

CONTENTS

LIST OF FIGURES	vi
LIST OF TABLES	vii
INDEX OF ABBREVIATIONS	viii
INDEX OF SOUTH AFRICAN TERMS	ix
ACKNOWLEDGEMENTS	x

**Implementing the fundamentals of ecotourism:
the case study of Mkambati Nature Reserve,
Wild Coast, South Africa**

1. LAYING THE FOUNDATION	1
1.1. Introduction	1
1.1.1. Project statement, aim, and objectives	1
1.1.2. Methodology	1
1.1.3. Structure of the study	2
1.1.4. Relevance of the study	3
2. Towards a new form of tourism	4
3. A proliferation of terms	5
4. Defining ecotourism	6
5. Connecting sustainable development and ecotourism	8
6. Nature-based tourism versus ecotourism	9
7. Overview	10
8. THE FUNDAMENTALS OF ECOTOURISM	12
8.1. Introduction	12
8.2. The environment	12
8.3. The local communities	15
8.4. The tourist	24
8.5. The ecotourism industry	31

Submitted in partial fulfillment of the requirements

for the degree MSc Env Soc in the Faculty of Natural and Agricultural Sciences, University of Pretoria, Pretoria

Department of Geography

December 2000



CONTENTS

LIST OF FIGURES	vi
LIST OF TABLES	vii
INDEX OF ABBREVIATIONS	viii
INDEX OF SOUTH AFRICAN TERMS	ix
ACKNOWLEDGEMENTS	x
ABSTRACT	xi
1. LAYING THE FOUNDATION FOR THE STUDY	1
1.1 Introduction	1
1.1.1 Problem statement, aim, and objectives	1
1.1.2 Methodology	1
1.1.3 Structure of the study	2
1.1.4 Relevance of the study	3
1.2 Towards a new form of tourism	4
1.3 A proliferation of terms	5
1.4 Defining ecotourism	6
1.5 Connecting sustainable development and ecotourism	8
1.6 Nature-based tourism versus ecotourism	9
1.7 Overlap	10
2. THE FUNDAMENTALS OF ECOTOURISM	12
2.1 Introduction	12
2.2 The environment	12
2.3 The local communities	15
2.4 The tourist	24
2.5 The ecotourism industry	31
2.6 Discussion	39
2.7 Conclusion	42
3. THE PROBLEMS AND CHALLENGES OF ECOTOURISM	45
3.1 Introduction	45
3.2 The resource base and the ecotourism industry	46

3.2.1	Eco-sell	46
3.2.2	Destruction of the resource base due to demand	47
3.2.3	Lack of common vision	49
3.2.4	Monitoring and auditing	49
3.3	The tourists and the resource base	49
3.4	The resource base and the local community	51
3.5	The local community and the ecotourism industry	52
3.5.1	Revenue leakage	52
3.5.2	Low-level involvement of the local community	52
3.5.3	Commodization of culture and the demonstration effect	53
3.5.4	Lack of linkage between conservation and broad-based development	55
3.6	Conclusion	55
4.	BACKGROUND TO THE WILD COAST AND MKAMBATI NATURE RESERVE	57
4.1	Introduction to the Wild Coast	57
4.2	Tourism on the Wild Coast	60
4.3	Introduction to Mkambati Nature Reserve	69
4.4	History of Mkambati Nature Reserve	73
4.5	Primary constraints at Mkambati Nature Reserve	74
4.6	Introduction to the ecotourism planning guidelines for Mkambati Nature Reserve	76
4.6.1	Modus operandi	76
4.6.2	Codes of conduct and interpretation	77
4.6.3	Outsourcing as a departure point	78
4.6.4	Zoning at Mkambati	79
5.	IMPLEMENTING ECOTOURISM: ACCOMMODATION AND FACILITIES	82
5.1	Introduction	82
5.2	Present accommodation and facilities	83
5.2.1	The Lodge	83
5.2.2	Cottages	84
5.2.3	Point Cottage	84
5.2.4	Riverside	84
5.2.5	Gwe Gwe Rondavels	85
5.2.6	Executive Flat and Reception	85
5.2.7	Shop	85
5.3	Conclusion	85

5.3	Proposed accommodation and facilities	86
5.3.1	The Lodge	86
5.3.2	Cottages	86
5.3.3	Point Cottage	87
5.3.4	Riverside	87
5.3.5	Gwe Gwe Cultural Village	87
5.3.6	Treetop walk and bird hide	90
5.3.7	Mkambati Gates Lodge	91
5.3.8	The Executive Flat and Reception	94
5.3.9	The Loft	94
5.3.10	The Clubhouse	95
5.3.11	Camping	95
5.3.12	Learning Centre for locals	96
5.3.13	Visitor carrying capacity at Mkambati	97
5.4	Conclusion	97
6.	IMPLEMENTING ECOTOURISM: FAUNA AND FLORA	99
6.1	Introduction	99
6.2	Game	100
6.3	Reserve expansion	100
6.4	Invasive species	100
6.5	Hunting	101
6.6	Using Geographical Information Systems	103
6.7	Conclusion	104
7.	IMPLEMENTING ECOTOURISM: CULTURE AND COMMUNITY	105
7.1	Introduction	105
7.2	Current involvement in Mkambati Nature Reserve	106
7.3	Using culture as a resource for tourism at Mkambati	106
7.4	Promoting an ecotourism ethos and culture amongst staff, visitors, and the local community	108
7.5	Interpreting Mkambati's culture and history to visitors	108
7.6	Provision of opportunities for visitor interaction with the local community	110
7.7	Provision of opportunities for small businesses in the local community to benefit from tourism developments	110
7.8	Conclusion	111

8.	IMPLEMENTING ECOTOURISM: ACTIVITIES	112
8.1	Introduction	112
8.2	Activities currently offered at Mkambati	112
8.2.1	Trails	112
8.2.1.1	Mountain biking	112
8.2.1.2	Horseriding	113
8.2.1.3	Hiking	113
8.2.2	Fishing	113
8.2.3	Children's entertainment	114
8.3	Activities proposed for Mkambati	115
8.3.1	Theming/packaging	115
8.3.2	Trails	115
8.3.2.1	Mountain biking	116
8.3.2.2	Horseriding	118
8.3.2.3	Hiking	120
8.3.3	Abseiling and cliff jumping	121
8.3.4	Canoeing	123
8.3.5	Fishing and swimming	123
8.3.6	Children's entertainment	123
8.3.7	Additional activities	124
8.3.8	Mini activities	125
8.4	Conclusion	126
9.	CONCLUSION TO THE STUDY	128
9.1	Problem statement, aim, and structure	128
9.2	The problems and challenges of ecotourism at Mkambati Nature Reserve	130
9.3	The Wild Coast Tourism Development Policy	132
9.4	Constraints at Mkambati Nature Reserve	132
9.5	Trends	133
9.6	The future: Mkambati Nature Reserve and ecotourism	134
	REFERENCES CITED	136
	APPENDIX 1: MKAMBATI NATURE RESERVE	150

LIST OF FIGURES

LIST OF TABLES

1.1	Structure of the study	3
1.2	The ecotourism tetrahedron	8
2.1	Ecosystem stability profile and fields of interest for operators, planners, and ecologists	14
2.2	Importance rating of activities and services	25
2.3	The objectives of ecotourism	41
3.1	The relationships within the ecotourism tetrahedron	46
4.1	Delimitation of the Wild Coast	58
4.2	Topographical map of Mkambati Nature Reserve	70
4.3	A rare sight: eland against the sea	71
4.4	The Mkambati Falls cascades into the ocean	72
4.5	Proposed zoning for Mkambati Nature Reserve	81
5.1	The Lodge	83
5.2	Riverside and the Gwe Gwe Rondavels	84
5.3	Gwe Gwe Rondavels	85
5.4	Traditional Xhosa huts	89
5.5	Proposed design of the bird hide	90
5.6	Proposed position of Mkambati Gates Lodge	91
5.7	Proposed design of individual chalets for Mkambati Gates Lodge	92
5.8	Proposed design of main building at Mkambati Gates Lodge	93
5.9	Proposed design of bushcamp near the Four Falls	96
8.1	The Cape Vulture Colony on the Msikaba River	114
8.2	Proposed mountain biking trails	117
8.3	Proposed horseriding trails	119
8.4	Proposed hiking trails	122

INDEX OF ABBREVIATIONS

LIST OF TABLES

2.1	Summary of the fundamentals of ecotourism	44
3.1	Summary of the problems and challenges of ecotourism	56
9.1	Aspects of ecotourism fundamentals used at Mkambati Nature Reserve	129
9.2	The problems and challenges of ecotourism relevant to Mkambati Nature Reserve	130

EM	Environmental Management
EA	Environmental Change
MPA	Marine Protected Area
NCA	Nature Conservation Area
NOO	Non-Government Organisation
Pondocron	Port of Community Resource Optimisation Programme
PPDP	Private Public Development Programme
SATOUR	South African Tourism Organisation
SDI	Sustainable Development Initiative
SMME	Small Medium and Micro Enterprise
SUBM	Subsistence and Biological Resources
TCCA	Tanzania Coastal Conservation Areas
TIPW	Tourism Impact Working
TRACOR	Tanzania Agricultural Corporation
WESSA	Wildlife and Environment Society of Southern Africa
WWF	World Wildlife Fund

INDEX OF ABBREVIATIONS

CERT	Care and Environmentally Responsible Tourism
ConsCorp	Conservation Corporation
DEEP	Deep Ecology Elephant Programme
EIA	Environmental Impact Assessment
EU	European Union
GIS	Geographical Information Systems
HDI	Human Development Index
IEM	Integrated Environmental Management
LAC	Limits of Acceptable Change
MPA	Marine Protected Area
NCA	Ngorongoro Conservation Area
NGO	Non Government Organisation
Pondocrop	Pondo Community Resource Optimisation Programme
PPDP	Peace Parks Development Programme
Satour	South African Tourism Organisation
SDI	Spatial Development Initiative
SMME	Small, Medium, and Micro Enterprise
SUBIR	Sustainable Use of Biological Resources
TFCA	Trans Frontier Conservation Areas
TNW	The Nature Workshop
TRACOR	Transkei Agricultural Corporation
WESSA	Wildlife and Environment Society of Southern Africa
WWF	World Wildlife Fund

INDEX OF SOUTH AFRICAN TERMS

Braai	Barbeque
'Die Gat'	The Hole
Izithebe	Mat associations
Kraal/boma	Cattle fold
Kloofing	Canyoning
Lapa	Thatched outdoor entertainment area
Rondavel	Traditional round dwelling hut
Stoep	Porch
Strandloper	Individual living on the beach and gaining livelihood from it.
uMuzi	Zulu homestead
Veld	Natural grasslands
Veldkos	Food made from the <i>veld</i>

ACKNOWLEDGEMENTS

THANK YOU TO ...

- **Prof Deon Wilson**, Department of Tourism Management - **my supervisor** - for consistent and sound guidance, encouragement, and his positive approach.
- **Prof Ernie Heath**, Head of the Department of Tourism Management, for his continuous support and encouragement.
- The **Ecotourism Honours students** for their contributions to this research in the fields of:
 - Accommodation and facilities – **Mieke Barry, Canny Geyer, and Kgomotso Tabane**
 - Fauna and flora – **Meg Devries, Jay le Roux, and Corné van Rooyen**
 - Culture and community – **Tracey Browning, Charles Mametja, and Teresa Wilson**
 - Activities – **Hendrik Mphahlele, Dion Pretorius, and Samantha Price**
- **Ruth de Villiers**, for the final edit, photographs, and advice; and **Adrian de Villiers**, for the sketches.
- **Ingrid Booyesen**, Department of Geography for her professional creativity in designing the trail maps and appendix.
- **Div de Villiers**, Regional Manager Eastern Cape Nature Conservation, and **Vuyani Mapiya**, Mkambati Nature Reserve Manager, for information provided and time spent with me at the reserve.
- **Maretha Wilson** for the translation of the abstract.
- **Dirk Prinsloo**, Eastern Cape Nature Conservation, for information provided.
- My husband, **Carl**, for his support over the past two years.
- The **Lord Jesus** - "I can do everything through Him who gives me strength" Phil 4:13.
- The **National Research Foundation** for providing financial assistance for this research. Opinions expressed and conclusions reached in this dissertation, are those of the author and should not necessarily be attributed to the National Research Foundation. I gratefully acknowledge this bursary.

ABSTRACT

This study is based on the model of the ecotourism tetrahedron, which illustrates the four fundamentals of ecotourism, namely, the natural and cultural resource base, the local community, the tourist, and the ecotourism industry, as well as their interrelationships. The model clarifies understanding of ecotourism. To further increase comprehension, an in-depth literature study is done on each of the four fundamentals and on the problems and challenges in the respective interrelationships. The theoretical background is used to develop practical guidelines for the implementation of ecotourism at Mkambati Nature Reserve on the Wild Coast of South Africa, focussing on the accommodation and facilities, fauna and flora, culture and community, and activities.

SAMEVATTING

Hierdie studie berus op die model van die ekotoerisme vierhoek, waardeur die vier grondliggende elemente van ekotoerisme geïllustreer word, te wete die natuurlike en kulturele hulpbronnasie, die plaaslike gemeenskap, die toeris, en die ekotoerismebedryf, sowel as die wisselwerkings tussen hulle. Met behulp van die model word ekotoerisme beter verstaan. Diepte-literatuurstudie is gedoen oor elk van die vier elemente, en oor die probleme en uitdagings onderliggend aan die onderlinge verhoudings. Hierdeur word die begrip van ekotoerisme verder uitgebou. Uit die teoretiese agtergrond is praktiese riglyne vir die implementering van ekotoerisme in Mkambati Natuurresewaat aan die Wilde Kus van Suid-Afrika ontwikkel, waarin gefokus is op akkommodasie en fasiliteite, fauna en flora, kultuur en gemeenskap, en aktiwiteite.