

# AFRICA

## Travel Magazine

Botswana

Lesotho

Namibia

South Africa

Swaziland

**This sample edition features pages from our Southern Africa Yearbook Edition. The latest version is in production and a digital version will be available for download following the Africa Travel Association (ATA) 35th Annual Congress, May 17-20 in Banjul, The Gambia.**

**For your convenience, we have limited the size of this sample to under 60 pages**

**Also for your convenience to avoid constant page turning, we have designed this PDF version in double page spreads, except for the covers. Previews of over 24 other editions can be viewed from our website - <http://www.africa-ata.org/mag.htm>**

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**SOUTHERN** *Region*

# Southern Africa World Edition

*Botswana*

*Lesotho*

*Namibia*

*South Africa*

*Swaziland*

**THIS WORLD EDITION IS IN A WORK IN PROGRESS.** Until we begin our subscription program, this version is available for preview at no charge. Before any pages from this edition appears in print, all photos and advertisements appearing in this preview that are not of highest resolution will be replaced. Before our final editing, several new pages and supplements will be added.

*“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.”* President Kikwete, Tanzania,

Testimonials from our supporters in Africa, the UK, USA and around the world are solid proof that we have heeded President Kikwete’s request by providing positive publicity for the past 15 years. The results are showing up in meaningful, measurable ways, as we move ahead in building a library of books and magazines that showcase the Best of Africa. Our “Faces of Africa” are smiling for good reason - their stories in print, on-line and on air are many, varied and well received. For over 100 examples visit: [www.africa-ata.org/faces1.htm](http://www.africa-ata.org/faces1.htm)

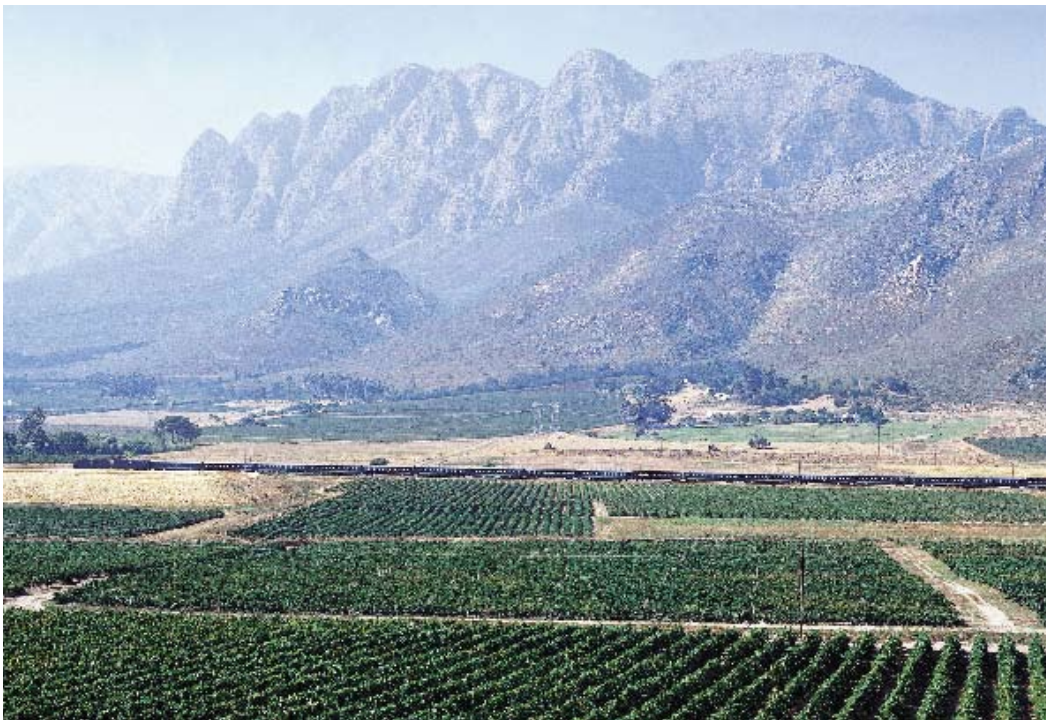
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# ALL ABOARD! BY LUXURY RAIL, FROM CAPE TOWN - VIA KIMBERLEY TO PRETORIA, SOUTH AFRICA

by Jerry W. Bird

*"The design of the train has given us suites considerably larger than the world's famous trains such as the Orient Express, the Blue Train, Royal Scotsman in England and El Andalus in Spain."* Rohan Vos

One of the first lessons one learns on entering the wonderful world of Rovos Rail is that this "tour of a lifetime" is not just a South African experience -- its routes extend to five countries on a network of steel rails. On this cool January morning, our destination is Pretoria, South Africa's capital city. Our two and half day trip north through the country's heartland, allows time to relax, lay back, sip the wine, smell the roses, think lofty thoughts and get to know some interesting people. At Cape Town station, owner Rohan Vos and Sales Manager David Patrick greeted us, and our baggage was whisked away in a flash



## Celebrating the New Year in style!

As we joined the other passengers assembled on the red-carpeted platform, a traditional toast of champagne and orange juice set the mood, while a trio of violinists provided soothing classical music for a memorable send off. Mr. Vos gave a hearty "bon voyage," announcing each guest's name in turn as we boarded the train. Many nations were represented that morning - the UK, Norway, Italy, Australia, USA, Switzerland, Spain, Germany, France, South Africa and Canada. These vintage coaches have

carried royalty on past tours, and we soon discovered there was a European countess among us, which reflects the company's claim "the most luxurious train in the world. A mild thunderstorm was brewing above Table Mountain, and as rain began to beat on the windows, the train pulled away from Cape Town station. Have no fear, I had a feeling that the trip would be even more enjoyable, looking out from our cozy cocoon on wheels. My intuition proved to be quite true.

## Five Star Hotel on Wheels

Talk about individualized service from Rovos' team of young, attractive hostesses. Our baggage was waiting in the cabins, plus champagne, a fruit bowl, chocolates and terry cloth robes. Private suites on Rovos Rail are spacious, elegant, fully equipped and finished in highly polished wood panels, with amazing attention to detail. Some of these vintage coaches date back to 1911, and all are beautifully restored. Full sized beds face three large picture windows that open easily, bathing the room with fresh air and daylight as you view the changing landscape, or allow perfect privacy as needed. The writing desk was ideal for my lap top computer, and the in-suite telephone came in handy. Outside Muguette Goufrani's suite, a brass plaque bore the title "The Cullinan," after the world's largest gem diamond, discovered in 1905, and named for mine owner Sir Thomas Cullinan. My private suite was titled "The Etosha," in honor of Namibia's national park.

## Order of Good Cheer

As Mr. Vos says, "It is an atmosphere of good food, good wine and good conversation that we are striving to create. " Like Pavlov's dog, and personal memories of cruises on the Alaska coast, a soft gong in the passageway signaled that dinner was being served. Naturally, on Rovos Rail, semi formal dress was the order of the day, and as we took our seats, a red roses was pinned on each lapel. After all, this was a glorious land cruise - and the superb menu featured such local game dishes as Springbok with lemon honey sauce, plus others

like South African Botobie and Kingclip in Pernod cream. It goes without saying that the wine list was extensive, and drinks were complimentary for the entire trip, throughout the train.

**The Road Ahead:** The vistas were spellbinding. Having read *Covenant* by James Michener, several Wilbur Smith sagas and various other books on South Africa, I was aware that the 900-mile rail journey follows the old pioneer trail from Cape Town north, via Paarl, Worcester and South Africa's bountiful Winelands, wending its way through the Hex River Valley to the interior's higher, drier Karoo country. What I did not expect was the fact that there were some exceptionally long tunnels en route. Just imagine the engineering challenges and effort that was involved in early railroad-building in this area.

History comes Alive: A pleasant surprise was our brief stop at the historic village of Matjiesfontein, which resembles a romantic movie set, with its street of carefully restored buildings, such as the Victorian Lord Milner Hotel, with lush gardens and a friendly pub nearby. I couldn't help imagining that Miss Kitty of Gunsmoke would come through the red velvet curtains and descend the ornate staircase. Several of us could have spent all day at the nearby museum, checking out relics of pioneer days, before, during and following the Anglo Boer War and the frantic gold and diamond rushes. It was hard to imagine that the rich and famous of the world came here 100 years ago, when it was a thriving health resort. Well, we've been told a renaissance is underway.

Kimberley's Diamond Legacy: Speaking of journeys into history, our next major stop was at Modder River station, a lonely spot where the Boers and British once clashed in a major battle. Disembarking from the train, we boarded a bus for Kimberley, and received a history lesson, which set the stage for our visit to this provincial capital and luncheon at the exclusive Kimberley Club, once male only and frequented by Cecil Rhodes, De Beers and colleagues. Well-fed and ready for action, we were off to the famous

Kimberley diamond mine. A restored village surrounded what they call the "greatest hole in the world," a huge excavation that was once a gentle hill. Our final lesson included mining practices and replicas of world famous diamonds from South Africa.

## Pretoria Capital Park Station

The following morning our train passed slowly through the suburbs of Johannesburg, city of gold and South Africa's thriving metropolis. Beyond was Pretoria, our final destination. I will elaborate on these two great cities later, but it's important to mention the Capital Park Station complex, heart of Rovos Empire. While there, we explored the rail yards, workshops, museum and training area, which is like looking backstage at a major Broadway production. Mr. Vos sums it up in the following statement, "All our rolling stock, consisting of 60 carriages and 5 operating locomotives, our administrative operation and workshops are now based at Capital Park. We could indeed not have wished for a better location, especially as Capital Park has played such an important part in South African Railways History, and thus provides the perfect home for our trains. The site covers 25 acres and boasts 15 lines, totally a distance of 12 km of which 100 m section is under roof. It is our aim, not only to rebuild the site to world-beating standards, but also to transform it into a working railway museum. Our new Headquarters will cater to steam enthusiasts, tourists and local visitors alike.

It goes without saying that the Rovos team won our hearts and earned our respect as true professionals. A well earned credit to South Africa's travel tourism industry. Many thanks to Mr. and Mrs. Vos for such a wonderful lifetime experience; one we're proud to tell the world all about. Our Rovos Rail story continues online at [http://www.africa-ata.org/sa\\_rovos.htm](http://www.africa-ata.org/sa_rovos.htm), e-mail: [africa@dowco](mailto:africa@dowco).

# OUR BEST OF AFRICA EDITION WILL CATCH THE EXCITEMENT AS 'WORLD CUP FEVER' IGNITES THE ENTIRE CONTINENT

By Jerry W. Bird

Growing up in Canada's hot-bed of soccer, Vancouver, BC, the world's most popular game became my first team sport. I caught soccer fever overnight and before long was playing for teams in three different leagues in the same season. I just couldn't get enough of it! This passion for soccer continued, yet my experience pales in comparison with that of my oldest son, Ken, who I convinced to try out for the community team in Calgary, Alberta. He didn't fill the nets or set the world on fire the first year, but with good coaching, increased confidence and a sudden growth in size, he gave our family a huge thrill when his team won the Canadian Championship in Toronto. Guess who was the team's captain that year?

## World Cup Edition

We have followed the World Cup for decades, but 2010 has a special significance, thanks to our magazine's keen interest in Africa's participation from contending teams, culminating in South Africa's hosting of the FIFA World Cup. We have been planning a World Edition on this topic for several years and will be introducing the issue in digital format following the World Travel Market this November. A Gold Souvenir Edition, with outstanding photos of the games and other activities, will be printed and distributed next summer. Subscriptions and prices will be announced soon.



## Fever in Cape Town

We plan to provide timely and useful information about South Africa Tourism plus events leading up to and following the 2010 World Cup to our readers and viewers worldwide. A good example is the impressive Greenpoint Stadium that is becoming part of the skyline of Cape Town with Table Mountain in the background. That was where Associate Editor Muguette Goufrani met Bishop Desmond Tutu, who along with Nelson Mandela is a great booster of the games. We're asking our friend **Daniel Dunn**, an outstanding tour operator, and his colleagues at the Africa Travel Association's Western Cape Chapter, to help with information on the best tours, accommodation, tickets and transportation - for which we will provide links via our two websites - [www.africa-ata.org/mag.htm](http://www.africa-ata.org/mag.htm) - which features Africa and [www.airhighways.com](http://www.airhighways.com).



com, with information and views from the world. Cape Town's action plan Green Goal 2010 includes 43 projects relating to energy, waste, water, transport, hospitality and sustainable lifestyles. It is aimed at making the 2010 FIFA World Cup™ event

as environmentally friendly as possible. <http://www.capetown.travel/2010/>

## Ambassador Radebe

Our new edition features Lucas Radebe, recently appointed as South African Tourism's 2010 Ambassador to the World, a role Radebe is honored, proud and excited to play. "He has the stature and the global credibility this role demands. He is exceptionally well traveled globally, but his heart lies here in South Africa. He loves our destination and our people. He is a champion of South Africa's ability to successfully host the World Cup." said Didi Moyle, acting CEO at South African Tourism.

## About the Games

The 2010 World Cup Soccer series is taking place in South Africa from 11 June to 11 July. Our World Edition will tell you how to buy tickets, location of the World Cup Stadiums and what exciting World Cup tours are available. The entire country is involved in staging this great events,

with the outline as follows: Johannesburg (15 games), Cape Town (9 games), Port-Elizabeth (8 games), Durban (8 games), Bloemfontein (6 games), Nelspruit (4 games), Rustenburg (5 games). Soccer is the most widely played sport in South Africa, which won the African Nations Cup on home turf in 1996. Over a billion people are expected to follow what will be the world's biggest sporting event ever, a month long tournament involving the world's top 32 soccer playing nations. It is organized by FIFA (Federation Internationale de Football Association). Over 160 national teams take part in the regional (Continental Zone) rounds to qualify as one of the 32

teams that will take part in finals. The first world cup soccer match kicked off on July 13th, 1930 with France beating Mexico 4 to 1. The winners since 1982 are as follows - Italy, Argentina, Germany, Brazil, France, Brazil and Italy.

## Diski Dance: Appeal to Youth Soccer in the USA

In an announcement appearing on our websites, South African Tourism has partnered with U.S. Youth Soccer (the largest youth sports organization in the United States) and World Cup sponsor Coca-Cola, to spread soccer

awareness via a fun Web video contest and ultimately bring an American youth soccer team to South Africa. The Diski dance is a new dance based on soccer moves that has been specially created by South Africa for the

## Minister van Schalkwyk unveils identity of 2010 Ambassador

"We are extremely proud to have a football star of this stature and a human being of his calibre as our partner," the Minister said. Lucas Radebe was introduced last night by Minister Marthinus van Schalkwyk, the Minister of Tourism, as South African Tourism's 2010 ambassador to the world. Minister van Schalkwyk made the announcement at an event in Sandton where he also launched a Brand

Messaging Book for Tourism for South Africans.

"We are truly privileged that a footballer of Lucas's stature and a human being of his calibre has agreed to partner with us to grow excitement about our destination. We look forward to working with him as 2010 approaches to spread

the message of the anticipation and optimism sweeping our country.

"Now, more than ever, it is important to be an optimistic, dedicated South African with a 'can do'-attitude and few people embody this spirit better than Lucas. He possesses all the qualities demanded of an ambassador. He loves South Africa. He loves travelling in South Africa. He knows our destination well, and he is proud of being a South African. He is truly an inspiration," the Minister said.

Radebe will work with South African Tourism between now and the end of the tournament to help deliver destination messages and to help grow interest in South Africa globally, not only as host of the FIFA spectacular, but also as an awesome and amazing holiday destination.

"We are delighted to welcome Lucas on board," said Didi Moyle, acting CEO at South African Tourism. "He has the stature and the global credibility this role demands. He is exceptionally well travelled globally, but his heart lies here in South Africa. He loves our destination and our people. He is a champion of South Africa's ability to successfully host the World Cup."

Radebe is honoured, proud and





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## THE AMAZING DUNN FAMILY: A SOUTH AFRICA HERITAGE STORY - FROM THE SCOTTISH HIGHLANDS TO THE ZULU KINGDOM

### John Dunn of Zululand: The Man, The Legacy

By Charles Ballard with permission of Daniel Dunn (photo below) of the Africa Travel Association, Western Cape Chapter.

Few persons in the history of Natal and Zululand have aroused as much controversy as the legendary “hie chiefs” John Dunn. He is mostly remembered for his taking of nearly fifty Zulu wives and the siring of over one hundred children. But, this fact alone does not make Dunn singularly unusual, for many white men took wives and concubines from the indigent black populace. Rather, John Dunn’s exceptional place in history rests on his prominent role in events that were crucially important in the shaping of modern South Africa.

### A Living History

In a sense, John Dunn’s history is “living” history of his numerous descendants have formed a distinct and vital community in southern Zululand. John Dunn’s father was Robert Newton Dunn who was born in 1795 in Scotland. In 1820 he emigrated to South Africa and settled on the eastern Cape frontier near Port

Elisabeth. Few settlers packed their belongings and struck out for Natal, among them Robert Dunn and his family. It was during that time that John Dunn was born at Port Natal and he would have been one of the first white settlers to have been born in the frontier settlement.

### Early days in Port Natal

It is important to remember that Dunn grew up in a white settlement that did not become a colony until 1843. Port Natal was a semi-independent white enclave beyond British imperial Conrail and it was much more vital for the traders to maintain friendly economic and political relations with the Zulus Kingdom and the local African populace.

The white traders readily adapted to African social and cultural norms.

The scarcity of white women prompted nearly two thirds of the white traders to take black wives and concubines. The British traders also found it convenient

*Africa Travel Magazine*

to become petty chieftains and govern Port Natal. When Natal became a British colony in 1843 European culture and social customs replaced the way of the African. The rule of hunter trader chiefs was replaced by a Brioche Colonial Administration. Natal’s African population was territorially politically and socially segregated white society.

### A true non-conformist

Against his background of ever tightening colonial rule and the insistence that white colonists conform to white standards of conduct. John Dunn became alienated from Natal changing society. Personal tragedy and financial setbacks soured his attitude even more.

His amazing skill with a rifle, his fluency in Zulu and his extensive knowledge of the physical and human environment of Natal and Zululand earned him a modest living as a guide for hunting parties. He then turned to transport riding, Dunn stated in his autobiography that he renounced civilization and left of the haunts of



wild game in Zuzuland. THE King Cetshwayo saw the end of a quest for a “white chief” to serve as his adviser when dealing with the Natal government. The Zulu heir apparent felt an acute political need for white assistant and Dunn possessed qualities that Cetshwayo found attractive.

Cetshwayo’s attachment to Dunn came to be based on more than mere expedience and the two became close friends and confidants. Dunn readily accepted Cetshwayo’s invitation to settle permanently in Zululand. Indeed, Cetshwayo had offered Dunn an ideal situation. He gave Dunn occupational rights to lands along the southern Zululand coast from Ngoya in the north to the Lower Tugela in the South. Status in the Zulu kingdom was measured by the number of wives and cattle in an individual’s possession And Dunn acquired an abundance of both. Between 1858 and 1878.

### Dunn the Zulu Chief

John Dunn emerged as one of the most powerful chiefs in the Zulu kingdom. He ruled over nearly twenty five square miles of territory land six or seven thousand black subjects. Natal sugar in-

dustry owes much to Dunn. The coming of the Anglo Zulu War of 1879 was a time of supreme crisis for John Dunn. He at first tried to remain neutral, but as Britian and Zululand drew closer to war, Dunn found that both were intolerant of a “fence sitter”. Dunn was wary of remaining in Zululand. While he could have remained neutral, he had not only his own material well being to safeguard but that of his very large family and several thousand black subjects as well, Dunn served Lord Chelmsford well and was named Military Intelligence Officer and awarded the local rank of commandant .

### Post war activity

After the war Dunn was made one of the thirteen chiefs as a result of the Ulundi Treaty of 1 September 1879. Not only was he made a chief but he received the largest and wealthiest of the thirteen chiefdoms. Dunn controlled nearly one fifth of Zululand and controlled a number of lucrative trade monopolies. Ironically the post war settlement in Zululand, which had given Dunn his wealth and power contained the seeds of its own destruction. After a short three

month illness John Dunn aged 65, died of dropsy and heart disease at his Emoyeni home on 5 August 1895. John Dunn is unique in South Africa’s historical annals for he founded a distinct new community.

### Dunn’s Legacy

The product of Dunn’s union with forty-nine wives was an estimated one hundred and fifteen children the overwhelming majority of whom were classified as “colored”. Yet, John Dunn unknowingly bequeathed a bitter sweet legacy to his descendants. The distribution of John Dunn’s property was immediately cloned with dispute. The chiefs beneficiaries of John Dunn’s fortune did not have long to enjoy it before natural calamities of catastrophic magnitude erased the accumulated wealth of half a century in less than two years. The Dunn’s were reduced from a position of comparative to one of poverty and ever destitution Dominic Dun said of this calamity that what had been a land of plenty became a land of desolation and moaning of bitter complaints of lean stomachs and downright starvation. From 1898 onwards many of John Dunn’s descendants were

forced to leave Dunn's land and seek employment in Natal, the Transvaal and the Cape. The Diaspora has continued to the present day of Dunn's descendants having settled as far afield as the United Kingdom, Canada, Australia and the United States of America. In the 1950s Gladstone Dunn a grandson of John Dunn, became the spokesman for the Dunn community. He and his relatives had to wrestle with the interrelated problems of insecurity of land tenure. Gladstone Dunn's energies were devoted to promoting sugar cane production. This would make the Dunn community more prosperous and check the further out migration of



Dunns from Zululand.

**Daniel Dunn and family**

In 1974 Daniel (Dan) Dunn son of Gladstone Dunn, was elected as Chairman of the John Dunn's Descendants Association. He has proven to be one of the most dynamic and effective leaders that the Dunn clan has ever produced. Daniel Dunn set out to achieve three goals for his people. The Dunns have succeeded in a large measure because they identify strongly with their remarkable ancestor, whose qualities of individualism and single-minded determination have inspired a sense of pride and perseverance in his descendants. The spirit of unity displayed by the Dunn commu-

nity is a testimony to the towering personality of one of South Africa's legendary figures. Africa Travel Magazine recommends Daniel (Dan) Dunn as an outstanding Tour Conductor. It was he who escorted our editors and their media colleagues in an educational, inspirational tour of the Cape area and gave us an insight that few others in his field of tourism could match. *Contact: Daniel Dunn Chairman/ President Western Cape Chapter Africa Travel Association E-Mail: dan@dandunntours.co.za, or write the editors of the Africa Travel and Nature Library: airhwy@smartt.com*



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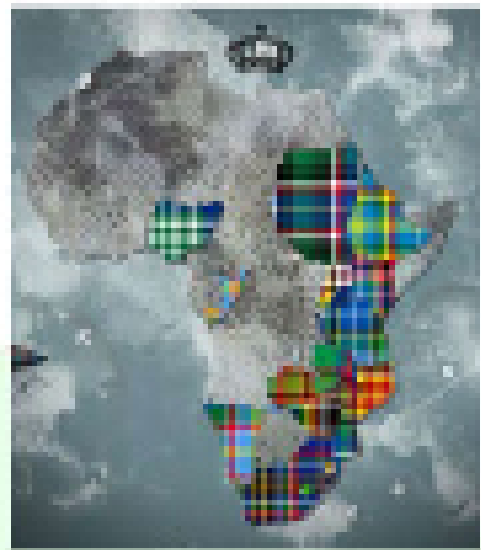


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# NEW SOUTH AFRICAN TARTAN SPARKS A LOCAL TEXTILE INDUSTRY AND FAR-REACHING BENEFITS

Africa Travel Magazine is always on the lookout for examples of African families in action - stories that impact the tourism industry among others. The McGowans of Cape Town provide that special kind of story. According to James McGowan, the South Africa Tartan was created in 2006. On the day it was being loomed - and as the six colourful threads came to be woven together for the first, South Africa Tartan, it was blessed, then given into the world as 'Pimpinias' - played South Africa's National Anthem. It was an amazing and a very moving experience. The tartan was later christened with champagne on the eve of the roll **In the beginning**

"Our first batch of about 100 metres went to Egbert Hamme, a kilt maker in Springs, Gauteng," said McGowan. "Her client's comments were as follows: "We have received your tartan, and made the first four kilts out of it. We as Dargobits comment you on an absolutely superb quality tartan - everything about it is perfect. By this we mean everything. The yarn is smooth - something that is utterly difficult to purchase wool. The weave - with as well as the width - is exactly right. The tension in the weave is very good, and the fabric will not creep over time as other tartans we have worked with in the past have done. We love the fact



that everything about it is South African. This is something South Africa needs desperately to. It's textile industry. We look forward to a long and prosperous working relationship with you and your company."

**Registration**  
Any official Tartan must be entered on the Scottish World Register of Tartans, which is kept by the Scottish Government in Edinburgh. This has been done for hundreds of years as the



Scottish Tartan and made it into a national and international icon. **Inspired by the flag**  
"When one thinks of Tartan one normally thinks of a kilt," said McGowan. "The South African national flag, like the Tartan, is for everyone. However, folks cannot lay the flag on a table or on a bar - it is sacred and this law has actually been written in the constitution to preserve our flag from such acts. One cannot even use the flag as a blanket or a picnic. With the new South Africa Tartan, which has all the colours of the flag entwined, it is allowed for such purposes. The Tartan is strong and can be used for almost anything.

**Products galore**  
"Famous South African fashion designer Craig Ntsho is interested in the new Tartan," said McGowan. "We have kilts and clothing made in it, lamp shades, hand-fall leather and mohair South African urban luggage by Debraan of Cape Town in production. Parityre is being made using the tartan - more kinds of products for display. One of the biggest High Street shops is providing a range. Market for World Day 2010. That is what we mean by a national Tartan for the people. They can actually own it - use it and identify with each other by belonging to 'Our South Africa,' the clan being a group

" HERE IS A TARTAN SOUTH AFRICANS CAN WEAR WITH PRIDE AND SHOW THEIR COUNTRY'S COLOURS TO THE WORLD."

of people loyal to each other and coming to each other and much like we do as a nation when called upon."

**Solid credentials**  
David McGill, designer of the South Africa Tartan, is a world authority on tartan and is an affiliated member of the Scottish Parliament, with many influential contacts worldwide. He is also a proponent of international fashion shows. He specialises in tartans - with African connections in particular. McGill, who owns two companies connected with Tartan, had the following to say, "Although nowadays it can be produced in silk, cotton, mohair and cashmere tartan cloth was originally woven from wool and wool produced in the United Kingdom. For centuries it was a major export to Europe and North America. So valuable was wool that the Highlands of Scotland were even 'cleared' of people throughout the 18th and 19th centuries to make way for sheep. Today, however, much of the wool now used in the UK is imported from Australia."

**About Tartans4Africa**  
Notwithstanding the perceived origins of tartan cloth, the underlying ethos of the Tartans4Africa project is to provide sustainable development in Africa. However, getting the finished cloth and the products to market in Africa at an affordable price was always a problem because of higher UK



freight charges. This negated any real economic benefits to Africa, while adding substantially to the producer's carbon footprint.

**Key to success**  
Discovering a company based in Cape Town that could weave tartan was a great blessing and the key to Tartans4Africa's success story. With a legally professional workforce, the company has the capacity to weave tartan cloth in a range of weights and finishes. The use of wool from Merino fleeces, sourced, prepared and dyed locally, has resulted in a quality of product that is superior to any in the UK, with a minimal carbon footprint. Weaving the cloth in Africa also means that finished items, clothing, fashion-wear, gift-wear and accessories can all be made in Africa. Associated services such as advertising, packaging and distribution can be

retained in Africa, and that goods can be exported from Africa, thus guaranteeing maximum economic benefits with lower production costs resulting in more affordable products.

**Marketing**  
According to James McGowan, "The physical will be African jobs, and most importantly - all profits will be retained in Africa and re-invested in Africa. We have also had feedback from Kilt makers from Canada, The United States, New Zealand, Europe and the United Kingdom but to name a few. We have even had enquiries from Germany about a kilt maker there too. To add to this activity, we have enquiries from a major tartan manufacturer about possibly manufacturing tartan in East, Central, East, exporting back to Scotland."

*The story of South Africa's Tartan will be continued in our next issue. For further information, contact the editors of Africa Travel Magazine - writing@continent.com or visit us through our website: [www.africatourism.com](http://www.africatourism.com)*



efforts to rid soccer of racism as well as for his work with children in South Africa

10. Kaiser Chiefs, the English indie rock band from Leeds took its name from the iconic South African football team of the same name... because Lucas Radebe played for them once as a defender.

### World Cup 2010 Game Locations

**Johannesburg** will host 15 matches in 2010: Soccer City Stadium will host the opening match and the final as well as four other first rounds matches, a second round match and a quarter-final. Ellis park stadium hosts five first round matches, a second round match and a quarter-final.

**Cape Town** will host 9 World Cup matches: Six 1st round matches, one second round, one quarter final and a semi final at the 2010 World Cup.

**Port-Elizabeth** (Nelson Mandela Bay) will host 8 games in 2010 : 5 x 1st round matches, 1 x 2nd round, 1 x quarter-final and the 3rd place play off.

**Durban** will host 8 World Cup matches: 6 x 1st round matches, 1 x 2nd round and a semi-final.

**Bloemfontein** will host 6 games in 2010: 5 first round matches and one second round encounter. Pretoria will host 5 football matches: 4 first round matches and one second round matches at the World Cup 2010.

**Nelspruit** will host 4 first round matches in 2010.

**Rustenburg** will host 5 matches: Four first round matches and one second round encounter at World Cup 2010.

**Polokwane** will host 4 first round matches.

Info: <http://www.fifa.com/>

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Place of birth	Soweto, South Africa	
Playing position	Defender	
Youth career		
	ICL Birds	
	Kaizer Chiefs	
Senior career <sup>1</sup>		
Years	Club	App (Gls) <sup>*</sup>
1990–1994	Kaizer Chiefs	113 (5)
1994–2005	Leeds United	200 (0)
National team <sup>2</sup>		
1992–2003	South Africa	70 (2)

<sup>1</sup> Senior club appearances and goals counted for the domestic league only and correct as of 30/08/2006.

<sup>2</sup> National team caps and goals correct as of 30/08/2006.

\* Appearances (Goals)



**More World Cup 2010 features to be added to this section prior to publication. Low resolution photos and ads will be replaced by high resolution images.**

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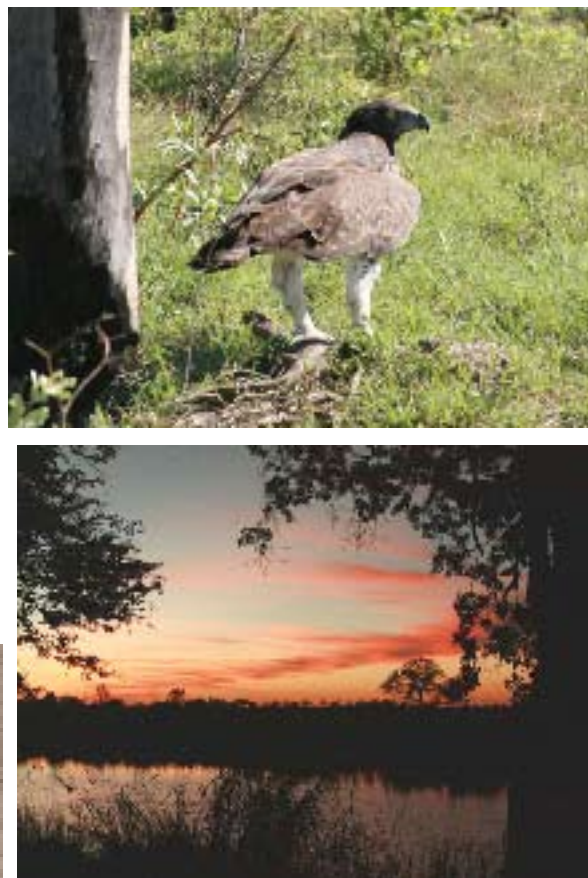
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## MUDUMU NATIONAL PARK: AN UNDISCOVERED PARADISE ON THE EDGE OF THE KWANDO RIVER IN THE CAPRIVI STRIP, NAMIBIA, SOUTHWEST AFRICA

**Images from the Interior**  
Gill Staden  
gill@livingstonian.com

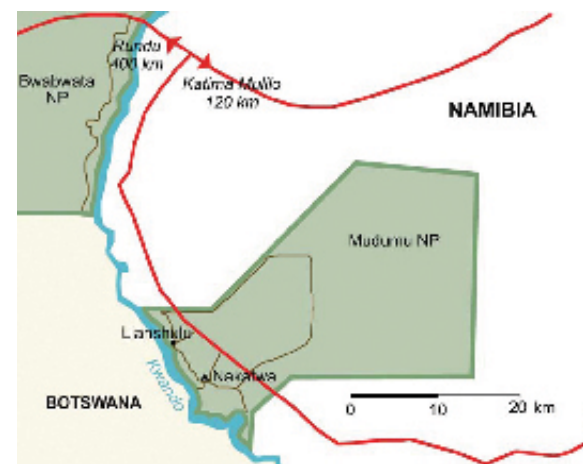
Mudumu National Park is a little-known park on the edge of the Kwando River in the Caprivi Strip, Namibia. It was raining off and on when I visited in November. The bush was very green; some roads were muddy. Mudumu, of 1,000 sq km, was proclaimed a park in 1990, so it is quite young. Two villages were moved out of the park so that the animals could have the whole place to themselves. There weren't many animals left then, of course, but Mudumu is a migratory route for elephants and other animals so they are gradually coming back. Over the Kwando River into Botswana, the region

is Game Reserve, with privately-run concessions. The Namibian government also brought in a few species to help repopulate the park. Now, in 2009, the animals are still a bit thin on the ground, but are visible and, even though the bush was thick, we did see a variety of birds and animals. **A river runs through it** The Park borders the Kwando River for about 15 km. The Kwando meanders through the floodplain and is edged with tall reeds and papyrus. Nestling in between the reeds, the waterlilies find a rothold, their stems leaning out into the mainstream. The guide at Lianshulu, the only lodge in the Park, told me that he had seen a great improvement in game numbers during the three years he had been there. There is a pride of

*Africa Travel Magazine*

seven lion; wild dog come and go; elephants, this year, have been too many to count; leopards are often seen around the lodge. Also present are herds of sable, roan, eland, giraffe, zebra, buffalo. There are, of course, the ubiquitous impala and warthog. Other animals include si tatunga, tsessebe, red lechwe, reedbuck and oribi. **Park Campsites** Our camp in the park was not in the prettiest site – it was with the game scouts and next to the broken-down grader. There are three 'campsites' at Nakatwa – these campsites consist of a patch of flat grass ... nothing else. The campsites were full, so we were allowed to camp with the grader. But we had a toilet and a tap ... so, I suppose we should count ourselves as lucky ... It was fine.

The roads in the park have not been graded for a while because of the sad state of the grader. With the rains, too, some had become waterlogged. We took a drive around the park, but it was heavy going in places. Also, because of the thickness of the bush, it was difficult to see for any distance. Mudumu Park is a park to be seen in during the dry season – July to October. I decided that Mudumu will be on my list of trips for next year. It is certainly worth another visit. Bird species in Mudumu, it says, are over 400.



We were told that, because of the heavy rains in the past few years, the banks of the river have subsided. Carmine bee-eaters usually nest in holes in the river bank, but have now resorted to nesting on the ground. **Elephant Migration** We found two large herds of elephant coming down to the water to drink, swim and play. The elephants move between Namibia, Botswana, Zambia and Angola,

following their migratory routes in search of food and water. This Wahlberg's (?) eagle had just caught a land monitor – it is under its talons. After a few minutes he flew up into a tree carrying his meal. Vervet monkeys were our constant companions at the campsite watching from above and then diving down as soon as we left a bit of food untended. Sunrise over the Kwando River During the night we heard all those wonderful night noises that are so special when camping. We heard lion, baboons, hippos. We didn't hear hyena but were told that the park has some of the spotted variety. *Gill Staden lives in Livingstone, Zambia and is a contributor to Africa Travel Magazine. The Mudumu National Park will be featured in our Africa Travel Library.*

# Discovering the diversity of South Africa

By Helen C. Broadus

Discover the immense diversity of South Africa, a land full of rich cultural heritage, friendly people, spectacular wildlife and stunning landscapes. South Africa is truly famous for its mixture of cultures, heritages and traditions that are blended together through its festivals, music and foods. You will also find that there is much more than a traditional safari experience to see the "Big Five" in South Africa. You can also enjoy first-class hotel accommodations, pristine beaches, luxurious train rides, or even a walking safari in South Africa. Coming back to South Africa brings back fond memories and a yearning to see even more of South Africa's tourism treasures! South Africa is a land of breathtaking scenery - from the amazing mixture of bustling cities to the rural village life, to the cascading waterfalls to the colorful fields of wildflowers, to the majestic mountains to the awesome coastline, it is simply awesome. South Africa has perhaps the African continent's most sophisticated tourism infrastructure which, combined with first world technology, creates tremendous comfort and convenience for American tourists. The following is a sample of what you can expect to discover as you attempt to experience the many venues of South Africa:

## Culture

South Africa's greatest treasure is the cultural diversity of its people. The contrasting influences of the African, European and Asian heritages create a mosaic of influences throughout the arts, crafts, dance, music, food and sports of South Africa. There are many indigenous people who have lived in South Africa for thousands of years. Three quarters of South Africa's 49 million people are Blacks whose ancestors first arrived from Central Africa some 1,500 years ago.

Most fall into two major ethnic groups: the Nguni, which consist of Zulu, Xhosa, Ndebele and Swazi peoples, and the Sotho, which includes the Northern Sotho, Southern Sotho or Basotho and Venda peoples.

Blacks often speak several languages, including that of their own ethnic group and English. Many Blacks reside in cities and townships living a more modern western lifestyle, while rural dwellers often wear unique costumes and maintain their ancestors traditions and customs. In addition ceremonies play a very important part in the lives of Black South Africans.

The European influence of South Africa is primarily rooted in the Afrikaners, who were descendants of Dutch settlers. They developed their own language 'Afrikaans' which is based on Dutch, but also has Malay, French, German and Black influences. About 6 million people, or roughly 15% of South Africa's population are of European descent. The British and Germans also played an important part in the country's development. The Coloureds, a mixed-race people, are descendants of Europeans, Blacks and former slaves from Dutch colonies in Africa and Indonesia. Indians came to South Africa initially as indentured servants and today make up the largest community of Indians outside of India.

## Outstanding Variety

South Africa's cuisine influenced by many different cultures, combines tasty African traditions with spices and cooking techniques from around the world. All of South Africa's cuisine is built around the country's abundant supply of fresh seafood, meats, vegetables and fruits. It also harvests its own internationally celebrated wines. Festivals are one of the best ways to experience the local cultures of South Africa. It is at these events where



locals are most dazzling, open, artistic and musical. In addition, the tribal art of South Africans displays great fashion objects of beauty made from simple materials using age-old techniques. You can purchase in

both the cities and villages a wide variety of colorful beadwork, brightly painted pottery, intricately woven baskets, fashionable jewelry made of metals and beads, striking batik dresses and fabulous carved wooden animals and bowls.

## Major Cities and Sightseeing Interests.

Johannesburg, located in the Gauteng Province, fondly referred to as Jo'burg or the "City of Gold" from the 19th century gold rush era is South Africa's commercial center. When taking an educational tour of Jo'burg you can see the storied past of a gold rush town at Gold Reef City as well as visit the Johannesburg Art Gallery, Museum of Africa and National Museum of Military History to learn about the history and culture of the people of South Africa. If you are interested in a great shopping excursion don't miss the inexpensive treasures at the flea markets of Bruma Lake and Randburg Waterfront. And most importantly, make a pilgrimage to Soweto (which is short for South Western Township). It is one of the 33 townships originally established as temporary dormitories for workers. Soweto became famous during the Apartheid struggle in South Africa.

Pretoria, also located in the Gauteng Province, is just one hour's drive north of Johannesburg and is the administrative capital of South Africa. It was also the capital of the former Boer Republic and has many monuments in honor of the country's Afrikaner past. In Pretoria you will find the Union Buildings,

the country's architectural masterpiece and site of Mandela's inauguration. Also you can visit the Kruger House Museum, which was the 19th century home of former president Paul Kruger. You can also visit Pretoria's Art Museum and see some of South Africa's finest art. Pretoria is a city known for its beautiful gardens and Jacaranda Tree-lined streets. It is also famous for its modern State Theatre complex which offers a host of performing arts to include opera, ballet, drama, choral and symphony performances.

Durban is the colorful capital city of the KwaZulu-Natal Province located on the eastern coast of South Africa. Indians, Zulus, British and Afrikaners have all influenced this cosmopolitan port city. Almost one million Indians live in Durban and you can truly experience the thriving culture of India here in South Africa. Following the beach for more than three miles is Durban's "Golden Mile", with shops, restaurants, parks, gardens and other attractions. Another 'must stop' is to the bustling Victoria Street Indian Market for craft curios, saris stalls and fragrant spice counters. Lively shopping arcades line the city's streets and lanes and local flea markets are all over the town. After dark, the city's many restaurants, discos, jazz venues and pubs cater to every known taste.

Sun City Resort, located in the Northwest Province, is known as the glittering 'Las Vegas' of South Africa. In the valley below Sun City is the 'Palace at the Lost City', a man-made fantasy world supposedly based on the myths and legends of South Africa. Sun City has its own 'water world' and 'jungle' theme park experience that can be great family fun. Adults will definitely enjoy the casino and exciting night-life in Sun City. Also, for the avid golfer there is the Lost City Golf Course, designed by Gary Player. Just next door to Sun City is Pilanesburg National Park, South Africa's fifth largest park. It has an extensive wildlife population and more than 300 species of birds.

## The Historic Cape

Cape Town, known as the 'Mother City' of South Africa, is perched on a lush peninsula that juts out into the Atlantic Ocean, which reminds me of the coastline of San Francisco in the United States. It is located in the Western Cape Province and has been rated as "one of the best places to live, and one of the more culturally interesting and dynamic places in the world to visit." With its dramatic Table Mountain backdrop and inspiring ocean views, Cape Town is unquestionably one of the world's most beautiful cities. It is also South Africa's oldest city. One of the highpoints of a city tour of Cape Town will be a visit to the renovated Victoria & Alfred Waterfront. Packed with pubs, restaurants, crafts markets, theaters, museums and movie houses it is very popular with both the locals and tourists.

The Cape Peninsula is also packed with memorable sites, starting with the spectacular Table Mountain. You can take a cable ride or



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hike to the top for fantastic views. High on its slopes you can visit the Kirstenbosch National Botanical Gardens, with some 6,000 species of plants. Near Cape Town are excellent vineyards featuring world-class wines. Again, your trip to South Africa would not be complete without a pilgrimage to Robben Island, the prison that housed President Nelson Mandela for 18 years. Interestingly, Robben Island is now a historical museum and was recently named a World Heritage Site by UNESCO. Also, along the southern Cape Coast is the area known as the 'Garden Route', which showcases breathtaking coastline views and lush vegetation.

#### Adventure and Wildlife

South Africa offers a tremendous variety of recreational activities to please the adventure seeker in each of us! In addition to fantastic safaris, you can enjoy hiking, snorkeling, horseback riding, canoeing, ballooning, bicycling, sailing, wind surfing and so much more. South Africa is a virtual paradise for viewing rare and exotic animals in their natural habitat and is one of the best places in Africa for viewing the "Big Five" - elephants, lions, leopards, rhinos and buffaloes. You will also see plenty of cheetahs, zebras, giraffes, hippopotami, wildebeests and antelopes in their natural habitats. South Africa is also one of the best bird-watching destinations in the

world. South Africa is a pioneer in wildlife conservation and an innovator in Ecotourism. The mission of South Africa's national parks is to conserve and manage parks for the benefits of the country and its people. Because of South Africa's commitment to protecting its wildlife, endangered species continue to flourish in their natural environment.

Within a few miles of South Africa's major cities are incredible national parks and private reserves. A national park will have a more developed recreational infrastructure while a private reserve is set up to protect and conduct research on specific habitats. Generally, private reserves are more suitable for international tourists because of the dense concentration of wildlife, personalized service and top-notch accommodations. For many visitors to South Africa, a 'must see' is Kruger National Park (KNP). It is the crown jewel of South Africa and one of the top ten national parks in the world. Situated in the eastern corner of the country above Johannesburg, it is the oldest national park on the African continent. South Africa has a total of twenty-five national parks and private reserves and its wildlife is amazingly accessible.

You can also enjoy many outdoor recreational activities while hiking and backpacking on



more than 300 trails arranging from easy to challenging including nature walks and wilderness mountain camping. Horseback riding and hot air ballooning are adventurous ways to either experience a different type of safari or simply enjoy the scenery. South Africa's beaches offer fantastic surfing and water sport activities including big game fishing. South Africa's many fresh water streams also provide great fly-fishing and leisurely canoeing treks. You can also scuba dive off the coast of South Africa and explore the abundant variety of tropical fish, sea turtles and dolphins. Whale watching is also a very exciting leisure sport and you can even take a shark safari if you are brave enough!

In conclusion, you are invited to join us in South Africa. This will be a great opportunity for you to discover the wonderful diversity of South Africa.



#### Where Springbok and Bushmen Roam. Our visit to Kagga Kamma, in Cape Country

by Muguette Goufrani

With the hectic, round the clock activities of another ATA International Congress occupying every spare moment, we had very little time to scan South African Tourism's travel itinerary prior to our 3 day trip around the historic Cape of Good Hope. However, I did note that our destination for day two of the Cape Country Tour was a private game reserve they call "Kagga Kamma. Not expecting anything too far beyond the ordinary, after a rugged 3 hour motor trip from Cape Town, our group of five was little prepared for the amazing 'moonscape' of this spectacular hideout in the rugged Cedarburg Mountains. It was a site (and sight) that could easily be the movie set for "Jurassic Park" or "Planet of the Apes." As twilight approached, many of the odd rock shapes near the camp cast weird shadows, taking the form of wild animals or strange spirit creatures.

*"Moonwalking, Midnight Safaris, Rock Paintings and Cave dwelling in a timeless land that looks like Jurassic Park."*

#### Sound Investment in EcoTourism

While it was late May, there was a definite chill in the air; so we bundled up and climbed aboard a sturdy Land Rover 4x4 for Kagga

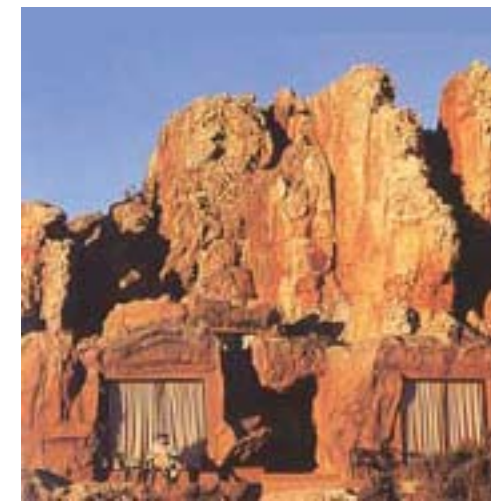
Kamma's popular Moonlight Safari. No matter how many times we travel below the equator, I am always awed by the Southern Cross, which lit up in the midnight sky that night, in contrast with the eerie moonscape we were crossing; each one perched like Sabu atop our rubber-tired camel. What was the group searching for? What was the name of the game? Springbok are the most common game species in these parts, although one may encounter Eland, Gemsbok, Black and Blue Wildebeest, Rheebuck, Steenbuck, Duiker, Grysbok, Zebra, Bontebok, Cape Baboon and Ostrich. The area's predators are mainly Caracal, Jackal, Lynx, and the occasional Leopard.

According to the map provided by South African Tourism, Kagga Kamma is located near the Swartuggens Range that separates the Koue Bokkeveld from the endless stretches of Karoo (outback). While there's some similarity to parts of New Mexico or Arizona's Grand Canyon, Kagga Kamma is worlds apart from anything I've yet to encounter. For countless centuries this seemingly barren land was home to the nomadic San (Bushmen), who roamed over a wide area, hunting animals and small reptiles and gathering a wide assortment of roots, berries, insects, medicinal herbs and grasses.

One of the Bushmen's favorite snacks is a 'land tortoise,' which they hold in one hand and munch like a Big Mac. The bushmen's amazing rock art, which we saw decorating various caves and crevices nearby, bears witness to their way of life and spiritual paths. Our guide gave us an interesting story on how the local Shaman, could commune with the spirit people through these rock channels linking the center of the earth with the furthest reaches of heaven.

#### Media Team Discovers another of South Africa's Secrets

Our tour party consisted of ATA photographer Robert Eilets of New York, broadcaster Ogo Sow, Africa Travel Magazine editor Jerry W. Bird and myself. During our overnight visit, Ogo Sow interviewed Kagga Kamma's operating staff several times on the air, with a live feed to the USA. Mr. Sow is with Africa Vision, which broadcasts via radio from its New York studios, targeting listeners interested in the African continent. His program is aired weekly over the



Cable Vision Network. Our tour conductor/driver was Dan Dunn of Southern Tip Tours Cape Town. Dan's colorful heritage and family tree (part Zulu, part Scot) is another story.

#### Getting to Kagga Kamma

While there's a strip for light aircraft near the "Bushmen Lodge," we drove 250 km from Cape Town, winding our way northeast through the famous Cape Wine Country and fruit growing region. Thanks to brothers Sellwyn and Robert Davidowitz, Tour Operators with "I Love Cape Town" and "Beautiful Cape Town," we had already tasted the wines at Franschoek and Stellenbosch. Early in the day, we stopped at New Beginnings winery, (another story I must tell) so there was no need to stop for another grape break.

The paved highway surface was excellent and the communities enroute, such as Paarl, Worcester and Ceres were all clean, prosperous looking and bustling with activity on this bright Saturday afternoon. The final segment of the trip to Kagga Kamma led us through some rugged country with canyons, waterfalls and scenic vistas that proved to be ideal photo ops.

\* Some Caves? Our private guest room at Kagga Kamma may have been built into the side of a rugged rock cliff, but it was fur



nished and equipped in the modern mode. You and your clients will be impressed. At the “Bushmen Lodge” there are also “Bushman huts, “ with twin beds and ensuite bathrooms. To cool off in the summer heat, there is an outdoor swimming pool that’s built around a rocky outcrop. We enjoyed relaxing in the cozy main lodge, with its fully stocked bar, superb wine selection and hearty ‘communal style’ meals from the Rotskombuis (Rock Kitchen) restaurant. While it was winter in South Africa during our visit, I hope to return with some tour guests during the spring or summer to experience the open-air lapa (dining area) under the eternal Southern Cross, amidst Kappa Kamma’s stunning rock formations and moonlight shadows. More will be available on our web site: [www.africa-ata.org](http://www.africa-ata.org)

More. Here’s an excerpt from the company’s brochure.

For Information and booking contact:  
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E-mail: [info@kaggakamma.co.za](mailto:info@kaggakamma.co.za)  
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### Background on South Africa

(Official Information courtesy of the South African Consulate)

Throughout its history, South Africa has been a geographic designation rather than a reflection of a national reality. The result is that today the Republic of South Africa has one of the most complex and diversified population mixes in the world, a rich mosaic of distinctive minorities. This is underscored by the fact that not one of South Africa’s major languages is spoken by a majority of all the people. Languages:

There are 11 official languages : Afrikaans, English, IsiNdebele, Sepedi, Sesotho, SiSwati, Xitsonga, Setswana, Tshivenda, IsiXhosa, and IsiZulu. A few phrases and words in three of the languages:

English .....Zulu .....Xhosa

Good morning .....Sawubona .....Molo

Yes .....Yebo .....Ewe

Thank you .....Ngiyabonga .....Enkosi

Goodbye .....Hamba kahle .....Hamba kakuhle

My name is.. .....Igama lam ngu..... Igama lam ngu...

What is your name? ..Ubani Igama lakho? ...Ungubani igama lakho?

The four major ethnic divisions among black people are the Nguni, Sotho, Shangaan-Tsonga and Venda. Together the Nguni and Sotho account for the largest percentage of the total Black population.

The Nguni language group comprises three sub-groups within which a number of ramifications and a large number of subramifications can be distinguished:

The Zulus people comprise about 300 tribes who live in Kwazulu/Natal and in some urban areas. According to traditional Zulu religion, Umvelinqangi is the creator of life. His daughter, uNomkubulwana, is, however, closer to man. She is associated with rain and thus economic prosperity depends on her. Regular feasts are held in her honor and beer is poured as a sacrifice. In times of drought a field has to be planted specially for her. There is also a belief that girls can persuade her to send rain by donning their brother’s clothes and taking over their jobs as herdsmen.

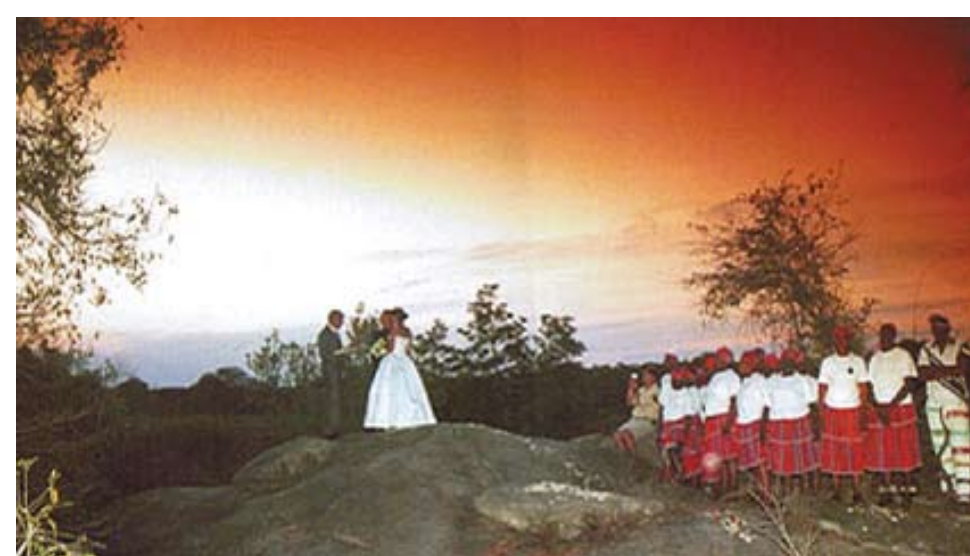
### Tribal Ancestry and Customs

Ancestral spirits are very important to the Zulu traditional religion. They are believed to control everyday life and must be appeased with sacrifices. Cattle are a link with the ancestral spirits, while the medicine man has an important ritual role.

The Xhosa speaking tribes comprise of the Xhosa, Pondo, Pandomise, Hlangwini, Xesibe, Bomvana, Hlubi, Mfengu and Bhaca . Within the context of the Xhosa the “amagqirha” or traditional healers and “amaxhwele” or herbalist are regarded as chosen by the ancestors and they play an important role in the treatment of disease and misfortune. Misfortune is regarded as the work of witches and sorcerers.

Traditional or Tribal Xhosa dress reflects unique customs, the uncovered breasts of young maidens indicate that they are nubile. Men, women and older boys wear tanned skins or blankets which are dyed with red ochre. Long stemmed pipes - only for women whose children have reached adulthood - and tobacco pouches decorated with beads, are also characteristics of the Xhosa. The South Ndebele is a smaller group who comprise of Manala and Ndundza peoples and are commonly known as the Mapoch. The Ndebele are well-known for their decorative murals and beadwork. Beadwork is used on women’s clothing, each garment reflecting a certain status. A well dressed Ndebele girl can wear up to 25 kg of copper, leather and beads.

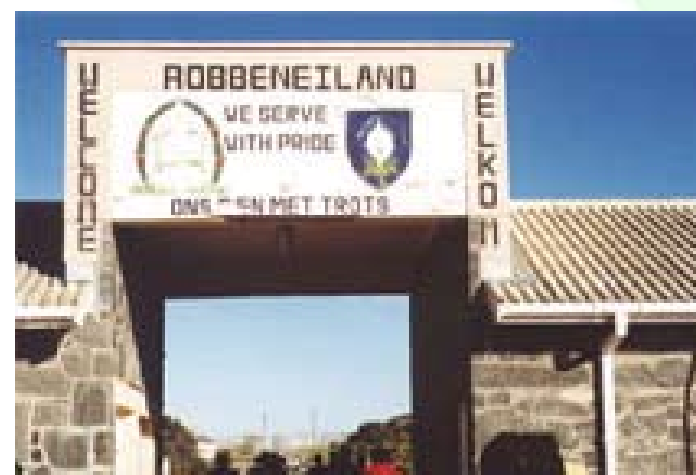
Like the Nguni the Sotho group comprises of three subgroups. The North Sotho includes the Pedi, Pulana, Pai, Kutswe, Kgaga-Kone, Phalaborwa, Nareng, Tlou, Gananwa, Hlaloga and the Kolobe. The South Sotho comprise of the Fokeng, Tlokwa, Kwena, Phetla, Phuti, and Pulana. The Tswana include tribes such as the Thlaping and Koni. Characteristic of the North



Sotho tribes is veneration of Modjadji, the Rain Queen. According to tradition she can create rain and was formerly greatly feared and respected. The identity of the respective tribes is indicated by totems or emblems. The totems bear the emblem of an animal and within each tribe that animal is sacred and may not be killed. The South Sotho, mainly a mountain people are known as excellent horsemen. They are easily identified by their ponies as well as brightly-colored blankets and cone shaped hats. The Tswana are known for their traditional clay pots and large clay granaries.

The Tsonga are related to the Tsonga of Mozambique and are also known as the hangaan-Tsonga. As a language Tsonga is divided into related dialects and it is the Nkuna dialect which is primarily used as a written language. Overhanging roofs forming a cool porch are characteristic of Tsonga architecture. Women traditionally wear a short skirt, completely covered with beads. The Tsonga are well known for their mine dances, carried out to the beat of drums and horns and wide variety of musical instruments such as the mbila.

The Venda are a largely homogenous peo-



ple, although they include the distinguishable Lemba, who evidently have a semitic origin and regard themselves as nobility. The Venda are known for their extensive use of stone walls, textured leather and beadwork, for their grain vessels which are actually “sculptures” for decorating their huts with charcoal, white clay and ochre, for brightly colored dolls and kudu-horn music.

White people trace their origins to the Dutch East India Company settlement at the Cape in 1652 and the British settlement of the 1700’s. The main language groups are English and Afrikaans. English speakers are descendants of English, Irish, Scot, Welsh, Australian, American and Canadians they contributed to the establishment of exclusive clubs, African paintings by artists such as Baines and Bowler, Victorian and Edwardian architecture, Scottish music and Welsh singing. The Afrikaans language was developed locally and its speakers are known for their pioneering spirit, desire for independence, adaptability and hospitality. The Afrikaner community is unity-conscious, strongly bound to its culture, nation, country, language, religion, institutions and organizations.

The Griquas,



largely of the Khoi-Khoi-European ancestry. They have developed a culture of their own, characterised linguistically by a broken form of Dutch-Afrikaans with a peculiar yet dignified power of expression. Their religion, love of sacred song and choirs are their chief cultural features.

The Cape Malays are descendants of the early Muslim people brought to the Cape by the Dutch East India Company. Despite bondage and isolation they remained faithful to Islam. This is manifest in all their traditional ceremonies at feasts, weddings, funerals and pilgrimages to Mecca.

The first Indians came to South Africa in 1800 as indentured laborers of the Natal colonial government for Natal’s sugar plantations. For many decades the idea was that the Indians should eventually be repatriated. It was only in 1961, after South Africa became a republic that this notion was abandoned and the Indian community was allowed to stay as a permanent part of the South African population.



would “twin” for the next year. As a result, our Canadian Chapter in Vancouver was twinned with Gauteng Chapter, South Africa. Territorially, Gauteng includes the city of Johannesburg and metropolitan area. With this objective in mind we changed our airline reservations for the return flight, and stayed for most of a week in South Africa’s major metropolis where we were shown the sights of Johannesburg and area by two highly motivated entrepreneurs, namely Minah Makhoto (above left), who operates Basiea, an attractive bed and breakfast and diner, and her friend Queen Mokgopo (right), who operates a tour company, which provides among other attractions, escorted tours of Soweto. We enjoyed several auto trips to Soweto and were impressed with what we saw in terms of new development, infrastructure, facilities and especially “community spirit” which is truly outstanding. Minah’s Basiea Bed & Breakfast and Diner. basiea\_soweto@mail.co.za Queens Tour and Safari . Phone/ fax 27 11 866 1830, cel. 27 11 828 70746, e-mail queenstours@mweb.co.za

### Khayelitsha Township Tourism succeeds.

Cape Town Tour Guide Dan Dunn helped make our stay in Cape Town one of the most memorable ever. Dan introduced us to Thope Lekau (right) and started off a beautiful friendship. We enjoyed an overnight stay at Kopanong, a charming bed and breakfast which has been featured in a number of hospitality trade magazines in South Africa. Now we know the reason why. Contact Thope at Kopanong B and B, e-mail: kopanong@xsinet.co.za . Contact Dan Dunn at dddun) Follow Africa Travel Magazine’s journeys in and around Cape Town, South Africa. Meet the Cape Doctor: Many positive things have been happening in South Africa that have made our job as the “Worldwide Voice of ATA” even more enjoyable. The most exciting news is the emergence of these thriving ATA Chapters. The photo on the right is of ATA member Rube Khan who we met in Morocco last December. Ruby operates Cape Doctor Health and Tours, based in Cape Town. <http://www.capedoctor.net>, <mailto:info@capedoctor.net>

### City within a Cty: Caesar’s Emperor is a holiday all by itself.

Arriving at the Johannesburg airport full of jet lag after a long trip from the Pacific Coast of North America (no small feat) when our taxi arrived at the front door of Caesar’s Emperor Hotel and Casino , all of the good things I had heard for months from my colleagues in New York and elsewhere came true. I will comment in more detail in our next printed edition, and will include some photos of our experience. South African Airways’ new route to Johannesburg from JFK International Airport in New York via Dakar, Senegal, is another winning move that is of prime importance to our ATA member travel agents. Most of them are active in all parts of the African Continent and welcome this connection, which opens up many new options for them and their clients. Thanks to excellent roads, the most friendly, well informed drivers one could ask for, and sturdy, comfortable vehicles, we managed to visit most of the highlights in the Cape area in a few days. We keep in touch on a regular

basis, since all three have web sites and newsletters. For example, **The Cape Gourmet Festival:** It never ceases to amaze me how much of a gourmet haven South Africa really is. The Cape Gourmet Festival is a shining example. If you ever wanted to combine a tour of the country, with an exciting special event in Cape Town, this is it. Check out our special page. **Jurassic Park in South Africa?** Our destination for day two of the Cape Country Tour was “Kagga Kamma,” a private game reserve. Not expecting anything too far beyond the ordinary, after a rugged 3 hour motor trip from Cape Town, our group of five was little prepared for the amazing ‘moonscape’ of this spectacular hideout in the rugged Cedarburg Mountains. It was a site (and sight) that could easily be the movie set for “Jurassic Park” or “Planet of the Apes.” As twilight approached, many of the odd rock shapes near the camp cast weird shadows. Continued

**Penguins at High Noon.** Did you know that there were penguins in South Africa? Now you do! I saw my first South African penguin while visiting Robben Island prison in Cape Town’s scenic and historic harbor. This little fellow came around the corner from his hiding place behind a clump of bush and we met face to face. It reminded me of a scene from the movie “High Noon” as two strangers eyeballed each other on the main street. Later that week I would encounter dozens more of his gang frolicking on the beach. Visitors to the area will discover an entire colony of Jackass penguins lounging and fraternizing (with each other, not the tourists) at a local community called Boulders, not far from Cape Town. Photo by Muguette Goufrani. South Africa’s Diversity: Helen Broadus, of ATA Mid Atlantic Chapter in the Washington, DC area, invites our readers to discover the immense diversity of South Africa, which she describes as a land full of rich cultural heritage, friendly people, spectacular wildlife and stunning landscapes. South Africa is truly famous for its mixture of cultures, heritage and traditions that are blended together through its festivals, music and foods. You will also find that there is much more than a traditional safari experience to see the “Big Five” in South Africa. Continued

Getting around South Africa: During our weeks in the Cape area, we were very impressed with the highway systems, since we seemed to be touring continuously. For those who want to get an idea of the immense size of this country, there is a South Africa Map on our site. The nine provinces of South Africa are: Gauteng (Capital - Johannesburg), Kwazulu-Natal (Capital - Pietermaritzburg), Northern Province ( Capital - Pietersburg), North West (Capital Mmbatho, Mpumalanga (Capital Nelspruit) , Free State (Capital Bloemfontein), Northern Cape (Capital - Kimberley), Western Cape (Capital - Cape Town), Eastern Cape (Capital - King

**Blue Train! White Glove Service!** Our Associate Editor Muguette Goufrani comments on this famous South African Railway. “For years I had read that South Africa held many pleasures for those of an adventurous spirit or romantic nature. So one summer, taking a month’s vacation from my job as a travel agent in Ivory Coast, West Africa, I headed south. Here at last was my chance to spend some leisurely, laid back weeks getting to know that fascinating country surrounding the Cape. While the sights and delights were many and varied, the epitome was my experience aboard the famous Blue Train. It was like the finest luxury cruise, sailing across a sea of ever-changing landscapes . Yet

there was time and space to savor every waking moment.(photos to come) I managed to read some pamphlets about the line’s history, which spans o Important Links for Information on Booking Travel to South Africa South African National Department of Environmental Affairs and Tourism - [www.deat.gov.za](http://www.deat.gov.za) South African Tourism - [www.southafrica.net](http://www.southafrica.net) South African National Parks - [www.sanparks.org](http://www.sanparks.org) International Marketing Council - [www.imc.org.za](http://www.imc.org.za) Edwin Siphso Rihlamvu Tourism International Liaison DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM SOUTH AFRICA Tel: 27 (12) 310 3940, Fax: 27 (12) 322 5754 Mobile: 073 902 4504 E-mail: [erihlamvu@deat.gov.za](mailto:erihlamvu@deat.gov.za) South Africa Story- Continued

### Did you know ...?

- South Africa has the oldest wine industry outside of Europe and the Mediterranean, featuring Chardonnays, Pinot Noir, Merlot, Cinsault, Riesling, Shiraz, Sauvignon Blanc, Caberbet Sauvignon and Pinotage varietals.

- South Africa has been called “the Rainbow Nation.
- South Africa ranks amongst the world’s top 25 trading nations and largest producers of gold, diamonds and other minerals. The world’s largest uncut diamond was found at Kimberley in 1974.
- South Africa’s past President Nelson Mandela was imprisoned at Robben Island near Cape Town. His greatest pleasure, his most private moment, is watching the sun set with the music of Handel or Tchaikovsky playing. Locked up in his cell during daylight hours, deprived of music, both these simple pleasures were denied him for decades.

- South Africa has a large population, however it is clustered in a few principal cities, with vast areas having a low population density.
- South Africa’s national flower is the protea, which has a spiky bloom that can grow up to 1 foot (30 cm) wide.
- South Africa has a penguin colony, which thrives thanks to the cold Antarctic currents on the west coast near the Cape.

- Culturally, the Zulu, Ndebele and Xhosa belong to the ‘Nguni’ racial group, with similar languages. However, these 3 groups have been involved in some of South Africa’s longest lasting conflicts.

- In 1990, President F.W. De Klerk’s history making speech in Parliament repudiating the concept of apartheid, opened the road to freedom, pledging to work towards a truly democratic society.
- Cape Town is called the Mother City. Framed by the panorama of Table Mountain and the Atlantic Ocean, it is Southern Africa’s most visited destination.
- Cape Town’s famous Table Mountain was first floodlit in 1947 to make the Royal Visit by Queen Elizabeth and Prince Philip.

- South Africa’s famous Cango Caves are in the Karoo. a semi-arid area which means “dry” or “bitter” in the Hottentot language.
- South Africa’s Cape of Good Hope is linked historically with trade rivalries, loose alliances and ongoing wars between the the Dutch, Portuguese, French and English seeking a sea route to India.
- When the first Dutch settlers landed at the Cape of Good Hope, (1650s) the resulting settlement and expansion led to far-reaching consequences which affected the entire subcontinent.

### Notes:

- The rich diamond mines of Kimberley and gold discoveries on the Witwatersrand, changed South Africa virtually overnight, from a backward area into one of the world’s richest countries.
- Archbishop Desmond Tutu’s racial harmony message was, “ Let us be channels of love, of peace, of reconciliation. Let us declare that we have been made for family, that, yes, now we are free, all of us, black and white together, we, the Rainbow People of God.”
- The word Apartheid” stands for segregation of various races and separate development programs. Apartheid’s core policy was created by British policies of the early 1900s.
- Much of South Africa’s territory, beyond the metropolitan areas, seems almost empty. For example, great stretches of the Kalahari are virtually uninhabitable. Grazing lands and farms in the Karoo and Free State occupy vast areas. Settlements are spread sparsely along the watercourses.



## Repositioning the Country's Brand

“South Africa exists in a very competitive global environment. It is competing with provinces in China, cities in England, Eastern Europe, Brazil etc. One clear example of this competition is that 90% of the world's biggest luggage is made in a town in China that is not bigger than Cape Town. As such South Africa will never be able to compete in areas that its competitors are advanced in.” Writes: Edwin Siphon Rihlamvu  
What sets South Africa distinctly apart from the rest of the world is arguably the spirit of its people. However, as a developing country South Africa cannot afford to be lax and assume to be sure of the future. It is a given that the country is under the spotlight, particularly because of the 2010 Soccer World Cup and that it needs to do something different - it requires to differentiate itself from its competitors - through sustained tourism. Probing the abilities South Africa's tourism sector

In 2006 almost 8.4 million foreign nationals visited South Africa. This was easily the highest number of arrivals South Africa has ever experienced, and it represented a 13.9% increase over the previous year (2005). The global average growth was 4.5% over this period.

“Tourism has been recognized at the highest possible level for its significant impact on the economy. The industry's contribution to the GDP has increased from 4.6% in 1993 to 8.3% in 2006. We are now looking to increase our GDP contribution to 12% by 2014,” says Marthinus van Schalkwyk, Minister of Environmental Affairs and Tourism. Tourism brings in over R66 billion per annum to the economy and contributes over half a million jobs and the industry just keeps growing.

It is known that for every visitor that comes to a country and has a good experience, three more people are likely to come! For every visitor that comes and has a bad experience, 10 more people are likely not to come. It is also known that 70% of customer brand perception is determined by experiences with people.

Thus South Africa's critical imperative is to constantly improve if not perfect its frontline strategy while packag-

ing products - this will assist in shaping perceptions about the country, whether a visitor is a tourist or an investor coming to trade. Just to paint the picture more vividly, investors look past the clever advertising and look for quality and reliability.

This is not different in terms of product branding as tourists look beyond the brand promise and look for depth of experience. Therefore, as a developing country South Africa has so far succeeded to create something special which, differentiates it from the competition.

Comments Nthato Malope of the International Marketing Council of South Africa: “For tourism to consistently grow before, during and after the 2010 Soccer World Cup, South Africa would have to create the appropriate brand behavior, brand discipline, brand language, brand culture and brand leadership. This is critical in starting to create the depth of experience when people engage with the country”.

The importance of this is evident in other countries' commitment to improving their branding. For example, India has a budget of \$300 million a year to promote tourism and investment to its shores.

It is also known that some parts of India are worse than Alexandra Township in Johannesburg, but this has not dented the image of that country as its economy continues to grow while it enjoys a successful pull-factor for international investment and tourism.

“Our competitors are far more advanced in terms of defining who they are, their size and scale of the economy. What is going to set us apart is the depth of experience when people come to South Africa, feeling very welcomed in the country, with us having a sense of ubuntu” declared Fikile Dilika, Chief Director, Investing in Culture, at the Department of

## Arts and Culture.

However, South Africa would have to do more than branding if it hopes to capitalize on international markets. At the Italy – South Africa tourism seminar that was held in July 2007 in Johannesburg, Giuseppe Boscoscuro, president of ASTOL (Italian Tour Operators Association) cautioned: “Until a direct flight between Italy and South Africa is reinstated, nothing can be done to boost Italian arrivals”. This after the seminar heard that 680 000 Italians have expressed interest in traveling to South Africa, compared with the 53 600 who actually did in 2006.

Daniel Winteler, Chairman and CEO of Alpitour in Italy, said this is not due to airlift constraints, but also due to ineffective marketing practices. “Effective marketing needs to be achieved collaboratively. Co-marketing is vital as South Africa needs to find the engine that connects demand with supply”, said Winteler.

## Black Economic Empowerment

For the South African economy to grow there needs to be in place an active black population. Beyond the obvious grounds, this economic imperative should drive BEE from both a Government and a private sector point of view.

The principles espoused by the Tourism BEE Charter of measuring BEE success beyond equity ownership, and the spread of that ownership, are crucial. To this end the Tourism BEE scorecard will be a powerful driver of real BEE transformation in South Africa.

Furthermore, one by one, the different industrial sectors of the country's business landscape are coming to the party, with aggressive “charters” mapping out the route that will be followed over the next five to ten years to put BEE sensibly into effect. There

is no doubt that in a relatively short period of time BEE will be just as much part of the South African business community as watching the exchange rate.

According to Nikki Kearns, director of business banking at Standard Bank, one of the sponsors of the 2005 Global Entrepreneurship Monitor Report (GEM), black economic empowerment legislation could potentially have a positive effect on stimulating entrepre-

neurial activity in South Africa – and with the country's level of early stage business activity measured to be at a relatively low level in comparison with other developing nations around the world, such an effect could not have come at a better time.

“GEM 2005 indicates that South Africa's level of entrepreneurial activity has decreased since the 2004 survey. However, as the effects of broad based black economic empowerment legislation take place in this country, it is my view that as the level of people entering the formal economy – as well as gaining access to banking systems increases, more people will be in a position to exercise their business creativity than was previously possible,” says Kearns.

However, with the introduction of the BEE Financial Sector Charter in 2003, certain provisions and responsibilities have been set out for financial institutions to contribute to the redress of past economic imbalances. While many of these responsibilities focus on an increase in the executive-level participation of the previously disadvantaged, there is a believe in the combination of certain measures that will contribute to improved entrepreneurship, such as requirements for skills development, corporate social investment and notably, the introduction of an initiative to extend bank services to more South Africans. Sindiswa Nhlumayo, Head of the BEE Charter Council at the Department of Environmental Affairs and Tourism (DEAT) reflects: “We see BEE as a benefit to the economy and business in South Africa. BEE enables economic growth and by bringing on an empowerment partner will give businesses access to new markets, which in turn will lead to business growth”.

## 2010 FIFA Soccer World Cup

The 2010 FIFA World Cup will have a greater impact on the South African economy than previously thought, with consulting firm Grant Thornton estimating the event will contribute at least R51.1 billion to the country's gross domestic product (GDP). This is against the original estimate of R21.3 billion, which was presented in a financial impact report by Grant Thornton's tourism, hospitality and leisure division for South Africa's World Cup bid committee in 2004.

Business Report reported that R15.6 billion of this new estimate will be brought in by foreign tourists. The revised estimates of the impact of the World Cup on the economy include direct expenditure of R30.4 billion, up from R12.7 billion initially. According to the paper, this additional GDP contribution will sustain the equivalent of 196 400 annual jobs, some of which already exist.

According to Grant Thornton, the economic impact was based on 289 000 overseas

visitors watching three to four matches each and 48 000 African visitors watching three matches each. About 115 000 domestic tourists will watch two matches each. Calculations are based on a stay of 15 days because foreign tourists are not expected to stay for the month-long tournament.

Standard Bank economist Goolam Ballim said that “There will be a big direct injection for the economy. But the indirect impact may be more meaningful for a sustainable economic lift in subsequent years ... it will help change the perceptions that a large number of foreign investors hold of Africa and South Africa”.

On his visit to South Africa in June 2007, FIFA president Sepp Blatter told local media that “nothing, nothing can be against a World Cup in South Africa, nothing but God.”

At the forty fifth meeting of the United Nations World Tourism Organization's Commission for Africa in May 2007 in Addis Ababa, Ethiopia South Africa was unanimously elected as the Chair of the UNWTO / FIFA 2010 Soccer World Cup Steering Committee. “This is indeed confirmation of expectations to see South Africa playing a leading role towards the successful hosting of the 2010 Soccer World Cup” said Patience Molokoza, Director, International Tourism Relations at DEAT.

“As a consequence we have been communicating with citizens of the world that the “Win in Africa with Africa” slogan that was presented and adopted in Ethiopia is itself an affirmation that the 2010 Soccer World Cup should be a collaborative project which is to be led by Africans” concluded Molokoza. While leading a delegation to South Africa in June 2007 to strengthen relations that are aimed at promoting the country in the United States of America, Agrippa Ezozo, president of the US-based African Diaspora Foundation pronounced that “special emphasis would be placed on prospects for tourism development and sports related businesses in anticipation of the 2010 FIFA Soccer World Cup”.

“We are confident that the 2010 Soccer World Cup will do the same to consolidate our self-respect and dignity, gained when we attained our freedom and democracy in 1994 and, in a unique way, help our own nation and the continent of Africa, also to bask in the ‘miracle of South Africa’,” said Thabo Mbeki, President of the Republic of South Africa. “Every day we take important steps to unite what was a divided nation,” he concluded.

## Conclusion

It is so far convincing that the tourism sector in South Africa is making interesting strides in positioning the country internationally. The pay-off line that the country is “alive with possibilities” holds true in this age than

it never was before. The challenge would be how the country plans to keep alive the momentum. This because the ultimate beneficiaries of these interactions would be ordinary South Africans who should emerge from the poverty trap that afflicts the continent, increase employment and more equitably spread the gains of economic growth. At this stage, more than any other in the history of its democracy and freedom, South Africans must hold steadfast and deliver on the pledge to build a better life for all.

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# SOUTH AFRICAN AIRLINES OFFERS TRAVEL ON - THE- GO



South African Airways (SAA) customers can now access comprehensive travel and airline information from just one point of reference, anywhere, anytime, using their cellphone.

The mobile portal, recently launched by SAA, allows travellers to access the following information from a capable cellphone device: airline flight schedules; directions to airline lounges at airports around the world; flight arrival and departure information; and destination information such as weather forecasts for any city in the world and a currency converter. The new initiative is in partnership with Star Alliance, the international airline network to which SAA belongs. Star Alliance developed the Common IT Mobile Platform, which SAA used to launch its very own portal for customers. SAA is the first airline in Africa to have launched the new service.

The portal is a universal feed able to access information on any airline and destination in the world. "It's a single source of information for the traveller. Forget about making unnecessary phone calls or logging on to countless websites to get the information you need while you are on the go. Anywhere, anytime, information about your travels it at your fingertips," says Mike Re, SAA Chief Information Officer.

Airline customers can also access World Tracer information, which

tracks requests made about baggage, through the mobile portal. "This tool allows you track where your baggage request is with an airline and how close it is in the process to being resolved," says Re.

The portal is accessible by logging on to <http://mobile.flysaa.com> or <http://m.flysaa.com>. The first phase of the initiative is not controlled by usernames and passwords. Once you enter the address, the information needed is readily available with a few clicks and entries.

Once you enter the site, the application automatically scales to the size of the handset being used. "This convenient tool means no more clicking away to find the rest of the page not in your view because of the limited size of your cellphone screen," says Re.

The portal is currently available in 5 languages; English, German, Spanish, French, and Portuguese. SAA plans to increase the functionality of the mobile portal with the launch of phase two later this year, which is more interactive. Customers will have the ability to request frequent flyer mileage status, check notifications on any irregular flight operations e.g. flight delays and

check flight itineraries. In phase three, also scheduled to be introduced towards the end of the year, customers will be able to check-in for a flight and board a flight by scanning their cellphone at a boarding gate using 2D barcode technology to be implemented at airports.

Issued by Group Corporate Affairs SAA celebrates its 75th Anniversary in 2009 and is one of the oldest airlines in the world. The airline was founded on 1 February 1934 after the South African government took over the assets and liabilities of Union Airways, which up until then operated as an air mail service. It was named South African Airways and fell under the administration of the South African Railways and Harbours.

SAA is one of the leading carriers in Africa offering over 20 destinations across the continent, as well as major destinations within South Africa, including its hub, Johannesburg. It is a member of the largest and most recognised international airline network, Star Alliance, and through this is able to offer its passengers a service beyond its own direct operations as well as numerous benefits to customers.

SAA operates one of the most technologically advanced aircraft fleets in the world and offers an exclusive and highly rated product. SAA's priority is to ensure the safety of its passengers and crew and therefore places immense focus on maintenance of its aircraft.



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From Hong Kong	13 hours, 15 minutes
From Singapore	10 hours
From Nairobi	4 hours
From Bombay	8 hours, 40 minutes



## South African Airways Receives Tanzania Tourist Board Award at Africa Travel Association 34th Annual Congress in Cairo, Egypt

Photo (opposite page): L- R: Altaf Visram, Sales & Reservations Director, African Mecca Safaris; Gregg Truman, VP in Marketing, South African Airways; Hon. Shamsa Selengia Mwangunga, MP, Minister of Natural Resources & Tourism, the United Republic Of Tanzania; Juliet Kichao, Africa Dream Safaris; and Daniel Yamat, Project Manager for the Enashiva Nature Refuge, Thomson Safaris

# South African Airways catches Soccer fever

South African Airways (SAA) has caught the soccer fever which has gripped many in the country and welcomes participants and spectators to the Confederation Cup soccer tournament.

As the national carrier, SAA is proud to bring soccer fans from across the globe here to our beloved country. Along with the rest of our nation's soccer lovers, we are excited about this tournament which is to be played in sunny South Africa from 14 to 28 June. SAA is always keen to bring sport fans to the action and has previously made special arrangements for cricket lovers to attend the Indian Premier League and for rugby lovers to attend the British and Irish Lions Tour of South Africa. In anticipation of our country hosting the 2010 World Cup, we are now most pleased

to now bring thousands of visitors to our beautiful shores to attend the 2009 Confederations Cup.

SAA sponsors key sporting codes such as rugby, cricket, soccer, tennis and golf as these sporting titles invoke pride in being South African. SAA offers visitors to our country a wide network across the continent. As a member of the global airline alliance, Star Alliance, SAA offers access to more than 16 500 daily flights to 912 destinations in 159 countries. We also offer you great fares and for these you can access our website at [www.flysaa.com](http://www.flysaa.com).

## South African Airways – Above and Beyond

Flysaa.com is the South African Airways travel portal offering everything

one needs to travel to, from and within South Africa. The site provides a comprehensive range of interactive online services and useful information for local and international travellers. Over 1 million people visit the site every month and a high percentage of SAA ticket sales are booked directly on [flysaa.com](http://flysaa.com).







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*More to come...*