SANDF sites. The method was used because the categories (participants needed) were all met at their respective workspaces and then asked to provide the required data during the FGD morning plenary session at the Castle of Good Hope. Instead of being interviewed separately, participants preferred to provide their responses in a collective FGD session. They argued that they did not have time for individualised interview sessions because they were busy with their own work schedules. The suggestion made by the participants was adopted. As Hennink (2013:3) observed, FGDs can also facilitate the collection of detailed data about the variables of the study in a free, interactive, and participative environment characterised by the free exchange of views and comments. The FGD discussions facilitated a deeper understanding of the potential use of SANDF tourism assets in the Western Cape for sustainable economic development. In all, the FGD and interviews were held with respondents as shown in Table 4.2.

Table 4.2: Number of interviewees and FGD participants

Position	Number of respondents		
	Interviewee	FGD participants	Total

Academics	17	8	25
Military persons	4	4	8
Tourism experts	5	5	10
Management of SANDF sites and key players	10	10	20
Totals	36	27	63

4.8.6 Administration of interviews

Interviews were also conducted to collect data from the selected academics, military persons, tourism experts and management of SANDF sites. The interviews were administered with the aid of an interview guide. This instrument appears in Appendices D and E. It was used because its flexibility allowed the collection of data in a flexible and probing manner (Neuman & Guterman, 2017:148). The flexibility was guaranteed by incorporating open-ended statements; for it is such questions that enable respondents to divulge needed data in a detailed, unlimited, and flexible manner (Hofisi et al., 2014:60).

The FGD interview schedule was also used because its flexibility enabled the researcher to rephrase questions and probe further in case the need arose during any FGD session. It also facilitated the collection of data that could not be predetermined. Indeed, the multifaceted nature of tourism development in the Western Cape, specifically regarding the SANDF assets, implies that it is not easy to predetermine any or all tourists visiting tourist attractions in Cape Town. Furthermore, the FGD interview schedule helped the researcher to confirm and clarify, during ongoing FGD sessions, some responses that appeared complex or unspecific. The schedule was further used to ensure that the administered FGD discussions progressed systematically (under the control of a Chairperson and being observed by representatives of the CPUT Tourism and Events Department) in relation to the main themes of the study, which included economic development to name but one aim. Consequently, the FGD schedule was designed following the objectives of the study.

In addition, secondary data were obtained from the literature to assist in compiling interview questions.

4.8.7 Data analysis

The analysis of FGD and tourist data is described as the process of systematically applying inferential statistics to describe and illustrate, condense, recap, and emulate data. In this study, inferential statistics were used to focus on the problem linked only to specific appreciation drawn from tourists visiting SANDF military sites. FDG data were analysed thematically based on the objectives of the study. The FGD and tourist questionnaires were used to analyse

tourists visiting SANDF tourist sites in the Western Cape (Sheard, 2018:429). The researcher estimated the population, for example, the mean score of tourists visiting SANDF sites in the Western Cape, to draw conclusions about the population (for example, how to understand using SANDF tourism assets by drawing on the most convenient expressions of the sites visited).

According to Sheard (2018:429), the consideration that research can be based on statistical inferences focuses on the problem of bias linked to non-probability sampling and acknowledges only specific situations in which a non-probability sample can be appreciated, that is, if the researcher is interested in specific cases being studied (for example, the SANDF Battlefields of Spionkop). Therefore, the researcher does not need to draw a probability sample from similar studies on SANDF tourism sites (Sheard, 2018:429). It helped the researcher to make judgements of the possibility of only the most convenient expression about SANDF tourism sites in the Western Cape.

4.8.7.1 Qualitative data analysis

According to Christou and Chatzigeorgiou (2020:25), qualitative data analysis involves data sorting, filtering, and searching for patterns or wholes. In other words, qualitative data analysis consists of in-depth information usually presented in the form of words and entails reading many transcripts, looking for similarities and finding themes that relate to the study in question. The aim of this process is to assemble the data in a meaningful and comprehensive manner (Castleberry & Nolen, 2018:807-815). According to Wu et al. (2020:4), qualitative data analysis involves noticing, collecting, and thinking processes. Wu et al. (2020:5) observed that this analysis is:

- 1) Interactive and progressive: The process is interactive and progressive because it is a cycle that keeps repeating. For example, when one thinks about things one also notices similarities in the data. In principle, the process is an indefinite spiral, as explained by Wu et al. (2020:5).
- 2) Recursive: The process is recursive because one part can call one back to a previous part. For instance, while busy collecting things, one might simultaneously start noticing new things to collect (Huberman & Miles, 2002:305).

The above scenario is like the experience during the processing and analysis of qualitative data collected in this study. The analysis was carried out interactively and recursively as explained above. The specific techniques used included thematic analysis.

Every time an FGD interview response differed in meaning from another, a theme representing the meaning was developed. This way, the interview responses were all interpreted and categorised into fewer themes. The developed themes were then combined to form broad

categories, which themselves represented the variables of the study. For instance, all the themes that represented SANDF military sites were responsible for the potential use of SANDF tourism assets in the Western Cape for sustainable economic development. The theme development and categorisation process were repeated continuously until all the qualitative data were fully analysed.

In case an already developed theme reoccurred, it was coded and entered into SPSS version 28 to produce a quantitative picture of the number of times it had featured. This was done to avoid repetition in the reporting of findings. Some of the richly informative data were reported in narrative form with minor editing.

4.8.7.2 Quantitative data analysis

All quantitative data obtained, mainly from the analysis of the questionnaires, were coded and recorded in the MS Excel sheets. Data entry was carried out with the help of a CPUT statistician. After data entry, the data were cleaned and screened to eliminate errors and ensure that all data had been entered according to how respondents had answered. This was carried out by taking 10 questionnaires at random and checking whether their entries were correct. After data screening, the data were exported into SPSS v28. The data were backed up on a memory stick then and safely stored in separate locations to avoid data loss.

After data processing, analysis began. Data analysis was carried out by using descriptive statistics through SPSS v28. According to Abbas et al. (2021:18), descriptive statistics generate results that explain the nature of variables as they are. It was therefore deemed sufficient to generate descriptive statistics that were needed to answer the research questions of the study. The method facilitated the generation of frequency distributions, bar graphs, pie charts, means and standard deviations that were needed to explain the nature of the variables of the study as perceived by the selected participants. In addition, the descriptive method was used to identify tourist behaviour, attractions, decisions, and choice of destination to visit a particular site. The specific behaviours were identified based on what best describes the participant's attraction and decision to visit. The use of this method is recommended by Madhavan and Rastogi (2013:207) when the variables, which the study is intended to identify, are not clear. The method is a data reduction technique that identifies factors (called principal components) that significantly measure a variable based on the various questionnaire items used to assess its nature (Madhavan & Rastogi, 2013:207).

4.8.7.3 Data management and security

Krishnan et al. (2021:4723) describe data management as the administrative process regarding data collection, including the acquisition, validation, storage, protection, and processing of the required data to ensure accessibility, validity, and reliability before it is

discarded. For this study, all the data have been kept in password-protected computer files known only to the researcher. The researcher has kept all the records of participants, including the signed informed consent forms from participants. The data collected have been kept in a lockable filing cabinet accessed only by the researcher. The research findings do not include any personal details. The reliability and validity of data were ascertained and guaranteed by testing the validity and reliability of instruments designed to collect qualitative data.

4.9 Reliability and validity (trustworthiness and credible)

Reliability (or trustworthiness in qualitative studies) is the quality of the measurement method, meaning that the research instrument is considered reliable if the results of the study can be reproduced using a similar approach (Kourmoussi et al., 2017:62). The reliability of the interview guide was established using the intra-rater reliability technique as explained by Kourmoussi et al. (2017:62). This involved the researcher ascertaining the credibility (validity) of the items by ensuring that they were specific and that the same questions were asked to all the participants. Efforts were also made to ensure the integrity of the items by making sure that every participant understood the questions consistent with the way the researcher understands the questions. This aspect was tested during the pilot study. The questionnaire's reliability and validity were assured, as most of the variables were borrowed, and adapted where necessary, from previously validated studies, including Stone and Sharpley (2008:574), Liang and Hui (2016:56), McKay (2020:283), Rogerson and Rogerson (2020:840), Thompson et al. (2020:94) and Beato et al. (2021:482). Self-developed variables were developed from secondary data acquired through authorised research articles and reputable scholars and therefore the methods used in the studies should be considered trustworthy. In addition, data collection instruments were validated by the supervisors and the Ethics Committee of the Business and Management Sciences Faculty at the Cape Peninsula University Technology prior to the commencement of actual data collection.

4.10 Ethical considerations

The researcher aimed to acknowledge all resources used in the thesis. In addition, the study was conducted according to the professional and ethical guidelines provided by the Ethics Committee of the Faculty of Business and Management Sciences at CPUT (clearance certificate No. 2022_FBMSREC 027, Appendix A). All participants were assured of confidentiality. All participants were informed that they could withdraw from the study at any stage, for whatever reason, without suffering any prejudice, and that they may refuse to answer any question. Participants were assured that their identities and all data and would remain confidential. Names and any other personal information obtained during the FGD and interviews would be withheld. Moreover, their participation was purely voluntary but written consent was obtained from each study participant.

In summary, the following ethical principles were observed:

- Voluntary participation;
- Consent and the possibility of participants withdrawing from the study;
- Respect for participant's rights and privacy;
- Honesty, objectivity, integrity, carefulness, and responsibility in analysing the data and compiling the report (Saunders et al., 2007:191);
- The COVID-19 pandemic protocols were observed to minimise transmission risks. Some ethics boards have abolished requirements for signed consent forms in certain circumstances with the intention of protecting participants. In research, signed consent remains the "gold standard" for behavioural and social research in certain fields of study (Wynn & Israel, 2018:796; Neuman et al., 2021:4).

Ethical considerations are divided into three areas, namely: society, science, and research participants (Christensen et al., 2014:103). An important facet of science is that every researcher is accountable for their research. Therefore, the researcher planned to indicate the tourist sites included in the study clearly in the research report.

4.10 Chapter summary

This chapter covered the research setting of the study and discussed the methodology applied in the study. The chapter explained the research design, sampling for qualitative and quantitative data collection, and methods and procedures of data collection and analysis.

In particular, the qualitative method was used to collect both secondary and primary qualitative data. Primary qualitative data were collected using interviews administered to the key informants, including officials who oversaw the development of SANDF tourism development in the Western Cape. Secondary qualitative data were collected using documents related to the Western Cape's SANDF assets tourism development. The quantitative method was applied to collect primary quantitative data.

The chapter also covered the scope of the study and concluded with a discussion of the ethical issues considered and observed in the study.

The results obtained from the analysis of the data are presented in the subsequent chapters.

CHAPTER 5

ANALYSIS AND INTERPRETATION

5.1 Introduction

This chapter analyses and interprets the responses to the interview questions items measuring "The Potential use of SANDF Tourism Assets in the Western Cape for Sustainable Economic Development". Researchers have recorded many varying benefits of SANDF on the economy of South Africa. There was a record that the military base conversion in South Africa was a massive opportunity for the nation's local economic development (Abrahams, 2008; van Zyl & Kinghorn, 2018; Ncubekezi, 2019; Smith, 2020). However, this investigation aims to assess the potential use of the SANDF tourism assets in the Western Cape and to seek possible solutions on how they can influence globalization and economic development. To determine the location of likely SANDF tourism assets in the Western Cape and how tourists can be motivated to visit attraction centres in exciting numbers. The first section presents the respondents' demographic information (tourists), reflecting their genders, age groups, provinces, countries and their SANDF tourism assets of interest in the Western Cape. This study is justified because of work done on the authenticity (and entrepreneurship) of events and attractions by Getz (2010:7), and Tassiopoulos' (2010:254) work on the need for "good" sites to promote tourism.

5.2 Demographic information

This section discusses the demographics of the tourists interviewed about their interest in SANDF tourism assets and their socio-demographic information. This section is very important to understand the diversity of the tourists visiting the SANDF tourism assets.

5.2.1 Gender distribution of the tourists

Understanding the socio-demographics of customers is very pertinent in designing any market strategy to attract more customers. There is well-documented literature (Hrusovsky & Noeres, 2011:87; Ashworth, 2016) on the discussion of gender disparity in different interests and fields of life. Therefore, this sub-section is devoted to describing the gender distribution of the interviewees who are also tourists visiting SANDF tourism assets in South Africa. Kruger and Saayman (2012:147) found that more females than males attend events and suggested this to be the case as females enjoy visiting places together with friends, and through a common interest in activities.

Table 5.1 contains the demographic information which is discussed in the sub-sections to follow (the % scores are rounded up to the next whole percent value).

Table 5.1: Demographic details of the tourists

S/N	Demographic Factor	Categories	Frequency	Percentage
1	Gender	Female	117	55
		Male	95	45
2	Age Group	18-35	110	52
		36-52	67	31
		53-60	23	11
		Above 61	12	6
3	Province	WC	60	56
		EC	12	11
		Gauteng	10	9
		Mpumalanga	6	5
		Free State	6	5
		KwaZulu-Natal	6	5
		Limpopo	3	3
		Northern	3	3
		Cape		
		Northwest	3	3
4	Country	SA	114	54
		International	100	46
		Tourist		

Table 5.1 reveals that 117 of the respondents are females, while the remaining 95 are males. It implies that most tourists visiting the tourist sites are females (55%) compared to their male counterparts (45%). There is a marginal difference in the expected gender distribution of the respondents as the females are 10 percentage points higher than males as revealed by the pictorial evidence for this assertion. However, considering their various stated purposes of visiting the facilities, being a quest for acquisition of historical orientations in the area, it can be stated that females have a keen interest in the quest for historical knowledge, more so than males. These were the figures derived from a convenience sampling method; similar studies by Kruger and Saayman (2012:5-16; 2018:219-247) suggested a similar breakdown between females and males. However, this data cannot be viewed as definitive of visitors at attractions/events.

5.2.2 Age distribution of the interviewees

As expected, the population of the attendants of the tourism centres cannot all be of the same age group. The respondents to these items represented people from various age groups; 52% of the respondents fall between the age of 18 to 35 years, 31% of them are in the range 36 to

52 years, and 11% of them fall between 53 and 60 years of age, while the remaining 6% are 61 years and above. From this information it can be inferred that most of the visitors to the facilities are the youth. This conclusion cannot be generalised and applies only to this study, although Kruger and Saayman (2018:219-247) found a similar trend at a music festival they researched. Youths are generally known for exploration and adventures; they love to be eyewitnesses of the tales and history the ancient men tell. They also love to confirm the nation's historical background and possess an undoubted knowledge of the antecedent (Cason & Gillis, 1994:156; Roussou, 2004:9-10). Saayman et al. (2012) and Kruger and Saayman (2018:220) emphasised the necessity of ascertaining the age of participants as decision-making and spending patterns would depend on the maturity of visitors. These authors equally emphasised the gender make-up of visitors (Kruger & Saayman, 2019:766). The age distribution of this study is largely supported by Botha and Slabbert (2011:4). Dreyer (2010:56) noted that it is generally younger groups that visit events and attractions and are usually more satisfied with their experiences, while forming their own opinions on the event. While not specific to this study, Kruger and Saayman (2018:219-247) considered first-time versus repeat visitors at a music festival and concluded that satisfaction levels would motivate visitors to return to an attraction or event. The motivation for repeat visits was confirmed in a study by Lau and McKercher (2004:279), which distinguished between 'first-timers' and 'repeaters'.

Figure 5.1 below illustrates the age distribution of the tourists.

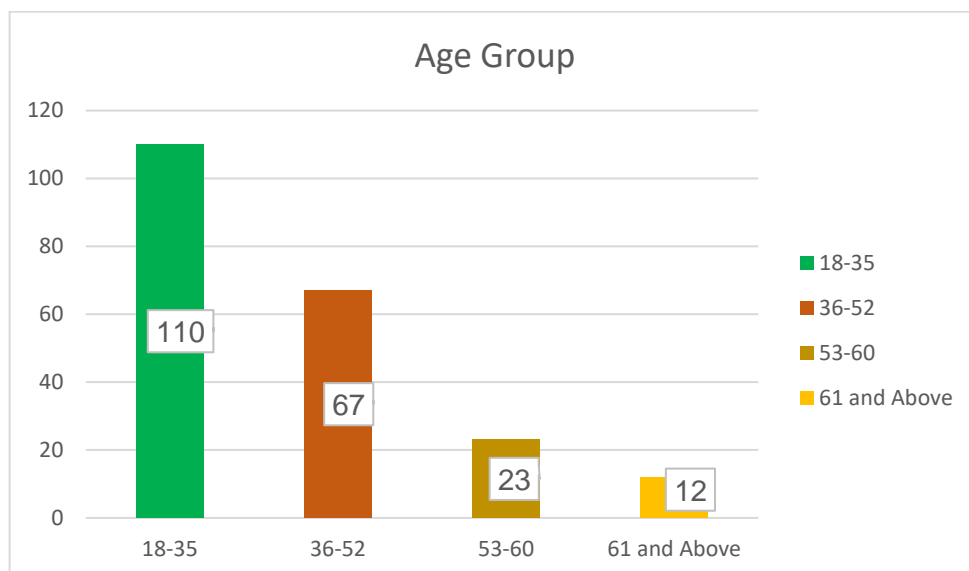


Figure 5.1: Age distribution of the tourists

5.2.3 Provinces of the local tourists

Figure 5.2 below depicts the provincial distribution of the respondents.

People travel from far and near to visit these facilities. Sixty of the respondents, representing 56% of the total, are from the Western Cape, and 11% are from the Eastern Cape, with 9% of respondents from Gauteng province, 5% each from Mpumalanga and Free State, 4% from KZN, and 3% from Limpopo. A further 3% are from the Northern Cape (NC) and 3% are from the North-West. Most of the tourists visiting these facilities are from the Western Cape, which could be due to proximity and perhaps accessibility to the facility. No comparable studies could be found on the number of visitors to SANDF sites in the Western Cape, but Heitman (1990:4), George (2005:400) and Sharpley and Telfer (2015:449) all note the importance of visitors to tourism sites, while Jugmohan et al. (2019:309) emphasised the importance of any tourism attraction for local communities.

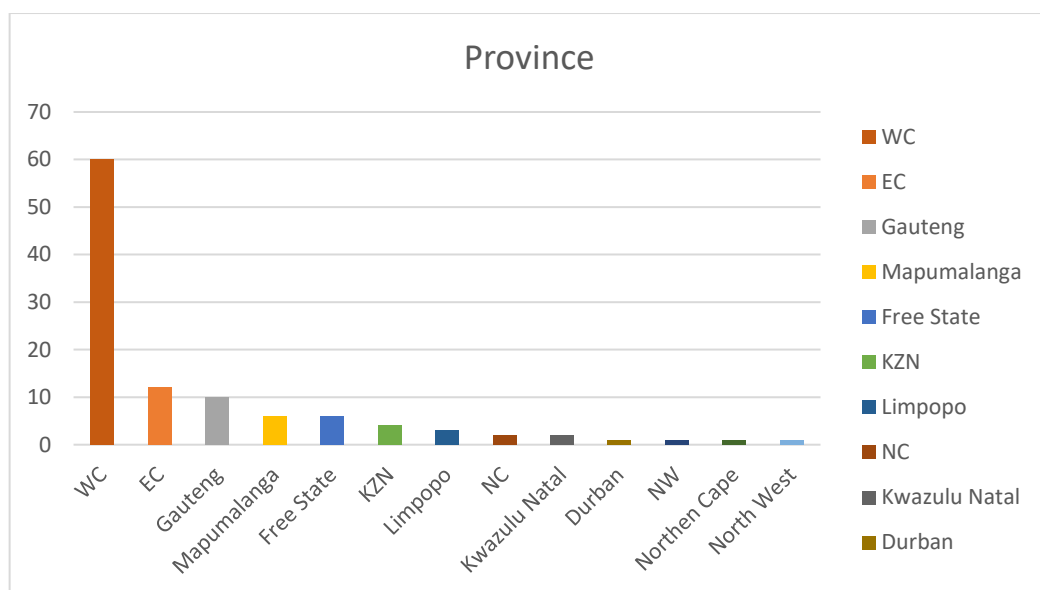


Figure 5.2: Provincial distribution of the participants

5.2.4 Country of origin

As earlier stated, tourists travel from far and near to establish their love for their environmental antecedent and commitment to their nation's course. Figure 5.3 below depicts the locational disparity in the nativity of the respondents. Of the 203 who gave their country of origin, 56% were South Africans, 10% are from the United States of America, 7% respondents are from the United Kingdom, 4% participants are from Germany, and 3% each are from France and Zimbabwe.

Also seen in Figure 5.3 below, 2% of respondents each are from Nigeria and Australia, and 1% respondents each are from DRC and the Republic of Congo, 15 of the tourists each from China, Zambia, Ghana, and Tanzania. All the remaining countries, including Namibia, Brazil, Botswana, Middle East, Morocco, Saudi Arabia, Croatia, Switzerland, Holland, Belgium, Erona/Middle East, Thailand, Denmark, Cameroon, Cape Verde, Lesotho, Madagascar, Italy,

and Korea have only 1 participant from each of them. Postelnicu and Dabija (2018:2) and Magagula (2020:181) emphasise the importance of international travel and visiting tourist sites worldwide. While not specific to this study, Qui et al. (2021:1-16) did extensive enquiries into the profile of visitors attending festivals to establish various aspects of their demographics.

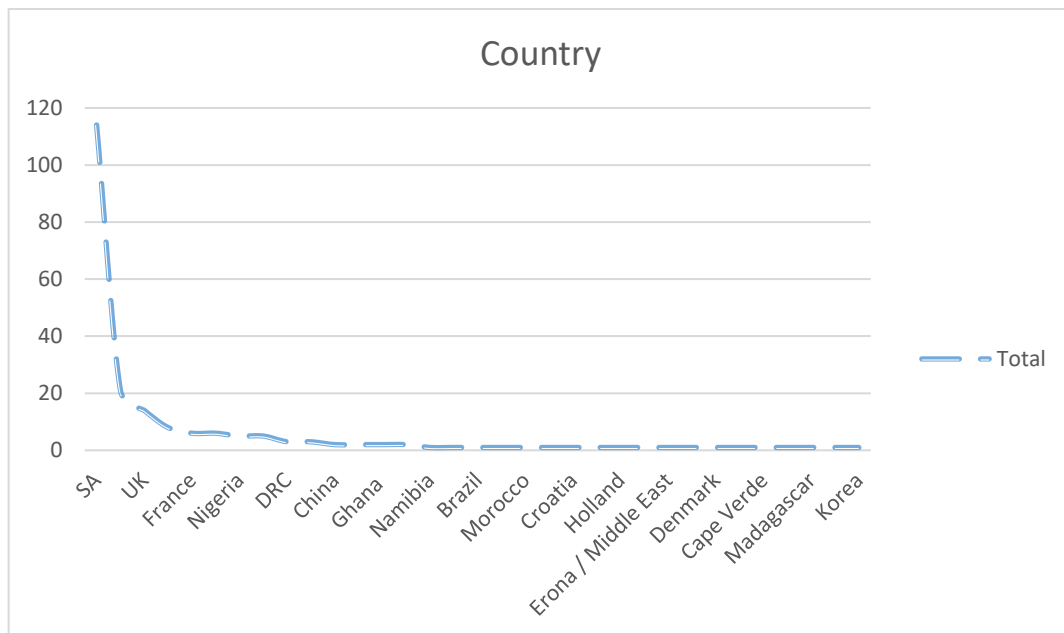


Figure 5.3: Country of origin

5.2.5 Tourism site/facility of interest

One of the study's objectives was to establish whether visitors were aware of the SANDF sites, and which of these sites drew their attention (motivation to visit). Tables 5.2a and 5.2b summarise the responses.

Table 5.2a: Tourism assets of interest

Tourism sites	Responses	
	No	Yes
SANDF Museums	155 73%	57 27%
Castle of Good Hope Military Museums	83 39%	129 61%
SA Air Force Museum	162 76%	50 24%
SA Navy Museum	146 69%	66 31%
Robben Island Museum	67 32%	145 68%

Based on the different numbers of tourist attraction centres in the area as summarized in Table 5.2a, various tourists have visited and found them interesting. Although 27% have an interest in the SANDF Museums, a significant 61% are interested in the Castle of Good Hope military museums, 24% have an interest in the South African Air Force Museum, 31% in the South African Navy Museum and 68% in the Robben Island Museum.

Table 5.2b: Tourism assets of interest

Tourism sites	Responses	
	No	Yes
Fort Vineyard	161 76%	51 24%
Military heritage festival and events	168 79%	44 21%
Private military collections	187 88%	25 12%
Memorial sites	160 75%	52 25%
Military re-enactors/re-enactment	194 92%	18 8%

In Table 5.2b it is revealed that 24% of the respondents like Forte Vineyard while 21% like visiting Military Heritage Festivals and Events, 12% enjoy Private Military Collections, 25% like Memorial Sites, and the remaining 8% support Military Re-enactors/Re-enactment. Therefore, the three most visited facilities are Robben Island Museum, Castle of Good Hope Military Museums and SA Navy Museum. The most visited tourism asset centre and the one which attracted most participant- tourists is the Robben Island Museum. This arousal of interest of the tourists can be traceable to the museum's attractiveness and accessibility. Fodness (1994:557), Pedersen (2002:73), George (2005:400), UNWTO (2010:13) and Sharpley and Telfer (2015:449-450) all place much emphasis on the importance of identifying and positioning tourism assets, while Triarchi and Karamis (2017:38) are partial to the positioning of the SANDF tourism sites. The studies of Lau and McKercher (2004), Botha and Slabbert (2011) and Kruger and Saayman (2012; 2018) were referred to above and are equally relevant to this section on the interest in the SANDF tourism sites.

Tourism assets of interest, showing interest of tourists by percentage, are illustrated in Figure 5.4, the pie charts, below.

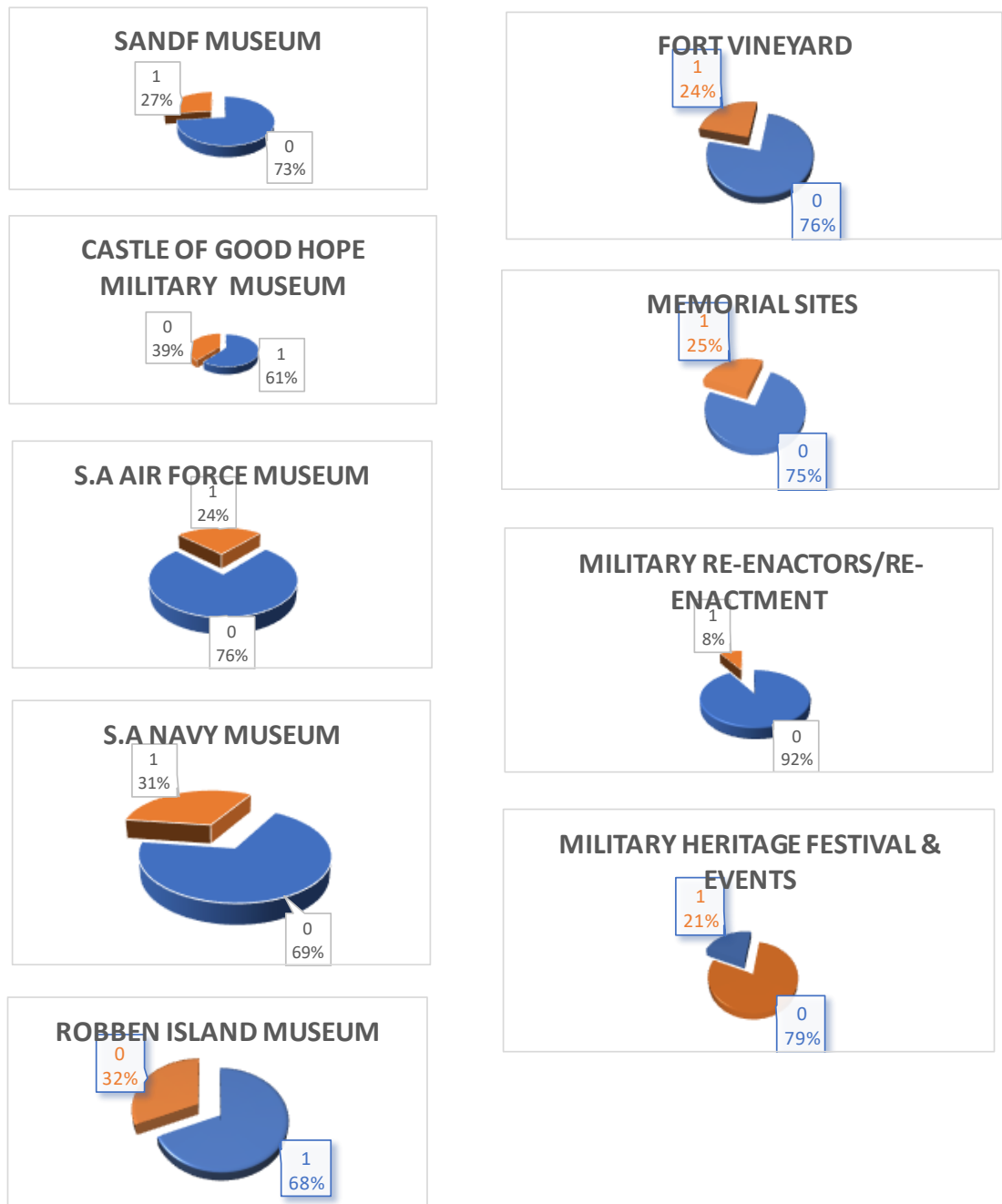


Figure 5.4: Tourism assets of interest

5.3 Tourist interview questions

The conveniently selected tourists at the various sites visited responded to the questions posed (and partially revealed in Figure 5.4) as discussed in the following sub-sections.

5.3.1 When did you first hear about SANDF sites and facilities?

The data shown in Table 5.3 answer the questions asked: When asked about when they came to know about SANDF sites and facilities, many of the respondents responded actively, with 58% of respondents having known about SANDF for between 1 day and 5 years; 18% have

known about the site for between 6 to 10 years; 11% have known about the facility for between 11 to 15 years; 4% for about 16 to 20 years and the remaining 9% of the active respondents have known the SANDF for more than 20 years. The 6 remaining respondents did not answer this question. The report, however, revealed that no fewer than 20 respondents have known about SANDF for more than 20 years. Hence, it can be concluded that these would have reliable knowledge about the SANDF. No specific relevant supporting sources could be found on this point but Qui et al. (2021:1-16) did consider the motivational aspects of visitors.

The next logical information required after tourists had heard about the SANDF tourism assets and when they actually visited the tourism centre, was to ask the tourist the frequency of visits to the SANDF tourism sites. This question was not part of the original questionnaire but was asked of visitors as they were intercepted and questioned on the sites visited. The UNWTO (2010:13-14), Laing et al. (2013:180-181), Gajdošik and Gjdošikova (2016:13) and Venter (2017:10) all argued for visiting and re-visiting tourism attractions in their respective studies.

Table 5.3: When did you first hear about SANDF sites and facilities?

Period	Frequency
1-5 years	91
6-10 years	29
11-15 years	17
16-20 years	6
More than 20 years	15
Total	158

Military tourism is an important niche area. Keeping its historical value is paramount in educating the upcoming future generations and looking after all infrastructure to ensure it is sustainable. Of all the SANDF facilities, those that both local and international tourists often visit include Robben Island and the Castle of Good Hope Military Museum, which is traceable to its unbreakable historical landmark, being the oldest living historical building in the history of South Africa. South Africa has a long military history, spanning from internal conflicts to colonial wars, both the World Wars and Angola-Namibian conflict over the border. This has led South Africa to develop a relatively large and modern defence force, as well as an extensive defence industry that supports and develops military hardware. Most military operations were on land, and the South African Defence industry mainly concentrated on the army and air force, hence the emphasis on land-based SANDF tourism sites. Despite limited archaeological proof, different battlegrounds have been the focus of post-war commemorative events, with many sites bearing grave markers and memorial monuments. As such, these battlefield landscapes represent essential sites of heritage and memory and are linked to more comprehensive

descriptions of national identity and sense of location (van Zyl & Kinghorn, 2018:7-9; Smit & Bezuidenhout, 2019:37).

In an interview session with the military focus group, the response by the Chairperson in this regard states:

"I am aware of some of them, such as the Castle of Good Hope, and various military museums, such as the SA military Museum, the Iziko Maritime Centre, the SAS Assegaai Museum, the SA Naval Museum, Fort Wynyard, and the Chavonnes Battery Museum. A few years ago, I was at a well-attended military tattoo/exhibition of military bands held at the Castle of Good Hope. I also read that a Military History Route has recently been set up, which includes some of the museums mentioned above and a visit to the Simonstown Naval Base."

This response further corroborates the assertion that many of these battlefields have become good sites for tourism, alongside some designated buildings where these aged weapons and pictures are kept.

The third subsection of research objective 1 suggests there are statistically significant differences in the interest of the tourists in each of the tourism assets in Western Cape (see Table 5.2a and Table 5.2b, and section 5.9 – motivation to visit) based on:

- Age group
- Gender (female and male)
- Type of tourist (local or international).

Cross-tabulation analysis

This section contains further inferences from the questionnaires and provides further answers to the research questions in consideration under this study, in successive order. The contingency table, Table 5.4 below displays the response distribution by age grouping of the respondents to the research questions being answered here. The table is followed by the Chi-Square table, Table 5.7, which tests the association between the variables and the assumptions' consistency and validity, followed by the presentation of the Chi-Square interpretation, while the subsection ends with the effect size or degree measured with the result of Crammer V.

Chi-Square test for independence

Chi-Square is a statistical technique that tests the degree of association between two categorical variables. It compares the observed frequency in each of the categories with the expected value. It operates on the principle of cross-tabulation, with its cases classification based on the categories in each variable. The basic assumption that must not be violated here is that the minimum expected cell frequency should be greater than 5 for more than 80% of all the cell counts in the cross-tabulation table (Pallant, 2011:71). The Fisher's Exact probability

test should be considered whenever the assumption fails rather than interpreting the Chi-Square value. The Chi-Square output value in this study was generated by SPSS v28.

Effect size

Several effect size statistical methods are available on the Crosstabs procedure. For 2 by 2 tables, the most used is the phi coefficient, a correlation coefficient value that ranges from 0 to 1. The criteria commonly used is the (Cohen, 1992:355) criteria which prescribed 0.10 for small effect size, 0.30 and 0.50 for medium and large effect sizes, respectively.

When considering the effect size of larger tables, a different alternative will be considered as a rule of thumb in setting up the criteria: If the variable has two categories, the effect size is considered small for the value 0.01, medium for 0.30 and large for 0.50. If the variable has three categories, the effect size considers 0.07 as small, 0.21 as medium, and 0.35 as large. Also, 0.06 for small, 0.17 for medium, and 0.29 as large, if the variable has four categories (Cohen, 1992:355; Gravetter & Wallnau, 2004:437; Pallant, 2011:71).

5.3.2 Age group

Is there a statistically significant difference in tourist interest in tourism assets in the Western Cape based on age group? Table 5.4 analyses the tourists' interest SANDF by age group.

Table 5.4: SANDF tourism attractions in the Western Cape cross-tabulated by age group

Age Group	Tourism Site	Tourist Interest in Tourism Attraction Center		Total
		Not Interested	Interested	
18-35 years	SANDF museums	80 _a 72.7%	30 _a 27.3%	110 100.0%
	Castle of Good Hope military museums	39 _a 35.5%	71 _b 64.5%	110 100.0%
	SA Air Force Museum	85 _a 77.3%	25 _a 22.7%	110 100.0%
	SA Navy Museum	80 _a 72.7%	30 _a 27.3%	110 100.0%
	Robben Island Museum	34 _a 30.9%	76 _b 69.1%	110 100.0%
	Fort Vineyard	83 _a 75.5%	27 _a 24.5%	110 100.0%
	Military heritage festival & events	88 _a 80.0%	22 _b 20.0%	110 100.0%
	Private military collections	100 _a 90.9%	10 _b 9.1%	110 100.0%
	Memorial sites	81 _a 73.6%	29 _a 26.4%	110 100.0%
	Military re-enactors/re-enactment	99 _a 90.0%	11 _b 10.0%	110 100.0%
	Total	769 69.9%	331 30.1%	1100 100.0%
	36-52 years	SANDF museums	50 _a 74.6%	17 _a 25.4%
Castle of Good Hope military museums		29 _a 43.3%	38 _b 56.7%	67 100.0%
SA Air Force Museum		44 _a 65.7%	23 _a 34.3%	67 100.0%
SA Navy Museum		43 _a 64.2%	24 _a 35.8%	67 100.0%
Robben Island Museum		19 _a 28.4%	48 _b 71.6%	67 100.0%
Fort Vineyard		48 _a 71.6%	19 _a 28.4%	67 100.0%
Military heritage festival & events		53 _a 79.1%	14 _b 20.9%	67 100.0%
Private military collections		55 _a 82.1%	12 _b 17.9%	67 100.0%
Memorial sites		52 _a 77.6%	15 _a 22.4%	67 100.0%
Military re-enactors/re-enactment		63 _a 94.0%	4 _b 6.0%	67 100.0%
Total		456 68.1%	214 31.9%	670 100.0%
53-60 years		SANDF museums	15 _a 65.2%	8 _a 34.8%
	Castle of Good Hope military museums	10 _a 43.5%	13 _b 56.5%	23 100.0%
	SA Air force Museum	21 _a 91.3%	2 _b 8.7%	23 100.0%
	SA Navy Museum	15 _a 65.2%	8 _a 34.8%	23 100.0%

	Robben Island Museum	8 _a 34.8%	15 _b 65.2%	23 100.0%
	Fort Vineyard	18 _a 78.3%	5 _a 21.7%	23 100.0%
	Military heritage festival & events	17 _a 73.9%	6 _a 26.1%	23 100.0%
	Private military collections	20 _a 87.0%	3 _a 13.0%	23 100.0%
	Memorial sites	17 _a 73.9%	6 _a 26.1%	23 100.0%
	Military re-enactors/re-enactment	21 _a 91.3%	2 _b 8.7%	23 100.0%
	Total	162 70.4%	68 29.6%	230 100.0%
Above 61 years	SANDF museums	10 _a 83.3%	2 _a 16.7%	12 100.0%
	Castle of Good Hope military museums	5 _a 41.7%	7 _b 58.3%	12 100.0%
	SA Air Force Museum	12 _a 100.0%	0 _a 0.0%	12 100.0%
	SA Navy Museum	8 _a 66.7%	4 _a 33.3%	12 100.0%
	Robben Island Museum	6 _a 50.0%	6 _b 50.0%	12 100.0%
	Fort Vineyard	12 _a 100.0%	0 _a 0.0%	12 100.0%
	Military Heritage Festival and Events	10 _a 83.3%	2 _a 16.7%	12 100.0%
	Private military collections	12 _a 100.0%	0 _a 0.0%	12 100.0%
	Memorial sites	10 _a 83.3%	2 _a 16.7%	12 100.0%
	Military re-enactors/re-enactment	11 _a 91.7%	1 _a 8.3%	12 100.0%
	Total	96 80.0%	24 20.0%	120 100.0%

Each subscript letter denotes a subset of tourists' interest in tourism attraction centre-categories whose column proportions do not differ significantly from each other at the 0.05 level.

Table 5.4 above depicts a cross-tabulation of tourists' interest in, and suggests preference for, SANDF tourist attraction centres in Cape Town within the various age groups of the tourists. The table revealed that of all the tourists who visit the centres, who fall between the ages of 18 and 35 years, 27.3% are interested in SANDF Museums, while 72.7% responded that they have no interest in SANDF; 64.5% in this category have interest in Castle of Good Hope Military Museums while 35.5% do not have an interest; 22.7% are interested in South African Air Force Museums while 77.3% do not; 27.3% have interest in South African Navy Museums while 72.7% do not have an interest; 69.1% of the respondents have a keen interest in Robben Island Museum while 30.9% have no interest; 24.5% are interested in Fort Vineyard, while 75.5% are not interested; 20% are interested in the Military Heritage Festivals and events while

80% are not interested; only 9.1% have an interest in Private Military Collections but 90% do not; 26.4% are interested in The Memorial Site and 10% in the Military Re-enactors, while 73.6% and 90% do not have interest in the respective sites. It shows that the greatest percentage of the tourists who are youth aged between 18 and 35 are mostly interested in Robben Island Museums. The next much-patronised site by the youth is the Castle of Good Hope Museums. These young tourists least visit Private Military sites and the Military Re-enactors site.

Of the respondents aged between 36 and 52, most of them (74.6%) are not interested in SANDF Museums and only 25.4% have an interest in the SANDF facilities. Slightly above half of the respondents (56.7%) are interested in visiting the Castle of Good Hope but the remaining 43.3% of these tourists are not interested in visiting the facility. The patronage of the tourists in this category to the SA Air Force Museums is very low as only 34.3% responded positively about visiting the facility while most of them (above 65%) are not interested in the site. The percentage of people who visit the SA Navy Museum is very low (35.8%) but a high percentage (64.2%) of these tourists do not visit the site. In contrast, a very good number of tourists (71.6%) visit the Robben Island Museum, while a relatively low proportion (28.4%) do not visit the site. Meanwhile, the position of the tourists on Fort Vineyard is directly opposite to that of the Robben Island Museum, 71.6% do not have interest in the sites, while the 28.4% that remain posit a positive reaction to visiting the site. The percentages that visit the Military Heritage Festival and Events, the Private Military Collections, Memorial Sites, and Military Re-enactors/Re-enactment are extremely low at 20.9%, 17.9%, 22.4% and 6% respectively. Almost no respondents visited the Military Re-enactors/Re-enactment (over 90% did not visit the site).

Of tourists between the ages of 53 and 60 years, more than 60% do not have an interest in the SANDF museum while 35% of them do have an interest in the site. The Castle of Good Hope is visited by over half (56.5%) of the respondents. Tourists in this age range do not really visit SA Air Force Museums because 91.3% did not have an interest in this attraction. Only 34.8% of the tourists showed an interest in the SA Navy Museum. Many people (65.2%) in this category visit the Robben Island Museum. Conversely, a little below 80% do not have any interest in Fort Vineyard, Military Heritage Festival and Events, and Memorial Sites. A significant 87% of these tourists have no interest in the Private Military Collections, while many (more than 90%) of them do not have an interest in the Military Re-enactors/Re-enactment.

For tourists over 61 years of age, none of them has an interest in the SA Air Force Museums, Fort Vineyard, and Private Military Museum and above 80% do not have an interest in the SANDF Museums, Military Heritage Festivals and Events, and Memorial Sites. Over 91% of the tourists in this age category visit Military Re-enactors/Re-enactment enthusiastically. Half of the tourists older than 60 years visit Robben Island Museums, only 33% visit the SA Navy Museum, while just under 60% visit the Castle of Good Hope Military Museum.

In general, the two most-visited SANDF sites by tourists of all age groups are the Robben Island Museum and Castle of Good Hope. While there were no specific sources to corroborate this data, the studies by Laing et al. (2013:3), Ashley (2016:142) and Triarchi and Karamis (2017:38-40) are appropriate. The question posed at the start of this section cannot be answered with any certainty. Apart from the Castle and Robben Island, very little interest by any age group was shown in other SANDF sites; even the group aged 61 and older was not particularly interested in any of the military assets. This information cannot be generalised and must be argued in terms of the visitor selection (conveniently based), and the specific sites and days on which data was collected.

5.3.3 What attracts you most and why?

When the respondents were asked what attracts them most to SANDF sites, 139 of them stated that their quest for knowledge of historical events is the push that motivates them. The motivation for visitors to visit tourism sites is discussed in more detail in section 5.9. It is widely believed that the knowledge of the antecedent is power, which is a strong pull for them to visit SANDF sites. Of the respondents, 30 indicated that they visit SANDF sites and facilities because of the structures and fascinating environment and many are attracted by the design of the buildings and the Castle. Only 18 respondents visit the facility because of their hunger to see the nation's heritage, while the remaining 5 get attracted by the information they receive from the media. Shone and Parry (2013:202-203) and Hattingh and Swart (2016:1-14) were at pains to establish visitor-motivations for attending events. This information is summarised in Table 5.5 below.

Table 5.5: Attraction to SANDF Sites

History	139
Structure	30
Heritage	18
Media Information	5

The management of tourism assets is of utmost importance. Research objective 3 seeks to establish how the SANDF tourism assets can be managed optimally to promote economic growth and ensure sustainable development in general in the Western Cape, so it is vital that the researcher understands what motivates visitation to SANDF sites, and whether there is an economic spin-off from these for the Western Cape.

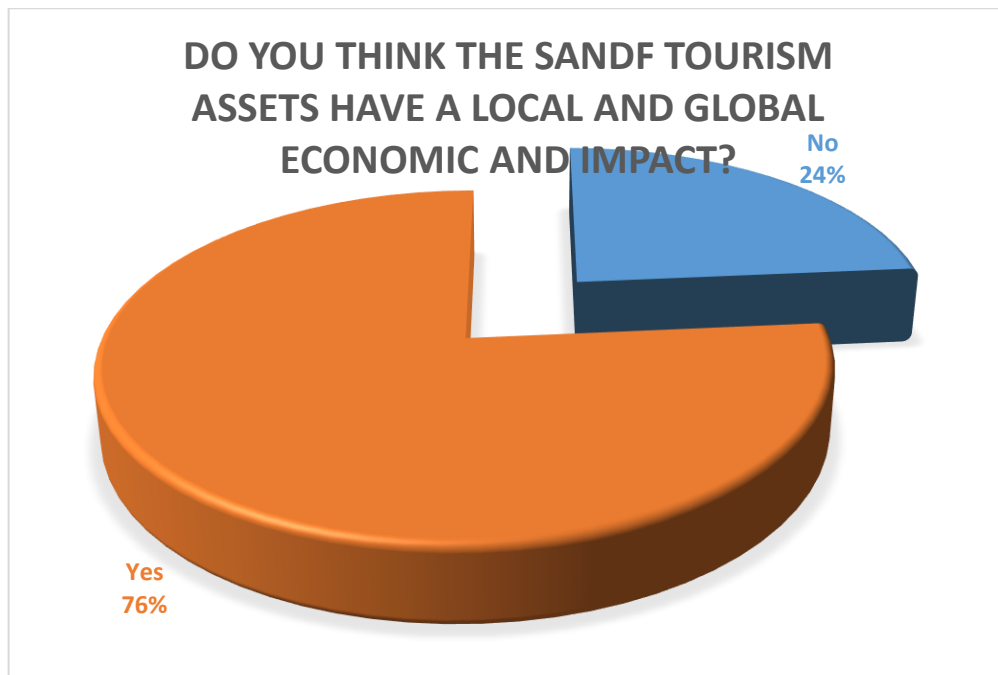


Figure 5.5: Perception of tourists on the potential of SANDF tourism assets' economic impact

Figure 5.5 above reveals the respondents' perceptions of SANDF tourism assets as having a local and global economic impact, which is supported by the finding of Postelnicu and Dabija (2018:2). The response was overwhelming, as 76.4% of the tourist believed that SANDF tourism assets do have the potential to grow the local and provincial economy and are of international importance and interest. However, 23.6% (50 of 212) of the tourists interviewed responded negatively on the local and provincial economic impact of the SANDF tourism centre. A significant majority of the participants responded positively to its local, provincial, and even global economic impact, which leads to the perception that the SANDF tourism centres indeed do have a local and provincial economic impact, which is reason enough to identify, maintain, and promote these sites for the benefit of the Western Cape.

Research objective 3 deals with the management of tourism assets. The responses from the tourists reveal their differences in opinion and their perceptions about the potential of SANDF tourism assets to have local and global economic impact. These differing opinions will have disproportionate effects on the recommendations on how to efficiently and effectively manage the tourism assets to drive economic growth. Therefore, a Chi-Square test of independence was used to generate a cross-tabulation analysis. The research question asks: Is there any statistically significant difference between the suggestions of the tourists who believe in the SANDF tourism assets' potential to have a local and global impact and those who do not believe?

On a question of whether a positive response to using the potential of SANDF assets significantly lead to improvements, Table 5.6 below records a wide range of responses:

5.3.4 Does saying yes to SANDF tourism assets potential affect its improvements suggestion?

Table 5.6: Crosstabulation analysis of tourist perception of local and global economic impact of tourism assets and how to manage it

	Do you think the SANDF tourism assets have a local and global economic impact? Coded		Total
	No	Yes	
No Suggestion	19 24.4%	59 75.6%	78 100.0%
Increase Advertisement and other Marketing Strategies	22 31.4%	48 68.6%	70 100.0%
Renovation and upgrading	2 22.2%	7 77.8%	9 100.0%
Tour Guide	0 0.0%	7 100.0%	7 100.0%
Satisfactory/Others	7 14.6%	41 85.4%	48 100.0%
Total	50 23.6%	162 76.4%	212 100.0%

Table 5.6, the cross-tabulation table above, establishes a link and the effectiveness between the responses and the suggestions of the tourists who believe in SANDF tourism assets' potential to have a local and global economic impact. The table reveals that 75.6% of those who were optimistic about the economic impact of SANDF sites had no suggestions for improvement. However, 68.6% of these tourists believed that increased advertising and other strategies would boost the sites' global economic impact. Of these positive-minded tourists, 77.8% suggested that the buildings and facilities should be upgraded. All the tourists suggested that the sites should provide a tour guide for successful navigation of the sites. A significant 85.4% of the remaining respondents believed that the sites do have a positive local and global impact on contributing to economic growth and were satisfied with the state of the sites. Many of them believed that any external changes to the sites would cause the original essence to be lost. Smith (2020) found that economic development, including that from tourism, is vital to an area, especially regarding job creation. Shone and Parry (2013:202) established that entertainment was a deciding factor in visiting sites and attractions.

Table 5.7: Chi-Square tests

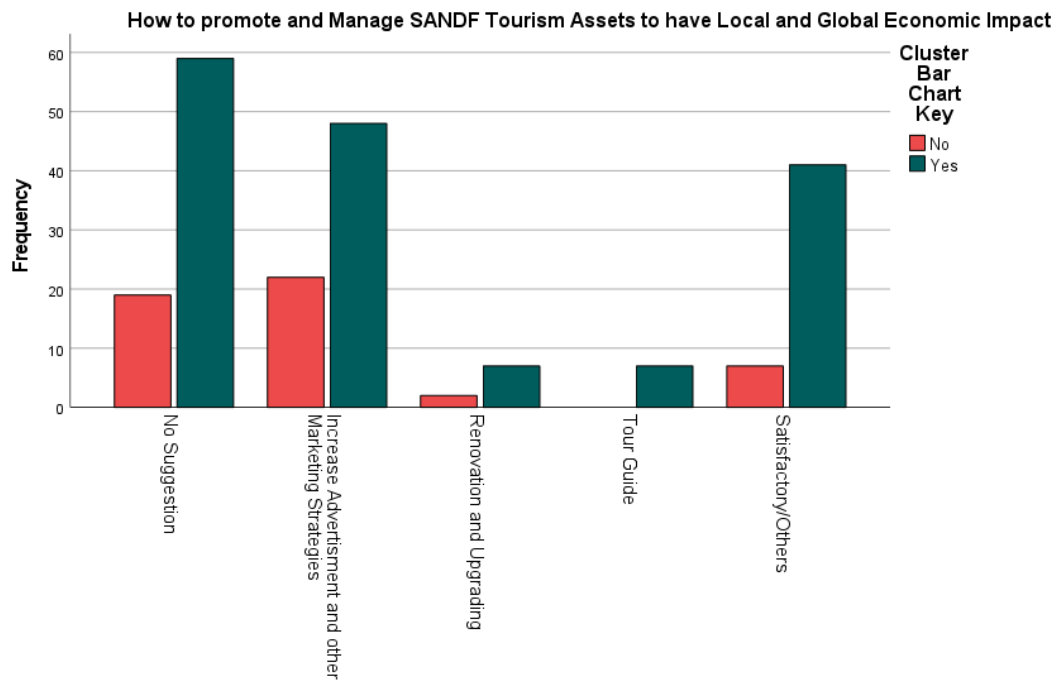
Chi-Square Tests		Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square		6.743 ^a	4	.150
Likelihood Ratio		8.438	4	.077
Linear-by-Linear Association		3.128	1	.077
N of Valid Cases		212		

The Chi-Square data in Table 5.7 above reveal a statistically insignificant difference (6.743^a) between the suggestion of the respondents and their position about SANDF sites. This implies that there is no compromise regarding their position on the possibility of the SANDF sites contributing to both local and global economic growth.

Table 5.8: Symmetric measures

Symmetric Measures		Value	Asymptotic Standard Error^a	Approximate T^b	Approximate Significance
Nominal	by Phi	.178			.150
Nominal	Cramer's V	.178			.150
	Contingency Coefficient	.176			.150
Interval by Interval	Pearson's R	.122	.061	1.778	.077 ^c
Ordinal by Ordinal	Spearman Correlation	.086	.064	1.257	.210 ^c
N of Valid Cases		212			

Table 5.8 above of the symmetric measures shows the medium effect of this test. The various suggestions raised by the tourists are that, if improved upon, the sites will have a substantial influence on enhancing their economic impact on the local and the global communities.



5.6) What are your views on the present marketing strategies of the tourism assets, and how can it be improved? Coded

Figure 5.6: Cross-tabulation chart showing distribution of tourist responses to improvement of SANDF tourism assets

Figure 5.6 above reveals the variety of responses to the contribution of these SANDF sites to both local and global tourism and provincial economic growth and promoting these sites as tourist attractions. The management and control of these sites are of paramount importance to ensure tourism development and a contribution to the economy of the Western Cape.

Figure 5.6 above signifies the validity of the responses of these respondents as regards the contribution of these SANDF sites to both the local, provincial, and global economic growth.

5.4 Management of SANDF tourism sites to promote economic growth

It is paramount to consider though tourist centres have a tremendous economic impact, the impact cannot be felt until a massive managerial effort is made to stabilize the coordination process. Some of these facilities are old, "dirty and not well looked after" (Military FGD, 2022), and strict and grounded attention is needed to maintain and upgrade them. The information on the management of the SANDF sites comes primarily from two sources: the military-experts focus group, and the interviews with the military managers of these sites:

"Castle of Good Hope is used for concerts and events, which can create economic income for the attraction. Robben Island is a white elephant and not utilized to its full potential – events and concerts."

"Military tourism, as a type of niche tourism, or special interest tourism, has a large following internationally and domestically, particularly among members of military history societies. In addition, domestic family tourists can be attracted by having

festivals, such as one which the Navy has held in the past and the one at Fort Wynyard, which include military bands, guided visits to ships and submarines, food stalls and general family entertainment."

"It may also be that these attractions can supplement income through hosting events of different kinds (e.g., private functions) to capture the 'events tourism' market, and this will obviously be determined by the rules and regulations of the different sites."

This implies that some of these facilities have sufficient and usable space and equipment to make them fit for commercial use, like events, concerts, and symposia. If they are well managed, they can be maximised to generate income for the site, thereby enhancing their economic growth. Some of these activities were available before they went into decline; resurrecting these will revive the economy of these sites, while Shone and Parry (2013:203) explained that motivation to visit a site of event was paramount in decision-making to re-activate sites, with a social consciousness secondary.

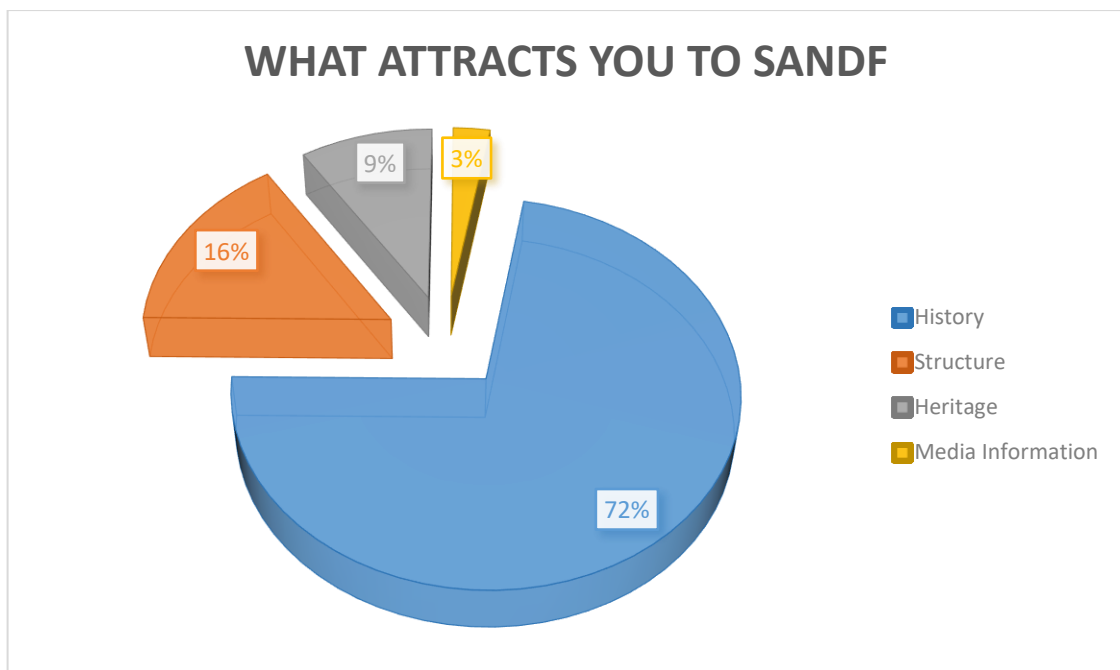


Figure 5.7: What attracts you to SANDF sites

When asked about their attraction, a respondent categorically stated that "The true history they don't teach in school." The implication of this is that the respondent believes that schools cannot sufficiently unravel the history of a place, no matter how practical they are, compared to physically going there oneself. Triarchi and Karamis (2017:38) noted the use of military sites as an alternate form of tourism. The main groupings of responses are shown in Figure 5.7.

Another visitor's response was "To show children our country's history." A generation oblivious to history will remain in the dark. It is pertinent for parents and any academic institution that will positively impact the future of their younger generation to acquaint themselves with the veracity of the knowledge of their past. The respondents made it abundantly clear that the young folk will not appreciate the patriotic inclusions and contributions of past heroic icons unless they fully understand this history.

From another respondent, "Interest in history and appreciation for the SANDF." It implies that some tourists do not visit the sites to gain knowledge of the history alone; some visit the facilities in appreciation of the efforts of the SANDF.

A respondent answered that they visit the sites "To see the view and how the people live on the Island." It implies that gaining knowledge of how other people live is part of the reason tourists visit the sites. Appreciating the aesthetic arrangement of the vicinity and the inhabitants will be considered perfect during their visit to these facilities. To support the data collected, and to introduce the visitor-motivations discussed in section 5.9, the researcher wishes to present the following information in response to the Military focus group, and the SANDF site manager's interview suggestions, from visitors referring to specific facts:

5.4.1 What are the reasons for visiting SANDF sites and facilities?

While literature is scarce on the specific motivation for visiting SANDF sites, Hattingh and Swart (2016) and Qui et al. (2021) offered various reasons arising from their studies, which include an interest in the event (asset), money-for-value and outdoor relaxation. Fodness (1994:557) noted that visitor motivation was also dependent on effective marketing. Getz and Page (2019:90) believe that the purchasing decision was the motivation to visit attractions and attend events. As study objective 5 specifically aimed to establish tourists' motives for visiting SANDF sites, motivation is discussed in detail in section 5.9.

5.4.1.1 Confirmation of history

Various tourists have different personal reasons for visiting SANDF sites. People who have heard much of the history of the past and have a longing desire to possess knowledge of the past also visit the sites. According to some respondents, "I am here to see more things of the ancient time", "Vision of what happened years ago", and "Interested in what happened years ago".

These respondents were informed about old deals and had a quest to gain a deep insight into the incidents. Visiting SANDF sites, however, respondents believed they could see the materials of ancient times.

5.4.1.2 Nelson Mandela

Some respondents also visit the facilities primarily because of their passion for Nelson Mandela. According to some of them, they were there to "Learn and see where Mandela was jailed", "See what I heard about, going out with a friend, history, and Nelson Mandela", "Learn more about Nelson Mandela and know the history", "See where Mandela was held."

Having heard about Mandela and his severe struggles for the nation of South Africa, they wanted to know the exact place of his agony and to see many of the facilities available.

5.4.1.3 Learning

Knowledge is power, and readiness to learn is a catalyst for quick assimilation. Many of the respondents responded that they were there basically to learn. In their words, "Learn about what happened and see the objects", "Learning about the history of Cape Town", "To explore and learn", "Wanted to explore as a student", "To learn about the military history", "To learn about the heritage", "To see and learn about what they were taught in School", "To learn about the prisons on Robben Island", "To learn more about the history of the country".

Hence, it can be seen that many people that visit the sites and facilities are hungry to learn new things and to confirm the history they learnt about SA.

Other people visit the facilities for tours, family exposure, fun, knowledge, and to see arms, military planes, and cars.

5.5 Number and position of SANDF tourism assets in the Western Cape

There are many tourist attractions in South Africa, most of which offer attractive services to the tourists that patronise them from time to time. These centres are located in different places, and they offer their services at/to the point of attraction and satisfaction to their customers. Some of these centres are sites of South Africa's National Defence Force's historical facilities. This record brings mentions 12 of these facilities, including:

- The Signal Battery on Lions Head
- SANDF Amour Museums - Bloemfontein
- Castle of Good Hope - Cape Town
- Fort Vineyard - Green Point Fort Vineyard
- Defence System on Robben Island
- South African Navy Museum - Simon's Town SA Navy Museum
- Air Force Museum - Airforce Base Ysterplaat SA Air Force Museum
- West Coast National Park
- Military Heritage Museum
- Private military collections

- Memorial sites
- Military re-enactors/re-enactment

At this point in the analysis, it is worth repeating the standpoint of both focus groups regarding the SANDF assets available for tourist activities, especially as visitors seek information on the sites, and do procure mementos of their visit and experience. The researcher is aware of, and he experienced through his employment in the SANDF, the interest shown by (mainly) men and young boys at military open days. The quote from the Chairperson of the military focus group in support of this contention is worth repeating when he states:

"I am aware of some of them, such as the Castle of Good Hope, and various military museums, such as the SA military Museum, the Iziko Maritime Centre, the SAS Assegai Museum, the SA Naval Museum, Fort Wynyard, and the Chavonnes Battery Museum. A few years ago, I was at a well-attended military tattoo/exhibition of military bands held at the Castle of Good Hope. I also read that a Military History Route has recently been set up, which includes some of the museums mentioned above and a visit to the Simonstown Naval Base."

5.6 Economic impacts of the SANDF tourism assets

At this point, it is necessary to refer to the participants of the focus groups whose deliberations are discussed in the next sections. Appendix C lists these participants to show the expertise of the focus groups composition.

In 2016, Cape Town tourism facilities attracted about 28 million visitors, and this number has continually grown year on year. Over the last decade, the city has welcomed increasing growth (of about 2.6%) in employment and output in its accommodation and restaurant subsector. Recovering from the Covid-19 crisis the facility is again ready for even more significant growth, creating a direct flight, for example, to the US and a massive increase in the air access to Cape Town, which is also plausible development for the industry forging ahead. Few cities offer such natural environmental beauty, vibrant communities, and easy access to significant South African tourist sites (Smith, 2020; Cape Town Tourism and Travel, 2022).

5.6.1 Some factors that encourage tourism in Cape Town

While the data analysed in these sections stems from the tourists' interview responses and the focus group discussions, it is worth noting the importance of Cape Town as a major tourism destination in South Africa. It is the specific location and attractions that make Cape Town a sought-after tourist destination. Listed below are some of Cape Town's top attractions and reasons why the tourism sector continues to thrive here:

- The Mother City has a natural scenic appeal, partly because it has Table Mountain right in the middle of the CBD, one of the world's seven natural wonders.

- The city has received numerous accolades since 2011, including being the world's top tourist city for the seventh time in the 2019 Telegraph Awards.
- There is a strong perception that Cape Town is a safer and more enjoyable travel destination than other cities in South Africa.
- The relatively weak exchange rate also works in favour of international tourists who would like to enjoy a summer holiday and safaris without breaking the banks to do so.
- Cape Town's tourism brand has become self-sustaining, with the city regularly making it in the top ten lists globally (Cape Town Tourism and Travel, 2022).

5.6.2 Cape Town tourism industry's competitive economic advantages

The information supplied by the official Tourism Economy, Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO) revealed that as far as revenue per available room was concerned, each level of provincial and city bases; Cape Town (R1 147.31) and the Western Cape (R1 029.19) as a whole achieved the highest revenue among all provinces and top cities in the year 2018.

5.6.3 Job creation

The various focus groups that participated in this research highlighted some more benefits of SANDF sites and facilities to South Africa's economy. According to them, SANDF tourism sites afford South Africa various job creation opportunities at different attractions. If local surrounding community members are pulled in, for example, as suppliers or as tour guides, this answers to a more sustainable income and social responsibility toward the community. And it also helps each family of the employee to sustain their families, thereby enhancing poverty alleviation in the nation.

5.6.4 Influx of income

The nature of the products from these sites is considered to have another economic benefit, which is not an out-of-fashion type that leads to significant losses once the market interest is lost. Attractions like these are not seasonal and can thus provide an evenly spread source of income that is not bound, for example, to only school holidays or peak seasons with international visitors. The SANDF assets are relevant at a global level. It speaks to security issues and political agendas that remain relevant for a long time. The historical value of these assets remains as they represent international collaboration and is part of world history. It has the potential to be connected to other similar attractions in different locations across the world, creating opportunities for global awareness among visitors, and also surrounding communities if they are provided with sufficient access to related educational programmes.

5.7 The current marketing strategies of the SANDF tourism assets and how these can be improved to attract more tourists

Over the past year or two, Cape Town tourism stakeholders have emphasised working with all the Western Cape's participants, proactively marketing the destination globally to entice visitors, and spreading the message that the city remains a must-visit African destination. This fact is borne out in the studies of Hattingh and Swart (2016) and Qui et al. (2021).

Whether engaging with community tourism operators, new source markets or international partners, the city can certainly look forward to a future in which it will remain the go-to recreational and business tourism connector.

Military tourism stands a better chance because of its historical plus. It is a type of niche or special interest tourism, and its market is of enormous potential if utilised through different means. In this section, attention is given to mechanisms to promote the SANDF tourism sites in the Western Cape. The marketing tools discussed include hosting events and concerts (Getz, 2010; Kruger & Saayman, 2012, 2018; Getz & Page, 2019), tourism Indabas (Dreyer, 2010; Hudson et al., 2015), pricing at tourism sites (George, 2014), the use of marketing agencies (Tassiopoulos, 2010), and the use of social media (Shiffman et al., 2015). Both Engelbrecht (2011) and Carse (2022) noted that these tools could be considered critical success factors in developing, promoting, and managing tourism attractions or events.

5.7.1 Events and concerts

Apart from the income, the SANDF sites generate through events, concerts, conferences, and open days, these events are an eye opener that make people see what is available at the facilities and grow a desire to patronise them. Hence, serving as a suitable means of marketing their museum. The military focus group noted:

"Recently, a very successful food fair/festival was held at Fort Wynyard, near the V & A Waterfront, which attracted many local families. It should link attractions under SANDF control to the general tourism product in Cape Town."

Kruger and Saayman noted in their studies the importance of attracting visitors to festivals (2012:5-16) and ensuring new and repeat visitation (2018:219-247).

5.7.2 Tourism INDABA

It is another golden strategy through which SANDF sites can publicise their facilities. The Tourism Indaba is a specialized seminar or conference planned precisely for some groups in South Africa. If these centres can organize an indaba for local and international people, it will be a good yardstick for the publicity of these products. South Africa's Tourism Indaba takes place each year in Durban, KwaZulu-Natal. Regional Indabas (originally an indaba was a meeting between South African Black tribes and the White governments) also take place

throughout South Africa. Both Dreyer (2010:56) and Hudson et al. (2015:71) spoke of the importance of tourism “meetings” and festivals to promote the tourism industry.

A member of the academic/tourism expert focus group stated that:

"City of Cape Town Tourism sector, as well as Cape Town Tourism, should do domestic as well as international marketing through the Tourism Indaba as well as through the National Department of Tourism that attends marketing events."

5.7.3 Pricing system

Another drawcard to attract customers is price. The academic/tourism expert focus group discussed how a competitive price would attract or discourage visitors from a tourism attraction. The focus group felt that an effort must be made to compare the prices of other facilities, including other conventional tourist centres, and then come up with an enticing price. Depending on the facilities available and the environment, there can be a variation in the costs of the facilities. George (2014:168) emphasised that pricing was important in deciding what attraction or event to attend. George also noted that wealth, personal preferences, past experiences, the satisfaction of visiting an attraction or event, and visitor attitudes were motivating factors in decision-making.

Another sure way of marketing the sites is by employing the marketing agencies that market for other sites which are not SANDF established. If the SANDF sites want to be marketed in isolation, they may end up being unattended. The sites only need to subscribe to the City of Cape Town tourism marketing agencies, debated the academic/tourism experts focus group.

"Although I think that the attractions referred to in this discussion would be more likely to fall within the realms of the tourism development and marketing agencies of the City of Cape Town and the Western Cape Government."

"These sites can be marketed as part of the tourism marketing by the City of Cape Town and the Western Cape Government. They will be most successful if marketed as part of the general Cape Town and Western Cape tourism product, and not marketed in isolation."

When these agencies are employed, there is hope for efficient advertisement.

5.7.5 Social media and digital marketing

Another common and cheap means of placing adverts and marketing is social media. The common ones that can be used are Facebook, WhatsApp, Twitter, Instagram, LinkedIn, and many others. Another strategy in this regard is to build an App through which adverts can be occasionally placed. There is already a Cape Town Tourism App that should be leveraged, as well as a brochure of Cape Town Tourism on the ‘Military Route’ in and around Cape Town. YouTube ads can also serve a great deal in this. Employing familiar celebrities, social

influencers and brand ambassadors can also make things attractive. Shiffman et al. (2010:27) discussed social media as a component of market attractions and events, and George (2014:168) supported the importance of social media in developing and promoting attractions.

The flowchart in Figure 5.8 below shows a brief analysis of the marketing strategies highlighted in this work. It serves as a summary of all the mentioned strategies. The suggested marketing strategies include Events and Concerts, organizing Tourism Indabas, re-visiting the pricing system, employing external marketing agencies, maximizing the available social media (like Pinterest, Instagram, Facebook, and Twitter), and using a digital marketing approach.

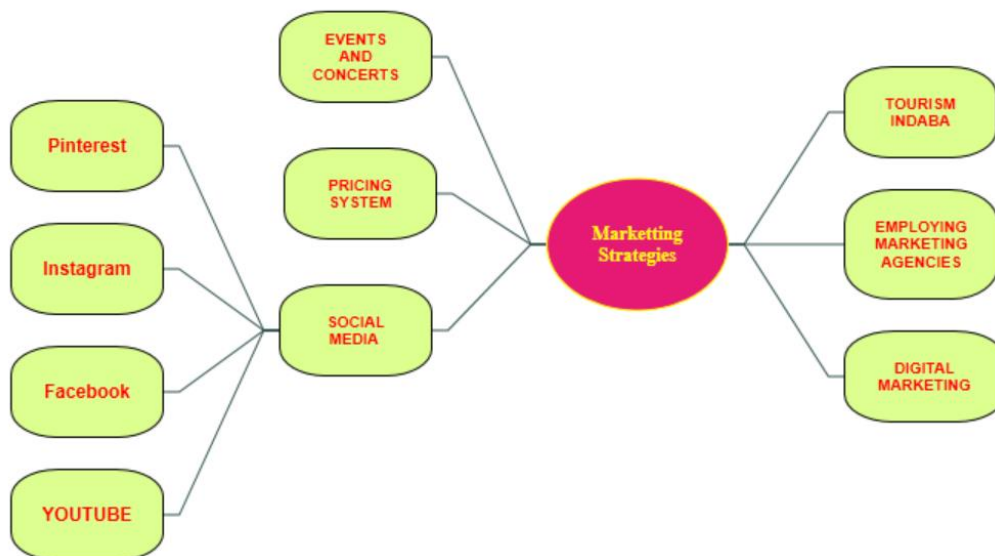


Figure 5.8: Flowchart for the suggested current marketing strategies of the SANDF tourism assets

A question was posed to both focus groups on how the SANDF sites could be promoted to encourage tourism to these sites, and the consequent promotion of the economy of the Western Cape. The responses are summarised in the sections following.

5.8 Suggestions for marketing strategies

Both the focus groups noted the importance of marketing the SANDF assets, and made the following suggestions:

- Use 'celebrities' or influencers on social media
- Printed and visual media – get these people to visit the attractions and share them on their channels to create awareness.
- Use online platforms and other relevant communities (rotaries, clubs) to 'co-market'. For example, if there is a veteran's group on Facebook, join it (or link it to your account) and interact with the group members because tourists will increasingly

want to do more independent travel (not as part of large groups and places where there are lots of people).

- Ensure that information is available at places like tourist information centres and surrounding accommodation establishments so that the assets can get the necessary exposure.
- Develop an App on which all the assets are represented, and the tourist can then navigate to the different sites independently. Ensure a pleasant app user experience, e.g., buying entry tickets, getting information, and having a map of the layout.
- Where possible, make use of Virtual Reality during marketing, e.g., have a 3D video of the asset that tourists can watch online on the website/social media site before visiting. People want to hear real-life stories and have authentic experiences.
- Use different ways and information from various sources to share stories behind the assets – beyond just the common historical facts. These stories ('storytelling') are something that people like to share on social media.

Hudson et al. (2015:71) wrote about the brand image of events in this respect and Cape Town Tourism produced brochures to market the City's attractions. One of these documents was a 'Military Route'. These authors referred to the 'shorthand' of perceptions of attractions and events, while Carse (2022) and Engelbrecht (2011) discussed the critical success factors of marketing tourism sites. Engelbrecht (2011:13) explained that scheduled events and resources (in this study the SANDF tourist sites), facilities, strategic elements, value-for-money, competencies, and competitive advantages were essential for marketing strategies. Engelbrecht was building on the proposals of Slabbert and Saayman (2003:8) in their management of guest houses.

5.9 What motivates tourists to visit SANDF sites

As earlier stated in the reasons for people's patronage of SANDF sites, many of the respondents visit the facility for confirmation of historical information, some call at the site for educational purposes, some for pleasure and other various purposes. These purposes are a point of attraction that motivates people to visit the facility. Below is a summary of people's motivation to visit SANDF sites. Figure 5.9 below shows that the people's sole reason is their quest for knowledge of history. Many want to know the historical background of South Africa. Lamb et al. (2004:468) said the purchasing decision was based on social, personal, and psychological factors. The two clouds in Figure 5.9 below emphasise the centrality of history and educational learning in their site visits.

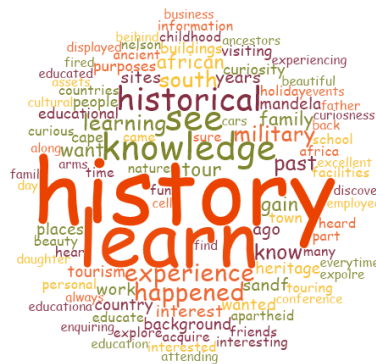


Figure 5.9: What motivates tourists to visit SANDF sites

Gursoy et al. (2021:187) noted the importance of hygiene and traffic controls at tourist sites, as well as the safety and security of visitors to the sites. The focus groups suggested the following factors, in addition to those mentioned by Gursoy et al. (2021:187):

- The SANDF assets are relevant at an international level. It speaks to security issues and political agendas that remain relevant over time.
- The historical value of these assets remains as they represent international collaboration and is part of world history.
- It has the potential to connect to other similar attractions in different locations across the world, creating opportunities for global awareness among visitors, but also surrounding communities if they receive sufficient access to related educational programmes.

5.10 Government intervention in tourism

The South African Government appears to be proactive in both identifying and developing sites and attractions that have tourism potential. Deliberate attention is being focused on tourism development and marketing agencies of the City of Cape Town and the Western Cape Government. The awareness of the economic inputs of the tourism sector has served as a magnet that attracts the government's attention to enlarging the scope of this sector. The following emanates from the Academic Focus Group that took place in 2022.

"The government has started to recognize the value of Tourism to the country's economy – even more so during the COVID pandemic where the absence of Tourism has had disastrous effects. As with countries worldwide, the main agenda for tourism development will be affected by COVID and the need to regenerate the industry. In this regard, many of the current 'trends' fit in with what our government already had in place before the pandemic. This includes sustainability of the industry, local community empowerment and diversification of the ownership as well as the market. Globally things are moving toward a local focus (domestic tourism), authentic experiences, off the beaten track. The government has already started taking this approach via its marketing arm (South African Tourism). During the last decade, several infrastructures and new project developments were earmarked across the country. Unfortunately, not a lot of that included re-investing in improving existing products/resources/assets, especially not ones that do not fit the criteria set out under the mandates of transformation and ownership; this includes the decision on the geographic areas where the investments are made. Management of the assets has also been moved into the hands of newly created entities – including museums and heritage sites. In a sense, potential products such as the SANDF assets are not fully developed to their potential as modern-day attractions".

5.11 Qualitative and quantitative data summarised

This section analysed and interpreted the responses to the focus group discussions and the interview questions measuring "The Potential use of SANDF Tourism Assets in the Western Cape for Sustainable Economic Development", with respondents having recorded many varying benefits of the SANDF tourism sites for the economy of Cape Town and the Western Cape. The chapter analysed SANDF military assets/sites to understand the opportunities and impacts on the study area's local economic development. The study aimed to assess the potential use of the SANDF tourism assets in the Western Cape and seek possible solutions on how they could influence tourism globalisation and economic development, and determine the location of likely SANDF tourism assets in the Western Cape and how tourists could be motivated to visit attraction centres in increasing numbers. The first section represented 200 respondents' demographic information (tourists), reflecting their gender, age groups, provinces, countries of origin, and their SANDF tourism assets of interest in the Western Cape.

While there are many tourist attractions in the Western Cape, many of which offer attractive services to the tourists that patronise them from time to time, the military focus group highlighted problems, including the dirty state of some assets, the lack of promotion of the sites, and ineffective management at the sites. The study focused on the following SANDF sites and facilities - the Signal Battery on Lion's Head, the Castle of Good Hope, Fort Vineyard - Green Point Fort Vineyard, the Defence System on Robben Island, the South African Navy Museum - Simon's Town SA Navy Museum, the Air Force Museum - Air Force Base Ysterplaat - SA Air Force Museum, The West Coast National Park, the Military Heritage Museum, private military collections, memorial sites, and military re-enactors/re-enactment were also considered.

The respondents to SANDF tourism sites for this study were people from various age groups; 52% of the respondents fell between the age of 18 to 35 years, 31% of them were in the range 36 to 52 years, 11% of them ranged between 58 and 60 years of age, while the remaining 6% are 60 years and above. The study findings show that most of the visitors to the facilities were the youth, who are generally known for exploration and adventures; they love to be eyewitnesses of the tales and history the experts tell. They also love to confirm the nation's historical background and possess an undoubted knowledge of the antecedent. The study findings show most of the tourists visiting SANDF facilities and sites were from the Western Cape, which could be due to proximity and perhaps accessibility to the facility. No comparable studies could be found on the number of visitors to SANDF sites in the Western Cape emphasising the importance of any tourism attraction for local communities. The findings also show that tourists were attracted to SANDF sites and facilities because of the architectural structures and fascinating environment, and many were attracted by the design of the buildings, like the Castle.

To motivate the use of the qualitative information, and to summarise the introduction for the research methodology, a phenomenological qualitative study method was used, concentrating on focus group discussions (FGDs) to explore the experiences and opinions of SANDF key role-players who manage tourism assets, academics from different universities in South Africa who specialise in tourism, and tourism key decision-makers in Cape Town and the greater Western Cape. The motivation for using this approach is that it is practical to study individuals' consciousness based on their background experiences. This methodology can also be construed as an approach to understanding people in life, based on human subjective experiences and their interpretation of the world (Jaelani et al., 2020:250). The discussion questionnaire was developed in English according to the study aim and the study objectives. The focus group discussions of SANDF key role players were conducted in a quiet study room at the Castle of Good Hope in Cape Town on 14 May 2022. The total attendees present were 12 military members of the SANDF who were serving members still in uniform, plus two observers from the Tourism and Events Department at CPUT, to monitor and record the discussions. The participants were fully informed by the researcher of the purpose of the study, and it was briefly explained how the discussions would be conducted. All the information divulged by participants during the discussions was kept confidential and fictitious names were used for participants. Participation in the study was voluntary and participants were given the right to withdraw at any time if they wished not to continue with the study (Alodhayani et al., 2021:4).

Two major problems were encountered in the Military focus groups (the FDG at the Castle and the managers at SANDF sites):

- i. The impression gained from the responses was that some of the participants were not knowledgeable about tourism assets within the SANDF, or that some of them withheld information. Some were reluctant to give full participation because of information that could lead to a security breach, despite the undertaking that all persons would remain anonymous, nor would specific sensitive information be divulged.
- ii. Another aspect of the attitude of some participants was that they did not have the necessary enthusiasm to engage in military aspects. This was evident from the responses that there was no encouragement from, specifically, the military management as it was not their primary function in engaging in tourism at SANDF sites. Tourism is not their main objective therefore they do not fully realise the potential of generating monetary capacity within the SANDF for their own projects and development. This might be because they are not working with any tourism agency, such as the Cape Town Tourism Board as the SANDF is an autonomous state agency. From the discussions, it became clear that the SANDF does not have a specific budget allocated for tourism, and the lack of knowledge and enthusiasm is probably because their focus is to be mission-ready for the sovereignty of the country.

Another problem encountered during the FGDs was that some attendees were critical of the SANDF when questions were posed by the panel chairperson (a retired Lieutenant-Colonel) leading the researcher to question their objectivity towards the study. Some participants were extremely quiet and did not fully participate in the discussions, merely agreeing with the general interpretations of the scheduled interview questions. A few participants arrived late and missed part of the discussions and therefore could not add valuable input to the focus group discussions (this applied to both the military and academic group discussions, while some SANDF site managers were equally guilty of not fully participating in the discussions). The researcher does accept the safety and security issues that the SANDF must contend with at (possible) tourism sites.

Despite the problems and challenges encountered, the researcher maintains that sufficient relevant information was obtained from the two focus groups and the SANDF site managers to engage with tourism within the SANDF. It was still deemed a fruitful exercise to engage with tourism academics and experts, and key role players within the SANDF.

FGDs have gained popularity since the 1980s as a method of obtaining meaningful qualitative data (Lobe & Morgan, 2021:301), and more than 4 000 relevant articles are published annually, using focus groups. By engaging with the SANDF, the researcher (himself now a retired Major in the SA Army) came to realise the rich tourist sites within the SANDF should be utilised for generating income for the SANDF, and economic growth and development within the Western Cape, the study area.

The second focus group was a combination of significant “others” within the Cape Town tourism organisations, and academics working in the field of tourism. Unfortunately, this group could not meet during the period of COVID-19 and the strict lockdown, with the result that many of the personnel of the Cape Town tourism organisations were unavailable either through searching for jobs outside South African borders or were laid off from the tourism organisations. Some of the personnel were working from home because only a limited number of personnel were allowed to be present at work according to COVID-19 protocols, while some academics found themselves working online, remotely, or engaged in mid-year examinations. The result was that only staff within the Cape Town tourism organisations and academics to whom the questionnaire could be sent formed the second focus group. However, the benefits of using this type of modality involved the probability and cost-effective nature of collecting data from participants who are located in numerous topographical settings, thus allowing for a greater dispersal of participants (Janghorban et al., 2014:1; Irani, 2019:4; Greenspan et al., 2021:86). The researcher decided to engage with these entities by sending the questionnaires electronically due to their specific circumstances noted above. The online qualitative data collection method is becoming more widely used globally (Lobe & Morgan, 2021:310).

The second focus group, by virtue of sending the questionnaire, did not respond as anticipated. Some of the questionnaires were never returned by the academics although follow-up reminders were repeatedly sent, while others were not completed satisfactorily. A further problem is that these entities did not return questionnaires as stipulated which resulted in a prolonged process of completing the data analysis timeously. Despite the shortcomings of these entities concerning the questionnaires, a saturation point of data received was reached quite quickly, and therefore the researcher gained sufficient information to proceed with the study and make meaningful interpretations.

The third focus group that participated in the study was the management and nature rangers of the West Coast National Park – SANParks, a meaningful SANDF tourism site. Problems encountered here were a general lack of cooperation from the management of the West Coast National Park to avail themselves and their personnel timeously for interviews. The head of the park was hesitant to allow rangers to be interviewed. The request from the park management was that the questionnaires be dispatched to them for perusal before permission could be granted for interviews. This request was met, however, during interview sessions participants were hesitant to answer certain questions directly because of being afraid of reprisals, even though the researcher assured them of confidentiality. Another challenge that the interviewer experienced was that, despite arrangements made to meet with management and personnel, no preparations were made for the interview sessions. Nevertheless, despite all the problems encountered the information obtained from the personnel of SANParks did contribute to the completion of the research. As was the case of the academic and tourism

expert group, saturation of new information was quickly experienced, as can be seen from the data collected, analysed, interpreted, and confidentially stored.

Interviews with the FDGs revealed that SANDF facilities' management should promote the site's economic value and, therefore, the administration should consider investments to generate income for the site's development. The management (both during the military focus group discussion and at SANParks) acknowledges that no organisation can succeed without strategic and operational planning and, therefore, workable plans for the facilities should be realised. It is expected that the management would train the facilities' workforces for the effective delivery of services, despite the safety and security issues mentioned earlier in the chapter. It should be borne in mind that having customer-targeted operations is a key factor for marketing SANDF sites and facilities. Another key factor raised is a connectedness between business and pleasure which of course requires an effective administration.

5.12 Chapter summary

Tourists visiting SANDF sites and facilities were diverse and came from countries such as Nigeria, Australia, the Democratic Republic of Congo, Congo Brazzaville, China, Zambia, Ghana, and Tanzania as well as Namibia, Brazil, Botswana, Middle East, Morocco, Saudi Arabia, Croatia, Switzerland, Holland, Belgium, Erona/Middle East, Thailand, Denmark, Cameroon, Cape Verde, Lesotho, Madagascar, Italy, and Korea. This is an indication of the importance of international travel and visiting tourist sites worldwide. The findings reveal that tourism to SANDF sites does contribute to both local and global economic growth and promoting these sites as tourist attractions will generate income and job opportunities.

Interviews with FGDs indicated that the management and control of these sites are of paramount importance to ensure tourism development and a contribution to the economy of the Western Cape and the country at large. Considering these discussions, the findings of Cape Town tourism industry's competitive nature and economic advantages revealed that as far as revenue per available room was concerned, at each level of provincial and city base, Cape Town (R1 147.31 per day) and the Western Cape (R1 029.19 per day) achieved the highest revenue among all provinces and top cities in the year 2018. Furthermore, the various focus groups that participated in this research highlighted the benefits of the SANDF sites and facilities for the economy of Cape Town and the Western Cape. The data obtained also revealed that SANDF tourism sites had afforded Cape Town and the Western Cape various job creation opportunities at the different attractions. For example, local surrounding community members are engaged as suppliers of goods and services, or as tour guides which answers to a more sustainable income and social responsibility toward the community. It also helps the employees to sustain their families, thereby enhancing poverty alleviation in the Western Cape and the country at large.

It is important to note that the nature of the products at the SANDF sites was considered to have another economic benefit, which is not an out-of-fashion type that leads to significant losses once the market interest is lost. Therefore, SANDF attractions are not seasonal and can thus provide an evenly spread source of income that is not bound, for example, to only school holidays or peak seasons with international visitors. The SANDF assets are relevant at a global level as it also speaks to security issues and political agendas which are relevant for a long time. The historical value of these assets remains as they represent international collaboration, which is part of world (military) history and has the potential to be connected to other similar attractions in different locations across the world, creating opportunities for global tourism awareness among visitors, and the surrounding communities if they are provided with sufficient access to related educational programmes.

The Castle of Good Hope is used for concerts and events to create economic income for the attraction. However, Robben Island is seen as a white elephant and not utilised to its full potential for events and concerts; the researcher accepts that access to the Island is limited, especially during periods of inclement weather. Military tourism, as a type of niche tourism, or special interest tourism, has a large following internationally and domestically, particularly among members of military history societies. In addition, domestic family tourists could be attracted by having festivals, such as that which the SA Navy has held in the past (pre-COVID-19), and the one at Fort Wynyard, which includes military bands, guided visits to ships and submarines, food stalls and general family entertainment. In this light, the management of SANDF sites and facilities should focus on the pool of experiences that the tourists would be left with whenever they visit the sites as it would motivate them to revisit the site.

The data-information findings of the study reveal that emphasis should be on knowing what the market desires and then applying that to develop the existing assets. This speaks to marketing, advertising, and promotional aspects such as 'co-creation' where tourists are actively engaged with the asset (for example, interactive displays, and opportunities to create their own souvenirs). It is argued that events could be used to promote the SANDF assets in terms of informative and celebratory, as well as part of other festivals in the area.

However, some suggestions were made in terms of marketing strategies from the focus groups. They suggested the use of 'celebrities' or influencers on social, printed, and visual media – “get these people to visit the attractions and share them on their channels to create awareness, and the use of online platforms and other relevant communities (rotaries, clubs) to 'co-market' (Military FGD, 2022). For example, if there is a veteran's group on Facebook, join it (or link it to your account) and interact with the group members because tourists will increasingly want to do more independent travel (not as part of large groups and places where there are lots of people).

Inevitably so, the motivation of tourists to visit SANDF sites was seen as one of the key elements in economic promotion and development in the Western Cape, and thus many of the respondents who visited the facilities and assets were motivated by the notion or confirmation of historical information: some tourists call at the sites for educational purposes, some for pleasure, and others for various purposes. These purposes were a point of attraction that motivated people to visit the facilities and reveals that people's sole reason may be their quest for knowledge of history. Many wanted to know the historical background of South Africa.

While the above may be so, it was observed that over the past years Cape Town tourism stakeholders have emphasised working with all the Western Cape's participants, proactively marketing the destination globally to entice visitors, and spreading the message that the city remains a must-visit African destination. Whether engaging with community tourism operators, new source markets, or international partners, the city could potentially look forward to a future in which it would remain the go-to recreational and business tourism connector. Nonetheless, military tourism stands a better chance of growing because of its historical 'plus' factor.

The study reveals that another potential way of marketing the sites is by employing marketing agencies that market for other organisations/sites which are not SANDF-established. Currently, SANDF sites appear to want to be marketed in isolation and they may end up not being attended (the City of Cape Town's Military Route brochure notwithstanding). The study argues that the South African government and provincial authorities should be proactive in both identifying and developing SANDF sites and attractions that have tourism potential. This should deliberately focus attention on tourism development, including using the marketing agencies of the City of Cape Town and the Western Cape Government. The awareness of the economic inputs of the tourism sector would serve as a magnet that attracts the government's attention to enlarging the scope of this tourism sector.

In considering the above discussions and summary, the Academic Focus Group's 2022 discussions pointed out that it is of paramount importance for the management of SANDF tourism sites to promote economic growth and to consider the veracity that although tourist centres have tremendous economic impacts, these cannot be felt until an excellent managerial effort is mustered to stabilise the management and coordination processes. It was pointed out that some of these facilities are "old" and "dirty", and not well looked after, where strict and grounded attention is needed to maintain and upgrade them. The Castle was specifically mentioned as well as the ANC government's political interference in having the flags of the different controlling countries during the life of the Castle removed and replaced by only the current South African flag. However, both focus groups offered suggestions for economic growth of SANDF assets, for example, that sites such as the Castle of Good Hope be used for concerts and events, which could create economic income for the attraction.

It is important to note that the effects of COVID-19 have caused several mind-injurious experiences; if tourists with a business mind are not able to relax and experience pleasure at the SANDF sites, many indicated they were not willing to visit/re-visit the sites. A focus group called this effort "bleisure" (mixing business with pleasure), and as such attractions like these lend themselves to attracting business tourists as well as leisure seekers, given that "bleisure" is the order of the day. "Bleisure" is set to increase after COVID-19 restrictions have been lifted because travel had become problematic, and tourists would maximise business travel trips to include leisure activities. In summary, SANDF facilities' management is urged to promote the sites for economic value and the administration should consider local investments to generate income since it is important to involve different groups and communities in visiting tourism.

Last but certainly not least, the study findings show that attention is being focused on tourism development and marketing agencies of the City of Cape Town and the Western Cape Government to create awareness of the economic inputs of the tourism sector which has served as a magnet that attracts the government's attention to enlarge the scope of this sector.

CHAPTER 6

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

6.1 Introduction

This chapter focuses on the summarised discussion of the findings presented in Chapter 5, and the study as a whole. It also presents the conclusions and recommendations drawn directly from the findings. The chapter also highlights the general contribution of the study to the body of literature on tourism assets, and the SANDF sites used for tourism activities.

6.2 Study summary

This study was motivated by the need to provide a comprehensive understanding of the potential use of SANDF tourism assets in the Western Cape for sustainable economic development. Consequently, it was set to meet five objectives, each of which is discussed.

6.2.1 Objective 1: Establish the number and position of SANDF tourism assets in the Western Cape.

The first objective evaluates the number and position of SANDF assets. This data was necessary to acquire so that their contribution to sustainable economic development in the Western Cape could be established. This objective was met by administering a questionnaire to tourists visiting the Noon Gun, the Air Force Base at Ysterplaat Museum and the SA Navy Museum in Simon's Town, the Castle military sites and Robben Island in the Western Cape. Interviews were conducted with officials responsible for SANDF assets and sites. FGDs were held with academics, military persons, tourism experts and management of the SANDF sites at the Castle of Good Hope. The findings obtained from all the participants were corroborative, as presented in Chapter 5, in a triangulated manner.

Largely, the findings reveal that there are many tourist attractions in the Western Cape and many of these offer attractive services to the tourists that visit them from time to time. The SANDF sites are widely dispersed, and they offer their services at the point of attraction. These sites include the Signal Battery on Lions Head, the Castle of Good Hope, Fort Vineyard, Robben Island, the South African Navy Museum in Simon's Town, the Air Force Base Ysterplaat, the West Coast National Park, and private military collections, memorial sites, and military re-enactors/re-enactment.

By revealing these different SANDF assets and sites, the findings supported the observations made by different scholars, including Seeman (1992:71), Ashworth and Isaac (2015:316), Mears (2016:172), Venter (2017:1), Magagula (2020:170) and Boehi (2021:66). Each of these scholars mentions SANDF activities and what they offer to the economy of the Western Cape and Cape Town in particular. Critically speaking, the study reveals that most of the participants

had knowledge about and interest in the SANDF sites and facilities due to their historical significance. Most of the participants indicated that they visited these sites as antecedents and panacea for every contemporary input which is displayed in the respondents' wide belief that knowledge is power, and it is hence a strong pull for them to visit SANDF sites. Many of the respondents indicated that they visited the sites to appreciate the aesthetic arrangement of the vicinity.

Accordingly, though not well marketed, the varied SANDF sites and assets present an opportunity for parents and any academic institution that can positively impact the future of the younger generation to acquaint them with the veracity of the knowledge of their past. The findings of this, and other studies conducted in South Africa (Dreyer, 2010; Botha & Slabbert 2011; Engelbrecht, 2011; Kruger & Saayman, 2012, 2018; Carse, 2022) show that respondents made it abundantly clear that the younger folk would not appreciate the patriotic inclusions and contributions of past heroic icons and events unless their understanding of history had been duly impacted. The findings further show that some tourists do not visit the sites to only gain knowledge of history but some call at the facilities in appreciation of the efforts of the SANDF in their defence of the country.

6.2.2 Objective 2: Define the economic and globalisation impacts of these SANDF tourism assets

The economic benefits of the Western Cape cannot be ascribed exclusively to the SANDF assets. However, both focus groups emphasised the effects on the economy of Cape Town and the Western Cape should the identified sites and assets be effectively maintained and promoted. There can be little doubt that tourist attractions motivate people to travel to visit these, and that applies equally to the SANDF tourism sites. Visitors from outside the ambit of the attraction need different modes of transport (road, rail, air, and water), accommodation, and services, which all generate “new” monies for the area. This is especially true for international visitors, who also bring much-needed foreign exchange to the region, and visitors from other areas and provinces in South Africa generating funds for the Western Cape.

Promoting and marketing of tourism attractions, including military assets, creates work both in the promoting and marketing sector of the economy, as well as at the sites visited. Here we include both unskilled (cleaners for example), skilled (artisans), and the different levels and fields of management. Reference in this text was made to WESGRO and the economic development of tourism data generated by that organisation (see section 5.6.2). In 2012, Cape Town hosted 75% of all major events held in South Africa (CTCCID, 2013), which introduced considerable inflows of monies into the City to boost the local economy and promote global tourism.

New income flows into a region, meaning monies not originating from or within the region, contribute to job creation and skills development, and a redistribution of these monies leads to new wealth creation. Although not specific to this study, the income multiplier effect applies equally to SANDF sites and tourism in a region. The multiplier effect measures how many times the initial monetary inflow is distributed through the economy of the region, thus creating the opportunity to boost spending activities well beyond the introduced monies, which Lamb et al. (2004:469) discussed in detail in their book.

The economy of a region will grow with the introduction of new investments in building and maintaining tourism facilities, especially if this comes from outside the region (that is 'new monies'). The SANDF does experience a shortage of funds (and has for some time as government budgets for the military are reduced) to maintain its present facilities let alone promote tourism at the sites. Therefore, finding new sources of funds is necessary should the organisation wish to expand its operations beyond its primary function of the defence of the country. In this respect, public-private partnerships (between private enterprises and government departments) could be the answer to the lack of finances and economic growth, especially if private initiatives are allowed to drive the tourism and military sites, with all concerned sharing in the proceeds and benefits of the asset.

Globalisation, in the context of this study, refers to both expanding the local economy of the Western Cape to benefit from international influences, and the influx of international tourism to this region. Not only are 'new monies' introduced, but the history and culture of the region and its SANDF tourism assets are made known and expanded to international exposure and influence. In this respect, the management of military assets should benefit from international ideas and influences. In his master's thesis, Engelbrecht (2011) was at pains to address the management and economic dependence of the Kruger National Park in terms of entrepreneurship, resource allocation, attraction of funding for the development of facilities, the value-for-money element of any economic progress, and the competitive capabilities the sound economic principles could satisfy, especially when linked to the globalisation element of tourism.

By the same token, Getz and Page (2019) spoke of the need for detailed and relevant research and policies into the planning and implementing of economic policies to secure the resources required to offer, promote, and attract festival/event attendees to secure an adequate financial flow and justification for the facilities needed. Lau and Mc Kercher (2004:279) were also at pains to emphasise the need for sound financial planning to guarantee the economic viability of events and festivals.

6.2.3 Objective 3: Establish how these can be managed to promote economic growth and globalisation

The third objective of the study was to establish an understanding of the management and contribution of SANDF sites and facilities to the economic growth of the Western Cape and the country at large but also in the context of globalisation. This objective was met using the same approach applied to meet the first objective. The findings were presented in the third part of Chapter 5 and revealed that the management and promotion of SANDF facilities are to promote the sites' economic value on the local and global scene. The findings are corroborated by Getz (2010:7), Shone and Parry (2013:202), George (2014:168), Gajdošik and Gajdošikova (2016:15) and Smith (2020:18) who argue that the SANDF, like many militaries in the world, contributes significantly to the economic development of Cape Town, the Western Cape and South Africa as a whole. These authors contend that this is done partly through the provision of employment opportunities and business procurement aligned directly or indirectly to military assets across Cape Town. This is supported by van Zyl and Kinghorn (2014:10) who posit that SANDF tourism assets have a positive impact on tourism and that the sites have an influence on tourism globalisation and the economic development of the Western Cape. This, therefore, means that SANDF assets are globally competitive and as such, they require improvement and upgrading to enhance the economic and tourism potential of the asset.

The FGD discussions indicate that the administration of SANDF facilities and sites is considered a mini-investment to generate income for the site's development. The management argued that though difficulties were experienced, especially during the COVID-19 pandemic, no organisation succeeds without planning. Therefore, it befits the administrations of the sites to develop workable plans for the facilities. A report published by South African Tourism (2018:26) reveals that the country witnessed an increase in travellers in 2017, climbing from 10.29 million in 2016 to 10.4 million in 2017, which requires that facilities are developed to sustain large numbers of visitors. The SANDF management interviews indicated that to sustain the sites and facilities, the workforce needs to be trained to deliver services effectively and to have customer-targeted operations. The connection between business and pleasure was another sound statement made by the SANDF administration, which is supported by Tassiopoulos (2010).

Regarding the SANDF sites and facilities, one must understand their tremendous economic impact (George, 2014:168; Carse, 2022). This impact will only be truly realised after an extraordinary effort by management to stabilise the coordination process. Some of these facilities, according to the military FGD, are "old, dirty and not well looked after", and therefore, extensive attention is needed to maintain and upgrade them. According to the military focus group, the Castle of Good Hope is used for concerts and events, which could create economic income for the attraction. Robben Island is a white elephant and not utilised to its full potential;

events and concerts could quite easily be held at this facility as was done in the past under the previous National Party administration.

Military tourism, as a type of niche tourism or special interest tourism, has a large domestic and international following, particularly from members of military history societies. In addition, domestic family tourists could be attracted by having festivals, such as that which the Navy has held in the past and the one at Fort Wynyard, which includes military bands, guided visits to ships and submarines, food stalls and general family entertainment.

It implies that some of these facilities have sufficient and usable space and equipment to make them fit for commercial use, such as events, concerts, and symposia. If they are well managed, they can be maximised to generate income for the site (Getz, 2010:7), thereby enhancing their economic growth (Getz & Page, 2019). Some of these activities were available before they were neglected; resurrecting these again will revive the economy of these sites.

The SANDF's strategic plans are to ensure that each SANDF site and facility functions as a well-oiled business machine to attract government at provincial and national levels to support different interventions should the need arise. This is an indication that the SANDF needs to ensure they have a good business/strategic plan to present to the government to receive provincial and national funding (South African Tourism, 2018:26). The SANDF strives to have efficient management to promote its potential for tourism activities. However, the current management strategy is to pay attention to domestic tourism as this is the future of tourism globally. This may include leisure tourists and educational tourism (schools, communities among others). Furthermore, the management indicated that the focus is also on having an experienced workforce pool that understands the needs of tourists and encourages them to visit the sites (Kruger & Saayman, 2012; 2018), especially to predetermine the areas of interest and an adequate opportunity to fill this lacuna. Hence, the study's findings reveal that the management of SANDF assets has been moved into the hands of newly-created entities – including museums and heritage sites. The findings allude to the fact that the potential products of the SANDF assets are not fully developed to their potential as modern-day attractions.

According to the academic and tourism experts FGD, 28 million visitors were recorded during the pre-COVID period in 2016. The number of tourists continued to grow pre-COVID which led to a 2.6% growth rate in employment and output in the restaurant and accommodation sub-sector (Cape Town Tourism and Travel, 2022). This study reveals that the growth rate was a bit slower than, for example, during the anticipated day zero water crisis in Cape Town. The recovery of the sector in 2019 was hamstrung by the outbreak of COVID-19 in 2020 with it being very prolonged throughout South Africa, Despite COVID's impact on the tourism accommodation sub-sector, a quick response saw hotels, B&Bs, and guest houses speedily converted to isolation centres. The FGD participants indicated that the sector is especially

important to the economy of South Africa, as argued by Slabbert and Saayman (2003), and all efforts should be made for a speedy recovery. This necessitates renewed efforts to position SANDF tourist sites for sustainable economic development, while still considering safety and security issues at the sites (Gursoy et al., 2021).

6.2.4 Objective 4: Determine the present marketing strategies of the tourism assets, and how they can be improved

The fourth objective of the study identifies the determinants of the present marketing strategies for SANDF tourism assets, and how they can be improved and better marketed. This objective was met not only by asking tourists to indicate their impression of the marketing strategies for attracting of visitors but also by SANDF management regarding their present strategies. The objective was also met by asking both the tourists and SANDF management to propose determinants of the present marketing strategies of the SANDF tourism assets, and how they could be better promoted. Although written to guide owners of guesthouses, Slabbert and Saayman (2003) offered practical information on 'Guesthouse Management' which has bearing on and would be valuable for, the management and marketing of military sites.

Findings of the study indicate that the City of Cape Town emphasises working with all the Western Cape's stakeholders proactively to market the destination globally to attract visitors with the slogan that the city is a branded 'must-visit African destination' due to its abundance of natural beauty, attractions, and amenities (Hudson et al., 2015). This would need engaging with community tourism operators, new source markets or international partners so that the city could look forward to a future in which it remains the go-to recreational and business tourism connector. Thus, military tourism stands a better chance of recognition because of its historiography and a niche or special interest tourism that has enormous potential if developed, marketed, and utilised effectively through events and concerts (Tassiopolous, 2010; Kruger & Saayman, 2012, 2018), tourism INDABAS, pricing systems (George, 2014), using marketing agencies and social media (Schiffman et al., 2010), and digital marketing. While emphasising the social, personal, and psychological factors to be addressed by tourism facilities, Lamb et al. (2004:469) also considered the motivational factors in a purchasing decision-making exercise.

The information supplied by WESGRO revealed that as far as revenue per available room was concerned, each level of provincial and city bases—Cape Town (R1 147.31) and the Western Cape (R1 029.19)—achieved the highest revenue among all provinces and top cities in the year 2018. This was achieved due to the marketing strategies such as the use of 'celebrities' or influencers on social media to get these people to visit the authentic attractions (Getz, 2010:7) and share them on their channels to create awareness; the use of online platforms and other relevant communities (for example, Rotaries, clubs) to 'co-market'. For example, if there is a veterans' group on Facebook, join it (or link it to your account) and interact with the

group members because tourists will increasingly want to undertake independent travel (not as part of large groups) to places where there are not many people. Ensure that information is available at places like tourist information centres and surrounding accommodation establishments so that the assets get the necessary exposure. The development of an App on which all the assets are represented would allow the tourist to navigate to the different sites independently. A pleasant App-user experience would encourage tourists, for example, buying entry tickets, getting information, having a map of the layout where possible (Carse, 2022). Making use of Virtual Reality during marketing, for example, offering a 3D video of the asset that tourists could watch online on the website/social media site before visiting would build their excitement and anticipation. People want to hear real-life stories and have authentic experiences as well as use different ways and information from various sources to share stories behind the assets – beyond just the common historical facts. These stories ('storytelling') are something that people could share on social media (Cape Town Tourism and Travel, 2022), which could encourage new and repeat visits (Kruger & Saayman, 2012; 2018).

Other strategies include slogans of the Mother City's natural scenic appeal, such as having Table Mountain right in the middle of the CBD and especially as it is one of the world's seven natural wonders (Liu, 2003:463; Cape Town Tourism and Travel, 2022).

6.2.5 Objective 5: Establish what motivates tourists to visit the SANDF tourist sites

The fifth objective addressed factors that motivate tourists to visit SANDF sites and facilities. The study findings show that several motivating factors exist for tourists to visit the Western Cape and Cape Town. To begin with, SANDF assets are relevant at an international level, and it speaks to safety and security issues (Gursoy et al., 2021), political agendas and critical success factors, including scheduling events, clean and accessible resources, competitive capabilities, strategic elements, and value for money (Engelbrecht, 2011), that remain relevant over time (Sharpley & Telfer, 2015). In addition, the historical value of these assets remains as they represent international collaboration and are part of world history, which has the potential to connect to other similar, especially military, attractions in different locations across the world, creating opportunities for global tourism awareness among visitors, but also surrounding communities if they receive sufficient access to related educational programmes.

Various motivational studies have contributed to this work, notably those of Lamb et al. (2004); Dreyer (2010), Kruger and Saayman (2012), Shone and Parry (2013); Hudson et al. (2015), and Carse (2022). The data sources that were used to meet this objective included tourists, key informants, and a review of literature. The findings were presented in the second part of Chapter 5. Overall, these findings reveal the reasons why tourists visit SANDF sites and facilities. By revealing these reasons, findings correspond with Venter (2014:1) and Viljoen and

Henama (2017:3). Each of these scholars indicated at least one of the reasons why tourists visit SANDF sites and facilities.

The information obtained during the study reveals that people largely visit SANDF sites for education, knowledge, and historical events. It was widely believed that the knowledge of the antecedent is a panacea for every contemporary reflection that is displayed in the respondents' wide belief that knowledge is power and this case becomes a strong pull for respondents to visit SANDF sites. The visiting of SANDF sites and facilities supports Venter (2017:10) who avers that the SANDF has fascinating structures or buildings, such as the Castle of Good Hope, that attract people because of its history and value to South Africa's political history. This is also supported by Goodwin (2008:55) who argues that festivals like the Arms Fair and Convention held annually at the National Museum of South African Military History and hosted by the Southern Africa Arms and Ammunition Collector's Association are also the reason for many Western Cape visiting the sites.

However, tourists have different personal reasons and motivations for visiting SANDF sites. For example, people who have heard much of the history and have the desire to possess knowledge of the past also visit the sites (Liu, 2003:459). For example, Rhodes Memorial on Devil's Peak, Fort Wynyard, and the Voortrekker Monument in Tshwane (Pretoria) are historical sites that are of tactical importance and therefore tourists have an interest in knowing the events that took place (Strydom, 2017:7).

Visits to SANDF sites and facilities were to physically see what has been read, heard about in school, the media or simply told. The study's findings are supported by Stone and Sharpley (2008:574) who argue that military historical tourism sites are designed to keep records of important events such as archival military literature, hardware, and places of attraction. Therefore, many people visited the sites and facilities to learn new things, and to confirm the history they learnt about South Africa. Others visited for sightseeing, family exposure, fun, and to see arms, military planes, and vehicles. Ironically, the life and history of Nelson Mandela was the reason for mainly young people visited Robben Island to see where he was jailed, and to learn about his struggle for democracy, the military history, and the heritage of South Africa, but not necessarily the military establishment.

Reasons further include people's patronage to SANDF sites, where many visit for confirmation of historical information, some for educational/research purposes, others for pleasure and various motivational purposes (Lamb et al., 2004; George, 2014). It is important to note a person's sole reason is their quest for knowledge of history as many want to know, and be part of, the historical background of South Africa (South African Tourism (2018:26.)). The study further revealed that the historical value of these assets represents international collaboration and are part of world history. Thus, based on the FGD discussions, the SANDF assets and

sites do indeed have the potential to connect to similar attractions in different locations across the city, the Western Cape, South Africa and internationally, thereby creating opportunities for global economic and tourism awareness and growth among visitors. Also, if surrounding communities receive sufficient access to related educational programmes, they too could become tourists.

6.3 Study conclusions

The following conclusions are reached following the summarised discussion presented in the previous section, 6.2. The researcher revisited the methodology applied to reach the study outcomes and conclusions, where a qualitative and quantitative approach was employed to obtain primary data on the potential of SANDF tourism sites in the Western Cape to promote tourism and economic development and growth. This was necessary to understand the SANDF tourism sites which could generate disposable income for the military's internal projects and also enhance the economic growth in Cape Town and the Western Cape. The qualitative methodology contained the employment of inputs from academics, key-role players of the SANDF and tourism experts as primary sources, but secondary sources such as peer-reviewed journals, books, conference papers, newspapers, and electronic databases were also consulted. The quantitative element included collecting over 200 surveys from tourists at various military tourism sites, including the Castle of Good Hope, the SA Navy Museum, Fort Wynyard, Robben Island, the V&A Waterfront, and the Noon Gun battery on Signal Hill.

The feedback from the primary and secondary sources is reflected in the study based on SANDF tourist sites. From the feedback obtained, the researcher was able to motivate recommendations to investigate possibilities for SANDF tourism potential in the Western Cape. Consultations with the focus groups and interviews with tourists and representatives of SANDF management supported the researcher's hypothesis that the SANDF sites could be of economic sustenance and profitable to Cape Town and the Western Cape.

The researcher received assistance from the Cape Peninsula University of Technology for the data collection, and this was a valuable experience in establishing the value of the SANDF's tourist sites. Pilot studies were done with small groups of participants at different SANDF sites and yielded valuable input for the data collection tools. The method of administering interview schedules and questionnaires to the different interest groups (tourists, academics, and key military role-players) proved to be invaluable as reflected in the research conclusions and recommendations, making valuable contributions to economic growth through tourism advancement. All the data obtained from various participants were analysed as far as it could assist in the establishment of the applicability of the research at hand. The information obtained from various participants was valuable in the establishment, development, and promotion of

the SANDF sites, and how the sites could contribute significantly to the economic growth and development of the study area.

In this study, several tourism military assets were identified and administered by the SANDF, which could be utilised for sustainable economic development not only for the SANDF but also for the country's economy and the global development and promotion of tourism. The researcher established, however, that very few of these assets are exposed to the wider local communities to contribute to the economic growth and the general knowledge of inhabitants. Some of these assets are exposed to the public, while others are viewed as key points which remain hidden from the public, meaning that their potential to contribute to economic growth and development is minimised, or even non-existent.

If, however, the country and the SANDF could fully utilise these rich, historical assets to the benefit of the country, it could bring an economic injection to the study area and SA at large. There could also be a global impact on tourism and economic growth, and a tourism learning curve for the inhabitants of the country, to be enriched by the legacy of the country and beyond. During the study, however, according to the military focus group discussions, it became clear that there is no political will on the side of the SANDF to be involved in the concept of tourism promotion and development for their benefit, or the economic contribution to Cape Town and the Western Cape, or even nationally and globally. The results show that the study area is deprived of sustainable tourism development and promotion whilst the SANDF management denies itself the opportunity to generate revenue for its projects and development, given its rich history and legacy.

It is established by the research that there are several reasons why these assets in the SANDF in Western Cape are not being maximised in their utility. One of the major reasons is that there is no willpower on the part of the SANDF management to venture into these territories, as their main mandate is to protect the country and its citizens from external aggression, but also because of budget cuts for the military over the years. The budget is even insufficient to manage the operational costs, let alone engage in marketing of their assets for tourism purposes. However, where tourism activities do exist in an extremely limited manner, it happens haphazardly, with not much strategic planning for a profit. Another reason for the inactive stance of the SANDF to market/promote/utilise these assets for a profit, and to encourage tourism specifically for the SANDF and the study area, is the lack of expertise/knowledge around tourism development and management. As it is not the SANDF's main objective to engage in tourism; they utilise their limited budget to exercise their calling, vis-à-vis to be mission-ready for the function for which they exist – the national defence of the country. On the other hand, other organisations exist that should become engaged in tourism development and promotion in the study area, such as the Cape Tourism Board or the South African government's tourism department, and work collectively with the SANDF in the

Western Cape to capitalise on these assets not only for the benefit of the local and provincial economy but also for the benefit of the country to become knowledgeable of the rich history of the SANDF.

6.4 Recommendations for SANDF action

SANDF sites and facilities have made tremendous strides through various marketing strategies to attract tourists both local and interfamily. While SANDF endeavours to generate revenue by charging an entrance fee to any of the assets, the tourism boards and local, provincial, and national governments should work together with the SANDF to explore and exploit these assets in the Western Cape to promote their intrinsic values by way of marketing, financing, and training of personnel within the SANDF on issues of tourism, leading to economic development in the study area. Consequently, the findings revealed that there are some critical success issues the SANDF needs to revisit and consider for the improvement of its sites and assets. These include:

- The SANDF should establish the number and position of SANDF tourism assets in the Western Cape and engage with all other sectors involved in tourism activities, specifically accommodation and transport, to ensure its assets are accessible for tourism purposes of contributing to the sustenance and growth of local tourism, especially the informal sector.
- The SANDF should collaborate with other stakeholders such as local communities, schools, universities, and hotels to improve the conditions for tourism to add value to the sites.
- While the Western Cape Tourism Board endeavours to generate revenue for their projects, it should be in the context of the economy at large but also collaboration with the SANDF.
- Tourism assets that were previously accessible but closed due to budget constraints must be reopened for the benefit of the Western Cape economy and development purposes. In this respect, public-private partnerships should be encouraged.
- The SANDF should establish a separate unit to budget for the tourism purposes of their assets in cooperation with the tourism boards and the Cape Town/Western Cape Chambers of Commerce. Here it is envisaged that the unit would be fully responsible for the strategic planning, implementation, development, control, and management of the identified assets to the economic benefit of the SANDF, and indirectly for the economy of the study area.
- Assets of SANDF should be designated in a way that contributes to the economic growth and development of the study area's economy and for their internal development by virtue of income derived from their sites.

- The assets and sites should be defined in a manner that impacts both local economic and global tourism.
- The SANDF should establish how its assets and sites can be marketed and managed to promote the economic growth of the Western Cape and the realisation of tourism globalisation in its activities, and at the same time increase the funding available for defence activities.
- Assets and sites should be determined based on the present marketing strategies of the tourism sector in the Western Cape and how they could be improved.
- Consideration must be given to the critical success factors and the establishment of unique marketing strategies that motivate tourists to visit the SANDF tourist sites.
- It is imperative that a serious effort is made by SANDF management to ensure the safety and security of its tourism sites, and the tourists who visit these sites. Both the military and the academic/tourism expert focus groups raised this issue.
- It is imperative that SANDF sites are cleaned, upgraded and maintained to ensure their continued use as viable tourist attractions, thereby contributing to the economic wellbeing of the sites, the City of Cape Town, and the Western Cape Province, and serving as job-creators.

6.5 Limitations of the study

The findings of this study cannot be generalised as it is limited to the use of SANDF tourism assets in the Western Cape for sustainable economic development. This is not the only reason; it was also a convenience sample, so the use of non-probability sampling techniques, as was the case for this study, has implications, as they may not be representative of the population. The lingering effects of the COVID-19 pandemic restricted participation, especially by tourism academics and experts, which could be interpreted as a bias factor in the outcomes of the study. Due to time and financial restrictions, the study area was limited to the SANDF tourism sites in Cape Town and the West Coast, which meant sites in areas such as Stellenbosch, Wellington, and Paarl (for example, Boer War Blockhouses and Jan van Riebeeek's Hedge in the Kirstenbosch Botanic Gardens) were not included in the study. The availability of suitable field workers was also restricted due to tourism students of CPUT being off campus.

6.6 Recommendations for further research

- While there are many tourist attractions in the Western Cape and many of which offer attractive alternatives to the tourists that visit them from time to time, further studies are required to compare the impacts of tourists who visit for leisure or business at the SANDF sites and assets. There are tourism sites/attractions throughout South Africa that attract meaningful numbers of visitors. How do these

sites/attractions rate as important when it comes to income generation and economic development?

- Given the contribution of the SANDF assets and sites generally in the Western Cape and the country at large, it is important to conduct additional in-depth studies on these assets to contribute and promote local economic development.
- The critical success factors of SANDF sites were only alluded to and not investigated in any meaningful way. A ripe field in this respect exists which could lead to the successful promotion of various SANDF assets, for the benefit of local communities and economic and global tourism.
- The structure of the management of the SANDF as regards the sites used for tourism needs to be evaluated so that a definite emphasis is placed on the profit motive for opening SANDF assets to visitors, for the general financial benefit of the SANDF.
- Careful and detailed investigations into the strategic planning, management, and marketing of the SANDF assets could lead to a profitable and sustainable relationship between the military sites and increased tourism activities.
- The study assumed that all tourists visiting military attractions are homogenous: the study suggests that different groupings of visitors and differing interests were evident. As such, further studies could consider a typology of visitors, not specifically to military sites.
- While critical success factors (CSF) were not essentially requested, numerous studies consulted (Engelbrecht, 2011; Gursev et al., 2021; Carse, 2022) during a secondary data investigation raised the issue of CSF in promoting events and activities, and the researcher now realises the importance of critical factors to ensure the success of the SANDF tourism sites.

6.7 The study's contribution to the body of knowledge

- Visitors to military sites are not homogenous, and cover a wide range of ages, interest groups, and nationalities. In both of Kruger and Saayman's studies (2012:5-16) at a national arts festival and (2018:219-247) at a music festival), the authors found a wide range of visitor interests, and new and repeat attendance. The thesis of Dreyer (2010) was on the Klein Karoo National Arts Festival in Oudtshoorn; his findings agreed with Kruger and Saayman, although his work precedes theirs.
- Military tourism is a unique niche area of general tourism, appealing to both individual- and mass tourists. The critical success factors, although not specifically targeted as a study objective, suggest the need for consequent and deliberate sourcing, developing, promoting, and marketing of SANDF tourism sites.
- Another aspect of the study not specifically targeted was the season/timing of the study. Having said that, it would appear that late autumn and/or early spring would

be the ideal time for visiting the Western Cape, and military tourism sites, as the weather is neither too hot nor too cold, and therefore ideal for visitations to sites.

- Although certain SANDF assets (The Castle and Robben Island in particular) market themselves, unique marketing techniques and tools, especially social and digital media, were identified as ideal to promote the assets, and military sites do need to be more effectively marketed.
- The study also found, and contributed to motivational issues that could differ from time to time and individually for visiting SANDF assets (Figure 5.9 summarises these), which supports the theory that visitors are not homogenous, and confirms Kruger and Saayman's 2012 and 2018 studies.

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APPENDICES

APPENDIX A: CPUT ETHICAL CLEARANCE



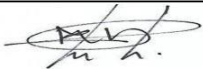
P.O. Box 1906 | Bellville 7535
Symphony Road Bellville 7535
South Africa
Tel: +27 21 4603291
Email: fbmsethics@cput.ac.za

Office of the Chairperson Research Ethics Committee	FACULTY: BUSINESS AND MANAGEMENT SCIENCES
--	---

The Faculty's Research Ethics Committee (FREC) on **14 June 2022**, ethics **APPROVAL** was granted to **Gabriel Crisp (199036268)** for a research activity at the Cape Peninsula University of Technology for **D Tech: Tourism and Hospitality Management**.

Title of project:	The potential use of SANDF tourism assets in the Western Cape for sustainable economic development Supervisor (s): Prof J P Spencer and Dr C Hattingh-Niekerk
-------------------	--

Decision: **APPROVED**

 Signed: Chairperson: Research Ethics Committee	28 June 2022 Date
---	----------------------

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the CPUT Policy on Research Ethics.
2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study requires that the researcher stops the study and immediately informs the chairperson of the relevant Faculty Ethics Committee.
3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.
4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards to the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing accompanied by a progress report.
5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines, and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, notably compliance with the Bill of Rights as provided for in the Constitution of the Republic of South Africa, 1996 (the Constitution) and where applicable: Protection of Personal Information Act, no 4 of 2013; Children's act no 38 of 2005 and the National Health Act, no 61 of 2003 and/or other legislations that is relevant.
6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are similar to those of the original research. Secondary use of identifiable human research data requires additional ethics clearance.
7. No field work activities may continue after two (2) years for Masters and Doctorate research project from the date of issue of the Ethics Certificate. Submission of a completed research ethics progress report (REC 6) will constitute an application for renewal of Ethics Research Committee approval.

Clearance Certificate No | 2022_FBMSREC 027

APPENDIX B: INTRODUCTORY LETTER FROM PROF SPENCER



Dear Colleague

My student, Major (retired) Gabriel Crisp, is doing his doctoral studies (DTech: Tourism and Hospitality Management) at the Cape Peninsula University of Technology (CPUT) with a registered topic: "The potential use of SANDF tourism assets in the Western Cape for sustainable economic development".

We had planned two focus group discussions (one for military experts and a second for tourism academics and tourism industry persons) but, due to all kinds of problems, only the military group was able to meet (military personnel seem to have time on their hands). Therefore, between the co-supervisor and I, we had to devise a Plan B, which is to send the focus-group interview schedule to some of my examiner-contacts as a questionnaire and request your urgent help in obtaining data on your ideas about using SANDF (South African National Defense [Defence] Force) assets, for example the Castle in Cape Town, as tourism sites for economic development.

So, my urgent request for your help in getting meaningful information on what could be done with SANDF sites. The questionnaire should only take 20 to 30 minutes to complete, and, while I know that you have much work to do, I do take the liberty of asking for your help now.

Please let Maj. Crisp have your responses within two weeks of receiving the interview schedule.

Grateful thanks, yours

A handwritten signature in black ink, appearing to read "Spencer", written in a cursive style.

John Spencer (Prof)

20 May 2022

APPENDIX C: FOCUS GROUP PARTICIPANTS

ACADEMIC/TOURISM EXPERTS			MILITARY KEY-ROLEPLAYERS		
TITLE	POSITION	YEARS OF EXPERIENCE	TITLE	POSITION	YEARS OF EXPERIENCE
Prof	Lecturer	More than 20	Colonel	Officer Commanding	More than 35
Prof	Lecturer	More than 20	Colonel	Officer Commanding	More than 35
Prof	Lecturer	More than 20	Commander	Museum Curator	More than 35
Prof	Lecturer	More than 20	Lieutenant	Environmental Officer	More than 10
Prof	Lecturer	More than 20	Warrant Officer Class1	Facilities manager	More than 35
Prof	Lecturer	More than 20	Warrant Officer Class1	Facilities manager	More than 35
Dr	Lecturer	More than 20	Warrant Officer Class1	Facilities manager	More than 35
Dr	Lecturer	More than 20	Chief Executive Officer (CEO)	Castle of Good Hope Manager	More than 20
Dr	Lecturer	More than 20	Major	Accountant	More than 40
Dr	Management	More than 10	Master Warrant Officer	Base Sergeant Major	More than 35
Mrs	Management	More than 10	Mr	Lecturer	More than 10

APPENDIX D: ACADEMIC FOCUS GROUP INTERVIEW SCHEDULE



Faculty of Business and Management Sciences Ethics Informed Consent Form

CONSENT TO PARTICIPATE IN A RESEARCH STUDY

Category of Participants (tick as appropriate):

Staff/Workers	<input checked="" type="checkbox"/>	Teachers	<input type="checkbox"/>	Parents	<input type="checkbox"/>	Lecturers	<input type="checkbox"/>	Students	<input type="checkbox"/>
Other (specify)	<input checked="" type="checkbox"/>	Colleagues	<input type="checkbox"/>						

You are kindly invited to participate in a research study being conducted by [Gabriel Crisp] from the Cape Peninsula University of Technology. The findings of this study will contribute towards (tick as appropriate):

An undergraduate project	<input type="checkbox"/>	A conference paper	<input type="checkbox"/>
An Honours project	<input type="checkbox"/>	A published journal article	<input type="checkbox"/>
A Masters/ <u>doctoral</u> thesis	<input checked="" type="checkbox"/>	A published report	<input type="checkbox"/>

Selection criteria

You were selected as a possible participant in this study because you are:

- (a) Involved with tourism in the academic and it is part of your specialist field.
- (b) Possess the required background knowledge of tourism and tourist sites in the Western Cape.
- (c) Not part of the SANDF but may have experience of what the Public Finance Management Act (PFMA) involves regarding budgeting for maintenance of state facilities.

The information below gives details about the study to help you decide whether you would want to participate.

Title of the research:

The potential use of SANDF tourism assets in the Western Cape for sustainable economic development

A brief explanation of what the research involves:

The aim of the study is to establish whether the South African National Defence Force tourism assets are sustainable to influence the economic development of South Africa.

Procedures (Interview)

If you volunteer to participate in this study the following will be done:

1. Describe the main research procedures to you in advance, so that you are informed about what to expect;
2. Treat all interviewees with respect by arriving on time for all the interview schedules and well prepared;
3. Conduct an introduction with the interviewee in order to break ice;
4. All the interviewees will be asked for permission to record the interviews and also take some note where applicable;
5. In a case where there is no clarity, the interviewees will be allowed to ask for confirmation or clarity of words/sentences/phrases to ensure accuracy of the data collected;
6. Participants will be told that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs;
7. Participants will be given the option of omitting questions they do not want to answer or feel uncomfortable with;
8. Participants will be told that questions do not pose any realistic risk of distress or discomfort, either physically or psychologically, to them;
9. At the end of each interview all the interviewees will be thanked for their time and information provided for this study;
10. Participants will be debriefed at the end of their participation (i.e. give them a brief explanation of the study).

You are invited to contact the researchers should you have any questions about the research before or during the study. You will be free to withdraw your participation at any time without having to give a reason.

Kindly complete the table below before participating in the research.

Tick the appropriate column		
Statement	Yes	No
1. I understand the purpose of the research.	x	
2. I understand what the research requires of me.	x	
3. I volunteer to take part in the research.	x	
4. I know that I can withdraw at any time.		
5. I understand that there will not be any form of discrimination against me as a result of my participation or non-participation.	x	
6. Comments: Although I am the primary respondent, my team can assist me at any time.		

Please sign the consent form. You will be given a copy of this form on request.

Signature of participant

Date: 08/12/2021

Researchers

	Name:	Surname:	Contact details:
1.	Gabriel	Crisp (Major)	0844401003
2.	John	Spencer (Professor)	0828913926
3.			

Contact person: Gabriel Crisp
Contact number: 0844401003

Email: 199036268@mycput.ac.za

INTERVIEW QUESTIONS

You are asked to participate in this research study conducted by Gabriel Crisp (student number 199036268), from Cape Peninsula University of Technology in Cape Town. The results will contribute to the completion of a thesis compiled by Gabriel Crisp. You were selected as a possible participant in this study because you have specific knowledge of the research field, and your input will, therefore, be highly valued. The results of this study will contribute to determining if the potential of SANDF tourism assets in the Western Cape is sustainable to influence globalisation and economic development.

1. What do you think should be SANDF’s position be in terms of tourism in the Western Cape?

.....
.....

2. Do you think the tourism assets under the auspices of the Department of Defence are well managed?

.....

3. In your opinion do you think there is sufficient financial support allocated to tourism assets from Senior Management?

.....
.....

4. Are you aware of where SANDF tourism assets are situated in the Western Cape?

.....

5. Which tourism assets of the DOD could be used to promote economic growth and globalisation?

.....
.....

6. How can the SANDF tourist sites contribute to economic development and globalisation?

.....
.....

7. What, in your opinion, is the South African government's policy towards tourism development?

.....
.....

8. What type of tourists should the SANDF attract to its tourism sites?

.....
.....

9. What marketing strategies should be used to attract visitors to SANDF facilities?

.....
.....

10. Should the DoD keep a record of visitors who frequent their tourist sites, and be open to the general public about their spending patterns to maintain tourism facilities?

.....
.....

11. Is there anything else that we should have talked about that we did not?

.....
.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

APPENDIX E: SANDF FOCUS GROUP INTERVIEW SCHEDULE



Faculty of Business and Management
Sciences
Ethics Informed Consent Form

CONSENT TO PARTICIPATE IN A RESEARCH STUDY

Category of Participants (tick as appropriate):

<i>Staff/Workers</i>	X	<i>Teachers</i>	<i>Parents</i>	<i>Lecturers</i>	<i>Students</i>
<i>Other (specify)</i>	X	<i>Colleagues</i>			

You are kindly invited to participate in a research study being conducted by [Gabriel Crisp] from the Cape Peninsula University of Technology. The findings of this study will contribute towards (tick as appropriate):

<i>An undergraduate project</i>		<i>A conference paper</i>
<i>An Honours project</i>		<i>A published journal article</i>
<i>A Masters/Doctoral thesis</i>	X	<i>A published report</i>

Selection criteria

You were selected as a possible participant in this study because you are:

- (a) Involved with the management of facilities of the Department of Defence.
- (b) Possess the required background knowledge of where SANDF tourism assets are in the Western Cape.
- (c) Experience of what the Public Finance Management Act (PFMA) involves regarding budgeting for maintenance of state facilities.

The information below gives details about the study to help you decide whether you would want to participate.

Title of the research:

The potential of SANDF tourism assets in the Western Cape: Are they sustainable to influence globalisation and economic development.

A brief explanation of what the research involves:

The aim of the study is to establish whether the South African National Defence Force tourism assets are sustainable to influence globalisation and economic development of South Africa.

Procedures (Interview)

If you volunteer to participate in this study the following will be done:

11. Describe the main research procedures to you in advance, so that you are informed about what to expect;
12. Treat all interviewees with respect by arriving on time for all the interview schedules and well prepared;
13. Conduct an introduction with the interviewee in order to break ice;
14. All the interviewees will be asked for permission to record the interviews and also take some note where applicable;
15. In a case where there is no clarity, the interviewees will be allowed to ask for confirmation or clarity of words/sentences/phrases to ensure accuracy of the data collected;
16. Participants will be told that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs;
17. Participants will be given the option of omitting questions they do not want to answer or feel uncomfortable with;
18. Participants will be told that questions do not pose any realistic risk of distress or discomfort, either physically or psychologically, to them;
19. At the end of each interview all the interviewees will be thanked for their time and information provided for this study;
20. Participants will be debriefed at the end of their participation (i.e. give them a brief explanation of the study).

You are invited to contact the researchers should you have any questions about the research before or during the study. You will be free to withdraw your participation at any time without having to give a reason.

Kindly complete the table below before participating in the research.

Tick the appropriate column		
Statement	Yes	No
12. I understand the purpose of the research.	x	
13. I understand what the research requires of me.	x	
14. I volunteer to take part in the research.	x	
15. I know that I can withdraw at any time.		
16. I understand that there will not be any form of discrimination against me as a result of my participation or non-participation.	x	
17. Comments: Although I am the primary respondent, my team can assist me at any time.		

Please sign the consent form. You will be given a copy of this form on request.

Signature of participant

Date: 08/12/2021

Researchers

Name:	Surname:	Contact details:
1. Gabriel	Crisp (Major)	0844401003
2. John	Spencer (Professor)	0828913926
3.		

Contact person: Gabriel Crisp

Contact number: 0844401003

Email: 199036268@mycput.ac.za

INTERVIEW QUESTIONS

You are asked to participate in this research study conducted by Gabriel Crisp (student number 199036268), from Cape Peninsula University of Technology in Cape Town. The results will contribute to the completion of a thesis compiled by Gabriel Crisp. You were selected as a possible participant in this study because you have specific knowledge of the research field, and your input will, therefore, be highly valued. The results of this study will contribute to determining if the potential of SANDF tourism assets in the Western Cape is sustainable to influence globalisation and economic development.

1. What is the SANDF's role in tourism in the Western Cape?

.....
.....

2. How are the tourism assets managed by the DoD?

.....
.....

3. What is the financial support allocated to tourism assets by the DoD?

.....
.....

4. Where are SANDF tourism assets situated in the Western Cape?

.....
.....

5. Which tourism assets of the DOD could be used to promote economic growth and globalisation?

.....
.....

6. How can the SANDF tourist visits contribute to the economic and globalisation impact?

.....
.....

7 What, in your opinion, is the South African governments' policy towards tourism development?

.....
.....

8. What kind of tourists should the SANDF attract to its assets in the next 5-10 years?

.....
.....

9. What marketing strategies should be used to attract visitors to SANDF facilities?

.....
.....

10. Please share with me whatever documents are used to record visitors to SANDF facilities in the past five years, and an indication of the spending patterns.

.....
.....

11. Is there anything else that we should have talked about that we did not?

.....
.....

APPENDIX F: TOURIST QUESTIONNAIRE

QUESTIONNAIRE FOR TOURISTS VISITING SANDF SITES AND FACILITIES

The questionnaire intends to help the researcher concerning “**The Potential use of SANDF Tourism Assets in the Western Cape for Sustainable Economic Development**”.

The purpose of this investigation is to assess the potential of the SANDF tourism assets in the Western Cape, to seek possible solutions as to how they can influence globalisation and economic development. The research aims to determine the location of possible SANDF tourism assets in the Western Cape, and how tourists can be motivated to visit attractions in increased numbers.

Please read each of these statements carefully and decide which one is most appropriate to the title by making a cross (X) in the appropriate space provided below.

SECTION A: BIOGRAPHICAL DETAILS

1. Name (Optional):

2. Age group:

18- 35 years

36 -52 years

58- 60 years

60 and above

3. Gender:

Female

Male

Where do you live?

Which province are you from?

What is your country of origin?

4. Tourism interest

SANDF museums

Castle of Goodhope military museums

SA Air force museum

SA Navy museums

Robben Island museum

Fort Vinyard

Military heritage festival & events

Private military collections

Memorial sites

Military re-enactors/re-enactment

5. **SECTION B: Tourists visiting SANDF sites and facilities**

5.1). When did you first hear about SANDF sites and facilities?

.....
.....

5.2). What attracts you most and why?

.....
.....

5.3). What are the reasons for visiting SANDF sites and facilities?

.....
.....

5.4). How often do you visit military tourism sites?

.....
.....

5.5). Do you have any knowledge about the number and position of SANDF tourism assets in the Western Cape.?

.....
.....

5.6) What are your views on the present marketing strategies of the tourism assets, and how can it be improved?

.....
.....

5.7 Do you think the SANDF tourism assets have a local and global economic and impact?

.....
.....

5.8 What motivates YOU to visit the SANDF tourists' sites?

.....
.....

THANK YOU FOR YOUR PARTICIPATION

APPENDIX G: QUESTIONNAIRE MANAGERS OF SANDF SITES



Faculty of Business and Management
Sciences
Ethics Informed Consent Form

CONSENT TO PARTICIPATE IN A RESEARCH STUDY

Category of Participants (tick as appropriate):

<i>Staff/Workers</i>	X	<i>Teachers</i>	<i>Parents</i>	<i>Lecturers</i>	<i>Students</i>
<i>Other (specify)</i>	X	<i>Colleagues</i>			

You are kindly invited to participate in a research study being conducted by [Gabriel Crisp] from the Cape Peninsula University of Technology. The findings of this study will contribute towards (tick as appropriate):

<i>An undergraduate project</i>		<i>A conference paper</i>
<i>An Honours project</i>		<i>A published journal article</i>
<i>A Masters/ <u>doctoral</u> thesis</i>	X	<i>A published report</i>

Selection criteria

You were selected as a possible participant in this study because you are:

- (a) Involved with the tourism and tourists in West Coast National Park.
- (b) Possess the required background knowledge of where some of SANDF tourism assets are located in the Western Cape.
- (c) SANparks work closely with the South African National Defence in the West Coast National Park during the flower season and on a daily basis.

The information below gives details about the study to help you decide whether you would want to participate.

Title of the research:

THE POTENTIAL USE OF SANDF TOURISM ASSETS IN THE WESTERN CAPE FOR SUSTAINABLE ECONOMIC DEVELOPMENT

A brief explanation of what the research involves:

The aim of the study is to establish whether the South African National Defence Force tourism assets are sustainable and to influence economic development in South Africa.

Procedures (Interview)

If you volunteer to participate in this study the following will be done:

21. Describe the main research procedures to you in advance, so that you are informed about what to expect;
22. Treat all interviewees with respect by arriving on time for all the interview schedules and well prepared;
23. Conduct an introduction with the interviewee in order to break ice;
24. All the interviewees will be asked for permission to record the interviews and also take some note where applicable;
25. In a case where there is no clarity, the interviewees will be allowed to ask for confirmation or clarity of words/sentences/phrases to ensure accuracy of the data collected;
26. Participants will be told that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs;
27. Participants will be given the option of omitting questions they do not want to answer or feel uncomfortable with;
28. Participants will be told that questions do not pose any realistic risk of distress or discomfort, either physically or psychologically, to them;
29. At the end of each interview all the interviewees will be thanked for their time and information provided for this study;
30. Participants will be debriefed at the end of their participation (i.e. give them a brief explanation of the study).

You are invited to contact the researchers should you have any questions about the research before or during the study. You will be free to withdraw your participation at any time without having to give a reason.

Kindly complete the table below before participating in the research.

Tick the appropriate column		
Statement	Yes	No
18. I understand the purpose of the research.	x	
19. I understand what the research requires of me.	x	
20. I volunteer to take part in the research.	x	
21. I know that I can withdraw at any time.		
22. I understand that there will not be any form of discrimination against me as a result of my participation or non-participation.	x	
23. Comments: Although I am the primary respondent, my team can assist me at any time.		

Please sign the consent form. You will be given a copy of this form on request.

Signature of participant

Date: 08/12/2021

Researchers

Name:	Surname:	Contact details:
1. Gabriel	Crisp (Major)	0844401003
2. John	Spencer (Professor)	0828913926
3.		

Contact person: Gabriel Crisp

Contact number: 0844401003

Email: 199036268@mycput.ac.za

INTERVIEW QUESTIONS

You are asked to participate in this research study conducted by Gabriel Crisp (student number 199036268), from Cape Peninsula University of Technology in Cape Town. The results will contribute to the completion of a thesis compiled by Gabriel Crisp. You were selected as a possible participant in this study because you have specific knowledge of the research field, and your input will, therefore, be highly valued. The results of this study will contribute to determining if the potential use of SANDF tourism assets in the Western Cape for sustainable economic development.

1. Do you think that tourism assets under the control of the Department of Defence are well managed?

.....
.....

2. In your opinion do you think there is sufficient financial support allocated to tourism assets from Senior Management?

.....
.....

3. What type of tourists should the SANDF attract to its tourism sites?

.....
.....

4. What, in your opinion, is the South African government's policy towards tourism development?

.....
.....

5. What type of tourists should the SANDF attract to its tourism sites?

.....
.....

6. What marketing strategies should be used to attract visitors to SANDF facilities?

.....
.....

7. Is there anything else that we should have talked about that we did not?

.....
.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION`

APPENDIX H: AIRFORCE BASE YSTERPLAAT ENTRANCE



Photo © Dean Wingrin

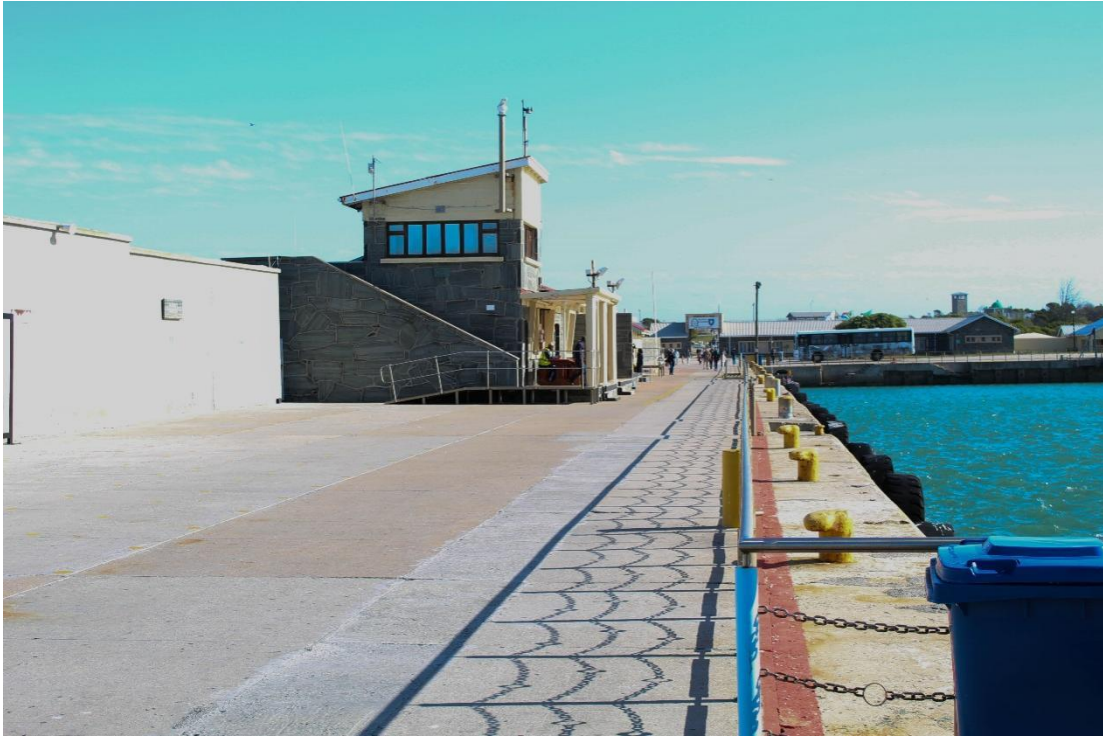
APPENDIX I: CASTLE OF GOOD HOPE ENTRANCE



APPENDIX J: GUN EMPLACEMENT ON ROBBEN ISLAND



APPENDIX K: ROBBEN ISLAND ENTRANCE



APPENDIX L: SIGNAL BATTERY – NOON GUN

/



APPENDIX M: SIMON'S TOWN DOCKYARD MAIN ENTRANCE



APPENDIX N: GRAMMARIAN LETTER

22 Krag Street
Napier
7270
Overberg
Western Cape

15 September 2022

LANGUAGE & TECHNICAL EDITING

Cheryl M. Thomson

THE POTENTIAL USE OF SANDF TOURISM ASSETS IN THE WESTERN CAPE FOR SUSTAINABLE ECONOMIC DEVELOPMENT

Principal Supervisor: Prof J.P. Spencer

Co-Supervisor: Dr C. Hattingh-Niekerk

This is to confirm that I, Cheryl Thomson, executed the language and technical editing of the above-titled Doctoral thesis of **GABRIEL CRISP, student number 199036268**, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this thesis for assessment.

Yours faithfully



CHERYL M. THOMSON

Email: cherylthomson2@gmail.com

Cell: 0826859545