

Chapter 1

Introduction



The meaning of a place results from accumulated interactions between an individual's life history and a setting.

Place experiences often include some feeling of ownership. Ownership in this case is a psychological phenomenon that does not require legal title to a piece of land or a building, but rather, a sense that the person has some uncommon, special relationship with that particular setting. Although much of what characterizes a place may be very personal. Groups and even entire communities can develop place attachments.

The importance of place may vary from individual to individual. Creating space or an environment for humans where they feel at home, safe, economically enriched, socially enlightened, healthy and enjoying life, are the prerequisites for architecture (we are however creating these spaces for the use by human beings).

1.1 Objective of study

The objective of the study is the design of agri-tourism facilities within the realm of local community development. These facilities need to meet a variety of criteria to fulfil the expectations of the three main stakeholders, being agriculture, tourism and local community. A design that is context, and energy conscious, with a sympathy to existing ecological systems and self-sustainability, will determine the success of this project.

1.2 Problem statement

The problem of the study is the design, including before mentioned criteria, of an agri-tourism complex, where local skills training will form part of the activities on the farm Madi A Thava, Makhado district in the Limpopo province. These facilities must meet the needs of the different clientele for each of the three entities. Each facility has its own identity arising from its specific function. The agri-tourism complex will have a dominant agricultural character, as this facility houses the main activity to ensure self-sustainability of the farm as a whole.

1.3 Sub-problems arising from above statements

1.3.1 Context conscious design

In the design, endemic architecture must be seen as process orientated based on the knowledge of traditional usage and methods. Local materials will be used as much as possible. These materials are ecologically sound and facilitate the upliftment of local workmanship. These methods and materials are also according to human scale (Fig. 1.3.1).



Fig. 1.3.1 Sheep shearer barn converted into tourist accommodation

1.3.2 Energy conscious design.

Embodied energy of materials, future operating costs and maintenance must have a higher priority than initial low capital investment. The project will be a higher energy investment. Local climatic patterns must dictate design possibilities. Alternative energy sources are recommended in order to cut costs of supplying Eskom to rural and untraversable areas.

1.3.3 Socially responsible design

Buildings are built and designed for human beings. Emphasis must be placed on the user friendliness of the layout, material choice, detailing, thermal capacity and workability. The development is for a variety of human

beings with huge differences in their cultural background.

1.3.4 Cultural responsible design

The vast differences in cultural backgrounds that will be present during the operation of this development create a complexity unseen before. The cultural response will be in terms of the historical context of the local community and the sympathetic design in terms of contemporary local cultural trends and lifestyles. The creation of these contemporary styles will emphasize the change these local communities (Fig. 1.3.2) have gone through since being influenced by western civilization.



Fig. 1.3.2 Local kids in Tshiozwi

1.3.5 Biotechnological design

The use of renewable and natural materials is an important consideration that can result in a rich endemic character. The final product must be prolific in ecological lessons for future users. Local labour should be used during construction in order to establish new skills and renew old ones in the surrounding communities.

1.3.6 Self-sustainable

The agricultural sector in South Africa is traditionally seen as self-sustainable; the tourism sector is not. A combination of agriculture and tourism will give the tourism component the necessary elements to be self-sustainable. Tourism is one of the fastest growing sectors in South Africa and will only continue to grow if resources are regenerated instead of being wasted.

1.4 Limitations and delimitations

Conservation of natural resources and the right ecological balance between mankind and environment is of great importance in this development. The operation of the existing activities will be retained but will have to be restructured to make the new development economically feasible. All facilities must form a compact coherence as to not waste any agricultural land. Local materials and skills will be used as far as possible thus trying to exclude high technologically advanced materials and construction methods.

The dissertation will consist of a development framework for the existing farm. This will include the re-structuring of the existing farming activities within the framework. A masterplanning will indicate areas that can be allocated for expansion of the tourism section into exclusive eco-tourism facilities and camping facilities. These allocations will mainly be determined by the requirements of the product offered to tourists and according to the site analysis. A detailed development and design, including before mentioned criteria, of the agri-tourism complex will be done within the proposed framework.

1.5 Definitions

Endemic architecture

Architecture that originated in a specific area or that which belongs to a specific area; that has climated to the area conditions and contributes to its sense of place.

Ecologically conscious

Awareness of natural systems and their mutual relationship with each other. Protection and improvement of these relationships through perspicacious design methodology.

Context

Locally applied precedents (historically and contemporary) and technologies in the Soutpansberg region, Limpopo province.

Agri-Tourism

A practice where tourism is incorporated into the everyday agricultural activities of the farm. Tourists will experience the everyday life of a worker but also as a guest on the farm.

Eco-tourism

Practices that would benefit all concerned parties. Sustainability of resources, economic viability of tourism product, no negative impact on either the environment and local communities, economic benefits flowing to local communities (Fig 1.5.1).



Fig. 1.5.1 Vuyatela Eco-tourism lodge in Sabie Sand

1.6 Suppositions

Suppositions concerning development:

- ~ activities
 - Cultivations of various vegetables
 - immediate packaging of products after harvesting
 - skills training facility for 20 people

- conference facility for 24 people
- tourism accommodation for 54 people
- ~ staff
 - 2 managers
 - 1 assistant manager
 - 1 foreman
 - 6 permanent agriculture staff
 - 20 temporary agriculture harvesting staff
 - 1 chef
 - 4 kitchen assistants
 - 6 temporary cleaning staff
 - 1 site caretaker
 - 2 security staff
- ~ vehicles
 - 1 tractor (Including trailer and implements)
 - 2 commercial vehicles
 - 1 4X4 luxury vehicle
- ~ owner - existing farm owner
- ~ capital - farm owner
- ~ income - self-sustainable, original capital will be supplemented by the income generated from tourism sector and agricultural produce
- ~ for the study it will be accepted that cultural tours will be undertaken to the surrounding areas with farm staff as tour guides.
- ~ it will also be accepted that this development will be used as a model for other similar developments in South Africa.

1.7 Background:

1.7.1 Agriculture

The practice of agriculture has been around since the existence of mankind. Methods used for cultivation purposes has never been managed in correlation with the environment but rather one of getting the most out of the smallest piece of land. The result being arid land depleted of all its minerals and nutrients and never being able to return to its natural state causing permanent damage.

Physical degradation of South Africa's agricultural land results in soil erosion by both water and wind. Another problem is compaction within the soil profile especially in fine sandy soils. The inherent limitations of the natural resource base and variable climate requires land users to be very circumspect in how they use and manage these resources. Ensuring that we manage our inheritance of natural resources with care, so that it provides livelihoods for present and future generations, is the responsibility of all. Those who use land and water must have the incentives, resources and knowledge to use them wisely.

The agriculture sector accounts for 4 to 5% of the Gross Domestic Product (GDP). Its contribution to the overall economy is much greater than is indicated. This is due to the influences of drought periods and good rainfall seasons, that complicate its contribution. The low yields, due to drought, have a negative impact on the national GDP by as much as 0.5 to 2%. A very high figure for a sector which is apparently playing a small role in the economy. Its strong indirect role is a function of backward and forward linkages to other sectors. About 66% of agricultural output is used as intermediate products in the sector. These linkages enhance the sector's contribution to the GDP.

Export earnings of agricultural products, contributes about R10 billion annually. Its share in the country's exports has increased from 8% before 1994 to about 10% in 1997. The share of processed



agricultural products within the country's total agricultural exports has increased from 34 to 50% (National Department of Agriculture). The promotion of efficient small and medium-scale producers, co-existing with large-scale producers, would assist in the realization of its potential. This will also contribute to the Government's objectives of black empowerment, poverty elimination and reduction in inequalities.

South Africa has a dual agricultural economy, comprising a well-developed commercial sector and a predominantly subsistence orientated sector in the rural areas (Fig. 1.7.1). The vision for the agricultural sector implies sustainable profitable participation in the South African agricultural economy by all shareholders. It recognises the need to maintain and increase commercial production, to build international competitiveness and to address the historical legacies that resulted in skewed access and representation. The new land and agriculture policies are designed to accommodate the diversity of agricultural produce in order to reverse the destruction of black farming in South Africa that occurred before our current democratic society was established. Established agriculture has the potential for increased levels of employment and for improving the welfare of farm workers. Small and medium-scale commercial farming, based on family-managed farming producing for the local market, investing in their land, using improved inputs and hiring labour. These create the basis for economic and social upliftment of the immediate communities.



Fig. 1.7.1 Existing agricultural activities

1.7.2 Community Development

A 'community' is a group of people who live and interact in a certain area.

'Development' means improving or bringing to a more advanced state.

Historically, community development was associated with the provision of living areas for financially disadvantaged people in especially developing countries. No consideration was given to uplift these people's social and economic living standards. The environment was never part of these thought processes.



An estimated 16 million South Africans are living in poverty, with the highest percentage, an estimated 70%, being in the rural areas and specifically female-headed households. Poverty in rural areas is associated with agricultural policies which marginalise small scale farmers as their access to resources is limited. A lack of access to adequate, safe and nutritious food, is

closely associated with poverty. While enough food is available at national level, some 30 to 50% of the population is exposed to an imbalanced diet or insufficient food that is a direct result of low incomes (National Department of Agriculture, 1999).



Fig. 1.7.2 Street arts and crafts with cultural experience in Elim

Rural households combine their resources (Fig. 1.7.2) in a variety of ways to enable them to maintain a minimum living standard. These strategies include subsistence farming, off-farm wage labour, Small Medium Macro Enterprises (SMME), pension and reliance on social networks. The opportunities for economic activities are limited for these households. In 1993 it was estimated that only 26% of rural African households had access to land for cultivation and regular wages were the primary source of income for only 32% of these households (National Department of Agriculture, 1999).

Employment Statistics up to 2004 (DEAT):	
Temporary Jobs:	34 632
	45% woman
	22% youth (18-25 years)
	2% with disability
Permanent Jobs	2324
	45% woman
	15% youth (18-25 years)
	1% with disability

The South African Government introduced the National Poverty Relief Programme in 1999 as a vehicle to create job opportunities. The Department of Environmental Affairs and Tourism (DEAT, 2005), among others, is a major role player in the implementation of this programme. One of the major advantages in the different employment categories is the non-requirement of high levels of skills and education, thus catering for the grossly unskilled majority which has its highest percentage in the rural areas. This programme started with a budget of R75 million and has increased to a budget of R300 million in 2004/5. This is an indication of government's commitment to poverty alleviation (DEAT, 2005). The main aim for Poverty Relief projects is to ensure that 30% of the funding granted is for community wages (DEAT, 2005). The project is also an economic injection into the local community by making use of local materials, labour and suppliers (Fig. 1.7.3).

The high level of unemployment in South Africa lends itself to the crucial challenge of job creation. In order for job creation to be sustainable, a skills development and training component needs to be incorporated. In all Poverty Relief Projects a min. of 10% of job days need to be utilised for skills development and training.



Fig. 1.7.3 Local labour at Blouberg Mountain

Over 29 672 people have been trained in literacy, numeracy, life skills, managerial skills, vocational and task-related skills and tourism. A total of 1 024 SMME's have been created and are used for construction, manufacturing, retail, tourism and other services (DEAT, 2005)

In his State of the Nation Address of February 2001, President Thabo Mbeki announced 13 rural nodes and 8 urban nodes for initial intervention. The key objectives:

- investment in economic and social infrastructure
- promotion of human resource development
- development of enterprises
- development of local government capacity
- alleviation of poverty
- strengthening of the criminal justice system within the nodes (DEAT, 2005)

The major challenge is to manage development in such a way that economic, social and environmental sustainability are ensured. Development requires the understanding that a healthy environment and a healthy economy are both necessary for a healthy society. These three parts must be taken into account when planning for the future. Establishing a more sustainable culture in these communities.

1.7.3 Tourism

1.7.3.1 Historical

people travelling to foreign destinations started at the end of the 19th century. International tourism is one of the largest and fastest growing sectors of the global economy (since 1950, tourist arrivals increased nearly 28-fold). Although tourism is currently being dampened by terrorism, it is estimated that it will again double by the year 2020 (Mastny, 2001).

The potential of tourism for job creation before 1994, was untested in South Africa. All tourism products was predominantly white owned and no communities were involved.

Since 1994, the tourism industry in South Africa changed dramatically. The annual number of visitors in 1994 stood at 3.7 million (DEAT, 2005). The South African government realised the potential of tourism as a means to generate jobs and foreign revenue. In 1996 the White Paper on the Development and Promotion of Tourism in South Africa was developed. This paper was established to guide the future rate of tourism. The White Paper instituted the vision of a tourism industry that would be government-led, private-sector driven and community-based. Responsible tourism is the key

guiding principle, set by the White Paper, for tourism development in the country. Tourism is South Africa's main objective to enhance its role as driver of socio-economic developments.

After the 1994 elections, an immediate rise in the number of foreigners occurred. By 1998, the annual number of visitors to South Africa increased to 5.7 million (DEAT, 2005). The increasing international terrorism threats proved an unexpected catalyst for tourism growth in South Africa. The country has been seen as a safe destination in terms of terrorism. The three major contributors to South Africa as a destination are its tourism product platform, cultural diversity and natural beauty. In 2002 a Tourism Growth Strategy was launched. Core markets were identified and a more focused marketing strategy was developed and implemented. The main objective for this focused marketing was to

increase tourist arrivals, increase spending, increase length of stay and promote the geographical spread of tourists. Amid a decline in global international arrivals, the foreign tourist arrivals in South Africa grew by 11.1% to 6.4 million. South Africa became the fastest growing tourism destination in the world.

1.7.3.2 Domestic

In May 2004 a Domestic Tourism Growth Strategy was launched by DEAT and SA Tourism. The domestic and international markets are comparable in terms of size and value. The 6.5 million international arrivals in 2003 undertook 53.9 billion trips compared to the domestic market's 49.3 million that is valued at R47 billion (DEAT, 2005). Research done by statutory bodies indicates that only 20% of the domestic population take trips for holiday purposes.



There is an opportunity to expand the domestic market extensively. A vibrant domestic tourism market will lead to improved quality in product and services, as well as improved occupancy levels. It will also reduce the exposure of the industry to the extremely sensitive international market. The international markets are easily influenced by global political and economical factors.

1.7.3.3 Equity

South Africa has an abundance of world-class tourism resources and products. The South African Government has embarked on a policy for the development of black-owned and operated tourism products since these are minimal. Their two main objectives are to build a world-class destination and integrate historically disadvantaged communities into the tourism economy.

1.7.3.4 Communities

As tourism is one of the key drivers for job creation in South Africa, the potential of SMME's are valued as one of the bigger contributors to the local economy. These SMME's operate directly or indirectly within the tourism industry and will contribute to poverty alleviation, job creation and black economic empowerment.

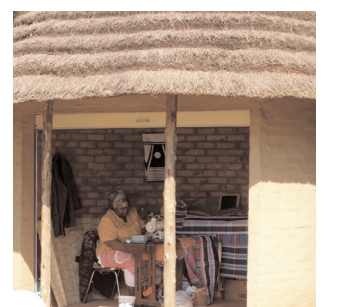
A number of instruments are available for funding and support for the establishing of these SMME's. Some are:

- Small Medium Enterprise Development programme
- The Development Bank of South Africa
- The Industrial Development Corporation

1.7.3.5 Resources

The South African Government has initiated the creation of various institutions to develop a skilled human resource platform and to ensure high quality service in the tourism industry. The tourism industry remains the world's least regulated industry. The failure of many tourism products can be ascribed to the incorrect management programmes and insufficient incorporation of vernacular resources. An assessment of environmental, social and economic impacts must be a prerequisite to developing tourism.

The tourism industry can stimulate investments, generate foreign exchange earnings, create jobs and diversify the economies of developing countries .



Tourism Economy

- * In 2002, generated R108.5 million
- * Direct impact on economy estimated at 492 700 jobs
 - * Representing 3% of total employment
 - * R31.1 billion of GDP (3%)
- * Total impact on economy is 1 148 000 jobs
 - * 6.9% of total employment
 - * R72.5 billion of GDP (7.1%)
- * Supports R43.8 billion in export services and merchandising
 - * 12.5% of total exports
 - * R17.1 billion of capital investment
- * Government expenditure on tourism - R920 million a year

Responsible Tourism

"an absolute necessity if South Africa is to emerge as a successful international competitor"

(White Paper on the Development and Promotion of Tourism in South Africa, 1996)

In 2002, a major step was taken with the inception of the yearly Imvelo awards for Responsible Tourism and in 2003, with the introduction of the Fair Trade in Tourism South Africa trademark.

Responsible tourism promote principles that emphasise accountability to:

- the environment through balanced and sustainable tourism activities
- local communities living near tourist attractions
- local culture, through preventing over-commercialization and exploitation, and through promoting respect
- the safety, security and health of visitors
- employers and employees, both to each other and to their customers

1.8 Accommodation Schedule:

1.8.1	Reception:	Foyer Workstation Asst Manager's office Manager's office Kitchenette Safe Cleaning store Storeroom	30m ² 6m ² 18m ² 20m ² 16m ² 6m ² 1m ² 1m ²	98m ²	Foreman office Safe Kitchenette Bathroom External working areas	20m ² 6m ² 8m ² 4m ²	335m ²	Solar installation Donkey boilers Electrical fencing Arable land Cultivation Tunnels Orchards Hiking trails						
1.8.2	Restaurant (40 people):	General store Cold store Food preparation Wash-up Back of House Dining area (internal) (external) Bar Lounge Staff ablutions Waste recycle	25m ² 12m ² 30m ² 10m ² 55m ² 42m ² 32m ² 15m ² 22.5m ² 15m ² 15m ²	258.5m ²	1.8.9 Nutrient Storage:	Chemical store Fertilizer store General store	32m ² 32m ² 32m ²	96m ²						
1.8.3	Lapa Area (24 people):	Seating/Fireplace Bar/Servery	50m ² 15m ²	65m ²	1.8.10 General Storage and Maintenance:	Workshop Storeroom Machinery store Vehicle store 4xRecycling areas(10m ² x4)	28m ² 6m ² 60m ² 55m ² 40m ²	189m ²	1.8.11 Temporary Staff (26 people):	Ablutions Male Female Changing/Locker Rooms Dining area	25m ² 25m ² 16m ² 20m ²	86m ²	1.8.19 Re-use of Existing Structures:	- existing farmhouse restored to its original size and style, used as owners residence - all ruins and unwanted structures will be broken down and material will be used in construction of new facilities - existing timber cladged cottages in camping site to be incorporated into camping accommodation.
1.8.4	Laundry Area:	Wash-up Sorting and Ironing Linen store Chemical store Laundry Line External wash-up	4m ² 16m ² 6m ² 2m ²	28m ²	1.8.12 Permanent Staff Units (2 bed):	Stoep Kitchen/Dining Lounge Bedroom Bathroom 5 Units(40m ² x5)	6m ² 9m ² 6m ² 12m ² 7m ²	200m ²	1.8.13 Standard Tourist Unit (2 bed):	Stoep/deck Kitchen/Dining Lounge Bedroom Bathroom 6 Units	9m ² 10m ² 6m ² 12m ² 9m ²	46m ² x6 276 m ²		
1.8.5	Conference Facility (40 People):	Seating Display area Storeroom 3xBreakaway rooms (16m ² x3)	70m ² 40m ² 24m ² 48m ²	182m ²	1.8.14 Standard Tourist Unit (4 bed):	Stoep/deck Kitchen/Dining Lounge Bedroom Bathroom 3 Units	11m ² 13m ² 8m ² 24m ² 11m ²	67m ² x3 201m ²	1.8.18 Site-works:	Vehicle Parking Deliveries Swimming Pool Water Towers Pump Room Dams for Irrigation Rain water storage Storm water reticulation Artificial wetland systems Septic Tanks Road infrastructure Vegetable gardens				
1.8.6	General Ablutions:	Male Female Disabled	25m ² 25m ² 8m ²	58m ²										
1.8.7	Skills Training:	3xTraining halls (43m ² x3) 3xStore rooms (12 ² x3) Display area Waste recycling stores 10xDormitories (2bed): Bedr 12m ² Entr 10m ² (22m ² x10) Kitchenette Dining	129m ² 36m ² 72m ² 22m ² 220m ² 12m ² 32m ²	501m ²										
1.8.8	Pack House Complex:	Packing and sorting Temporary storing General storeroom Cleaning store Cold room Loading zone Manager office	144m ² 36m ² 36m ² 8m ² 36m ² 12m ² 25m ²											