

# **From Pharology to Tourism: Shining a light on South African Lighthouses**

by

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***“Lighthouses are endlessly suggestive signifiers of both human isolation and  
our ultimate connectedness to each other.”***

***Virginia Woolf***

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**Abstract:**

Lighthouses have long been the focus of naval navigation and romantic literature. Until recently, this was seen as the core purpose of the coastal structures, but lighthouses have begun to take on a new role in the sphere of tourism, hosting visitors, overnight tourists and recognising the local history and culture through museums and various eateries. This dissertation seeks to explore the role of coastal and marine tourism internationally, and the positioning of the lighthouses as elements of coastal and marine tourism. Along with the success of Lighthouse Tourism abroad, the prospect of developing Lighthouse Tourism as a form of coastal tourism in South Africa will be analysed. Alongside the study of the potential for pharological tourism, the potential of developing a Lighthouse Tourism trail, similar to those on international coastlines will be examined. These concepts of the historical value of lighthouses, their potential for tourism and route development form the main components of discussion for this dissertation.

**Keywords:** Pharology; Lighthouses; Light House tourism; South African tourism; Coastal and marine tourism; Route tourism

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## **ACRONYMS AND ABBREVIATIONS**

<b>BCE</b>	Before Common Era
<b>CBD</b>	Central Business District
<b>CE</b>	Common Era
<b>CMT</b>	Coastal and Marine Tourism
<b>COVID-19</b>	Coronavirus Disease
<b>DEIC</b>	Dutch East India Company
<b>DGPS</b>	Digital Global Positioning System
<b>EU</b>	European Union
<b>GDP</b>	Gross Domestic Product
<b>HMS</b>	Her Majesty's Ship
<b>LHT</b>	Lighthouse Tourism
<b>MPA</b>	Marine Protected Area
<b>MUCH</b>	Maritime Underwater Cultural Heritage
<b>NDT</b>	National Department of Tourism
<b>PORTNET</b>	South African Ports Authority
<b>SAHRA</b>	South African Heritage Resources Agency
<b>SALATO</b>	South African Lighthouse Tourism Operators
<b>SANParks</b>	South African National Parks
<b>SATB</b>	South African Tourism Board
<b>TRANSNET</b>	South African Rail, Port and Pipeline Company
<b>UCH</b>	Underwater Cultural Heritage
<b>USA</b>	United States of America
<b>Zeitz MOCAA</b>	Zeitz Museum of Contemporary Art Africa

## Chapter 1: Introduction

Travel to the coastal region of any country, either for the purpose of work or leisure, has long been established, and the presence of lighthouses, lightships or beacons, the original markers of maritime trade and safe passage, often mark these points of touristic interest. Lighthouses have always held a sense of romanticism, detailed by authors and filmmakers throughout modern history. These beacons are often depicted as guiding lights, markers of hope and signifiers of homecoming, often detailed in their setting produced by painters, authors, photographers and screenwriters.<sup>1</sup> It is something of their isolation, paired with the beautiful natural setting in which they are often found, that continues to draw onlookers. Historians and tourists alike, are drawn to these enigmatic buildings towering over the edge of the earth, providing a sense of solace from the sea.

Pharology, or the study of lighthouses and lightships, is almost as old as the lighthouses themselves, dating back to ancient Egypt and the world's first lighthouse, the Pharos. The word pharology stems from the Greek / Latin word pharos (φάρος) and the suffix –logy, meaning discipline, theory or science.<sup>2</sup> Initially this was a purely practical and mechanical discipline – aiming to create more effective beacons that would stay lit for a longer time, or that shone further, ultimately increasing maritime safety. These developments evolved as technology did, from wood-fire beacons to oil-fire beacons and eventually to electrical beacons with mirrored lenses that allowed the light to be seen from miles out at sea.<sup>3</sup>

Many of the South African lighthouses, which appear at various intervals along the almost 3000 km of coastline, are no longer manned, but are rather monitored under the guidance of TRANSNET South Africa, the South African Rail, Port and Pipeline Company which is partly owned by the Department of Public Enterprises of the South African government..<sup>4</sup> However, the stories, legends and histories associated with the

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<sup>1</sup> PORTNET, *Southern Lights: Lighthouses of Southern Africa*, 1992.

<sup>2</sup> *Oxford Living English Dictionary*, Online 2018.

<sup>3</sup> G. Hoberman, *Lighthouses of South Africa*, 2009, p. 14.

<sup>4</sup> Transnet,

[https://www.google.com/search?q=transnet&rlz=1C1GCEU\\_enZA886ZA886&oq=transnet&aqs=chro](https://www.google.com/search?q=transnet&rlz=1C1GCEU_enZA886ZA886&oq=transnet&aqs=chro)

people who have operated the lighthouses, and the communities around them, are still integral parts of the lighthouses legacy.<sup>5</sup> The history of these iconic beacons themselves, as well as the communities surrounding them, remain areas of interest, and they continue to draw visitors, both to admire the incredible natural, social and social settings, and the lighthouses themselves.

As mentioned, lighthouses once formed an integral element of maritime navigation, a feat of engineering excellence that allowed mariners to navigate even the most perilous of coasts, South Africa being no exception.<sup>6</sup> Following the development of various navigation technologies, lighthouses along the South African coastline, and across the world, have largely fallen out of use and grown to serve a purely aesthetic purpose.<sup>7</sup> This opens the door for a new purpose, namely Lighthouse Tourism. The importance of these structures as socio-cultural hubs - and their importance as historical sites, documented throughout history - is often overlooked. Lighthouse Tourism, however, opens the door for accurate and cost-effective preservation, allowing the lighthouses not only to survive, but to thrive in their new purpose.<sup>8</sup>

Worldwide, a great effort has been made by local coast guards, historical preservation societies and non-profit groups to conserve and protect the various lighthouses which are no longer used as navigational aids.<sup>9</sup> Many countries, such as Croatia, the United States of America, Canada, Scotland, Ireland, Finland, Iceland and others, have leapt to the aid of these once vital beacons, hoping to preserve their history and legendary presence with the help of tourism.<sup>10</sup> Some lighthouses have now found new life as Bed-and-Breakfasts, museums, tourism offices or information centres and

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[me..69i57j46i199i291i433j0i433j0i7.7982j0j7&sourceid=chrome&ie=UTF-8](https://doi.org/10.69157j46i199i291i433j0i433j0i7.7982j0j7&sourceid=chrome&ie=UTF-8) [Accessed February 2021]; G. Hoberman, *Lighthouses of South Africa*, 2009, p.14

<sup>5</sup> S.M. MacDonald., *Sentinels by the sea: keeping as an alternative tourism performance*, 2018.

<sup>6</sup> J.R. Borelli. *The Bay of Storms and Tavern of the Seas Risk in the Maritime Cultural Landscape of the Harbour at Cape Town*, 2015.

<sup>7</sup> M.G. y Patiño, *Recycling Seaside Tourism. The New Social Use of Lighthouses*, 2010.

<sup>8</sup> M.G. y Patiño, *Recycling Seaside Tourism. The New Social Use of Lighthouses*, 2010.

<sup>9</sup> Berryman, R., *Lighthouses of New Zealand. A Bright Tourism Opportunity*, 1998.

<sup>10</sup> A.C. Cakici; S. Eser & O. Yildirim. *From Navigational Aida to Tourist Attractions: The tourism Potential of lighthouses*, 2018.

restaurants. From an academic perspective, there is also extensive research being done on the Lighthouse Tourism phenomenon.<sup>11</sup>

However, it is also evident that South Africa has been slow on the uptake of this international trend, with only twelve of the South African lighthouses being open to the public, and even fewer making use of their tourism potential. In fact, as of 2018, as few as five of the South African lighthouses offer themselves as tourism centres where people can stay at the lighthouse and participate in their history.<sup>12</sup> The slow degradation of the South African lighthouses has much to do with the general lack of understanding about their tourism potential, as well as of their unique and hallowed history, dating back as far as the original European settlers in the country.<sup>13</sup> The potential for these sites to be developed and sustained as tourist attractions is evident, but largely ignored. By putting Lighthouse Tourism in South Africa onto the global tourism market, there is potential for an increase in tourism to South Africa, for a different take on sun, sea and sand tourism.<sup>14</sup> Moreover, under the COVID-19 pandemic, Lighthouse Tourism could enhance the focus on the reinvigoration of local tourism.

Despite the obvious economic benefit, the lighthouses also offer a means of preserving history and local heritage, both for tourists to explore and for use as a local archive. It remains true that the development of Lighthouse Tourism, particularly in South Africa, has to be seen to be as beneficial to the local community as it would be to the tourists.<sup>15</sup> The lighthouses are not just incredible feats of architecture and engineering, but have been - to some extent - the birthplace of the communities that surround them, and to preserve the lighthouse is an attempt to preserve the history and heritage of the surrounding community as a whole.

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<sup>11</sup> N. Šerić & M. Perišić, "The Evaluation Model of the Sustainable Receptive Capacity in Touristic Lighthouse Buildings", *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

<sup>12</sup> P. Ash, "5 Lighthouses Sea Lovers Can Stay In" *Sunday Times [online]*, 2016.

<sup>13</sup> G. Hoberman, *Lighthouses of South Africa*, 2009, p.15

<sup>14</sup> J.K. Walton. *Seaside tourism on a global stage: 'Resorting to the coast: tourism, heritage and cultures of the seaside*, 2009.

<sup>15</sup> C. Marais & J. Du Toit, *Coast to Coast: Life Along South Africa's Shores*, 2007.

Lighthouse Tourism is not isolated in its range of disciplinary use and does not only appeal to tourism or history but, rather, encompasses a variety of fields, areas of interest and disciplines - such as engineering, architecture, design, oceanography, ecology, sociology, anthropology, and creative literature.<sup>16</sup> Each of these play a role in the development of lighthouses and their communities throughout history - from the type of material used, to the height, site, and even to the community that establishes itself alongside the lighthouses - including the development of relationships between the lighthouse keeper families.<sup>17</sup>

The significance of this multi-disciplinary influence in the establishment of the lighthouses historically, can also be applied to the establishment of lighthouses as tourist sites and sites of special influence. The manifestation of this is currently unknown - but could appeal to tourists from a wide range of interests and from the mentioned disciplines or become examples that could be studied in an effort to understand the motivations for tourists experiencing lighthouses as a tourist site in the first place.<sup>18</sup> These various means of implementing multi-faceted tourism genres and interests on smaller scales will also play a role in the best possible means to upkeep and preserve each lighthouse site itself, and as a result, involving local development planning teams at each stage of implementation of the tourism and preservation process is vital to the holistic and effective preservation of each historical lighthouse site. In addition, this could also include a means to the above-mentioned reopening of tourism following the COVID-19 pandemic, as the lighthouses have a standard carrying capacity, and will appeal to smaller groups and tourists seeking wide-open safe and natural spaces.

With varied paint and design patterns, the aesthetic value of the lighthouses is vitally important, as the “look” or the visual appearance of the lighthouses is really what distinguishes them from one another. Each lighthouse has a unique colour pattern which is largely influenced by the environment within which the lighthouse is located, as the lighthouse needs to stand out from the surroundings as a beacon. This is, of

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<sup>16</sup> A.C. Cakici; S. Eser & O. Yildirim. *From Navigational Aida to Tourist Attractions: The Tourism Potential of lighthouses*, 2018

<sup>17</sup> S.M. MacDonald., *Sentinels by the sea: keeping as an alternative tourism performance*, 2018.

<sup>18</sup> A.C. Cakici; S. Eser & O. Yildirim. *From Navigational Aida to Tourist Attractions: The tourism Potential of lighthouses*, 2018.

course, more viable during daylight hours, whereas at night, each lighthouse presents a unique flash pattern - indicating the lighthouse location according to the length and number of flashes associated with it.<sup>19</sup>

Lighthouses across the world, and particularly in South Africa, have a lot to offer in terms of their potential value as workable heritage sites. Beyond their significance as cultural and historical hubs, they often serve as centres for the protection of the surrounding environment.<sup>20</sup> Mainly found in isolated locations, the environment around the lighthouse is often just as iconic as the lighthouses themselves – both in terms of the terrain, vegetation, wildlife, and the marine life off the coast where the lighthouse is built. In fact, these are often found in protected areas, either overseen by local communities or national park authorities, such as SANParks.<sup>21</sup> The recognition and protection of the environment around the lighthouses offers a unique and valuable opportunity to blend education about environmental, socio-cultural and historic elements. The continuation and development of these education centres and initiatives remain vital for the continued preservation of these sites as a whole.<sup>22</sup>

Building onto this is, of course, the concept of community pride associated with the development of the area around the lighthouse. From the establishment of local museums to the importance of local businesses and continuations of local traditions, the people who have settled in the communities around the lighthouses should have a role to play in the preservation and – in some cases – restoration of the lighthouses. It is true that the local communities have often-times shared in both the tragedies and triumphs of the lighthouse serving its purpose and, as a result, have much stake in the way the lighthouse should enter into its new function and role. This is particularly important as it can influence the community directly in terms of economic development, deriving from the establishment and growth of tourism.<sup>23</sup>

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<sup>19</sup> PORTNET, *Southern Lights: Lighthouses of Southern Africa*, 1992.

<sup>20</sup> B. Conradie & M. Garcia, *An Estimate of the Recreational Value of the Agulhas Plain, South Africa, with Special Reference to the Value of Plant Biodiversity*, 2013.

<sup>21</sup> SANParks refers to the government National Parks Board, <https://www.sanparks.org/>; B. Conradie & M. Garcia, *An Estimate of the Recreational Value of the Agulhas Plain, South Africa, with Special Reference to the Value of Plant Biodiversity*, 2013.

<sup>22</sup> C. Marais & J. Du Toit, *Coast to Coast: Life Along South Africa's Shores*, 2007.

<sup>23</sup> M. Perišić. *Lighthouses as a Part of Tourist Offer being specific tourist destination*, n.d.

The tourism market in South Africa is, at present, wide open for the development of Lighthouse Tourism as a new element of coastal and marine tourism, as has been indicated with international takes on Lighthouse Tourism coming to successful and profitable fruition.<sup>24</sup> This could be implemented as a new space for pharological studies, cultural and historical preservation, and within many other facets of coastal tourism. One of the key areas to be explored is that of the relationship between the lighthouses and shipwrecks, particularly in relation to scuba diving tourism, adding a new dimension to adventure tourism. The potential for these developments can only be reached, however, when the worth of the lighthouses as more than just navigational aids, is recognised.<sup>25</sup>

The aim of this study is to establish the history of the lighthouses of South Africa, their communities, and their new social role in tourism. This analysis was done by critically looking at a variety of South African lighthouses, their current and potential roles in tourism and the effects that tourism growth could have on the local communities. Following this, an understanding of how these lighthouses could work together to form complete tourist routes across South Africa, and how these developments could feature within a global spectrum is analysed. The holistic properties of the lighthouses are also analysed with reference to the many roles they play within different spheres and disciplines.

By studying the existing research and sources dealing with Lighthouse Tourism and related topics - including articles, books, conference proceedings, research papers, pop-culture articles and videos as well as social media interest - this study considers both the current state of Lighthouse Tourism, as well as the existing touristic best practice from the international domain.

This dissertation also makes use of extensive fieldwork (coast-work) and interviews with individuals, who are both directly and indirectly involved with the lighthouses

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<sup>24</sup> N. Šerić, "The Testing of Strategic Model of Positioning of a New Tourist Product (Lighthouse Tourism) on The Global Tourist Market", *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

<sup>25</sup> N. Šerić & M. Perišić, "The Evaluation Model of the Sustainable Receptive Capacity in Touristic Lighthouse Buildings", *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

across the South African coastline in order to detail and develop existing, and potential, trends and sites in the emerging pharological tourism domain. Ultimately, the growth of the potential of pharological tourism is assessed and through this, the potential for the creation of tourism routes is discussed, focusing on a selection of South African lighthouses and their surrounding coastline. Thus, the research methodology is essentially qualitative, including participatory observation, individual interviews using open-ended questions (See Annexure A) and a literature analysis of both secondary and primary materials in the public domain.

The dissertation is divided into eight chapters. This first chapter sketched the realm of pharology and Lighthouse Tourism as well as an outline of its research aims and methodology. Chapter two presents a brief overview of the limited literature on the topic both at a global and local level. The third chapter considers lighthouses on a global scale, highlighting some of the iconic lighthouses found across the world, along with their pharological tourism status. Chapter four explains what is essentially the background and context to the South African dimension of the study at hand, by looking at South African maritime history and tourism. Chapter five considers a form of tourism known as route tourism within a specifically South African context. This presents a platform for the potential development of Lighthouse Tourism which forms the focus of the following two chapters. Chapters six and seven traverse the Indian and Atlantic coastlines detailing a selection of lighthouses within their touristic context. Chapter eight concludes the study pointing to the potential of Lighthouse Tourism for South Africa proposing this as a form of route tourism - thereby shining a light on the tourism potential of pharology.



## Chapter 2: Literature Review

The literature related to this topic is rich, but relatively sparse and for the most part relatively recent. This literature review chapter is essentially divided into three parts. The first section is concerned with marine and coastal tourism, as well as destination development; the second takes a brief look at the larger body of literature regarding what has been written about lighthouses in general – across countries and disciplines; and lastly, in the third section, the literature prevalent in South Africa on coastal and marine tourism, and more specifically, the literature concerned with the lighthouses, is assessed.

### 2.1) Marine and Coastal Tourism

The first aspect that must be analysed is marine tourism, also known as coastal tourism. Marine tourism has been researched and written about for as long as people have responded to the allure of the ocean. The almost clichéd “Sun, Sand and Sea tourism”<sup>26</sup> sparked the start of what would likely become one of, if not the most, prominent niche tourism models. According to C.M. Hall, in his 2001 article “Trends in Ocean and Coastal Tourism – the end of the last frontier” published in *Ocean and Coastal Management*,<sup>27</sup> marine and coastal tourism is one of the fastest growing sectors within tourism development. He ascribes this essentially to the success of cruise ship tourism, and the avenues (or coasts) this has opened up.<sup>28</sup>

In another article, “Coastal Tourism and Shoreline Management”, in *Annals of Tourism Research* (2001), S. Jennings makes a similar point that the success of this particular tourism is linked to the success of leisure and recreational tourism.<sup>29</sup> Hall discusses marine tourism as a growing phenomenon that ultimately benefits the economy and ecology of areas, as well as local community safety, as the area needs to be safe and

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<sup>26</sup> J.K. Walton, “Seaside Tourism on a Global Stage: ‘Resorting to the Coast: Tourism, Heritage and Cultures of the Seaside’”, *Journal of Tourism History*, 1(2), 2009, pp. 151-160.

<sup>27</sup> C.M. Hall, “Trends in Ocean and Coastal Tourism – the end of the last frontier”, *Ocean and Coastal Management*, vol 44, 2001, pp. 601-613.

<sup>28</sup> C.M. Hall, “Trends in Ocean and Coastal Tourism – the end of the last frontier”, *Ocean and Coastal Management*, vol 44, 2001, pp. 601-613.

<sup>29</sup> G. Jennings (ed), *Water-Based Tourism, Sport, Leisure, and Recreation Experiences* 2007.

clean in order to attract tourists.<sup>30</sup> This is a concept further investigated by Jennings,<sup>31</sup> who analyses the stagnation of destinations according to the Tourist Destination Cycle laid out by R. Butler, their sustainability in terms of climate and environmental change, as well as fluctuation in the tourist market.<sup>32</sup>

Tourism development is also largely influenced by national and international trends, often fuelled by research in the particular area. This was reflected in the vast number of presentations put forward at the Blackpool Conference of 2009.<sup>33</sup> Here it was emphasised that in order for a site to remain viable as a destination, it should conform and adapt to these trends, and constantly be keeping to the established requirements.<sup>34</sup>

The preservation and sustainability of a tourist site relies largely on the relationship between the site and the community – both in terms of employment and in respect of a specific cultural history. This is the view held by J. Borelli in his 2016 chapter, “Bay of Storms and Tavern of the Seas: The role of Risk in the Maritime Landscape of the Cape Town Harbour”.<sup>35</sup> Borelli furthers this idea by stating that culture acts as an agent, while the natural area serves as a medium, ultimately resulting in the development of a cultural landscape.<sup>36</sup>

In the 1998 Kirshenblatt-Gimblett book on “Destination Culture”, it is evident that tourism has been seen as a means for local area development for a long time.<sup>37</sup> In

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<sup>30</sup> C.M. Hall, “Trends in Ocean and Coastal Tourism – the end of the last frontier”, *Ocean and Coastal Management*, vol 44, 2001, pp. 601-613.

<sup>31</sup> S. Jennings, “Coastal Tourism and Shoreline Management”, *Annals of Tourism Research*, vol 31(4), 2004, pp.899-922.

<sup>32</sup> R. Butler, “The concept of a tourist area cycle of evolution: implications for management of resources.” *The Canadian Geographer/ Le Géographe Canadien* vol 24, 1980, pp. 5-12.

<sup>33</sup> J.K. Walton, “Seaside Tourism on a Global Stage: ‘Resorting to the Coast: Tourism, Heritage and Cultures of the Seaside’”, *Journal of Tourism History*, 1(2), 2009, pp. 151-160.

<sup>34</sup> J.K. Walton, “Seaside Tourism on a Global Stage: ‘Resorting to the Coast: Tourism, Heritage and Cultures of the Seaside’”, *Journal of Tourism History*, 1(2), 2009, pp. 151-160.

<sup>35</sup> J. Borelli, “Bay of Storms and Tavern of the Seas: The role of risk in the Maritime Cultural Landscape of the Cape Town Harbour” in L. Harris (ed.) “Sea Ports and Sea Power: African Maritime Landscapes”, 2016.

<sup>36</sup> J. Borelli, “Bay of Storms and Tavern of the Seas: The role of risk in the Maritime Cultural Landscape of the Cape Town Harbour” in L. Harris (ed.) “Sea Ports and Sea Power: African Maritime Landscapes”, 2016.

<sup>37</sup> B. Kirshenblatt-Gimblett, *Destination Culture: Tourism, Museums, and Heritage*, 1998.

the case of South Africa, the concept of community-based tourism<sup>38</sup> has long dominated the South African tourism industry. This is because the development of an influential tourist site allows local residents to develop businesses that run alongside the tourist attraction, such as guesthouses, curio shops, tour companies or other tourist sites that reflect local culture.<sup>39</sup>

This development discourse is also reflected in case studies done by T.G. Freitag<sup>40</sup> in the late 1990s and a community in the Dominican Republic. He specifically focused on Luperón, a coastal community where the concepts of development and tourism are seen to be interchangeable. However, it is pointed out that the relationship between investors and locals is often overlooked, to the detriment of both the local community's culture and their environment. It is ultimately recommended that although the development of tourism to the community and landscape is vital for their survival, it is important to measure the success of the enterprise by integration and longevity, rather than simply through revenue generated.<sup>41</sup>

This concept is furthered in the 2011 discussion put forward by H.S Halim, stating that tourism, and other business ventures implemented in a coastal region need to adhere to the concepts of conservation, sustainability and obeying the carrying capacity.<sup>42</sup> This is furthered with the requirements for new business ventures to present creativity, effective management, promotion, economic benefits and superior quality.<sup>43</sup> Ultimately, Halim also indicated that it is key to understand that the success of destination development tied to coastal communities is tied irrefutably to the development of relationships with the local people and landscapes, establishing a holistic view of the destination, with a focus on the longevity and sustainability of

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<sup>38</sup> R. Butler, "The concept of a tourist area cycle of evolution: implications for management of resources." *The Canadian Geographer/ Le Géographe Canadien* vol 24, 1980, pp. 5-12.

<sup>39</sup> B. Kirshenblatt-Gimblett, *Destination Culture: Tourism, Museums, and Heritage*, 1998.

<sup>40</sup> T.G. Freitag, "Tourism and the Transformation of a Dominican Coastal Community", *Urban Anthropology* 25(3), 1996, pp. 225-258.

<sup>41</sup> T.G. Freitag, "Tourism and the Transformation of a Dominican Coastal Community", *Urban Anthropology* 25(3), 1996, pp. 225-258.

<sup>42</sup> H.S. Halim, "Improving Coastal Business Competitiveness: Using Ecotourism's Concept to Explore to Potential of Coastal Tourism Business Pandeglang and Serang Districts. Banten. West-Java. Indonesia" *International Journal of Business and Social Science* 2(11), 2011, pp. 87-90.

<sup>43</sup> H.S. Halim, "Improving Coastal Business Competitiveness: Using Ecotourism's Concept to Explore to Potential of Coastal Tourism Business Pandeglang and Serang Districts. Banten. West-Java. Indonesia" *International Journal of Business and Social Science* 2(11), 2011, pp. 87-90.

development.<sup>44</sup>

It is therefore evident from the literature that coastal tourism is said to be one of the most accessible forms of tourism. Yet it is also apparent that so many of the resorts and guesthouses capitalise on the surge of tourists heading for the coast, with in-season rates becoming more expensive the closer to the beach one wants to rent or buy.<sup>45</sup> On the other hand, there are also multiple communes and backpacker hostels which can be utilised, and in fact, a few of the South African lighthouses offer these accommodation options on site at the lighthouses themselves.<sup>46</sup> It should also be noted that although marine tourism and coastal tourism both function as blanket terms for the many niche tourism types that fall under them, they are also, as Jennings points out, the greater schemes into which Lighthouse Tourism falls, or should fall.<sup>47</sup>

## 2.2) Lighthouses in general

As mentioned, the literature on lighthouses probably dates back to the origin of lighthouses themselves, and in fact to the fire towers and fire beacons that predated them. There are various references to these fire beacons in classic Greco-Roman literature, such as *the Iliad* and *the Odyssey*.<sup>48</sup> Lighthouses also continue to be a prevalent image in poetic and creative works through the centuries, being used by authors and poets such as Virginia Woolf, Jules Verne, Victor Hugo, Robert Louis Stevenson and Henry Wadsworth Longfellow.<sup>49</sup> A further link has been established in creative works such as films, television series and various paintings or artworks. This is evident with films such as *Pete's Dragon*<sup>50</sup> and *The Light between Oceans*<sup>51</sup> and series such as *How I Met Your Mother*.<sup>52</sup> These creative works establish links to other niche tourism concepts, such as film and literary tourism.

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<sup>44</sup> T. Ghosh, "Coastal Tourism: Opportunity and Sustainability", *Journal of Sustainable Development* 4(6), 2011, pp. 67-71.

<sup>45</sup> G. Visser, "The developmental impacts of backpacker tourism in South Africa" *GeoJournal*, vol (60), 2004, pp. 283-299.

<sup>46</sup> P. Ash, "5 Lighthouses sea lovers can stay in." [Online] *Sunday Times*, 2016.

<sup>47</sup> S. Jennings, "Coastal Tourism and Shoreline Management", *Annals of Tourism Research*, vol 31(4), 2004, pp. 899-922.

<sup>48</sup> Homer, R. Fagels & B. Knox, *The Iliad*, 1998.

<sup>49</sup> PORTNET, *Lighthouses of Southern Africa*, 1992.

<sup>50</sup> *Pete's Dragon*. [DVD]. Directed by: Chaffey, D. & Bluth, D., United States, Walt Disney Productions, 1977.

<sup>51</sup> *The Light Between Oceans*. [DVD]. Directed by: Cianfrance, D., United States, Heyday Films, 2016.

<sup>52</sup> *How I Met Your Mother*. [Series] Created by: Bays, C. & Thomas, C., United States, CBS, 2005.

In another domain, elements of the lighthouse's development have also been captured in various artworks, sketches, paintings and photographs.<sup>53</sup> However, the literature on the history and development of lighthouses has been largely limited to monographs, planted firmly in the realm of engineering, architecture, maritime manuals and trading and are often located in a particular geographical location.

Many of these early books were mainly descriptive or focused on the technical aspects regarding construction and operation. One of earliest examples is an account published in 1870 *Lighthouses and Lightships: A descriptive historical account of their mode of construction and organization*.<sup>54</sup> This detailed the development of the lighthouses across the United Kingdom – Great Britain in particular – as well as France.<sup>55</sup> The account focuses on various elements of lighthouses development, from their placement and unique geography to the development of the lights and operational mechanisms themselves. It is early accounts such as this that help to develop an understanding of the massive levels of growth and development that are reflected in modern lighthouses.

Other later literature, such as T. Shannon's 1969 *Sentinels of our shores*,<sup>56</sup> details the development and structural placement of many of the lighthouses across the United States of America. The remarkable aspect about this account is that, apart from a very different coastline and almost 100 years' worth of technological advances, the process of erecting and establishing the lighthouses is almost identical to those described by W.H. Davenport Adams.<sup>57</sup>

It is interesting to note that in recent years, the United States of America has been incredibly careful in documenting the preservation and restoration of lighthouses, and therefore preserving their role in history.<sup>58</sup> However, they are not alone, and various

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<sup>53</sup> G. Hoberman, *Lighthouses of South Africa*, 2009, pp. 15.

<sup>54</sup> W.H. Davenport Adams, *Lighthouses and Lightships: A descriptive historical account of their mode of construction and organization*, 1870.

<sup>55</sup> W.H. Davenport Adams, *Lighthouses and Lightships: A descriptive historical account of their mode of construction and organization*, 1870.

<sup>56</sup> T. Shannon, *Sentinels of our Shore*, 1969.

<sup>57</sup> T. Shannon, *Sentinels of our Shore*, 1969.

<sup>58</sup> National Park Service, "*Historic Lighthouse Preservation Handbook*", n.d.

writings from Croatia, Finland, New Zealand and even India detail growth in the preservation, restoration and repurposing of lighthouses.<sup>59</sup>

Many of these research accounts are contained in theses, such as those by R. Berryman<sup>60</sup> and L.E. Murphy<sup>61</sup>, which both discuss the importance of maintaining lighthouses as cultural heritage sites throughout America and New Zealand, respectively. Both of these focus largely on the history of the lighthouses, and their worth as preservation objects. However, both also look to the future, and to the role that lighthouses could potentially play as tourism sites within the greater role of historical and heritage preservation.

This impact of coastal tourism in environmental areas is investigated by M.G. y Patiño<sup>62</sup> in the 2010 article “Recycling Seaside Tourism: The New Social Use of Lighthouses”. It focuses on the potential role that lighthouses can play in the conservation and development of a site in order to benefit both the local area and tourism as a whole. Although this new “social role” for lighthouses is primarily focused on sustainable seaside tourism, it is also geared towards “intellectual elitist tourism”.<sup>63</sup>

The 2010 y Patiño<sup>64</sup> article also introduces Croatia as the leading case study for the new social and sustainable role of lighthouses. This concept of positioning lighthouses on the tourism market as heritage attractions is a debate that has been ongoing for almost a decade, with industry experts such as N. Šerić<sup>65</sup> at the forefront of the discussion. According to Šerić’s 2011 article, coastal tourism is often paired with careful development planning in order to maintain social and environmental stabilities

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<sup>59</sup> M.G y Patiño, “Recycling Seaside Tourism: The new social use of lighthouses” *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>60</sup> R. Berryman, *Lighthouses of New Zealand: A bright New Tourism Opportunity*, 1998.

<sup>61</sup> L.E. Murphy, “Still our Lamps Must Brightly Burn” *An Evaluation of the National Historic Lighthouse Preservation Act of 2000*, 2013.

<sup>62</sup> M.G y Patiño, “Recycling Seaside Tourism: The new social use of lighthouses” *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>63</sup> M.G y Patiño, “Recycling Seaside Tourism: The new social use of lighthouses” *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>64</sup> M.G y Patiño, “Recycling Seaside Tourism: The new social use of lighthouses” *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>65</sup> N. Šerić, “The Testing of Strategic Model of Positioning of a New Tourist Product (Lighthouse Tourism) on The Global Tourist Market”, *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

in the area.<sup>66</sup> This means that every economic, social, environmental or conservational change should be carefully mapped and adapted according to the growth of the destination, and the area in which it is housed.<sup>67</sup>

According to T. Murray,<sup>68</sup> Lighthouse Tourism is a recognized form of niche tourism, and has become increasingly prolific in areas like Croatia, America and the United Kingdom.<sup>69</sup> The potential for lighthouses to be seen as specialized tourism products is supported by C.M Hall,<sup>70</sup> who argues that it allows for a growth in specialized tourism. This he says will ultimately lead to the growth of the sites as viable and sustainable tourism sites. The developing concept of “Lighthouse Tourism” will be discussed as the focus point of this research, along with examples of areas where it is already effective.

Šerić & Perišić’s paper, “The Evaluation Model of the Sustainable Receptive Capacity in Touristic Lighthouse Buildings”,<sup>71</sup> looks critically at the ways in which these specialized products affect both the local and international tourism market, as well as the ways in which they influence the environment around them. This is critical, as the lighthouses are often found in unique coastal environments.

The history of pharology holds its origins across the globe as well as in greater Africa and, as mentioned, in areas such as Egypt<sup>72</sup> in particular. This history can be followed around the world, and with South Africa’s immense coastline, there is much history to be discovered locally, particularly in relation to the various South African lighthouses,

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<sup>66</sup> N. Šerić, “The Testing of Strategic Model of Positioning of a New Tourist Product (Lighthouse Tourism) on The Global Tourist Market”, *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

<sup>67</sup> R. Butler, “The concept of a tourist area cycle of evolution: implications for management of resources.” *The Canadian Geographer/ Le Géographe Canadien* vol 24, 1980, pp. 5-12.

<sup>68</sup> T. Murray, “The Story of the Lighthouse at Agulhas”, *Civil Engineering*, June, 2016, pp. 45-50

<sup>69</sup> M.G y Patiño, “Recycling Seaside Tourism: The new social use of lighthouses” *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>70</sup> C.M. Hall, “Trends in Ocean and Coastal Tourism – the end of the last frontier”, *Ocean and Coastal Management*, vol 44, 2001, pp. 601-613.

<sup>71</sup> N. Šerić & M. Perišić, “The Evaluation Model of the Sustainable Receptive Capacity in Touristic Lighthouse Buildings”, *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

<sup>72</sup> T. Murray, “The Story of the Lighthouse at Agulhas”, *Civil Engineering*, June, 2016, pp. 45-50

some of which are already integral to tourism development.<sup>73</sup>

### **2.3) South Africa: Coastal and Marine History and Tourism**

Turning to South Africa in this third section, there are relatively limited specialist sources available. Although the first of the South African lighthouses was only built almost 200 years after the rest of the world, according to the key text by H. Williams,<sup>74</sup> there are now forty-five functional lighthouses along the country's extensive coast, each with its own unique aesthetic, light sequence, and navigational purpose.<sup>75</sup> In this work, Williams also discusses who would build the lighthouses, their necessity and the role the government (both local South African and the overarching British) should or should not play in their upkeep which became a vital debate, all while hundreds of ships were being wrecked along the perilous South African coast.<sup>76</sup> The discussion that followed this, and the happenings that led to the erection of the first South African lighthouse in 1824, namely Greenpoint, are recorded in *Southern Lights*.<sup>77</sup> This book written by H. Williams in 1993 was released by the then South African Lighthouse Tourism Organization, a branch which no longer exists, but which has been incorporated into the much larger TRANSNET South Africa.<sup>78</sup>

As with other lighthouses, those in South Africa also have long and detailed histories, often linked to significant tragedies and pioneering journeys. Many of these stories are depicted in G. Hoberman's 2009 book on the South African Lighthouses,<sup>79</sup> *Lighthouses of South Africa*. As is evident in this publication, the stories of the lighthouses often start long before their commissioning, and continue even past their original purpose, and into their new social functions.<sup>80</sup> According to Hoberman,<sup>81</sup> along the ragged coast of South Africa, both the erection and the maintenance of lighthouses

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<sup>73</sup> N. Šerić & M. Perišić, "The Evaluation Model of the Sustainable Receptive Capacity in Touristic Lighthouse Buildings", *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

<sup>74</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, 1993.

<sup>75</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, 1993.

<sup>76</sup> E. Burger, "Reinvestigating the Wreck of the Sixteenth Century Portuguese Galleon São João: A Historical Archaeological Perspective", 2003.

<sup>77</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, 1993.

<sup>78</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, 1993.

<sup>79</sup> G. Hoberman, *Lighthouses of South Africa*, 2009. pp. 24.

<sup>80</sup> M.G. y Patiño, "Recycling Seaside Tourism: The New Social Use of Lighthouses" *Bridges/Tiltai*, vol 52(3), 2010, pp. 39-51.

<sup>81</sup> G. Hoberman, *Lighthouses of South Africa*, 2009, p. 24.



were seen to be the duty of those who could afford to do so – largely the European elite. There were multiple reasons for this limited interest; the largest being that salvaging goods and treasures from sunken wrecks was a lucrative business. As a result, there was little point in preventing wreckages, which were common along South African shores.<sup>82</sup> Both this and the work by Williams are the most recent and remain seminal in this genre.

Other scholars, such as B. Conradie and M. Garcia<sup>83</sup> have researched the impact of tourism on environmental areas along the South African coast, with particular emphasis on the Agulhas Plain. In this 2013 publication, they look specifically at the potential impacts related to the unique plant biodiversity of the area. It is stated that the joint impact of developing tourism – including the establishment of resorts - and the changing nature of protected marine areas as a result of climate change could result in a higher recreational value for the area.<sup>84</sup>

Finally, in an Honours research report on “Lighthouse Tourism: Beyond Coastal Tourism in South Africa – A Destination Narrative”, the point was made that due to the advances in maritime technology, many lighthouses are now used almost purely as a last resort in maritime safety. The argument is made that this makes way for the development of a new role for South African lighthouses, and a new purpose for them within South African coastal tourism.<sup>85</sup>

Although the literature on lighthouses and lighthouse tourism spans an extensive period and stretches across continents, the work published on South Africa is relatively limited and recent. It is on this gap in the research and literature that this dissertation intends to shine some light.

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<sup>82</sup> G. Hoberman, *Lighthouses of South Africa*, 2009, p. 24.

<sup>83</sup> B. Conradie & M. Garcia, An Estimate of the Recreational Value of the Agulhas Plain, South Africa, with Special Reference to the Value of Plant Biodiversity. *South African Journal of Economic and Management Sciences*, vol 16(2), 2013, pp. 170-82.

<sup>84</sup> B. Conradie & M. Garcia, An Estimate of the Recreational Value of the Agulhas Plain, South Africa, with Special Reference to the Value of Plant Biodiversity. *South African Journal of Economic and Management Sciences*, vol 16(2), 2013, pp.170-82.

<sup>85</sup> H. Nel, “Lighthouse Tourism: Beyond Coastal Tourism in South Africa – A Destination Narrative”, Honours Dissertation, University of Pretoria, 2017.

## Chapter 3:

# Lighthouse Tourism on a Global Scale

This chapter presents an overview of lighthouse tourism as both an emerging and established form of niche tourism across the globe. It considers the early history as well as some of the key destinations where lighthouse tourism has developed and flourished. These destinations include Egypt, Croatia, India, Finland, Canada, the United Kingdom, New Zealand and the United States of America.

Beacon fires have been used as a means of maritime navigation and indicators of trade since the 5<sup>th</sup> Century BCE, marking ports where it would be safe to anchor, either for safe harbour or trade purposes.<sup>86</sup> One of the oldest ports to make use of these markers was the Port of Piraeus, located off the coast of Athens. The reason for this was largely due to the growth and expansion of the Roman Empire, which resulted in a need for safety beacons as markers for safer maritime trading. This in itself was not only the origin point for lighthouses, but for lighthouses as symbols of tourism and trade.<sup>87</sup>

Lighthouses around the world have their origin in a single, ancient beacon of the coast of Egypt, namely the Lighthouse of Pharos. Widely regarded as the first of its kind, the lighthouse at Pharos was commissioned in 279 BCE by king Ptolemy II and designed and built by Sostratus.<sup>88</sup> The impressive beacon, built from white stone and standing 140 meters tall, was an impressive feature, said to have been seen from up to 40 kilometres away – either by day or by night. However, the purpose of this beacon was not to promote safe passage around the treacherous coast, but rather to invite trade at the Graeco-Roman Port of Alexandria.<sup>89</sup> The Pharos of Alexandria stood until 1300CE, when it was destroyed by an earthquake. It is, however, still possible to see the remains of the beacon, and it remains a prominent tourist site, standing as one of the wonders of the ancient world.<sup>90</sup>

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<sup>86</sup> G. Hoberman, *Lighthouses of South Africa*, 2009.

<sup>87</sup> T. Shannon, *Sentinels of our Shore*, 1969.

<sup>88</sup> T. Murray, "The Story of the Lighthouse at Agulhas", *Civil Engineering*, June, 2016, pp. 45-50.

<sup>89</sup> G. Hoberman, *Lighthouses of South Africa*, 2009.

<sup>90</sup> G. Hoberman, *Lighthouses of South Africa*, 2009.



Figure 1 The Pharos Lighthouse at Alexandria,  
<https://discover.hubpages.com/education/The-Ptolemies-Egypt's-Last-Pharaohs>

The Pharos became a turning point for maritime guidance and remains the root word for lighthouse in many languages, including Italian (*faro*), Spanish (*faro*), French (*phare*) and Portuguese (*farol*). As mentioned, the English term for the art and science of lighthouses and signal lights is Pharology, which also pays homage to this origin.<sup>91</sup> Throughout history, lighthouses have continued to prove themselves to be effective means of maritime navigation. By the twelfth century CE, France and Italy were at the forefront of lighthouse provision, with charts and maps from the period showing around 1500 lighthouses. The design of these remained the same well into the eighteenth century, changing only with the discovery of electricity.<sup>92</sup>

The worldwide establishment and use of lighthouses continued to develop with the growth of maritime trade, and thus a need for an international identification system became apparent. The result of this was the development of a unique “personality” for each lighthouse, with unique flash cycles for identification at night, and decorative paint work for aid with the same during the day.<sup>93</sup>

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<sup>91</sup> World Lighthouse Society (online) retrieved from pharology.eu.

<sup>92</sup> G. Hoberman, *Lighthouses of South Africa*, 2009.

<sup>93</sup> T. Murray, “The Story of the Lighthouse at Agulhas”, *Civil Engineering*, June 2016, pp. 45-50.



Figure 2: Lighthouses of the World,  
<https://m.facebook.com/groups/worldoflighthouses/permalink/3841564872521769/>

Due to huge leaps in both navigation and maritime technology, many of these lighthouses have fallen into disuse, or have become automated and serve only as a last resort in maritime safety. However, many countries around the world have taken this as the primary space to develop a new role for lighthouses, one that echoes back to their original purpose, drawing people to them because of their role as tourist sites.<sup>94</sup> This concept of turning lighthouses into tourist attractions, bed and breakfasts, coffee shops, museums and heritage centres has been developing worldwide over the last ten to fifteen years, and has become increasingly popular as a field of academic study.<sup>95</sup>

Developing within the wider scope of special interest tourism, the concept of Lighthouse Tourism has taken on a social role, emphasizing the unique natural and cultural characteristics and heritage, and establishing lighthouses as key factors in sustainable coastal tourism.<sup>96</sup> Lighthouses have been named as spaces focused on

<sup>94</sup> M.G y Patiño, "Recycling Seaside Tourism: The new social use of lighthouses" *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>95</sup> M.G y Patiño, "Recycling Seaside Tourism: The new social use of lighthouses" *Bridges/Tiltai*, 52(3), 2010, pp. 39-51.

<sup>96</sup> A.C. Cakici; *et Al.*, "From Navigational Aida to Tourist Attractions: The tourism Potential of lighthouses", 2018.

elitist tourism, catering to high spending brackets, rather than high tourist numbers.<sup>97</sup> Lighthouses have also become icons of “Robinson Crusoe tourism” – a term relating to tourists who travel with the intention of isolating themselves for the purpose of physical and mental relaxation. This is effective for Lighthouse Tourism as they are often found in isolated locations, outside of towns and away from the hustle and bustle of everyday life, contributing to their description as “kingdoms of silence”.<sup>98</sup>

Lighthouses around the world can be separated into three categories, each with their own potential for type and extent of tourism. These three categories are: lighthouses on desert islands without settled inhabitants; lighthouses on islands away from settled lands; and lighthouses on the mainland, near settled lands.<sup>99</sup> It is important, therefore that marketing be done to highlight the specific characteristics and attractions for each, while still noting their primary function as navigational aids. It is as a result of this that Lighthouse Tourism also finds a niche in ecotourism, as it emphasizes both ecological and social aspects of the site, while preserving the area, and attempting to minimize the damages caused by tourism.<sup>100</sup>



Figure 3 Lighthouses of Croatia  
<https://www.yachtholiday.com/en/blog/lighthouse-sailing-top-5-lighthouses-to-sail-in-croatia>

<sup>97</sup> V.T Opačić; et Al., “Tourism Valorisation of lighthouses on Croatian Islands and along the coast”. 2010.

<sup>98</sup> A.C. Cakici; et Al., “From Navigational Aida to Tourist Attractions: The tourism Potential of lighthouses”, 2018.

<sup>99</sup> A.C. Cakici; et Al., “From Navigational Aida to Tourist Attractions: The tourism Potential of lighthouses”, 2018.

<sup>100</sup> V.T Opačić; et Al., “Tourism Valorisation of lighthouses on Croatian Islands and along the coast”, 2010.

Much of the research on the phenomenon that is Lighthouse Tourism has stemmed from Croatia, and the conferences held on the benefits of cruise ship and coastal tourism. As a country, Croatia found the need to develop Coastal and Marine tourism past the notion of “the three s’s” (sun, sand, sea) tourism, and to recreate a local identity that they could use for tourism purposes.<sup>101</sup> As a result, the “Stone Lights” project was launched, and between 2001 and 2009, 14 lighthouses were converted to be apartments for use by holiday makers on the Croatian Islands and along the coast, with plans for the conversion of 28 others imminent.<sup>102</sup>

This project established Croatia as one of the first countries to recreate an identity for its lighthouses by reallocating their use for tourism purposes and creating a niche within contemporary tourism practices. This has further been explored by academics, with the analysis of the sustainability of the tourism capacity provided by the converted lighthouses.<sup>103</sup>

India has been at the forefront of tourism development for many years, particularly when it comes to the development of tourism legislation and infrastructure.<sup>104</sup> It is therefore unsurprising that the focus on repurposing almost 60 lighthouses along the Indian coastline has become one of the country's key development focuses on the last decade.<sup>105</sup>

The coastline of India spans an impressive 7517 kilometres and boasts 189 lighthouses. As of October 2015, the plan to develop lighthouse tourism at 78 of the lighthouses was well underway, with four already running successfully. The focus was not only on the lighthouse itself, but also on the establishment and development of the historic buildings as tourism hubs, museums and special interest centres.<sup>106</sup>

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<sup>101</sup> V.T Opačić; et Al., *“Tourism Valorisation of lighthouses on Croatian Islands and along the coast”*, 2010.

<sup>102</sup> V.T Opačić; et Al., *“Tourism Valorisation of lighthouses on Croatian Islands and along the coast”*, 2010.

<sup>103</sup> N. Šerić & M. Perišić, “The Evaluation Model of the Sustainable Receptive Capacity in Touristic Lighthouse Buildings”, *Proceedings of the 3<sup>rd</sup> International Cruise Conference: Cruise and Society – The Other Side of Growth*, 2011.

<sup>104</sup> Directorate General of Lighthouses and Lightships, 2019.

<sup>105</sup> R. Sinha, *Pitch for Lighthouse Tourism, land parcels to be leased out at 78 locations*, 2015.

<sup>106</sup> R. Sinha, *Pitch for Lighthouse Tourism, land parcels to be leased out at 78 locations*, 2015.





Figure 4 Lighthouses in the Tamil Nadu & Puducherry coastal regions  
[http://www.dgll.nic.in/DLLChennai/530\\_1\\_DLLChennai.aspx](http://www.dgll.nic.in/DLLChennai/530_1_DLLChennai.aspx)

The inclusion of the land adjacent to the lighthouses are also potential spaces to establish “hotels, resorts, viewing galleries, maritime [and heritage] museums, adventure sports facilities, thematic restaurants, souvenir shops, LASER shows, spa and rejuvenation centres, amphitheatres and allied tourism facilities”.<sup>107</sup> This is of course subject to viability and shows that the aspect of pharological tourism is not the primary focus of the exercise, but still encompasses a large portion of the development.<sup>108</sup>

Lighthouses in regions such as Tamil Nadu, such as the Chennai Lighthouse, have already been earmarked for tourism, particularly benefiting from the already popular tourism attraction of the Madras Music Season and the health benefits associated with

<sup>107</sup> M. Elliot, *India to Develop Lighthouse Tourism*, 2015.

<sup>108</sup> Directorate General of Lighthouses and Lightships, 2019.

the region. Another lighthouse in this region, and perhaps the more iconic, is the Mahabalipuram Lighthouse – located in the town by the same name, which also boasts world heritage site status.<sup>109</sup> The use of this coastal town as a hub of art and architectural heritage stands today, and it had been regarded as one of the forty-five Mega Tourist Destinations by the Indian Department of Tourism.<sup>110</sup>

Although most of the lighthouses along the coast of Finland are now automated, this does by no means imply that they are abandoned. Most of these lighthouses have been repurposed for tourism, as restaurants, accommodation and sites of interest. Largely located on islands of varying distances from the mainland, the structures serve as retreat spaces with multiple levels of isolation – from nature reserves only accessible with accompaniment by a guide, to well-known and well-established vacation spots.<sup>111</sup>

Both the Tankar Lighthouse and the Kylmäpihlaja Lighthouse have been repurposed as restaurants, drawing gastro-tourists (food tourists) from around the world. These establishments often serve traditional food, in a truly traditional setting – and as a result, they are hugely popular, and have also developed accommodation.<sup>112</sup>



Figure 5 Finnish stamp showing Bengtskär lighthouse,  
[http://3.bp.blogspot.com/\\_Q1bbsnxxzMw/TNfDKNw18LI/AAAAAAAE8/0hbexGnT8vA/s1600/LH+Finland2003-1.jpg](http://3.bp.blogspot.com/_Q1bbsnxxzMw/TNfDKNw18LI/AAAAAAAE8/0hbexGnT8vA/s1600/LH+Finland2003-1.jpg)

<sup>109</sup> Directorate General of Lighthouses and Lightships, 2019.

<sup>110</sup> Directorate General of Lighthouses and Lightships, 2019.

<sup>111</sup> *Leisurely at the lighthouse*, [online] 2020.

<sup>112</sup> *Leisurely at the lighthouse*, [online] 2020.



The Tankar Lighthouse shares an island with a small wooden fishermen's church, with parts of the church dating back into the 1800s. The presence of these two historic buildings draws many guests as a venue for weddings and retreats.<sup>113</sup> This sentiment is also echoed at the Bengtskär Lighthouse, where there is a chapel inside the lighthouse – supplementing the already prevalent tourism draw from the restaurant and overnight cottages located at the site.<sup>114</sup>

There is still a lighthouse keeper at the Bengtskär Lighthouse, one of the few remaining lighthouse keepers worldwide. Paula Wilson has been stationed at the lighthouse by the University of Turku, who own the building, and allow Paula and her husband to manage the historic site. It is not only the tallest lighthouse in the Nordic countries, but also stands on an island that has been seen as a kingpin through various wars, despite only being two hectares in size.<sup>115</sup>

The concept of well promoted and documented Lighthouse Tourism is also evident along the frozen coastline of Canada, which is also the world's longest coastline, and has over 700 lighthouse structures. Of these 700 lights, about 51 are still manned, and 21 of these are in British Columbia alone.<sup>116</sup> Additionally, about 100 of these lighthouses are protected under the Heritage Lighthouse Protection Act,<sup>117</sup> and many remain open to the public in some capacity. This means that approximately a seventh of all the lighthouse structures in Canada are operating as heritage sites.<sup>118</sup>

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<sup>113</sup> *Leisurely at the lighthouse*, [online] 2020.

<sup>114</sup> *Staying at Bengtskär Lighthouse Hotel – A truly Finnish Experience*, [online] 2013.

<sup>115</sup> *Meet Paula -The Lighthouse Keeper*, [online] 2020.

<sup>116</sup> Government of Canada, *Lighthouses in Canada*, [online] 2017.

<sup>117</sup> *Heritage Lighthouse Protection Act 2008*, (c.16).

<sup>118</sup> Government of Canada, *Lighthouses in Canada*, [online] 2017.



Figure 6 Lighthouses of British Colombia,  
<http://lighthousememories.ca/2012/11/04/visiting-the-bc-coast-lighthouses/#.YLPnPagzblU>

This is especially evident in the region of Nova Scotia, which is home to the largest number of lighthouses in any of the Canadian provinces.<sup>119</sup> Often found in deserted wintery wastelands, these lighthouses have developed a role of maintaining the importance of reflecting on and protecting the past, while continuing to highlight and celebrate the unique coastal landscape in which they are found.

Perhaps one of the most well-rounded, well-recognised and well-maintained examples of Lighthouse Tourism on a global scale can be found at Prince Edward Island, off the coast of mainland Canada. This island boasts over twenty lighthouses along its coastline, eight of which have been converted to serve as museums, tourist centres and points of interest for island visitors. Many of these lighthouses are in idyllic settings, with incredible panoramic vistas. They have long since become the means by which the history and interest of Prince Edward Island maintains its tourism community.<sup>120</sup>

The Canadian government, in line with the Heritage Lighthouse Protection Act, has transferred the role of preserving, maintaining and promoting engagement for these

<sup>119</sup> Government of Canada, *Lighthouses in Canada*, [online] 2017.

<sup>120</sup> Prince Edward Island – Canada, *Lighthouses*, [online] 2020.

“surplus” lighthouses to various provinces, townships, municipalities, indigenous groups, non-profit organisations and individuals.<sup>121</sup> This designation is based on a thorough evaluation process, scrutinising each lighthouse according to the respective historical value in terms of Canadian maritime history; the socio-cultural value in terms of the association with the events, movements and developmental phases of the local community, both socio-economically and characteristically; and lastly, according to the architectural value in terms of the aesthetic and visual quality of the lighthouse, as well as design, innovation, craftsmanship, optics, materials and general functionality.<sup>122</sup>

The recognition of the significance of Canadian lighthouse history is iconic, and in particular, the recognition of the lighthouses as valuable heritage sites for public access shows an element of innovation that is starting to be seen in various countries around the world. Some examples of the duality of these sites in terms of business alongside heritage preservation include the already mentioned new roles as museums, interpretation centres, tourist accommodations, special event facilities, restaurants, gift shops, private residences, research and education centres, and even commercial enterprises such as schools and post offices.<sup>123</sup>

Across the United Kingdom, there is a unique and detailed tendency towards general heritage and cultural preservation, a trend that has not been missed in the preservation of lighthouses. Throughout England, Ireland and Scotland, there is a distinct move towards lighthouse preservation.<sup>124</sup> Overseen by lighthouse authorities such as Trinity House, The Northern Lighthouse Board and The Commissioners of Irish Lights, it is only understandable that the care for these structures would continue and will be sustained.<sup>125</sup>

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<sup>121</sup> Government of Canada, *Lighthouses in Canada*, [online] 2017.

<sup>122</sup> Government of Canada, *Lighthouses in Canada*, [online] 2017.

<sup>123</sup> A.C. Cakici; et Al., *“From Navigational Aids to Tourist Attractions: The tourism Potential of lighthouses”*, 2018.

<sup>124</sup> J. Taylor, *Private Property, Public Interest, and the role of the state in Nineteenth Century Britain: the case of Lighthouses*.

<sup>125</sup> Commissioners of Irish Lights, 2013, All Island Lighthouse Trail Launch, [Online].

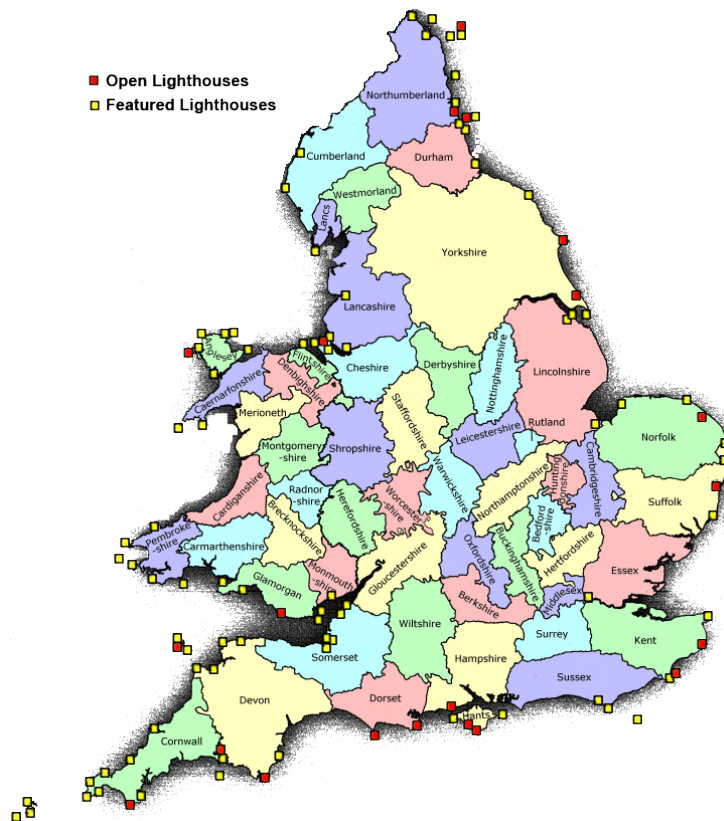


Figure 7 Lighthouses of England and Wales [http://www.photographers-resource.co.uk/a\\_heritage/lighthouses/Maps/Lighthouse\\_map\\_EW.htm](http://www.photographers-resource.co.uk/a_heritage/lighthouses/Maps/Lighthouse_map_EW.htm)

Trinity House is perhaps the most internationally recognised lighthouse authority and has been in place since taking control of all the United Kingdom lighthouses in 1836. More recently, this authority has been spread out, and more than half of the lighthouses in England and Scotland are owned by external organisations, individuals, councils, businesses and conservation trusts. Under their authorities, many of these lighthouses now offer accommodation or function as tourism centres.<sup>126</sup>

A prime example of the development of these sites as tourist attractions is the All-Ireland Lighthouse Tourism Trail, which was funded by the European Union and launched in September 2014.<sup>127</sup> The project looked at twenty lights around the Irish coast, offering visitor accommodation and tourist attractions, and aimed to boost Northern Irish tourism by developing the industry, creating jobs and providing unique and interesting tourist attractions.<sup>128</sup>

<sup>126</sup> Commissioners of Irish Lights, 2013, All Island Lighthouse Trail Launch, [Online].

<sup>127</sup> Commissioners of Irish Lights, 2013, Lighthouse Tourism Trail, [Online].

<sup>128</sup> Commissioners of Irish Lights, 2013, *Lighthouse Tourism Trail*, [Online].

A similar lighthouse trail has been developed around the English lighthouses, and many elements of this trail offer the opportunity for visitors to drive, cycle or even hike between the various lighthouses along the route.<sup>129</sup> This is attractive to visitors, as the English coast boasts some of the world's oldest lighthouses, many of which have accommodation and double up with other heritage attractions such as the Cliffs of Dover.<sup>130</sup>

The lighthouses of New Zealand also served as spaces for tourism long before “pharological tourism” was even a concept, and many lighthouse keepers had to double or triple their job descriptions as watchmen, technicians and tourist guides.<sup>131</sup> The earliest versions of lighthouse tourism focused on the multi-attractions of the site, including the scenery, wildlife, adventure and activity, as well as the attraction of the lighthouses themselves.

However, as is the case with many countries, the de-manning of the lighthouse sites due to advancement in technology has resulted in the opportunity to further highlight the participation of the New Zealand lighthouses in tourism, culminating in a study done on their tourism potential.<sup>132</sup> The outcome of this study was Maritime New Zealand taking over as the official lighthouse authority, overseeing twenty-three lighthouses and seventy-five beacons.<sup>133</sup> However, as none of these sites are manned, it is not possible for tourists to get into the lighthouses, but they can visit the lighthouse site.

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<sup>129</sup> Kerr, S. *The British Lighthouse Trail: A Regional Guide*, 2019.

<sup>130</sup> S. Kerr, *The British Lighthouse Trail: A Regional Guide*, 2019.

<sup>131</sup> R. Berryman, *Lighthouses of New Zealand: A bright New Tourism Opportunity*, 1998.

<sup>132</sup> R. Berryman, *Lighthouses of New Zealand: A bright New Tourism Opportunity*, 1998.

<sup>133</sup> Maritime New Zealand, n.d., *Lighthouses of New Zealand*. [Online].



Figure 8 Lighthouses of New Zealand,  
<https://teara.govt.nz/en/map/6652/new-zealand-lighthouses>

Various lighthouses around New Zealand double as important sites for the local community, such as the lighthouse at Cape Reinga. Not only is this lighthouse situated on the northernmost tip of New Zealand, but it is also a spiritually significant site for the indigenous Māori people, as it is the departing place for their ancestors, and the place where the Tasman Sea and Pacific Ocean meet.<sup>134</sup> There is also a planned tour, visiting twenty-one of the New Zealand lighthouses, known as “Whare Rama” or “Whare Turama” by the indigenous Māori people, as well as other popular tourist attractions.<sup>135</sup> Despite being unable to climb the lighthouses, they remain both points of intrigue and pilgrimage.

In the year 2000, the American National Historic Lighthouse Preservation Act (NHLPA) was established, to allow the transfer of “surplus” lighthouses to the care of qualified non-profit associations, state and local governments and federal agencies without any cost. This resulted in approximately 400 lighthouses being made available for transfer.

<sup>134</sup> Maloney, M., *Six epic lighthouse locations to visit in New Zealand*. May 2020.

<sup>135</sup> United States Lighthouse Society, 2019, *International Tours – New Zealand*.

However, a far smaller number, around 100 of these, have been transferred – both at no-cost to organisations, and sold to private owners.<sup>136</sup>

Despite this, lighthouses have been deemed worthy of protection under federal law, and the Coast Guard has released a preservation handbook in this regard, detailing standards, guidelines and preservation techniques for both historic lighthouses, and more modern surplus lighthouses.<sup>137</sup> Despite being feats of architecture, design and engineering, one of the biggest features of lighthouses is their aesthetic value. This is the key factor in drawing interest from visitors, something that has been capitalised on in the American tourist market.



Figure 9 Lighthouse of The Great Lakes,  
[https://www.google.com/maps/d/viewer?mid=1nHefYjCD0pu7PpIYCkpHgDigSbU&hl=en\\_US&ll=45.09989067655051%2C-85.876685&z=6](https://www.google.com/maps/d/viewer?mid=1nHefYjCD0pu7PpIYCkpHgDigSbU&hl=en_US&ll=45.09989067655051%2C-85.876685&z=6)

Through the United States Lighthouse Society, one can purchase a “Lighthouse Passport”, which can then be used to check off the visits to each of the lighthouses around the United States of America. There are a grand total of over 1000 lighthouses

<sup>136</sup> L.E., Murphy, “Still our Lamps Must Brightly Burn” An Evaluation of the National Historic Lighthouse Preservation Act of 2000, 2013.

<sup>137</sup> National Park Service, *Historic Lighthouse Preservation Handbook*, n.d.

– although each passport only has space for 60 stamps. Visitors can request that each lighthouse stamps this passport as a collector's item.<sup>138</sup>

Perhaps one of the biggest lighthouse tourism drawcards for the United States is the high number of inland lighthouses, located on the great lakes. Many of these are still fully operational and are of easy and popular access for tourists.<sup>139</sup> Bordering on Canada, it is unclear exactly how many lighthouses surround the Great Lakes, but on the American side, there are approximately 174 lighthouses. Many of these double up as tourist attractions with accommodation, activities, restaurants and lookout points.<sup>140</sup>

Through the analysis of Lighthouse Tourism in its various capacities around the world, it can be seen that lighthouses not only have the potential for growth and development, but in some cases are already a confident and stand-alone element of tourism. This shows not only an exponential amount of growth from the original capacity of lighthouses, but also that lighthouses continue to thrive within a newly assigned purpose, namely “pharological tourism”.

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<sup>138</sup> United States Lighthouse Society, 2019, *U.S. Lighthouse Society's Passport program*.

<sup>139</sup> T. Pepper, 2012, *Seeing the Light: Lighthouses of the Western Great Lakes*.

<sup>140</sup> United States Lighthouse Society, 2019, *Lighthouse Accommodations*.



## Chapter 4:

# South African Maritime History and Coastal Tourism

This chapter turns to the context and background for the discussion of South African pharological tourism by considering South African maritime history and the essence of coastal tourism. It briefly sketches the history of navigation around the southern tip of Africa, the shipwrecks, the heritage and the protected areas. This chapter concludes by considering the value of coastal maritime tourism in the South African context.

Water is an essential part of life, it sustains, grows, and supplies a means for cleansing, cleaning, and restoration. Through this innate human attraction to water sources, coastlines around the world have been the playground for explorers, sailors, homemakers and tourists for centuries.<sup>141</sup> The latter phenomenon is primarily due to the aforementioned trio phenomenon of sun, sand, and sea, which tourists tend to associate with leisure time. This is no different along the South African coastline where tourism abounds. As the home of many maritime tragedies and discoveries, the immense coastline of South Africa has played a significant role both in the rediscovery and protection of maritime history, and in the establishment of effective and extensive coastal tourism.<sup>142</sup>

Throughout recorded history, the South African coastline has played a significant role in the creation of maritime legends, from the resting place of an *Ancient Greek Titan* to infamous ghost ships like the *Flying Dutchman* and more recently to the wrecking protocol such as “woman and children first” emanating from the sinking of the *Birkenhead*.<sup>143</sup> Evidence of maritime trade can be seen across the country, from glass beads at ancient sites such as Great Zimbabwe and Mapungubwe, to rock paintings in the Western Cape depicting ships passing and trading with the local peoples.<sup>144</sup>

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<sup>141</sup> E.N., Juado, *et Al.*, “Carrying Capacity model applied in coastal destinations”, *Annals of Tourism Research*, 43, 2013, pp. 1-19.

<sup>142</sup> J. Sharfman, *et al.*, *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>143</sup> See chapter 7. G. Hoberman, *Lighthouses of South Africa*, 2009.

<sup>144</sup> G. Hoberman, *Lighthouses of South Africa*, 2009.

Of course, the most prolific maritime history follows the incredible travels and explorations of Portuguese seafarers Vasco da Gama and Bartholomew Diaz,<sup>145</sup> in their successful attempts to discover an all-sea route to the East. In fact, there is evidence of these significant travels at Cape Point, where the Diaz beacon is still on display as a navigational marker – something that was uncommon and sought after in the times of their discoveries.<sup>146</sup> This all-sea route ushered in an age of maritime travel, with the rounding of the Cape of Storms and the tip of Africa as a key aspect. However, the abundance of inaccurate charts, dangerous waters, and the unwillingness to share information between companies and nations led to an incredible number of shipwrecks along the South African coastline.<sup>147</sup>

There are an estimated 2700 wrecks,<sup>148</sup> including ships used for exploration, trade in both goods and slaves, and naval expeditions scattered across the southern African coastline. Sadly, these are not well explored as the significance of Underwater Cultural Heritage and Maritime Archaeology has gone un-noted and unused for many years, allowing for opportunists, treasure hunters and wreck divers to take advantage of the wrecks without accurate conservation practices.<sup>149</sup> This negligence has also meant that many of the wrecks along the South African coastline have gone uncharted, as the issue of whose heritage is represented is debatable. The point is that even though the wreck lies in South African waters, it belongs to the origin country.<sup>150</sup> These issues are also exposed because the legislation being developed around the conservation of these sites stands in two polar worlds, that of the global and the local, making access and understanding both inclusive and exclusive, and there is much debate as to whether this legislation has been effective, and to what extent.<sup>151</sup>

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<sup>145</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>146</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>147</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>148</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>149</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>150</sup> S. Dromgoole, "Law and the underwater cultural heritage: a question of balancing interests" in Brodie, N. & Tubb, K.W. (eds.), *Illicit Antiques: The theft of culture and the extinction of archaeology*, Routledge, 2002, pp. 109-136.

<sup>151</sup> S. Dromgoole, "Law and the underwater cultural heritage: a question of balancing interests" in Brodie, N. & Tubb, K.W. (eds.), *Illicit Antiques: The theft of culture and the extinction of archaeology*, Routledge, 2002, pp. 109-136.

These assessments, particularly in South Africa, must take into consideration the role of the site by the local population, both in terms of existing value in terms of local history and heritage, and in terms of the potential value of the site as an integrated factor in development strategies. Because of the intangible nature of shipwrecks, legislation has developed slowly, and although they have been protected under the National Monuments Act for almost a century, the legal protection was overlooked due to a lack of trained maritime archaeologists.<sup>152</sup>

There was an effort made to recognise the nature of Underwater Cultural Heritage with amendments to the National Monuments Act (35 of 1979),<sup>153</sup> which included a means to managing colonial era sites. This led to include wrecks over 80 years of age which held “aesthetic, historical or scientific value”.<sup>154</sup> Not much was changed however, until evidence of some archaeological study of maritime remains on the Cape Town foreshore area prompted improved legislation post-apartheid.<sup>155</sup> Since this, there has been a vast amount of progress in the understanding and implementation of Maritime Archaeology and the protection of Underwater Cultural Heritage, thanks to the efforts of what is now the South African Heritage Resources Agency (SAHRA), as well as their dive teams who focus on protecting and preserving marine history, with as little damage to the site as possible.<sup>156</sup> These exploratory bodies were formed under the National Heritage Resources Act (25 of 1999),<sup>157</sup> and the term MUCH was coined to describe Maritime and Underwater Cultural Heritage to train and educate people in successful and high-quality research and management of underwater heritage resources, as well as to protect and actively search for heritage sites that would otherwise have been lost to history, people, and the tides.<sup>158</sup>

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<sup>152</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>153</sup> *National Monuments Amendment Act*, 1979, 35, South Africa, Department of the Prime Minister.

<sup>154</sup> *National Monuments Amendment Act*, 1979, 35, South Africa, Department of the Prime Minister.

<sup>155</sup> H.L. Wares, *Maritime Archaeology and its Publics in Post-Apartheid South Africa*. Masters Dissertation, University of the Western Cape, 2013.

<sup>156</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>157</sup> *National Heritage Resources Act*, 1999, 25, South Africa, Office of the President.

<sup>158</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

It remains true that many of the civilizations and communities along the coastline of South Africa owe their founding to the survivors of shipwrecks along the coast. In fact, it is due to the grounding of the Dutch vessel, *Nieuwe Haerlem*, that carried the first settlers to arrive in South Africa. As a result of the positive report made by Leendert Jansen and Matthijs Proot to the Heren XVII (directors of the Dutch East India Company) the refreshment station at Table Bay was established.<sup>159</sup> They had written that the land was “arable, the water supply fresh and abundant and the local people friendly and willing to trade”.<sup>160</sup>

However, to those who did not know of the perilous nature of South Africa’s coastline, or to those caught off guard by mighty waves and terrible weather, Table Bay remained the “Bay of Storms”. Unassisted by beacon lights and navigational markers, many ships have claimed Table Bay not as a place for refreshment and safe haven, but rather as a final resting place.<sup>161</sup> A number of these ships are still famous to sea-scholars today, such as the *Flying Dutchman*, the *Birkenhead*, the *Kakapo*, and many others that have helped to establish ship-wreck lore around the world.<sup>162</sup>

Although the development of the legislation around shipwrecks and their salvage for heritage and conservation means has been slow, tourism to these sites has been happening for many years, both officially and unofficially.<sup>163</sup> Developing research has shown, however, that this poses both a threat and opportunity to authorities and conservation experts, as it generates interest in the site, while often failing to conserve the heritage of the wreck as it lies.<sup>164</sup> With wreck diving becoming a popular pastime for adventure tourists, it is no wonder that many of the accessible wrecks along the

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<sup>159</sup> L. Guelke, “Freehold farmers and frontier settlers, 1657-1780” in R. Elphick and H. Giliomee (eds), *The Shaping of South African Society, 1652-1840*, Cape Town, Maskew Miller Longman, 1989, p. 69.

<sup>160</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>161</sup> J., Borelli, “Bay of Storms and Tavern of the Seas: The role of risk in the Maritime Cultural Landscape of the Cape Town Harbour” in L. Harris (ed.), *Sea Ports and Sea Power: African Maritime Landscapes*, New York: Springer, 2016.

<sup>162</sup> J., Borelli, “Bay of Storms and Tavern of the Seas: The role of risk in the Maritime Cultural Landscape of the Cape Town Harbour” in L. Harris (ed.), *Sea Ports and Sea Power: African Maritime Landscapes*, New York: Springer, 2016.

<sup>163</sup> S. Dromgoole, “Law and the underwater cultural heritage: a question of balancing interests” in Brodie, N. & Tubb, K.W. (eds.), *Illicit Antiques: The theft of culture and the extinction of archaeology*, Routledge, 2002, pp. 109-136.

<sup>164</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

South African coastline have now been declared as “protected areas” and can only be accessed with permission and experienced divers on hand.<sup>165</sup>

There has also been a remarkable growth in interest of the origin and development of the coastal communities, many owed to shipwreck survival camps as well as maritime trade and resources.<sup>166</sup> Examples of this can be seen in the analysis of shipwreck survivor camps and sites around South Africa.<sup>167</sup> It is worth noting that the value of the maritime history of the South African coast does not solely lie in the wrecks that have become a part of it, but also in the many lighthouses, fishing towns, marine life and landscapes that make up the incredible 3000km coastline.<sup>168</sup> Some of these towns continue to rely heavily on their prowess in this regard, and many elements of their history, unique landscapes, and communities have been promoted as activities and experiences to draw visitors and conserve the spaces.<sup>169</sup>

Along South Africa’s south-western coast sits the town of Mossel Bay, which markets itself as the “town of firsts”.<sup>170</sup> This incredible natural bay has played host to the above mentioned Bartholomew Dias, Vasco da Gama and many other explorers and has the first recorded encounters of trade between explorers and the local Khoi people.<sup>171</sup> Beyond this, Mossel Bay lays claim to a section of the ‘Cradle of Human Culture’, which builds on the ‘Cradle of Humankind’ in Gauteng to show the development of social groups and living spaces throughout history.<sup>172</sup> A key factor in this is the St. Blaize Cave in Mossel Bay, which shows some of the first Middle Stone Age

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<sup>165</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>166</sup> J. Sharfman, et al., *Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa*, 2012.

<sup>167</sup> E. van Tonder & K. Harris, "Searching for the São João survivor camp (1552): predictive models as a possible solution", *South African Journal of Cultural History* vol 20 no 1 (June 2006), pp. 31-56.

<sup>168</sup> C. Marais & J du Toit, *Coast to Coast: Life Along South Africa’s Shores*, Cape Town, Struik Publishers, 2007.

<sup>169</sup> C. Marais & J du Toit, *Coast to Coast: Life Along South Africa’s Shores*, Cape Town, Struik Publishers, 2007.

<sup>170</sup> Mossel Bay Tourism, *Mossel Bay and Surrounds Historical Guide* [Available Online at: <https://www.visitmosselbay.co.za/wp-content/uploads/2020/12/Mossel-Bay-Historical-Guide-Final-web.pdf>], n.d.

<sup>171</sup> Mossel Bay Tourism, *Mossel Bay and Surrounds Historical Guide* [Available Online at: <https://www.visitmosselbay.co.za/wp-content/uploads/2020/12/Mossel-Bay-Historical-Guide-Final-web.pdf>], n.d.

<sup>172</sup> Cradle of Human Culture, 2021, *The Coastal Journey*. [Online] Available at: <https://www.cradleofhumanculture.co.za/routes/southern-cape/cape-town-south> [Accessed February 2021].

archaeological excavations in South Africa. Mossel Bay is also host to the longest over-ocean zipline, spanning 1.1km with spectacular view over the bay and Pinnacle Point.<sup>173</sup> Mossel Bay has long been one of the hubs of human maritime history, and one of the most prolific in South Africa. More recent discoveries and developments have established Mossel Bay as an adventure, experience and human history centre beyond its standing in maritime history.

Paternoster, on the west coast of South Africa is known for its beautiful landscape, rocky shores, stark white housing and most importantly, their abundance of crayfish. The small fishing and agricultural town now hosts the restaurant 'Wolfgat' that was named the world's top restaurant in 2019.<sup>174</sup> This restaurant draws tourists from all over the world in order to taste the incredibly unique, foraged and local menu, with each dining session only seating twenty customers in the 120-year-old fisherman's cottage.<sup>175</sup> The locally sourced and foraged menu plays into the restaurant's appeal, as does the history and culture showcased at the restaurant and in the surrounding area. The local community now hosts many tourists travelling along South Africa's west coast, or those looking to get away for a weekend outside of Cape Town.<sup>176</sup> Lying off the beaten track, the idyllic sea views, white houses and welcoming local community encourage people to make the trip, often more than once.<sup>177</sup>

In a similar way, Hermanus just east of Cape Town is also the destination for repeat travellers, particularly during the whale season. Known for the Whale festival and the incredible sightings of Southern Right Whales between August and December, Hermanus welcomes around 100,000 visitors each September to take part in the

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<sup>173</sup> ActivityHub, 2021, *Mossel Bay Zipline* [Online] Available at: [https://www.activityhub.co.za/activity-details?id=mossel-bay-zipline-1076&gclid=Cj0KCQjwppSEBhCGARIsANIs4p5X7v9A03dKKuzFwQmAJZ1dZdC3eg8ZTTXRhhceXGhw9liFTFMSiioaAggjEALw\\_wcB](https://www.activityhub.co.za/activity-details?id=mossel-bay-zipline-1076&gclid=Cj0KCQjwppSEBhCGARIsANIs4p5X7v9A03dKKuzFwQmAJZ1dZdC3eg8ZTTXRhhceXGhw9liFTFMSiioaAggjEALw_wcB) [Accessed February 2021].

<sup>174</sup> CapeEtc., 2019, *Paternoster Restaurant Named Best in the World*. [Online] Available at: <https://www.capetownetc.com/news/paternoster-restaurant-named-best-in-the-world/> [Accessed February 2021].

<sup>175</sup> CapeEtc., 2019, *Paternoster Restaurant Named Best in the World*. [Online] Available at: <https://www.capetownetc.com/news/paternoster-restaurant-named-best-in-the-world/> [Accessed February 2021].

<sup>176</sup> CapeEtc., 2019, *Paternoster Restaurant Named Best in the World*. [Online] Available at: <https://www.capetownetc.com/news/paternoster-restaurant-named-best-in-the-world/> [Accessed February 2021].

<sup>177</sup> CapeEtc., 2019, *Paternoster Restaurant Named Best in the World*. [Online] Available at: <https://www.capetownetc.com/news/paternoster-restaurant-named-best-in-the-world/> [Accessed February 2021].

activities of one of the only eco-friendly and oldest festivals in South Africa.<sup>178</sup> Often this includes food and goods markets, tours into the wine route in the area, local history experiences, beach days, and whale watching, marked by the world-only whale crier.<sup>179</sup> Voted as one of the best locations in the world for marine animal viewing, there is no doubt that this is the key reason why tourists flock to the area, but being a mere two hours from Cape Town, it is also a local weekend getaway hub – with incredible food, fishing and viewing opportunities.<sup>180</sup> There are also options for shark cage diving, ziplining, craft beer, gin and wine tasting and coastal hiking.<sup>181</sup>

Yet another town with significant maritime history is Simonstown, on the eastern side of Cape Point. Often regarded as the last official town before the wilderness area of Cape Point, Simonstown has significant history as a natural harbour bay, and the home of the South African Navy.<sup>182</sup> Named after Simon van der Stel, the first governor of the Dutch Cape Colony (and the first Cape Governor of mixed-race origins), the town was the winter anchorage point for the Dutch East India Company trading vessels.<sup>183</sup> This small but sufficient port was taken over by the British Royal Navy in 1790, and continued to grow and develop, introducing dry dock facilities named after the Earl of Selbourne, the then Cape high commissioner.<sup>184</sup> The town is now home to a large portion of the South African Naval Fleet, as well as the Naval Training College and Museum. Beyond this, Simonstown has become a place of interest for tourists wanting to kayak, paddleboard, shark cage dive, or take a boat trip around Cape

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<sup>178</sup> Hermanus Whale Festival, 2019, *Media Statement – Hermanus Whale Festival 2019* [Online], Available at: <https://hermanuswhalefestival.co.za/blog> [Accessed February 2021].

<sup>179</sup> Hermanus Whale Festival, 2019, *Media Statement – Hermanus Whale Festival 2019* [Online], Available at: <https://hermanuswhalefestival.co.za/blog> [Accessed February 2021].

<sup>180</sup> Hermanus Tourism, 2019, *About Hermanus* [Online], Available at: <https://hermanus-tourism.co.za/about-hermanus/> [Accessed February 2021].

<sup>181</sup> Hermanus Tourism, 2019, *About Hermanus* [Online], Available at: <https://hermanus-tourism.co.za/about-hermanus/> [Accessed February 2021].

<sup>182</sup> Drive South Africa, 2020, *A History of Simon's Town* [Online] Available at: <https://www.drivesouthafrica.com/blog/a-history-of-simons-town/#:~:text=The%20town%20was%20named%20after,for%20merchant%20ships%20and%20whalers>. [Accessed February 2021].

<sup>183</sup> South African History Online, 2011, *Simon van der Stel, commander and governor of the Cape, is born* [Online], Available at: <https://www.sahistory.org.za/dated-event/simon-van-der-stel-commander-and-governor-cape-born>, [Accessed February 2021].

<sup>184</sup> Drive South Africa, 2020, *A History of Simon's Town* [Online] Available at: <https://www.drivesouthafrica.com/blog/a-history-of-simons-town/#:~:text=The%20town%20was%20named%20after,for%20merchant%20ships%20and%20whalers>. [Accessed February 2021].

Point.<sup>185</sup> Simonstown also plays host to many animal lovers, firstly for the story of Able Seamen 'Just Nuisance', a Great Dane who was enlisted as a member of the Royal Navy, and whose statue remains a key attraction in the Simonstown Jubilee Square;<sup>186</sup> and secondly, Simonstown and Boulders beaches host a large community of African Penguins, who nest, breed, swim and feed in the protected area. Visitors are also able to swim alongside these penguins and explore their lives between the boulders.<sup>187</sup>

Besides coastal towns holding much of South Africa's maritime history, there are also numerous conservation and protected areas along the coastline that support unique biomes, wildlife and plants. One such area is the Agulhas Plain, and the Agulhas National Park in particular. This area is a hotspot in terms of its recreational value, as it is largely unsettled, but continues to draw tourists because of the incredible plant biodiversity, as well as attractions like the Agulhas lighthouse, the tip of Africa where the Indian and Atlantic oceans are said to meet and an incredible selection of plant biodiversity.<sup>188</sup> This area also includes hiking trails, fishing opportunities and a handful of wildflower reserves. This has significance as a terrestrial conservation site, but the true value of the site is as a Marine Protected Area (MPA).<sup>189</sup>

MPAs developed as there was increased pressure on marine environments from tourists, fishing boats and a general drain on coastal and marine sources, largely due to tourism.<sup>190</sup> The aim of the MPA's is to promote sustainable use of the areas, as well as an improved quality of their management in conjunction with many other countries around the globe. As coastal tourism has continued to grow, so have the pressures on the environment and resources in these areas. As a result, MPA's were developed to

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<sup>185</sup> Cape Town Travel, 2019. *What to do with One Day in Simon's Town* [Online], Available at: <https://www.capetown.travel/simons-town-itinerary/> [Accessed February 2021].

<sup>186</sup> Simonstown.com, 2020, *Just Nuisance* [Online], Available at: <https://www.simonstown.com/just-nuisance> [Accessed February 2021].

<sup>187</sup> Cape Town Travel, 2019. *What to do with One Day in Simon's Town* [Online], Available at: <https://www.capetown.travel/simons-town-itinerary/> [Accessed February 2021].

<sup>188</sup> B. Conradie & M. Garcia, An Estimate of the Recreational Value of the Agulhas Plain, South Africa, with Special Reference to Plant Biodiversity, *South African Journal of Economic and Management Sciences*, 16(2) 2013, pp. 170-182.

<sup>189</sup> N.P. Cele & J. Ndlovu, *Effectiveness of Marine Protected Areas (MPAs) as part of the Marine and Coastal Tourism Management Strategy in South Africa, the Case of Aliwal Shoal MPA in the south of KwaZulu-Natal, South Africa*, 2018.

<sup>190</sup> N.P. Cele & J. Ndlovu, *Effectiveness of Marine Protected Areas (MPAs) as part of the Marine and Coastal Tourism Management Strategy in South Africa, the Case of Aliwal Shoal MPA in the south of KwaZulu-Natal, South Africa*, 2018.



provide a “physical space in the ocean where human activities are more strictly regulated than the surrounding waters”.<sup>191</sup> These areas are often encouraging the regrowth of marine biodiversity and the return of wildlife previously exploited. It should be noted, however that MPA’s in South Africa are often seen as protected areas on paper and not much further. Often this is due to a lack of communication and management of these areas.<sup>192</sup>

Coastal tourism, referring to the leisure and recreational activities that take place in the coastal zone and the offshore coastal waters, is growing with ever-increasing popularity. This can be ascribed to the variety of choices offered in various coastal zones, as well as the variety of resources available to visitors, from days on the beach to top seafood restaurants and adventure activities. Marine tourism is closely and intrinsically linked to coastal tourism, as it refers to the same coastal zones as Coastal tourism, but with a distinct focus on the marine environment. The core issue faced in the implementation of coastal and marine tourism is how to make the activities sustainable, as this relies so heavily on the natural environment remaining constant in order to continue to draw tourists.

It is vital for the survival of maritime history, ecology and biodiversity, as well as for the development of coastal tourism, that an ideal management practice for coastal communities is formed, so that towns and areas of interest can continue to operate, while protecting the environment that is ultimately the core element of the product. This can be done in a variety of ways, but ultimately the key to maritime sustainability and growth in all sectors is forming the concept of clusters and communication channels in order to make sure that all parties, including fisheries, shipping, aquaculture, tourism, retailers and all others involved, are heard and understand the process. The key to creating a blue economy, where a balance between economy and environment is found, is through developing this integrated approach that allows

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<sup>191</sup> N.P. Cele & J. Ndlovu, *Effectiveness of Marine Protected Areas (MPAs) as part of the Marine and Coastal Tourism Management Strategy in South Africa, the Case of Aliwal Shoal MPA in the south of KwaZulu-Natal, South Africa*, 2018.

<sup>192</sup> N.P. Cele & J. Ndlovu, *Effectiveness of Marine Protected Areas (MPAs) as part of the Marine and Coastal Tourism Management Strategy in South Africa, the Case of Aliwal Shoal MPA in the south of KwaZulu-Natal, South Africa*, 2018.

visitors, locals, retailers, environmentalists and stakeholders to all make use of a single space in perpetuity.<sup>193</sup>

In South Africa, coastal and marine tourism play an essential role in the overall income generated by tourism in the country, which in turn has a significant effect on the Gross Domestic Product (GDP) of South Africa as a whole.<sup>194</sup> This in turn forms part of the worldwide tourism market, where coastal tourism continues to be one of the fastest growing areas within the tourism industry.<sup>195</sup> Although there is already a concerted effort by each provincial tourism management team (Western Cape, Eastern Cape, Kwazulu-Natal and Northern Cape) to develop Coastal Tourism in South Africa, issues such as the understanding of the value of this form of tourism, and for the necessity for its conservation and development, as well as lack of buy-in from locals, government and commercial actors, remain ongoing challenges.<sup>196</sup>

It is also true that the impacts of coastal tourism have become more noticeable around the world. The exploitation of local resources for food, water and energy are the most prominent, as the local development and resource uses focus more on developing for tourists than for the locals.<sup>197</sup> Beyond this, land degradation and land-use change has also resulted in habitat and diversity loss through the development of tourism infrastructure taking preference over natural wetlands, mangroves and beaches. The most notable impact, however, is that the financial gain from the tourist influx often does not directly influence the local population, as many stakeholders who have developed the infrastructure are not part of the local community, and do not take them into consideration.<sup>198</sup>

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<sup>193</sup> P.B. Myles, *Maritime Clusters and the Ocean Economy: An Integrated Approach to Managing Coastal and Marine Space*, ITSA Conference Proceedings, 2018, pp. 97-102.

<sup>194</sup> J. Ndlovu, et Al., *The Governance and Coordination in Marine and Coastal Tourism: Challenges and Opportunities*, ITSA Conference Proceedings, 2018, pp. 110-115.

<sup>195</sup> C.M. Hall, "Trends in Ocean and Coastal Tourism – the end of the last frontier", *Ocean and Coastal Management*, vol 44, 2001, pp. 601-613.

<sup>196</sup> J. Ndlovu, et Al., *The Governance and Coordination in Marine and Coastal Tourism: Challenges and Opportunities*, ITSA Conference Proceedings, 2018, pp. 110-115.

<sup>197</sup> S. Jennings, "Coastal Tourism and Shoreline Management", *Annals of Tourism Research*, 31(4), 2004, pp. 899-922.

<sup>198</sup> J. Ndlovu, et Al., *The Governance and Coordination in Marine and Coastal Tourism: Challenges and Opportunities*, ITSA Conference Proceedings, 2018, pp. 110-115.

However, despite these obstacles and drawbacks, there is also much space for the development of coastal tourism. There is valuable space to grow sustainable tourism practices, provide job opportunities to local communities and promote a growth in public-private sector relationship and the understanding of the value of coastal and marine tourism for all stakeholders and parties involved.<sup>199</sup> The value of the South African coast lies in its ability to offer different experiences, landscapes and climates to tourists, while still focusing on the implementation of the unique and well sought-after triad of "sun, sand and sea".<sup>200</sup>

It is vital that the focus remains on a strategic and sustainable strategy being implemented in order to negate the potential and problematic issues within coastal and marine tourism. This means making considerations of the physical environment, local economy and cultures and local industries which are not directly related to coastal tourism. This should ideally involve a holistic policy of inclusion and decision making from every level of influence, in order to adequately avoid the detrimental effects of coastal tourism. This has been approved and recommended by numerous global initiatives, in order to maintain biodiversity and develop sustainability.<sup>201</sup>

This ultimately requires a means to making sure that coastal tourism remains eco-friendly and highlights elements of eco-tourism, while still promoting tourism competitiveness. This includes making sure that coastal tourism contributes to conservation of both marine and terrestrial areas.<sup>202</sup> Protecting and conserving local culture, history and resources is as vital to the sustainability of coastal tourism as the protection of the unique marine environments. It is critically important that this is undertaken with sustainability in mind: making sure to take care of resources that are used; making sure that all who use the area, both locals and tourists, understand 'learn

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<sup>199</sup> J. Ndlovu, *et Al.*, *The Governance and Coordination in Marine and Coastal Tourism: Challenges and Opportunities*, ITSA Conference Proceedings, 2018, pp. 110-115.

<sup>200</sup> J. Ndlovu, *et Al.*, *The Governance and Coordination in Marine and Coastal Tourism: Challenges and Opportunities*, ITSA Conference Proceedings, 2018, pp. 110-115.

<sup>201</sup> T. Ghosh, "Coastal Tourism: Opportunity and Sustainability", *Journal of Sustainable Development* 4(6), pp. 67-71.

<sup>202</sup> H.S. Halim, "Improving Coastal Tourism Business Competitiveness: Using Ecotourism's concept to explore the Potential of Coastal Tourism Business Pandelang and Serang Districts. Banten. West-Java. Indonesia", *International Journal of Business and Social Science*, 2(11), 2011, pp.87-90.

to reduce' concepts; and that there is a holistic understanding of the carrying capacity for the area and an insistence that this is not surpassed.<sup>203</sup>

While these concepts are vital to sustainability, it is very important to note that each of these elements must be implemented in a way that people visiting and living in the area continue to enjoy and frequent the area without feeling pressured and unable to do what they want to because of sustainability restrictions.<sup>204</sup> This means that each stage of the coastal tourism development process needs to maintain the focus of presenting the area creatively, while still being able to manage the area without overly restricting visitors and locals. This is only possible with continued involvement, promotion of the end-goal and destination, a focus on strategic pricing and maintaining the quality of the environment.<sup>205</sup>

It is with this understanding that it is possible to align the importance of South African maritime history and its conservation to the principles of coastal and marine tourism in the various coastal areas open to tourism along the South African coast. Key elements of local inclusion and understanding have already begun to stand as priorities in many of the areas, as a focus on the natural and cultural value of the site has continued to become more vital, and has been proven to draw more, and different tourists to the area.<sup>206</sup> This alignment of understanding the past, making sure to sustain it alongside the present developments, and keep all of these elements in trust for the future show why the development of effective coastal and marine tourism is vital to the conservation of the coastal and marine heritage that makes up so much of South Africa's unique history. As this chapter has shown, numerous coastal destinations across South Africa's shores have already been developed and have much to offer in

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<sup>203</sup> H.S. Halim, "Improving Coastal Tourism Business Competitiveness: Using Ecotourism's concept to explore the Potential of Coastal Tourism Business Pandelang and Serang Districts. Banten. West-Java. Indonesia", *International Journal of Business and Social Science*, 2(11), 2011, pp. 87-90.

<sup>204</sup> H.S. Halim, "Improving Coastal Tourism Business Competitiveness: Using Ecotourism's concept to explore the Potential of Coastal Tourism Business Pandelang and Serang Districts. Banten. West-Java. Indonesia", *International Journal of Business and Social Science*, 2(11), 2011, pp. 87-90.

<sup>205</sup> H.S. Halim, "Improving Coastal Tourism Business Competitiveness: Using Ecotourism's concept to explore the Potential of Coastal Tourism Business Pandelang and Serang Districts. Banten. West-Java. Indonesia", *International Journal of Business and Social Science*, 2(11), 2011, pp. 87-90.

<sup>206</sup> T.G. Freitag, "Tourism and the transformation of a Dominical Coastal Community", *Urban Anthropology*, 25(3), 1996, pp. 225-258.

the way of tourism. However, the two penultimate chapters will indicate that there is still much potential with the inclusion of Lighthouse tourism into the mix.

## Chapter 5: Route Development in South Africa

This chapter will consider the development and attributes as well as the prevalence of route tourism in South Africa. In recent years themed tourism routes have been developed as tourist attractions in their own right and have gained significance among both tourists and tourist scholars. A key reason for this is to highlight and link several attractions that would not necessarily draw tourists to spend time and money at the site independently.<sup>207</sup> This in turn serves as a means for helping these smaller, or less well-known tourist attractions to expand. It is also a benefit to tourists using the routes, as they often include a variety of attractions centred around food, adventure, heritage and culture endemic to the region.<sup>208</sup> This chapter thus explores this genre as a potential formula for the development of “pharological tourism” to be discussed in the two penultimate chapters.

A key factor that makes a route viable and attractive to tourists’ centres around the geographical distance: both in terms of the distance a tourist must travel from their generating region and in terms of the distances between the attractions on the route. The travel time is another factor that should be considered, particularly in reference to the length of the excursion needed to complete the route. Lastly, the economics of the route should be considered, particularly in reference to how much money the tourists will need to cover travel costs as well as visitation and participation. All three of these elements need to be considered in order to establish a viable and attractive tourism route.<sup>209</sup>

Tourism routes have been established with varying degrees of success around the world, with their establishment mushrooming in the last two decades. This is largely because tourism routes cater to both tourists need for new experiences and the opportunity for product and area development. According to C.M. Rogerson, it is because of this that routes are often established in areas with high cultural resources

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<sup>207</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

<sup>208</sup> D. Dredge, “Destination Place Planning and Design”, *Annals of Tourism Research*, 26(4), 1999, pp. 772-791.

<sup>209</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

that have remained largely undeveloped, in order to cater to special interest tourists.<sup>210</sup> The concept revolves around each site on the route gaining a portion of the area income through a steady means, through linkages running through the region. Ultimately this serves the dual purpose of developing local economic standards, while maintaining and promoting historical, heritage, cultural and natural elements in the region.<sup>211</sup>

E. Inskeep contends that the concept of clustering attractions, either around the area where visitors are most likely to stay, or within a separate area where visitors are likely to tour has been long established as an effective tourism planning principle.<sup>212</sup> This cluster arrangement allows for the visitor to see and experience more as well as making it more convenient for the relevant authorities to organise tours and provide infrastructure. On the other hand, it also limits widespread negative impacts to environmental and socio-cultural areas, while adding focused design and environmental controls.<sup>213</sup>

As was made apparent earlier in this chapter, the benefits of route tourism are plentiful, particularly when a route is well advertised and overseen by authorities who continue to develop the area and its infrastructure. In their simplest form, benefits to the various individual attractions centres around an increase in visitor numbers, as well as the associated growth in sales opportunities and length of time the visitors stay in the area. The other core benefits are that, because the tourists are expecting a themed element specific to the route, it is possible for the site custodians to have greater control over their product development and marketing, as well as an ability to seek out and branch into niche markets and diverse products.<sup>214</sup>

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<sup>210</sup> C.M. Rogerson, "Tourism-Led Economic Development: The South African Experience", *Urban Forum* 13, 2002, pp. 95-119.

<sup>211</sup> C.M. Rogerson, "Tourism-Led Economic Development: The South African Experience", *Urban Forum* 13, 2002, pp. 95-119

<sup>212</sup> E. Inskeep, *Tourism Planning. An Integrated sustainable development approach*, New York: Van Nostrand Reinhold, 1991.

<sup>213</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

<sup>214</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

There are also benefits that can be ascribed to the visitor who is taking part in the established tourism route. These largely revolve around the convenience associated with a central hub or group of attractions and facilities, which allows for a diversification in the consumable products, easy access to these products and attractions and readily available information which helps to identify the sites the visitor wants to visit based on their own niche and diverse interests.<sup>215</sup>

The last area that receives benefits from properly planned and managed route tourism is the local community. Here the community is educated and involved in the enterprise development, so that there is full understanding, expectation and involvement. This falls largely to the major stakeholder bodies involved in the development of the route, to ensure that they continue to provide development opportunities to the local community. This in turn will result in employment and income opportunities for the local people, active involvement in conservation and area rejuvenation; increased capacity building and income for those involved; and development of infrastructure both directly involved in the creation of the route, as well as the areas indirectly involved.<sup>216</sup>

Economic shifts have, in the past, managed to play a key role in eclipsing marginalization and extreme poverty, particularly in the more rural areas. There is, however, the opportunity to use these economic shifts to establish and recreate opportunities for the local economies by focusing on development specifically centred around these marginalised communities.<sup>217</sup> This is often done through the inclusion of tourism focusing on the area of economic development as a holistic area for promotion, including the location, natural attractions, cultural practices, histories and establishments and the existing and potential tourism facilities available in the area.<sup>218</sup>

This concept of holistic and community focused tourism as a basis for establishing viable economic development is commonly referred to in development and tourism

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<sup>215</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

<sup>216</sup> C.M. Rogerson & Z. Liza, 'Sho't Left': Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>217</sup> T. Binns & E. Nel, "Tourism as Local Development Strategy in South Africa", *The Geographical Journal*, 168(3), 2002, pp. 235-247.

<sup>218</sup> Z. Kruczek, *Current Trends in the Development of Tourist Attractions*, Aktualny trendy Lazenstva, Hotelnictvia a Turismu, 2012, pp 1-8.



literature as a cluster of terms. These are namely rural tourism, community-based tourism and pro-poor tourism.<sup>219</sup> The common focus of these tourism development strategies is to establish viable economic growth through tourism enterprises, while still focusing on community development and sustainability in order that the social and environmental climate of the area will not be drastically changed.<sup>220</sup>

The main means of implementing the growth of tourism development for community growth and area specific economic development is centred around community involvement at each stage and level of the development process. This is in order to strike a balance between sustainable economic development and the impact to the social and environmental climate.<sup>221</sup> This is usually coupled with locally driven growth alternatives, which are mainly innovative and centred on area specific elements. Adequate establishment of these initiatives will then translate into the development of various sectors including tourism, hospitality, locally owned businesses, education and healthcare. These developments also then offer many job opportunities and personal development trajectories for the local inhabitants, which will serve as the foundation for the trickle-down effect of economic growth and earnings to occur in the area.<sup>222</sup>

In South Africa, the clustering of these community-based activities and attractions, particularly in rural and less developed areas, act as a catalyst for partnerships between members of a community or neighbouring communities.<sup>223</sup> The success of these enterprises is owed largely to the shift from traditional mass tourism to more individualistic or niche tourism patterns, which focus on meaningful experiences, interactions and individual flexibility.<sup>224</sup> However, the success of these clusters or routes, lies largely in an alignment between those developing the routes, the stakeholders, business owners and local government. This is due to the fact that

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<sup>219</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

<sup>220</sup> T. Binns & E. Nel, "Tourism as Local Development Strategy in South Africa", *The Geographical Journal*, 168(3), 2002, pp. 235-247.

<sup>221</sup> T. Binns & E. Nel, "Tourism as Local Development Strategy in South Africa", *The Geographical Journal*, 168(3), 2002, pp. 235-247.

<sup>222</sup> C.M. Rogerson, "Tourism-Led Economic Development: The South African Experience", *Urban Forum* 13, 2002, pp. 95-119.

<sup>223</sup> J. Briedenhann & E. Wickens, "Tourism Routes as a Tool for the Economic Development of Rural Areas – vibrant hope or impossible dream?", *Tourism Management*, 25 (1), February 2004, pp. 71-79.

<sup>224</sup> J. Briedenhann & E. Wickens, "Tourism Routes as a Tool for the Economic Development of Rural Areas – vibrant hope or impossible dream?", *Tourism Management*, 25 (1), February 2004, pp. 71-79.

signage, efficient tourism offices and the development of infrastructure on these routes needs to be both user-friendly and effective. It is therefore vital that clear roles are established and revisited throughout the process to include government, tourism agencies, the private sector and the local community in order to establish effective route tourism.<sup>225</sup>

It is also vital to recognise the importance of effective destination management, taking into account the changeability of seasons, the economy and tourists' interest. In the light of this, it is important as Rogerson indicates, for destinations to be able to modify, develop, update and even re-invent the tourism product to meet the tourist demand.<sup>226</sup> Effective destination management must also consider the carrying capacity of the area and the attractions within the cluster or route. This is vital in order to conserve and maintain existing sites, as well as to see where there is space for additional development to take place.<sup>227</sup>

The upkeep and establishment of effective destination management also centres on knowing the needs and wants of the tourists who are expected to visit the area. This also plays into the type of tourism offered at each site on the route. It has already been established that route tourism is not designed for mass tourism, and therefore cannot host huge numbers of visitors at a single time. However, the site needs to be able to cope with the prospective number of tourists making their way through the route at any given time. This is normally done through communication with other sites and attractions along the route, as well as through taking note of particular tourists' interest, rather than catering to the needs of all tourists. This focus on a particular interest or attraction is often referred to as small scale, niche or special interest tourism.<sup>228</sup>

The establishment of "special interest tourism" has steadily increased over the last two decades, with tourists wanting to visit specific areas and attractions based largely on

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<sup>225</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

<sup>226</sup> C.M. Rogerson, "Tourism-Led Economic Development: The South African Experience", *Urban Forum* 13, 2002, pp. 95-119.

<sup>227</sup> C.M. Rogerson, "Tourism-Led Economic Development: The South African Experience", *Urban Forum* 13, 2002, pp. 95-119.

<sup>228</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

a current or desired interest. The benefit of this is that many of these interests form tourism niches in their own right, and therefore make up elements of niche tourism, which already focuses on promoting tourism in smaller groups for specific interests or experiences that centre around the group of tourists. The benefit of catering to these tourists' interests directly, is that although it may be a once-off activity for the tourist, it may be an attraction that interests many tourists, which is ideal for the provider.<sup>229</sup>

Tourism on a small scale as seen in niche tourism and special interest tourism has begun to play an even more vital role in South Africa, following the economic decline that occurred due to the COVID-19 virus and associated lockdowns. Throughout 2020 the income generated by the South African tourism industry took a notable decline, as did the income for many industries that rely on physical interactions and engagement with people.<sup>230</sup> The ban on travel, both domestically and internationally, resulted in many tourism-orientated businesses having to scale down their cost of business in order to survive the multiple lockdowns and many have battled to even keep their doors open. However, with the slow lifting of restrictions, it has become possible for people to travel, and many have taken to traveling simply as an 'escape' option to leave their places of residence, even for short amounts of time.<sup>231</sup>

Due to the continued limitation on the number of people who can be in an indoor space, many tourism sites have had to adjust their planning models in order to continue to operate.<sup>232</sup> However, niche and special interest tourism sites, as well as smaller sites and sites on pre-existing tourism routes thrive in this model, as they are already established to cater to smaller numbers of guests at a given time. This is ideal both from a conservation and capacity point of view and for the world's health concerns as businesses and travel start to reopen post COVID-19.<sup>233</sup>

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<sup>229</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

<sup>230</sup> P. Jones & D. Comfort, "The COVID-19 Crisis, Tourism and Sustainable Development", *Athens Journal of Tourism*, 2020, 7(2), pp. 75-86.

<sup>231</sup> P. Jones & D. Comfort, "The COVID-19 Crisis, Tourism and Sustainable Development", *Athens Journal of Tourism*, 2020, 7(2), pp. 75-86.

<sup>232</sup> P. Jones & D. Comfort, "The COVID-19 Crisis, Tourism and Sustainable Development", *Athens Journal of Tourism*, 2020, 7(2), pp. 75-86.

<sup>233</sup> P. Jones & D. Comfort, "The COVID-19 Crisis, Tourism and Sustainable Development", *Athens Journal of Tourism*, 2020, 7(2), pp. 75-86.

One of the biggest setbacks to the South African tourism industry due to the COVID-19 pandemic was and continues to be the lack of influx of international travellers seeking sun, sea and safari tourism. This has meant that many tourism providers that cater mainly to the international market have had to rethink their entire business model to cater to the need expressed by many South Africans to travel in their own country. The largest impact of this is that many of the internationally focused tourism businesses and attractions align their pricing to international trade prices, which are largely out of the price range for the average South African traveller.<sup>234</sup>

Shifting focus and planning to cater for domestic tourism is, however, not a new phenomenon in South Africa, as there have been television programmes, radio shows and other initiatives gearing towards the promotion of South Africans exploring their own country for years. This attempt to encourage South African travellers to travel in their own “backyard” and explore what the country has to offer was largely spurred by the *Sho’t Left* initiative, which gained its name from local taxi language, and refers to passengers seeking transport just around the corner, essentially signalling for a short trip.<sup>235</sup> This initiative was followed up with a television show by the same name, which was aired by the South African Broadcasting Commission (SABC) for thirteen weeks from June to September 2004. This was supported by a website detailing frequently asked travel questions, tips for creating travel itineraries and suggested destinations and activities.<sup>236</sup>

The *Sho’t Left* initiative was established by the South African Tourism Board (SATB) in 2004, with the aim of providing tourism opportunities both to and stemming from specifically targeted segments in order to promote domestic leisure travel in South African communities. This was largely done through partnering with tourism and leisure service providers around the country to offer affordable and interesting tourism opportunities and activities, with particular focus on the young and upcoming

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<sup>234</sup> C.M. Rogerson & Z. Liza, ‘Sho’t Left’: Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>235</sup> C.M. Rogerson & Z. Liza, ‘Sho’t Left’: Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>236</sup> C.M. Rogerson & Z. Liza, ‘Sho’t Left’: Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

marketing segment.<sup>237</sup> The initiative was based on the huge potential for tourism domestically, as seen in the local travel statistics recorded in 2002 and 2003. The largest benefit to promoting domestic tourism is that it meant that South African money was being spent in the country and would therefore circulate and contribute to the domestic GDP, rather than to the GDP of international destinations.<sup>238</sup>

The initiative also gave rise to a flurry of television and radio shows centred around domestic tourism, including shows like *Going Nowhere Slowly*<sup>239</sup> and *Shoreline*.<sup>240</sup> These allowed tourists to travel vicariously through the presenters and their experiences, which often led to planning physical trips to the various areas visited. One of the biggest concepts behind these shows and the initiative was to highlight the small towns in South Africa, where it was made clear to people that “one new job [brought on by tourism] can change a whole community”.<sup>241</sup> This showcasing of lesser-known areas has also been proven to have sparked a significant amount of interest in domestic tourism and promoted tourism visitors and development in the small towns and areas of interest across the country. Following the COVID-19 pandemic, this has once again become a key area of interest for South African Tourism, and a potential reboot of these shows is expected.

Recently, there has been a further push for public awareness about domestic tourism, with 5fm taking the lead with the *#HammondTimeHeritageTour*,<sup>242</sup> which takes place over heritage month in September. Starting in 2017 and becoming an annual event, this coincides with “Tourism Month”, and showcases the presenter Nick Hammond travelling through the country, spending at least two days in each province. This allows listeners to join him on the route through South Africa, and introduce them to small

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<sup>237</sup> C.M. Rogerson & Z. Liza, ‘Sho’t Left’: Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>238</sup> C.M. Rogerson & Z. Liza, ‘Sho’t Left’: Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>239</sup> *Going Nowhere Slowly*. [Series] Directed by Moore, D., South Africa: SABC, 2005.

<sup>240</sup> *Shoreline (Coast to Coast)*. [Series] Directed by Homebrew Films. South Africa: SABC, 2009.

<sup>241</sup> Cape Talk FM, 2020, *How Going Nowhere Slowly can boost small town tourism*. [Podcast] Breakfast with Refilwe Moloto. Available at: <https://www.capetalk.co.za/podcasts/294/breakfast-with-refilwe-moloto/366103/how-going-nowhere-slowly-can-boost-small-town-tourism> [Accessed Feb 2021].

<sup>242</sup> 5FM, 2017, *The Hamman Time Heritage Tour* [Online]. Available at: <http://www.5fm.co.za/sabc/home/5fm/noticeboard/details?id=02ada00b-af07-43ab-949d-8b1ddabb660b&title=The%20Hamman%20Time%20Heritage%20Tour> [Accessed February 2021].

towns, their people and attractions. Through initiatives like this, new tourism opportunities are found, attractions developed, and routes created.<sup>243</sup>

Aside from the creation and exploration of lesser-known sites, towns and tourist routes, there are also many thriving and well-established tourism routes across South Africa which continue to draw tourists and visitors, both as a result of their attractions and because of their well-known nature. Many of these routes take an active role in developing local communities and upskilling local people.<sup>244</sup> Some of these routes are defined by the geographical proximity of the attractions, such as the midlands or highlands meanders, but there are also some routes that have been established according to niches or special interest by tourists, such as wine tourism.<sup>245</sup>

A key example of a well-known and effective South African Tourism route is the Midlands Meander, which is hosted in the Natal Midlands, between notable towns such as Hilton and Mooi River.<sup>246</sup> Although it is referred to as a single tourism route, the Meander is made up of five distinct routes, according to both geography and interest. Each route includes spectacular views, intriguing experiences, incredible restaurants boasting locally produced foods and an abundance of local artists and artisans and their associated crafts.<sup>247</sup> Some key examples of attractions on the Midlands Meander include spectacular coffee shops and roasters such as Terbodore Coffee and The Barn Owl coffee, Accommodation such as Toad Hall and Granny Mouse Country House; Activities like the Karkloof Fall ziplines and the Nottingham Road Brewery; and many artisans such as Groundcover Leather, Heavenly Hammocks and Hi-Fly Kites. Potentially the most significant site on the route is the Nelson Mandela capture site,

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<sup>243</sup> 5FM, 2017, *The Hamman Time Heritage Tour* [Online]. Available at: <http://www.5fm.co.za/sabc/home/5fm/noticeboard/details?id=02ada00b-af07-43ab-949d-8b1ddabb660b&title=The%20Hamman%20Time%20Heritage%20Tour> [Accessed February 2021].

<sup>244</sup> C.M. Rogerson & Z. Liza, 'Sho't Left': Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>245</sup> C.M. Rogerson & Z. Liza, 'Sho't Left': Changing Domestic Tourism in South Africa; *Urban Forum*, 16 (2-3), 2005, pp. 88-111.

<sup>246</sup> M. Lourens, "Route tourism: a roadmap for successful destinations and local economic development, *Development Southern Africa*, 24(3), 2007, pp. 475-489.

<sup>247</sup> M. Lourens, "Route tourism: a roadmap for successful destinations and local economic development, *Development Southern Africa*, 24(3), 2007, pp. 475-489.

which is a national heritage attraction, and home to the Midlands Meander main offices.<sup>248</sup>

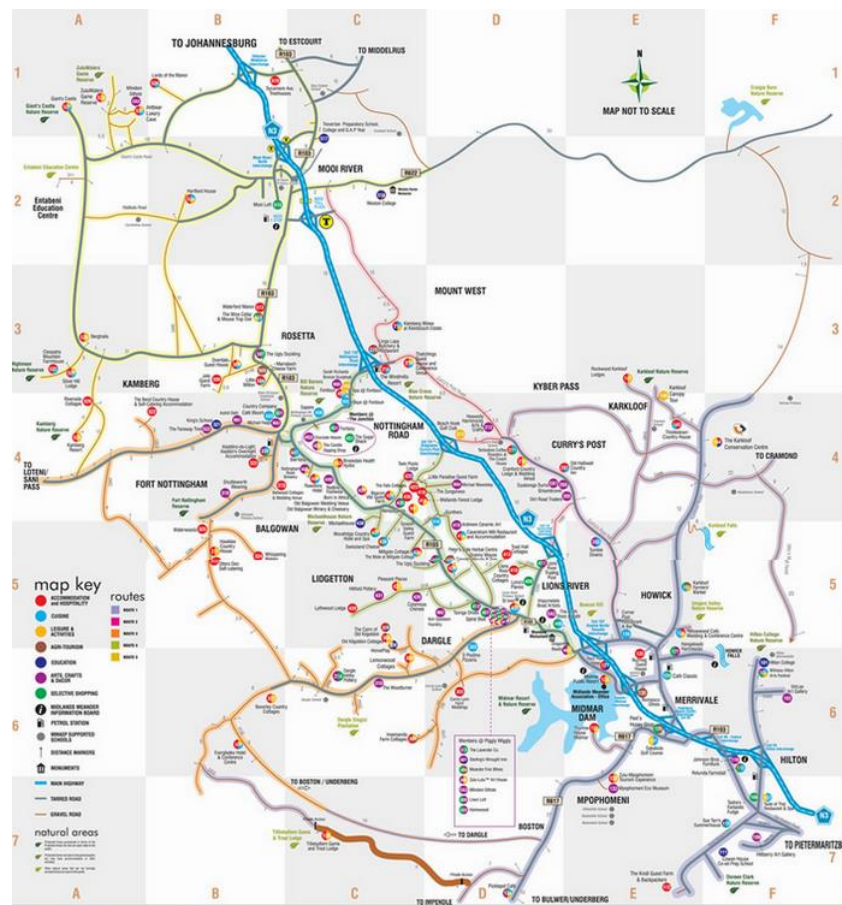


Figure 10 Tourist Map of the Midlands Meander 2020, Midlands Meander, Midlands Meander Guide 2019/2020

Tourists can follow a set route through the Midlands but are also invited to swap between the routes in order to best cater to their individual wants and needs. This is possible largely because the Midlands Meander is a self-drive route, which can encompass a day outing from locals, short-term visitors who are stopping over in the area on their way to another location, and even long-term visitors staying in various accommodations on the Meander.<sup>249</sup> The Midlands Meander is also a hotspot for weddings, thanks to the cool climate and scenic environment. These weddings are

<sup>248</sup> Midlands Meander, *Midlands Meander Guide 2019/2020* [Available Online at: <https://midlandsmeander.co.za/wp-content/uploads/Midlands%20Meander%202020%20guide%20resized.pdf>], 2019.

<sup>249</sup> M. Lourens, "Route tourism: a roadmap for successful destinations and local economic development, *Development Southern Africa*, 24(3), 2007, pp. 475-489.

often destination weddings for people from around the country, which also promotes visitors to accommodations and attractions on the route.<sup>250</sup>

There are two other prominent meander routes in South Africa, namely the Highlands Meander and the Magalies Meander. The Highlands Meander is a circular route running through a few notable towns in the Mpumalanga Province. Although this route can be completed in a day, as it is just over 200 kilometres in length. It is recommended that visitors stay over on the Meander to enjoy some of the fishing, eateries, scenery and historical elements of the route. Running through the towns of eMakhazeni, Dullstroom, eNtokozweni, Emgwenya, Waterval-Onder and Schoemanskloof, this route is famous for spectacular hiking trails, trout fishing, small-town tourism and quaint accommodations.<sup>251</sup>

The area itself can further be divided into routes based on heritage, culture, adventure, scenery and of course the world renowned Kruger National Park.<sup>252</sup> The area also plays host to most of the trails associated with the book *Jock of the Bushveld*, and the route taken in the book is marked with plaques so that visitors can follow the route for themselves.<sup>253</sup> This area is also well known for destination weddings and is a regular weekend getaway hotspot, particularly for the Johannesburg-Pretoria area.

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<sup>250</sup> Midlands Meander, *Midlands Meander Guide 2019/2020* [Available Online at: <https://midlandsmeander.co.za/wp-content/uploads/Midlands%20Meander%202020%20guide%20resized.pdf>], 2019.

<sup>251</sup> Mpumalanga Tourism and Parks Authority, 2019, *Highlands Meander* [Online], Available at: <http://www.mpumalanga.com/places-to-go/highlands-meander> [Accessed March 2021].

<sup>252</sup> Mpumalanga Tourism and Parks Authority, 2019, *Plan your Trip* [Online], Available at: <http://www.mpumalanga.com/plan-your-trip/accommodation> [Accessed March 2021].

<sup>253</sup> Pathfinda, 2020, *Jock of the Bushveld Trail* [Online], Available at: <https://pathfinda.com/en/graskop/activities-entertainment/jock-of-the-bushveld-trail> [Accessed March 2021].



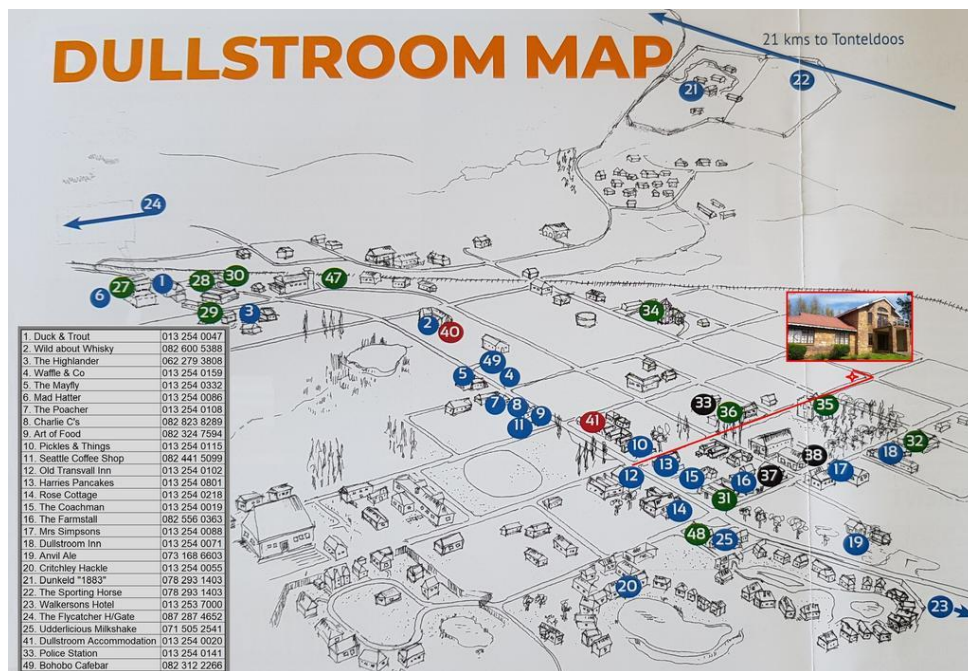


Figure 11 Dullstroom Tourist Map, <https://www.cybevasion.fr/gites-alm--dullstroom-eh2713430.html>

The third prominent meander route in South Africa is the Magalies Meander. Situated in the North West Province around the historical and scenic Magaliesberg and Witwatersberg mountains, this area is a well-known and frequented area for tourist and day visitors from Gauteng. Boasting incredible scenery and hiking trails, as well as many battlefield and heritage sites, this area is ideal for tourists seeking a variety of attractions.<sup>254</sup> With the core hub surrounding the Hartbeespoort dam, there is plenty to do, including hot air ballooning, ziplining, the Hartbeespoort cableway, water sports on the dam and visiting the numerous restaurants and craft breweries in the area.<sup>255</sup>

This area is also home to many wedding venues, and often plays host to overnight visitors attending these weddings. It is also a hotspot for wildlife lovers, including the Pilanesberg Game Reserve and Vulture rehabilitation sites. The Magalies Meander is also the host to a World Heritage Site in the Cradle of Humankind, which is a well-publicised tourism heritage drawcard.<sup>256</sup>

<sup>254</sup> Magalies Meander, 2020, *Area History* [Online], Available at: <https://magaliesmeander.co.za/area-history/> [Accessed March 2021].

<sup>255</sup> Magalies Meander, 2020, *Adventure* [Online], Available at: <https://magaliesmeander.co.za/things-to-do/adventure/> [Accessed March 2021].

<sup>256</sup> Magalies Meander, 2020, *Adventure* [Online], Available at: <https://magaliesmeander.co.za/things-to-do/adventure/> [Accessed March 2021].



Figure 12 Magalies Meander Tourism Map 2019, <https://www.magaliesmeander.co.za/wp-content/uploads/2019/05/Magalies-2019-Map-DPS1.jpg>

Other forms of tourism have also been used to create tourism routes, particular to individual tourist interests. Examples of these can be seen across South Africa, through a range of interests, from battlefields to coffee, craft beer to birding and even tourism around a particular book or television show.<sup>257</sup> These sites must function both as individual sites that could be of interest to tourists who are not following the route, as well as catering to those who are. This poses some challenges to the management and planning for development to these sites, and how they cater to their tourists.<sup>258</sup>

Possibly one of the most famed themed tourism routes in South Africa, catering both to domestic and international tourists, is wine tourism. Linking vineyards and cellars in and around Cape Town and across the Western Cape, wine tourism highlights the beauty of the scenery with the pedigree of creating South African wine, which is known internationally for its robust flavours. Many of the wine farms just outside of Cape Town, on the Constantia Wine Route, are also known for their historical significance in terms of the first Cape Governors, including the likes of Simon van der Stel.

<sup>257</sup> R. George, "20 Special Interest Tourism Groups", *Tourism Tattler Trade Journal*, April 2014, p. 24.

<sup>258</sup> D. Meyer, *Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*, Overseas Development Institute, 2004, pp. 1-34.

There are many wine routes designed for tourists to follow, and some transport advances have been made in some of these areas so that visitors do not drive after taking part in the cellar tours and wine tasting offered by many of the farms. One example of this is the wine tram, which runs various routes to various farms in the Franschhoek and Stellenbosch regions.<sup>259</sup> This hop-on-hop-off option is ideal for tourists planning a round trip to various farms. In a similar way, the Big Red Bus offers tourist a hop-on-hop-off option that includes other tourism sites for a flat rate.<sup>260</sup>

Made up of five core wine routes, each with their own smaller routes, the Cape Wine route is made up of close to 50 wine farms, tasting rooms and cellars.<sup>261</sup> Many of these offer guests the opportunity to taste and purchase their wine directly at the source. Many new pairing trends have been developed by these farms, and include platters, wine and cupcake, wine and chocolate, wine and fudge, wine and cheese and wine and ice-cream pairings.<sup>262</sup> Many of these farms are also used as wedding venues, and promote picturesque backgrounds, gardens and vineyards, as well as accommodation and tour packages.

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<sup>259</sup> Franschhoek Wine Tram, 2013, *Our Story* [Online], Available at: [inetram.co.za/our-story/](http://inetram.co.za/our-story/) [Accessed March 2021].

<sup>260</sup> City Sightseeing, 2020, *City Sightseeing Cape Town* [Online], Available at: <https://www.citysightseeing.co.za/en/cape-town> [Accessed March 2021].

<sup>261</sup> Cape Town Travel, 2019. *Your Complete Guide to Wine Tasting in Cape Town* [Online], Available at: <https://www.capetown.travel/explore-the-cape-winelands/> [Accessed February 2021].

<sup>262</sup> Cape Town Travel, 2019. *Your Complete Guide to Wine Tasting in Cape Town* [Online], Available at: <https://www.capetown.travel/explore-the-cape-winelands/> [Accessed February 2021].





Figure 13 The Stellenbosch Wine Routes,  
<https://showme.co.za/stellenbosch/tourism/touring-stellenbosch-wine-farms/>

Following the above interest in alcohol, Craft Beer Tourism has more recently become a prominent pastime for many tourists, and craft breweries have become the provider of choice for many.<sup>263</sup> In fact, some authors have taken it upon themselves to visit each craft brewery in South Africa and sample each of their beers.<sup>264</sup> To many, this seems unnecessary, but each brewery has a particular brewing method, range of beers and overall experience that draws interest, especially for beer lovers, many of whom have decided to follow these authors and make use of their routes for their own beer discovery tours.<sup>265</sup> This concept of small-scale brewing has become a phenomenon, not only with beer, but with ciders, gin and even coffee.

<sup>263</sup> Bailey, S., *How Craft Breweries are changing the beer industry in South Africa* [Available online at: <https://edition.cnn.com/2019/10/21/business/craft-breweries-rise-south-africa-intl/index.html>], CNN, 2019.

<sup>264</sup> MapStudios, *Craft Beer - a guide to South African craft breweries and brewers*, Mapstudio, 2014.

<sup>265</sup> L. Corne, *Beer Safari – A journey through the Craft Breweries of South Africa*, Struik Publishers, 2015.

A type of tourism that is largely unique to the South African tourism community is Farmstall Tourism. Often included as a stop-over or leg-stretch spot in cross-country road trips, the South African farmstall is an iconic and common sight on the roadside of highways and byways alike.<sup>266</sup> Part of the attraction to the farmstalls, or “*padstals*” is that each one has its own unique character, design and local flavours. Although many of these small shops serve the same things, such as road snacks, drinks and sweets, many also stock local delicacies, fruits and vegetables, arts and crafts and even fresh bread and hot coffee.<sup>267</sup>

Many of these typical South African hotspots are listed in the travel guide *Farmstall to Farmstall*<sup>268</sup> which rates and guides tourists to the most unique and notable farmstalls around the country, rating their friendliness, comfort and often listing recipes for local foods and ways to use the ingredients you could find at the farmstalls.<sup>269</sup> Although this is often an unofficial route, many tourists have been inspired to follow the book and explore as many of the South African farmstalls as possible.

For many reasons, including those listed above, route tourism has been at the forefront of tourism development, and should continue to be the way forward in developing communities through tourism for economic and social development. South Africa has the potential to make use of route tourism to group activities and promote tourism in a post-COVID world in order to gain funds and visitors to various attractions across the country. This is particularly vital in the current atmosphere of developing “*zoom towns*”<sup>270</sup> around South Africa, which describe small towns that people have started to relocate to in order to gain fresh air and small-town living, while continuing to work online. Many of these towns lie on the coast and are earmarked to become tourism hotspots because of the access to open air activities and the freedom of space. It is

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<sup>266</sup> TravelStart, 2015, 50 *Favourite Farm Stalls* [Online], Available at: <http://www.travelstart.co.za/blog/50-favourite-farm-stalls/> [Accessed March 2021].

<sup>267</sup> TravelStart, 2015, 50 *Favourite Farm Stalls* [Online], Available at: <http://www.travelstart.co.za/blog/50-favourite-farm-stalls/> [Accessed March 2021].

<sup>268</sup> J. Stern, *Farm Stall to Farm Stall: A Food Lover's Guide to Farm Stalls and Markets in South Africa*, Mapstudio, 2014.

<sup>269</sup> J. Stern, *Farm Stall to Farm Stall: A Food Lover's Guide to Farm Stalls and Markets in South Africa*, Mapstudio, 2014.

<sup>270</sup> BusinessTech, 2021, *Where are South Africa's 'Zoom Towns' – and why are buyers moving there?* [Online], Available at: <https://businesstech.co.za/news/property/482787/where-are-south-africas-zoom-towns-and-why-are-buyers-moving-there/> [Accessed April 2021].

because of this that South Africa needs to focus their tourism efforts and job creation inward and towards rural and unknown regions, in order to create mutual benefits for tourists, stakeholders and locals alike.

In sum, route tourism which appears well manifested and successful in South Africa, is ideally placed to embrace the potential of Lighthouse Tourism. This forms the focus of the following two chapters.

## Chapter 6:

### Lighting Up the Cape of Storms: The Indian Ocean

The danger of the South African coastline, and of the Cape of Storms in particular, is well documented and remains notable in shipping and travel lore the world over. In addition to this, the lighthouses that serve as beacons of safety and guiding lights along the South African coastline have served to save many of these ships at sea, as well as promote and sustain the communities around them on land. The history surrounding the erection and development of the South African lighthouses is intrinsically tied to the development of changing South African legislation, including the changing hands of those in power and their understanding of the management and upkeep.<sup>271</sup> From the very earliest times it was deemed to be the responsibility of the nobles and wealthy living in the area to upkeep the lights such as they were. However, not much upkeep was done, as the pillaging of sunken wrecks was lucrative, and therefore for some unnecessary to prohibit.<sup>272</sup>

Prior to the establishment of the South African lighthouses as they are known today, there were beacon fires on towers lit around the coast to guide ships safely into harbour. The most notable of these was the light at the entrance to Table Bay, which sat on Vuurberg on Robben Island.<sup>273</sup> This beacon was described by Jan van Riebeeck in 1658 as follows:

As we found it essential that the fire be lighted on the highest point on Robben Island, the Beacon Hill, so that all the Company's valuable ships arriving off the shore at night may enter Table Bay without fear of danger.

...You must tend the fires with all possible diligence when ships of the Company wishing to call at this bay, arrive off the shore or are sighted by you before nightfall, to enable them to enter the bay at night by the aid of the signals specially determined for that purpose. If you notice that the ship is foreign or not Dutch, you shall extinguish your fires and give no sign whatsoever.<sup>274</sup>

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<sup>271</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

<sup>272</sup> J. Sharfman, et al., "Maritime and Underwater Cultural Heritage in South Africa: The Development of Relevant Management strategies in the Historical Maritime Context of the Southern Tip of Africa", *J Mari Arch*, 7, 2012, pp. 87-109.

<sup>273</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

<sup>274</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

The hill where the beacon stood is now home to the lighthouse at Robben Island, and has been renamed Minto Hill. This extract is indicative of the use of guiding lights and fires almost two centuries before the first South African lighthouse would be built. It is also interesting to note how the first European Commander at the Cape was only interested in protecting and guiding ships of Dutch origin and not those of “foreigners”.<sup>275</sup>

The continued debate over who held the responsibility to build and maintain the lighthouses, and their necessity, as well as the role of both the Dutch governors and British colonial government in the establishment and upkeep of the lighthouses remained a hindrance in the establishment of the lighthouses. This while hundreds of ships were wrecking on the perilous coastline.<sup>276</sup> This stalemate continued until Sir Rufane Donkin, the British governor at the Cape between 1820 and 1821, moved forward with his plans for the development of the Greenpoint Lighthouse at Table Bay, which was consequently built under the governorship of Lord Charles Somerset (1814-1826).<sup>277</sup>

Although the uptake of lighthouse technology in South Africa was relatively slow, with the first South African lighthouse being displayed for the first time almost 200 years after most of the seafaring nations of the world, there are, as mentioned, currently forty-five functioning lighthouses along the South African coastline.<sup>278</sup> Each has its own unique environmental setting, flash sequence, paint design and specific placement for a navigational purpose. However, due to the rapid advances in maritime navigational technology, many of these lighthouses are now used as emergency or last resort navigational markings.<sup>279</sup>

This, as mentioned in an international context, has allowed for the proposed development of a new role for the unique buildings, and their associated landscapes. The potential role of the South African lighthouses as elements and attractions within

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<sup>275</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

<sup>276</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993.

<sup>277</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

<sup>278</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

<sup>279</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993.



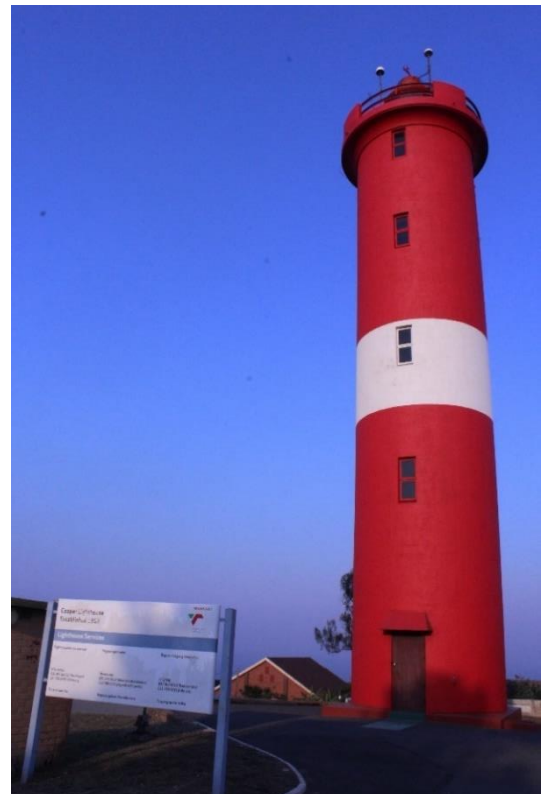
Coastal and Marine Tourism has begun to be explored, but the true impacts and roles are understudied and lacks implementation in many cases. It is due to this that this chapter and the next will analyse the history, development and potential of some of the prominent South African lighthouses and their unique potential for tourism.

These lighthouses will be discussed in their geographical order along the South African coastline. This chapter traces the lighthouses from the Mozambican border at the Kwa-Zulu Natal Province to the Eastern Cape – essentially the Indian Ocean coastline, while the next focuses on the Western Cape to the Namibian Border at the Northern Cape Province, that of the Atlantic Ocean coast. It should be noted that this study is not an extensive analysis of all the lighthouses along the entire South African coastline, but rather of those lighthouses best situated for the promotion and development of coastal and marine tourism as well as a form of route tourism.

### 6.1) uMhlanga Rocks and Cooper Lighthouses



*Figure 15 uMhlanga Rocks Lighthouse,  
H. Nel, July 2018*



*Figure 14 Cooper Lighthouse,  
H. Nel, July 2018*

The uMhlanga Rocks lighthouse is one of two designed to guard the entry into the port of Durban and was the second built for this purpose.<sup>280</sup> Built in 1954, it is a relatively new lighthouse along the South African coastline and was built without the intention of having a lighthouse keeper, as the light was fully automated from the outset. Built in tandem with the Cooper light, which was built a year earlier in 1953, these two lighthouses replaced the Bluff lighthouse, which was demolished in 1941, following the firing of a naval gun in the Second World War which loosened the foundations of the lighthouse.<sup>281</sup>

The Cooper and uMhlanga lighthouses are almost identical in their design and building from the optics to their blocked lightboxes – attempting to avoid the disturbance of tourists and residents in the area. However, they are painted as if to tell the difference between the identical twins, with the Cooper light being painted red with a single white band, and the uMhlanga lighthouse being white with a red top.<sup>282</sup> While the two form a partnership in their function, guiding ships safely into the sandy and shallow Durban harbour, they differ in their flash patterns, as well as their additional functions. The Cooper light has a single flash every three seconds, and is also host to a radio beacon, while the uMhlanga lighthouse flashes in a group of three every twenty seconds and hosts a red sector light which indicates to ships in the outer anchorages of the harbour where they would be too close to land to anchor and risk the change of running aground.<sup>283</sup>

Although both the Cooper light and the uMhlanga rocks lighthouse are vital for the safety of those entering the port at Durban, the uMhlanga Rocks lighthouse is far more recognisable, as it is built on the newly refurbished promenade that spans the length of the Durban beachfront. Seemingly dwarfed by tourist hotels, the lighthouse was originally designed to stand among them, with the original placement of the light said to be somewhere in the vicinity of the pool area at the Oysterbox Hotel, where there was once a cottage with a reflective roof used as a navigational aid by ships attempting

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<sup>280</sup> Z. Dawood, "Signal achievement: revamp for uMhlanga icon", *Daily News*, 9 October 2015

<sup>281</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 61.

<sup>282</sup> Z. Dawood, "Signal achievement: Revamp for Umhlanga icon", *Daily News*, 9 October 2015.

<sup>283</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 375.

to stay away from the rocks.<sup>284</sup> However, the lighthouse was built at a less expensive and safer location closer to the shoreline following a storm which caused severe erosion around the original site.

Unlike the Cooper Light, which is surrounded by suburbs, the uMhlanga Rocks lighthouse is well positioned to feature as a potential tourist site, standing directly in front of the Oysterbox Hotel, which also holds the switchboard for the light in its lobby. Although the light is automated, and does not need a lighthouse keeper, the lighthouse continuously draws tourists who take photographs with the prominent landmark, as an indicator of where they are.<sup>285</sup> With development of the area in full force, many tourists and locals alike walk, run, cycle or skateboard past the light daily, and it would be an advantageous and captive tourism market if developed. If the authorities in charge of the lighthouse were to offer two lighthouse tours a day, with limited visitors, they would be able to draw significant interest and income. Potentially pairing this with a morning or evening meal or overnight package at the prominent Oysterbox Hotel, they could also draw significant interest and investment to the area.

The uMhlanga Rocks lighthouse, commonly referred to by locals and tourism operators as “Lighty”<sup>286</sup> also forms part of literary and heritage trails established in and around Durban, with the aim of developing Durban’s tourism image. It is for this reason that it forms an intrinsic part of the life and development of uMhlanga Rocks and should be promoted as more than a navigational aid and picturesque backdrop, but rather as a tourism site in its own right, as well as in partnership with local businesses.

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<sup>284</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993. p. 61

<sup>285</sup> D. Guy, “uMhlanga – city’s shining light”, *Independent on a Saturday*, 17 August 2013.

<sup>286</sup> D. Guy, “uMhlanga – city’s shining light”, *Independent on a Saturday*, 17 August 2013.

## 6.2) Green Point Lighthouse, Kwa-Zulu Natal



Figure 16 Green Point Lighthouse, Kwa-Zulu Natal,  
H. Nel, July 2018

Further down the KwaZulu-Natal Coastline lies another perilous area for mariners, namely the Aliwal Shoal. This is a bed of rock hidden beneath the waves, the Shoal spans four kilometres in length and a kilometre in width.<sup>287</sup> Although the peak of the Shoal can sometimes be seen as a rogue wave crashes over it, most of the submerged mass is hidden from view. It is because of this hidden danger that beacon lights were erected on the edge of the Shoal in 1889, but these did not last as they were not well publicised and incidents of ships running aground continued to occur.<sup>288</sup>

As a result of this, two lighthouses designed by the Chance brothers were put into place to guide ships past the Aliwal Shoal in 1882, which was a decent strategy but proved to be confusing to mariners, and these were soon decommissioned.<sup>289</sup> Following the decommissioning of these lights in 1905, one was moved further down

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<sup>287</sup> C. Waddington, "Shoal with soul still rocks divers" *Sunday Tribune*, 9 August 2009.

<sup>288</sup> Anon., "Explore the treasures of the South Coast", *Daily News*, 27 October 2005.

<sup>289</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 61.

the coast, while the other was completely razed to the ground in favour of a new twenty-two-meter-tall cast-iron Lighthouse at Scottburgh.<sup>290</sup> This lighthouse was built on a hilltop amid sugar-cane fields, coastal bush and private properties that almost completely obscure the view of the tower from the road below. However, the positioning was ideal for seafarers in the area, with a double flash every 15 seconds assuring them of location, and a red sector light spanning 169 degrees and shining over the end of the Aliwal Shoal, keeping their vessels off the rocks.<sup>291</sup>

The Greenpoint lighthouse<sup>292</sup>, built in 1905, seems like a destination out of a children's story book, towering over the landscape and sea below it, and ringed in red and white stripes.<sup>293</sup> The lighthouse was the second last lighthouse to be built with this design to use petroleum vapour burners but was also the first lighthouse on the South African coast to be automated in 1961.<sup>294</sup> This switch to electrical systems did not benefit the lighthouse keepers, however, as they were removed entirely shortly after the automation. However, this particular lighthouse was maintained for many years by Richard and Hazel Wyness, a lighthouse couple. Hazel had grown up in lighthouses with her father as a keeper, and after marrying Richard, who painted many incredible paintings of the South African lighthouses, she continued to live there with her husband taking on the role of the keeper.<sup>295</sup>

This love for the lighthouses was passed on to their son, Raymond Wyness, who is the current caretaker at the lighthouse and is the last in a dying breed of lighthouse keepers around the country. He is also one of the few remaining legacies of "lighthouse families" where the passion for the towers that were home to many lighthouse keepers' families became so ingrained that children followed in their parents' footsteps. Raymond is as much a character out of a children's story book as his immaculate coastal garden and towering lighthouse, and his passion is often overlooked.

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<sup>290</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 343.

<sup>291</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 343.

<sup>292</sup> This Greenpoint lighthouse must not be confused with the much older lighthouse in Cape Town of the same name.

<sup>293</sup> Personal Visit, Green Point Lighthouse, Helen Nel, June 2017.

<sup>294</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 93.

<sup>295</sup> Personal Interview, Helen Nel and Raymond Wyness, June 2017.

This lighthouse does not see many visitors, as the road to the lighthouse is quite treacherous and difficult to find. However, this does maintain some of the unique solitude involved with so many lighthouses, but also wards off any potential for tourism development.<sup>296</sup> Unlike the uMhlanga lighthouse discussed above, this lighthouse would benefit from small groups of tourists, and potentially even holiday makers being hosted in a guesthouse. Raymond has been overseeing the upkeep of the light and grounds for almost twenty years and has kept what was his parent's house in pristine condition, a house that could easily host holiday makers.

The lighthouse is situated in a slightly less well known, but still prominent, coastal town which often attracts day visitors and tourists interested in diving the Aliwal shoal, which is well known for its incredible host of marine life.<sup>297</sup> There is currently no cost to climbing the lighthouse and admiring the incredible vistas of open ocean in front of the lighthouse, and rows of sugarcane behind it. It is advisable to try and make an appointment with Raymond before visiting the lighthouse. The lighthouse itself was declared a national monument in 1995 and is therefore of interest to heritage lovers and holiday makers in a single entity. As this remains an operational lighthouse, it would be ideal for the lighthouse to span a role in both its current purpose and take on a new role in tourism.<sup>298</sup>

### **6.3) Port Shepstone Lighthouse**

In the late 1800s, the town of Port Shepstone was founded around a small port, or harbour, at the mouth of the uMzimkhulu River. Named after Sir Theophilus Shepstone, a notable colonial statesman, the small town functioned as a harbour, with a wall built around it in 1893. Due to the establishment of this harbour, it became necessary for there to be a navigational beacon or light erected in order to guide ships safely into the port. This light was eventually established in 1895 and served the dual purpose of being a navigational beacon and a radio signal station.<sup>299</sup>

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<sup>296</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 343.

<sup>297</sup> N.P. Cele & J. Ndlovu, *Effectiveness of Marine Protected Areas (MPAs) as part of the Marine and Coastal Tourism Management Strategy in South Africa, the Case of Aliwal Shoal MPA in the south of KwaZulu-Natal, South Africa*, 2018.

<sup>298</sup> Personal Visit, Green Point Lighthouse, Helen Nel, June 2017.

<sup>299</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 79.

The navigational light was in operation for just over ten years, until the navigational lighthouses at the Aliwal Shoal were decommissioned in favour of the Green Point lighthouse discussed above. It was during this time that it was decided that the original Green Point lighthouse be disassembled and moved to become the new navigational light at Port Shepstone.<sup>300</sup> However, because the new lighthouse at Greenpoint was set to keep the distinctive candy-striped paint pattern, a new pattern was decided on for the newly established Port Shepstone lighthouse. The distinctive black and white checkerboard pattern helps the relatively short lighthouse to stand out from the surrounds as it sits on top of the small hill at the port entrance.<sup>301</sup>



*Figure 17 Port Shepstone Lighthouse, O. Nel, August 2004*

This lighthouse was manned until 1963, when the light became fully automated. In this time, the lighthouse had kept its signature flash every six seconds and continued to

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<sup>300</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 363.

<sup>301</sup> Personal Visit, Port Shepstone Lighthouse, Helen Nel, June 2017.

stand out for locals and holiday makers alike as a beacon of Port Shepstone. Because of its well-known feature on the landscape, the decision was taken to establish the old lighthouse keepers' quarters as a tourism office for the area. This was hugely successful as it combined the activity of climbing the lighthouse, which at only nine meters tall was an ideal experience for adults and children alike, and other promotions for activities, eateries and experiences in the area.<sup>302</sup>

This tourism information centre has since been moved, however, and the lighthouse is no longer easily accessible to tourists due to vandalism and less tourism activity due to technological developments negating the need for a tourism office.<sup>303</sup> It is possible, however, to reinvigorate tourism to this lighthouse, with the reestablishment of lighthouse tours and perhaps a new life for the grounds with a coffee shop or guesthouse, both of which will contribute to the upkeep of the lighthouse by bringing in additional income.

The rocky coastline running south between Port Shepstone and Port St. Johns is notoriously dangerous for mariners, and hosts many stories of shipwrecks, survivor camps and close encounters with both the rocks and the tumultuous ocean. One particular wreck said to have sunk somewhere in this vicinity is the 'São João' which was discussed in an earlier chapter and has never been found. However, in more recent studies, bits of pottery and remnants of daily life have been found, and hint towards a more accurate location of the wreck and survivor camp.<sup>304</sup>

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<sup>302</sup> K. Ross, "Sheppy shines up", *The Daily News*, 24 August 1999.

<sup>303</sup> V. Wentzel, "Unlocking Lighthouse Tourism", *South Coast Herald*, 24 May 2021.

<sup>304</sup> L. Burger, "Reinvestigating the wreck of the sixteenth century Portuguese galleon São João: A historical archaeological perspective", MHCS, University of Pretoria, 2002.



#### 6.4) The North Sand Bluff lighthouse

Originally designed and implemented in 1968 as a simple lattice tower with a red lantern house, standing at 21 metres tall, this structure appeared to serve its purpose dutifully, guiding ships safely past Port Edward.<sup>305</sup> However, it was soon discovered that the heavy cast iron lantern house, although aiding in navigation, was causing drastic instability issues to the lattice tower that supported it. Although many attempts were made to reinforce the existing structure, by 1998 it was decided that a traditional concrete lighthouse tower should be constructed to hold the top-heavy light.<sup>306</sup>

This new concrete tower was commissioned in 1999 and added a meter to the height of the tower, which now stands at 22 metres tall. The stark-white structure has remained a simple platform for elevating the lantern house and draws the eye upward to the light, which is highlighted in red, towering over the surrounding buildings and landscape. The light itself flashes twice every 10 seconds and shines over a range of 24 nautical miles.<sup>307</sup>

In 2003 the North Sand Bluff lighthouse got a new lease on life, housing a memorial and museum to the local shipwreck legends, as well being geared to entice visitors to climb the lighthouse. This museum includes the details of the *São João*, as well as the story of the wrecking of the *St. Benedict*, which also occurred in the vicinity of the lighthouse.<sup>308</sup> The concept behind documenting this history was established by Dave Watson, a local man, and local Democratic Alliance Ward Councillor. In conjunction with the concept of the lighthouse paying homage to the shipwrecks that necessitated its construction, Watson also established the Lighthouse Coffee Bar, where patrons could have coffee, cake, breakfast, and light lunches.<sup>309</sup> This was established to try and reinvent the lighthouse, which is situated in a residential area, as more than just a twenty-two-meter-tall white tower with a red top, and rather as a tourist destination to be enjoyed by locals and holiday makers alike.

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<sup>305</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 135.

<sup>306</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, pp. 359.

<sup>307</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 135.

<sup>308</sup> V. Wentzel, "Unlocking Lighthouse Tourism", *South Coast Herald*, 24 May 2021.

<sup>309</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 359.



Figure 18 North Sand Bluff Lighthouse, H. Nel, July 2018

Sadly, however, changes in the political climate of the area saw a drastic drop in funds for tourism, and the lighthouse had to be closed to the public, along with the Lighthouse Coffee Bar. Although this is a good example of how tourism and innovation can be used to grow and establish the lighthouses along the coastline, it is also an example of the negative impact that can be put onto tourism ventures that do not include widespread local community involvement. The known and established involvement of the community in maintaining tourist venture should be a core element in the planning of the success of the tourism development, as without the local community, the site will continue to be overlooked and underpromoted. Both the Port Shepstone and North Sand Bluff lighthouses have the potential to re-establish tourism in a new era and could one day return to being attractions and hubs for the community at large.

## 6.5) Cape Hermes Lighthouse

The Cape Hermes lighthouse lies in the quiet and quaint coastal holiday town of Port St. Johns. Situated on the headland on the southern side of the uMzimvubu River in the Transkei, this lighthouse, which was built in 1904 offered a beacon of hope to many seafarers making their way along the treacherous and rocky coast. This is a coast which has already claimed many wrecks, including that of *The Grosvenor*, a trade ship

of the East India Trading company that wrecked off the coast of Pondoland, slightly north of Port St. Johns in 1782.<sup>310</sup>

The Cape Hermes lighthouse was named after a shipping and exploration vessel, the *HMS Hermes*, a British ship that undertook to explore the coastal waters of Port St. Johns and the greater Pondoland. As the name suggests, Port St. Johns was initially established as a harbour town at the entrance to the uMzimvubu River and was largely used for coasting vessels transporting marble from the mining site further upstream.<sup>311</sup> However, over time silt began to settle, a sand bank started to form, and the harbour was officially declared too difficult and dangerous to navigate. Deeply linked to the presence of the harbour, the need for a navigational light in the area was discussed, and a temporary harbour light was placed in 1903.<sup>312</sup> This was soon replaced in 1904 with a more traditional lighthouse structure built in an octagonal shape out of dolerite and granite blocks quarried in the area.<sup>313</sup>

Although the lighthouse sits on a headland ideal for its role as a navigational aid, the road to get to the lighthouse is rudimentary and therefore difficult to navigate by car. This ensures that the lighthouse remains isolated from the town. However, it is often frequented by hikers who walk the trail along the beach and up to the lighthouse, where they can enjoy the open air and coastal views, as well as being treated to a conversation with the lighthouse keeper stationed at the site.<sup>314</sup>

The tourism potential for the Cape Hermes lighthouse is limited, and largely includes a renewed focus on the tourism already taking place in the area. This includes formalising visits to the site, as well as potentially making space for guest tours and hiking parties. Although this would have to be maintained on a bookings-only basis, as the road up to the lighthouse is a single vehicle track and the headland can only

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<sup>310</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 91.

<sup>311</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 91.

<sup>312</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 91.

<sup>313</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 241.

<sup>314</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 241.

handle a certain amount of people, there is large potential to formalise an already interesting attraction and promote this to local adventure seekers and visitors.

## 6.6) Hood Point Lighthouse

The East London harbour has long been a hub for trade activity on the South African coastline and was host to the Castle Point Lighthouse erected on the rocks off the West Bank of the Buffalo River.<sup>315</sup> Built from wood, the tower was battered and beaten by the raging waves, the same waves experienced by those ships unable to cross the sandbar into the sheltered waters of the river and harbour. With the growth of technology, the harbour was able to be dredged, and the continued growth and use of the harbour resulted in the need for a larger and more prominent light. The matter was discussed, and in 1890 the Lighthouse Commission recommended the building of the Hood Point lighthouse, which shone for the first time in 1895.<sup>316</sup>



*Figure 19 Key-hole window, H. Nel, August 2018*

The nineteen-meter-high structure was also designed by the Chance brothers of England and follow the typical cylindrical structure of most lighthouses. However, a

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<sup>315</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 84.

<sup>316</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 281.

unique feature of this lighthouse is the specially designed key-hole windows that allow the climber to take in the ocean views on the way to the lantern house.<sup>317</sup> The lantern on the Hood Point Lighthouse is special as it is incredibly powerful, with a range of 31 nautical miles or almost sixty kilometres. The strength of this light is vital for the light to operate effectively in this area where shipwrecks abound, and rough seas are common. This light is also unique, as the optic system floats on a mercury bath, stabilised by ball bearings, rather than spinning mechanically. This allows for the group of four flashes to occur every 40 seconds throughout the hours of darkness.<sup>318</sup>

In the daylight hours, the Victorian-style lighthouse is recognised by its plain white building and red lantern house, but this was not the original colour of this lighthouse. Originally painted in a checkerboard pattern, similar to that of the Port Shepstone lighthouse, the vermillion and white tower seemed as if it was wrapped in a traditional picnic blanket.<sup>319</sup> The look of the lighthouse remains attractive, even in its beaming and reflective white. It is said that being stationed at the Hood Point lighthouse was a favourite for the roaming lighthouse keepers and their families, as it is built right in the hub of East London and is therefore less isolating than many of the other lighthouses that protect the coast.<sup>320</sup> Despite this, the sea around the Hood Point Lighthouse is



Figure 20 Hood Point Lighthouse, H. Nel, August 2018

<sup>317</sup> Personal Visit, Hood Point Lighthouse, Helen Nel, August 2019.

<sup>318</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009. pp. 281.

<sup>319</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 84

<sup>320</sup> B. Ingpen, "Tribute to brave souls who were keepers of guiding lights", *Cape Times*, 3 May 2015.

littered with approximately 200 wrecks, dating from 1593, and a few of these are commemorated by a memorial plaque at the lighthouse base.<sup>321</sup>

Part of the appeal of this particular lighthouse, besides the proximity to East London and an urbanized area, is the open-air feel, not just looking out to sea – where it is possible to spot the occasional whale or pod of dolphins – but also on the land side of the lighthouse, as the property abuts the local golf course and, on a more sombre note, the cemetery.<sup>322</sup> This makes the area around the lighthouse as enjoyable to spend time in as the lighthouse itself, and visitors are encouraged to spend some time at the benches and in the well-maintained gardens.

Hood Point Lighthouse remains the home of an incredibly friendly and proud lighthouse keeper, who is passionate about the sea, history and, of course the lighthouse and those who love it as much as he does. The lighthouse and surrounds were declared a national monument in 1998, and both are open to the public.<sup>323</sup> As with many of the lighthouses that are open for the public to climb, there is a nominal fee to be paid.<sup>324</sup>

Due to the fact that the lighthouse is so close to other attractions in and around East London, including beaches, restaurants and, of course, the golf course, it is an ideal space to promote tourism, as well as route tourism. While it is, for the most part, a well-known site for the locals, it would be ideal for there to be signage and directions given to those who would like to visit the lighthouse. This will boost the visitation to the site and allow for additional income and use of the space, which in turn could benefit the area. Encouraging tourists to make the most of the history displayed in this area, as well as the natural beauty, is both sensible and worth exploring, as it calls for no major or drastic change in the role or presentation of the lighthouse.

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<sup>321</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 281.

<sup>322</sup> Personal Visit, Hood Point Lighthouse, Helen Nel, August 2019.

<sup>323</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 281

<sup>324</sup> In 2020 this was R20.00 per person

## 6.7) Great Fish Point Lighthouse



*Figure 21 Great Fish Point Lighthouse, H. Nel, August 2018*

The Great Fish Point lighthouse is also found in the Eastern Cape and is unique in that it is situated relatively far from the beach, on a peak some eighty-five meters above sea level.<sup>325</sup> This positioning was chosen due to shifting beach winds closer to the ocean, as well as the prominence of the location towering over three dangerous and hidden reefs that has wrecked multiple ships and damaged many more.<sup>326</sup> The lighthouse stands proudly over the area incorporating the mouth of the Great Fish River, which lends its name to the lighthouse and its accompanying facilities.

The Great Fish Point lighthouse is a little over twenty-five kilometres from the coastal town of Port Alfred, once a seasonal coastal town, but now home to many families, retirees and tourist accommodation. Although the road to get to the lighthouse seems impossibly long, it is well signposted, with tourism boards directing the visitor to the lighthouse.<sup>327</sup> The lighthouse itself is not a huge tower, standing only nine metres tall,

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<sup>325</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 271.

<sup>326</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 86.

<sup>327</sup> Personal Visit, Great Fish Point Lighthouse, Helen Nel, August 2019.

but the black and white vertical stripes and red lantern house are a striking contrast to the lush green surroundings, making the lighthouse highly visible and easy to spot. This lighthouse is octagonal in shape, with a single flash every ten seconds as its unique identifier for seafarers.<sup>328</sup>



Figure 22 Tourism sign to the Great Fish Point Lighthouse, H. Nel, August 2018

The 123-year-old lighthouse is not protected as a national monument but does fall under the protection of the Heritage Resources Act 25 of 1999, as it is older than sixty years.<sup>329</sup> The lighthouse, originally built in 1898, celebrated the centenary in 1998, with the lighthouse being commissioned to shine for “another 100 years”. This centenary was marked by the distribution of a special lighthouse coin to all who were present at the celebration.<sup>330</sup> This area is not without heritage and cultural attractions, featuring dive sites to some of the sunken wrecks that litter the coast, war memorials marking battles between the European colonial settlers and the native Xhosa people, and many traditional pubs and small-town curios.

The Great Fish Point lighthouse complex is already on the tourist map. It has grounds that are beautiful and well maintained, with benches and tables for picnics, a kilometre hike through coastal dunes to get to the beach, and friendly and attentive lighthouse

<sup>328</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 271.

<sup>329</sup> *National Heritage Resources Act*, 1999, 25, South Africa, Office of the President.

<sup>330</sup> Personal Interview, Helen Nel and Dwaine Duthie, September 2020.



staff who are willing to answer any questions and go to almost any lengths to keep the visitor happy. The current lighthouse keeper, Martin Peterson, is the last in another line of lighthouse keepers and spent time at the Great Fish River lighthouse himself as a child when his father was stationed there. His passion and delight in the lighthouses and their functions is palpable to all who are willing to make the trip to the Great Fish Point lighthouse.<sup>331</sup>

Although there is a team of staff that come to the lighthouse daily, there is no permanent caretaker at the site. However, the old lighthouse keepers' accommodations have been renovated, and can be hired out by the public for holidays, seminars and escapes with friends or family.<sup>332</sup> This allows visitors to experience the lighthouse overnight, and still be close to local attractions, facilities and amenities. Although it is situated on a blustery and windy open area, this is the ideal place for visitors and tourists wishing to spend time off the beaten track with all the creature comforts close at hand.

## 6.8) Cape Recife and The Hill Lighthouses



*Figure 23 Cape Recife Lighthouse, H. Nel, August 2018*

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<sup>331</sup> Personal interview, Helen Nel and Martin Peterson, August 2019.

<sup>332</sup> C. Hills, "Life at a Lighthouse", *The Citizen*, 4 October 2002.

Towering out of the flat beach landscape and shifting sand dunes, the Cape Recife lighthouse, built at the Southern point of Algoa Bay is striking with its black and white pyjama stripes against the grainy brown dunes. Built in 1849, the Cape Recife lighthouse was the fourth lighthouse to be erected by the Cape British colonial government, and the first on the Eastern Cape coast.<sup>333</sup> The Cape Recife lighthouse was built on D'Urban rock, an outcrop surrounded by shifting sand dunes and encroaching high tides, both of which made access to the lighthouse difficult at times.<sup>334</sup>

The flash pattern of the lighthouse at Cape Recife has changed a few times in the lifetime of the lighthouse, due to complaints about the length of time between flashes and acts of vandalism. The current setting is that the light flashes seven times every 240 seconds, or 4 minutes. This flashing light is superimposed over a standing light that shines both red and white over the area, with the red sector light highlighting Roman Rock, a treacherous stretch in the entrance to Algoa Bay.<sup>335</sup>

The proximity of the lighthouse to the ocean, particularly during high waters and spring tide, makes it almost impossible to have a lighthouse keeper on site permanently, as he would periodically be isolated from the mainland. This changed, however, with the addition of a protective seawall and double storey lighthouse keepers' quarters built on piles to protect them from the shifting sands and isolating oceans.<sup>336</sup> However, these changes in weather and shifting sand were most likely the only discomfort suffered by the staff, as they had access to electricity, municipal water and a short fifteen-minute drive into Port Elizabeth.<sup>337</sup> This lighthouse is also marked as "ill-fated" for the personnel working there, as three staff members working on the lighthouse died young, while another two tragically fell from the balcony of the tower to their deaths.<sup>338</sup>

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<sup>333</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 21.

<sup>334</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 21.

<sup>335</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 251.

<sup>336</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 251.

<sup>337</sup> B. Ingpen, "Tribute to brave souls who were keepers of guiding lights", *Cape Times*, 3 May 2015.

<sup>338</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 21.

The lighthouse is now situated in the Cape Recife Nature Reserve, where access is limited and highly monitored, as the area is also infamous for poaching of abalone.<sup>339</sup> The nature reserve is popular among hikers, with locations such as World War II bunkers, the lighthouse and unspoilt beaches and dune vegetation. This lighthouse is picturesque in its character, and tours can be arranged with a local tour company directly, otherwise there is no entry to the site.<sup>340</sup>

In the very centre of town in Port Elizabeth sits the Hill lighthouse established at Donkin reserve.<sup>341</sup> This was a navigational beacon built in 1861 and served as a maritime safety structure until its “retirement” in 1973.<sup>342</sup> When it was initially built, the lighthouse was on the outskirts of Port Elizabeth, and was predominantly used as a light for the harbour below, but also as a navigational light for the coast. There was much debate about the placement of the light, but it was ultimately built as part of the Donkin Reserve, a site reserved by the earlier mentioned Sir Rufane Donkin, then acting governor of the Cape colony. The site is the space that commemorates his late wife, Elizabeth, after whom the town is named.<sup>343</sup>



Figure 24 The Hill Lighthouse at Donkin Reserve, H. Nel, August 2018

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<sup>339</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 268.

<sup>340</sup> Personal Visit, Cape Recife, Helen Nel, August 2019.

<sup>341</sup> B. Ingpen, “Tribute to brave souls who were keepers of guiding lights”, *Cape Times*, 3 May 2015

<sup>342</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 44.

<sup>343</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 268.

The original tower was built at seven meters and was the first lighthouse to have wireless communications with another lighthouse (Bird Island). The original stone coloured tower was painted white with a red stripe in 1921, and remained this way until the mid-1920s, when the tower was obscured by a monument to the 1820 settlers.<sup>344</sup> This resulted in the tower being extended, and the light was once again operational by 1930. This did not last long, however, as the town began to expand, and multi-story buildings began to be constructed around the Donkin reserve. This influx of buildings also meant an influx of lighting, and it became difficult for the Hill Lighthouse to be seen.<sup>345</sup> The Hill lighthouse was decommissioned and handed over to the care of the Port Elizabeth municipality as a historical monument. This has since been turned into a military museum and tourism office.<sup>346</sup>

Today, the Donkin reserve also plays the role of the endpoint to the historical walk through Port Elizabeth, known as the Donkin trail, linking fifty-one places of historical interest. The park around the lighthouse and Donkin reserve is also host to the tallest flagpole in South Africa, at sixty-four metres in length.<sup>347</sup> This area is famous for its gusty winds, and the Donkin reserve and old hill lighthouse form an incredible backdrop for picnics and afternoon strolls, with a view over the harbour below. This then already has the makings of a form of route tourism.

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<sup>344</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 44.

<sup>345</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 44.

<sup>346</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009.

<sup>347</sup> Personal Visit, The Hill Lighthouse, Helen Nel, August 2019.

## 6.9) Seal Point Lighthouse



Figure 25 Seal Point Lighthouse, H. Nel, August 2018

The Seal Point Lighthouse, also known as the Cape St. Francis Lighthouse, is situated at the southern entrance to St. Frances Bay in the Eastern Cape. This flat and rocky coastline is responsible for many shipwrecks, mostly from 1850 onwards.<sup>348</sup> In 1871, a report was given on the ideal placement for a lighthouse, and it was decided that the rocky outcrop of Cape Seal would make the ideal spot for the establishment of a lighthouse. It was also suggested that many building materials could be found in the area in order to assist with the technical elements of the build.<sup>349</sup>

The lighthouse was installed in 1878 and is a 28-metre-tall masonry tower, painted stark white and towering over the flat rock outcrop at its base. The significant height of the Seal point lighthouse makes it the tallest masonry lighthouse on the South African Coast.<sup>350</sup> These masonry materials were brought by ship and ox wagon from Port Elizabeth and were only able to be delivered by raft and ferry in good conditions, which are rare and fleeting at Cape St. Francis. Although the lighthouse was

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<sup>348</sup> Huisman, H.L., *Cape St. Francis Lighthouse*, Restorica, October 1987.

<sup>349</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 68.

<sup>350</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 303.

established only thirty kilometres from Humansdorp, it was also the most isolated lighthouse on the South African mainland until 1964 and was therefore not a well-loved station for lighthouse keepers. The stone walls also had difficulty retaining heat, and the plaster on the inside of the tower continued to flake.<sup>351</sup>

Despite this, the lighthouse at Cape St. Francis continues to be a much loved and well visited site for tourists, as the route to get to the lighthouse has since been tarred and graded.<sup>352</sup> It is worth noting that Cape St. Francis, and Humansdorp are both seen as tourism-focused towns and rely on seasonal tourists to maintain income. It is because of this that the Seal Point lighthouse has been thrust onto the tourism scene, with the lighthouse being on the market for a tourism venture in the last few years.<sup>353</sup> This has recently been taken up by the top South African Chef Wesley Randles, who has bought the lease to the lighthouse and intends to restore it, including the development of luxury accommodation and a restaurant, with a key focus on developing and upskilling the local community.<sup>354</sup>



*Figure 26 The Cape St. Francis Lighthouse,  
H. Nel, August 2018*

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<sup>351</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 68.

<sup>352</sup> Anon., "A beacon of hope for Cape St. Francis", *Daily Dispatch*, 16 October 2008.

<sup>353</sup> A. Rorvik, "Scenery, sunsets and ancient sightings", *Sunday Tribune*, 26 July 2015.

<sup>354</sup> Purdon, T., 2021, *Top SA chef to open new beach restaurant in Cape St. Francis* [Online], Available at: <https://www.eatout.co.za/article/top-sa-chef-open-new-beach-restaurant-garden-route/> [Accessed April 2021].



The lighthouse is currently open to the public by appointment only and has the potential to become one of the most notable heritage sites in the area, as it was declared a national monument in 1984.<sup>355</sup> A frequented spot for surfers, this site has the potential to reach many more people with the planned renovations. This one-of-a-kind lighthouse at the south eastern most tip of Africa is destined for new life in the tourism and hospitality industry.

### 6.10) Cape St. Blaize Lighthouse



*Figure 27 Cape St. Blaize Lighthouse, H. Nel, August 2018*

Standing as a most striking landmark, is the square masonry lighthouse towering over the Indian Ocean and historical town of Mossel Bay in the south-western Cape. The Cape St. Blaize lighthouse was named after St. Blaise, a patron saint in the Catholic church, and with a nod to the discovery of the bay by Bartholomew Dias on St. Blaise's day in 1488. This lighthouse is an integral part of the town, its local culture, history and the protection of maritime vessels.<sup>356</sup>

Built in 1864 on the rocky outcrop above the St. Blaize cave— a pre-colonial cultural heritage attraction in its own right – the 15-meter-tall square lighthouse commands the spectacular view over the dagger-sharp rocks below, and to the sea beyond.<sup>357</sup> This

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<sup>355</sup> Personal Visit, Seal Point Lighthouse, Helen Nel, August 2019.

<sup>356</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 52.

<sup>357</sup> PORTNET, *Lighthouses of Southern Africa*, Cape Town, Portnet Publications, 1992.

lighthouse is relatively unique, as the lighthouse keepers' quarters were built around the tower, and the access point is in the centre of the house. While there are other smaller dwellings on the site, this is the most prolific, making the most of the incredible sea views.<sup>358</sup>

As with most lighthouses built at the time, there was some dispute as to who would be responsible for the establishment of the lighthouse, The Cape Colony or England. However, though the Cape Colony tried, they could not afford to erect the lighthouse, that is until the development of the lighthouse could be seen as a harbour improvement, and the wharfage dues were levied. This allowed for the lighthouse to be built on the headland at Cape St. Blaize, securing both the harbour and the coastline with a fixed sectional light, and a flash character of two flashes every 15 seconds.<sup>359</sup>

The light remains operational, and in fact is one of the few South African lighthouses that allows visitors to not only access and climb the lighthouse – with its Victorian era wooden and cast-iron ladder-style steps – but also to stay overnight at the lighthouse in various accommodations at the site. Mossel Bay is a well frequented tourist destination and allowing for access to the lighthouse maintains the possibility of visitors to the lighthouse, as visitors have been welcomed since 1933, and possibly even before this.<sup>360</sup>

The history of shipwrecks, tales of the sea and its explorers, the associated marine life and sense of adventure have long attracted tourists to Mossel Bay. Through a boosting of tourism to the area around the lighthouse and including lighthouse tours in lists of things that tourists can see and do will not only boost the economy of the area but will help to maintain the lighthouse as a National Heritage resource. This includes allowing tourist hours and directions to the lighthouse to be visible, and not by appointment only. Including the Cape St. Blaize lighthouse into a tourist route along with the St. Blaize cave and origins of Humankind, the Diaz Museum, the aquarium and newly

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<sup>358</sup> Personal Visit, Seal Point Lighthouse, Helen Nel, August 2019.

<sup>359</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009. pp. 105.

<sup>360</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 52.



installed zipline over the bay will be beneficial to the tourism climate of Mossel Bay and should be a renewed area of focus related to tourism.<sup>361</sup>

The dozen or so lighthouses selected for discussion in this chapter are scattered across the South African Indian Ocean coastline. They are found in three different provincial regions with varying current and potential importance for tourism.

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<sup>361</sup> Mossel Bay Tourism, *Mossel Bay and Surrounds Historical Guide* [Available Online at: <https://www.visitmosselbay.co.za/wp-content/uploads/2020/12/Mossel-Bay-Historical-Guide-Final-web.pdf>], n.d.

## Chapter 7

### Lighting Up the Cape of Storms: The Atlantic Ocean

Similarly, to chapter 6, this chapter considers a selection of lighthouses along the Atlantic Ocean coastline of South Africa in the provinces of the Western and Northern Cape.

#### 7.1) Cape Agulhas Lighthouse



*Figure 28 The Cape Agulhas Lighthouse, H. Nel, August 2018*

The Lighthouse at Cape Agulhas is perhaps one of South Africa's most well known and most accessible lighthouse. In the now protected Agulhas National Park and boasting both the southern-most tip of Africa just a short walk away, and a lighthouse museum on the ground, it is no wonder that this lighthouse is a popular attraction to tourists of all categories and nationalities. It is also a well-known landmark of note where the Indian and Atlantic oceans meet.<sup>362</sup>

It became apparent that a lighthouse was vital along this jagged stretch of coast as many vessels met their demise on the hidden rocks and reefs in the area, due in part

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<sup>362</sup> SALATO (2004), "Signposts of the Sea", *The Cape Odyssey*, Vol 4(4), April/May 2004, pp.1-20.

to howling winds and rolling fog.<sup>363</sup> The Cape of Agulhas, named by Bartholomew Dias in 1488 in reference to the way in which the compass needle spun when rounding this cape, is a notorious stretch of coast wherewith more shipwrecks than any other stretch of the South African coastline. Prompted by a preliminary construction report to the government, the owner of Zoetendals Vlei – a farm in the area named after a wrecked ship, Michiel van Breda, offered up as much land as was deemed necessary to build the lighthouse on, in perpetuity for the chance at safe passage around the Cape.<sup>364</sup>

Commissioned in 1849, the Agulhas lighthouse was built with three-metre-thick walls made of the limestone quarried from a hill almost directly behind the site. This limestone also contributed to the Egyptian revival style seen in the architecture of the lighthouse, which was a popular trend in France at the time of the lighthouse's installation, but also reflects on the Pharos, situated on the top end of the continent.<sup>365</sup> There are also Egyptian motifs carved into the limestone on the front of the lighthouse, but these are incredibly worn, and have largely been removed for preservation purposes.<sup>366</sup>

Later, in 1960, a move was made to replace the limestone structure with an aluminium structure, due to water leakage in the limestone, but the site was declared a national monument in 1973, and plans were put in place to refurbish and repair the “grand old lady”. The lighthouse was reopened to the public in 1999, coinciding with the opening of the Agulhas National Park.<sup>367</sup>

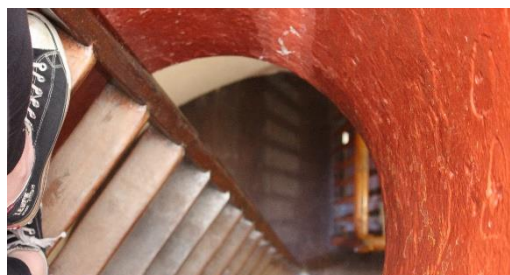


Figure 29 Staircase in the Agulhas Lighthouse,  
H. Nel, August 2018

<sup>363</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 10.

<sup>364</sup> SALATO (2004), “Signposts of the Sea”, *The Cape Odyssey*, Vol 4(4), April/May 2004, pp.1-20.

<sup>365</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 47.

<sup>366</sup> J. Loos, “Seeing the light was not always an easy task”, *Cape Argus*, 4 July 2013.

<sup>367</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 10.

The lighthouse itself is situated on a raised piece of land about five hundred meters from the tip of Africa and is a well visited attraction. Located an approximate four-hour drive outside of Cape Town, the significance of the lighthouse and the meeting point of the Indian and Atlantic oceans means that many tourists and visitors are willing to make the trip. The lighthouse itself is 27 meters tall and has steep wooden stairs leading up to the lantern house. This climb is not for the faint of heart or claustrophobic, as the stairs and building are relatively narrow due to the thickness of the walls.<sup>368</sup>

While tourism to the lighthouse and its surround is already effective, there is an opportunity to boost this with the addition of a restaurant, curio shop or accommodation in conjunction with the National Park. Overall, however, the upkeep, advertising and renovation to the lighthouse and tourist facilities in the area continue to effectively manage and draw more tourists to the site.

## 7.2) Danger Point Lighthouse



*Figure 30 Danger Point Lighthouse, H. Nel, August 2018*

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<sup>368</sup> Personal Visit, Cape Agulhas Lighthouse, Helen Nel, August 2019.

Early in the morning of the 26<sup>th</sup> of February 1852, the *Birkenhead*, a vessel laden with materials and reinforcements bound for East London, struck an uncharted rock, prompting the evacuation of the vessel. This is where the concept of the *Birkenhead Drill* was initiated, with the command of “woman and children first” entailing that many of the souls on board watched as the vessel sank with them on it. Of the approximated 648 people on board, it is believed that less than 210 of them survived the sinking vessel and freezing shark infested waters.<sup>369</sup>

Although this tragedy is well known, it is one of many shipwrecks that prompted the design and installation of a lighthouse near Gansbaai. It was decided that an 18-metre-tall masonry tower would be built at Danger Point, overseeing the ocean in the vicinity of the Birkenhead rock.<sup>370</sup> It was originally intended to be a cast-iron lighthouse, but delays in the development of the materials for the lighthouse resulted in a reconsideration, and the masonry tower was eventually lit for the first time on New Year’s Day 1895.<sup>371</sup>

The lighthouse, with attached lighthouse keepers’ quarters, was not a popular station to be at, as it was – and continues to be – rather isolated from local communities and urbanization. However, the lighthouse has expanded the facilities on site to include a conference hall that can be hired out and used by holiday makers, retreat directors and businesses alike. Set in an area approximately two hours from Cape Town, this area remains natural and untouched – an ideal space for a weekend retreat.<sup>372</sup>

This lighthouse is one of the few that remains manned and is well visited. The lighthouse keeper is incredibly friendly, especially to those who are as passionate about lighthouses as he is. It is true, however that the role he has had to play has drastically changed over the years, as where lighthouse keepers were once expert oceanographers, meteorologists and technicians, their key role is now mostly hosting tourists. Like a handful of other lighthouses along the coastline, Danger Point has

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<sup>369</sup> C. Smith, “Salute the men of the Birkenhead”, *Cape Argus*, 30 January 2002.

<sup>370</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 117.

<sup>371</sup> Williams, H., *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 81.

<sup>372</sup> Personal Visit, Danger Point Lighthouse, Helen Nel, August 2019.

recently been refurbished, and there is a nominal fee payable<sup>373</sup> to climb the lighthouse and view the small collection of memorabilia housed in the entrance hall of the lighthouse.<sup>374</sup>

This collection of memorabilia includes an account of the *Birkenhead* wreck, wine bottled and labelled specifically for the centenary of the lighthouse in 1995, and the memorial key used for the “rekindling of the light” at the lighthouse on the same occasion. Protected under the National Heritage resources Act 25 of 1999,<sup>375</sup> this lighthouse is making huge strides to maintain its relevance and attractive nature for tourists.

### 7.3) Roman Rock Lighthouse



Figure 31 Roman Rock Lighthouse, H. Nel, August 2018

In 1840, a lightship was posted at Roman Rock, a rocky outcrop at the entrance to the Simons Town Naval harbour in Cape Town. This lightship, anchored in place in the harbour, was set to be South Africa's only lightship, and was placed in answer to repeated request for a light at the entrance to the harbour. Placed in 1845, the lightship

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<sup>373</sup> In 2020 this was R20.00 per person

<sup>374</sup> Personal Visit, Danger Point Lighthouse, Helen Nel, August 2019.

<sup>375</sup> *National Heritage Resources Act*, 1999, 25, South Africa, Office of the President.

shone brightly, unless there was bad weather, when the light had to be lowered. This caused further complaints, as the navigational light then was taken down when it was most needed. Following almost six years of continuous use, it was decided that a permanent lighthouse was needed to replace the now tattered light vessel.<sup>376</sup>

Construction on the 14-metre-tall metal lighthouse began in earnest in 1857, and it took almost four years before the lighthouse was completed. This was largely due to the technical aspects involved in drilling into the rock to lay a foundation, as the rock was often covered over by the sea, even in low waters.<sup>377</sup> In the four years, only 962 hours of work were done on the lighthouse – the equivalent of approximately three months' work on land. The concrete base was built with enough staying power to withhold incredible strength from rough winds and huge waves.<sup>378</sup>

In the years before the light was automated, it was necessary for two keepers to live in the isolated small tower in the middle of the bay. Access to the light was limited, and largely consisted of travelling to the light in a small man-powered boat. It was also a limited space for exercise, limited to the small railing around the base of the lighthouse, which was not even attempted in high tide or stormy weather, for the fear of being knocked "overboard". Once the light was automated and helicopters introduced, visiting technical staff and equipment were lowered onto a gangway built for this purpose.<sup>379</sup>

Now fully automated, and with batteries in the lighthouse charged by solar panels on the exterior of the lighthouse, visits are less frequent, and the lighthouse is not open to the public. However, the lighthouse marks a significant point in the bay for kayaks, paddleboards, boats and sea-bikes to pass or circle. The lighthouse continues to serve its purpose, while being an integral part of the adventure tourism landscape in Simonstown.<sup>380</sup>

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<sup>376</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 47.

<sup>377</sup> SALATO (2004), "Signposts of the Sea", *The Cape Odyssey*, Vol 4(4), April/May 2004, pp.1-20.

<sup>378</sup> Personal Visit, Roman Rock Lighthouse, Helen Nel, August 2019.

<sup>379</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 181.

<sup>380</sup> Personal Visit, Roman Rock Lighthouse, Helen Nel, August 2019.



## 7.4) Cape Point Lighthouses



*Figure 32 Old Cape Point Lighthouse, H. Nel, August 2018*

Cape Point Nature reserve is possibly one of the most well-known and frequented sites in South Africa and has been described as the world's "fairest Cape" by Sir Frances Drake.<sup>381</sup> Famous for its treacherous waters, narrow and wild beaches and rocky hills, the nature reserve is home to some integral memorials to exploration history in the Cape, including the Dias Beacon. Cape Point is also of interest as it is home to two lighthouses.

The walk up Vasco da Gama peak to the original Cape Point lighthouse is incredibly strenuous, and takes anywhere from 10 to 25 minutes, depending on the climbers fitness level.<sup>382</sup> There is, however, a funicular that can transport visitors approximately three quarters of the way up the peak at a cost each way.<sup>383</sup> The positioning of the

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<sup>381</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 85.

<sup>382</sup> L. Templeton, "Enjoy funicular ride at Cape Point", *The Cape Times*, 24 January 1997.

<sup>383</sup> In 2020 this was R50.00 each way



cast iron Lighthouse at the top of the peak makes it one of the most inaccessible inland lighthouses in South Africa.<sup>384</sup>

The original Cape Point lighthouse, a stubby black, white and red cast iron tube was placed on the peak in 1860 after being prefabricated and transported from England. However, the designer never saw the actual site for the lighthouse, and therefore misjudged the strength of the winds and precarious nature of the placement. Under the guidance of the engineer in charge of erection, the lighthouse was stabilized and bolted to the rock. This has ensured the longevity of the lighthouse, as it has stood for almost one and a half centuries.<sup>385</sup>

Despite all the effort taken to position the lighthouse at the top of the peak, it soon became apparent that the lighthouse had been built in the wrong place. Although the original light could be seen for 36 nautical miles, when the characteristic Cape Point mists rolled over, it was not uncommon for the lighthouse to seem as if it had disappeared altogether.<sup>386</sup> It was this realisation that the lighthouse then served no purpose to navigation that prompted the building of the new Cape Point lighthouse, which was officially opened in 1919. As this lighthouse was built approximately 200 metres lower down on the peak, the transport of materials for the build was rather difficult, and in a position that was even more difficult to reach than the original lighthouse.<sup>387</sup>

Due to the fact that both lighthouses are inside the Cape Point National Park, which forms a section of the Table Mountain national park, an entry fee is payable by each tourist for entry into the reserve.<sup>388</sup> Although, if the trip is planned effectively, visitors can make the most of the day in the park, viewing game, driving through unique bush as well as swimming or walking on the pristine beaches. There are also hiking trails throughout the reserve, and the climb to the lighthouses themselves.<sup>389</sup>

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<sup>384</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 32.

<sup>385</sup> SALATO (2004), "Signposts of the Sea", *The Cape Odyssey*, Vol 4(4), April/May 2004, pp.1-20.

<sup>386</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009. pp. 81.

<sup>387</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 32.

<sup>388</sup> In 2020 this was R135.00

<sup>389</sup> Personal Visit, Cape Point Lighthouse, Helen Nel, August 2019.



Figure 33 New Cape Point Lighthouse, H. Nel, August 2018

One of the key attractions for tourists is the legend of the Ghost ship, “*The Flying Dutchman*”, which is doomed to spend eternity attempting to circumnavigate Cape Point. This legend is born from the belief that the captain of the ship disrespected the angel sent to save the crew of his ship, as he tried to shoot at the angel.<sup>390</sup> Accounts and sightings of the ship are common and detailed, and there is even evidence of a rock painting depicting the ship in full sail.<sup>391</sup>

The legend of *The Flying Dutchman*, the unique features of the national park and the beauty of the two lighthouses establish the mysticality and romanticism of one of the most treacherous stretches of the South African coastline. It is therefore understandable that the site remains a tourism hub, with curios, commemorative T-shirts and trinkets readily available to the tourists that visit the site.

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<sup>390</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 32.

<sup>391</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 85.

## 7.5) Slangkoppunt Lighthouse

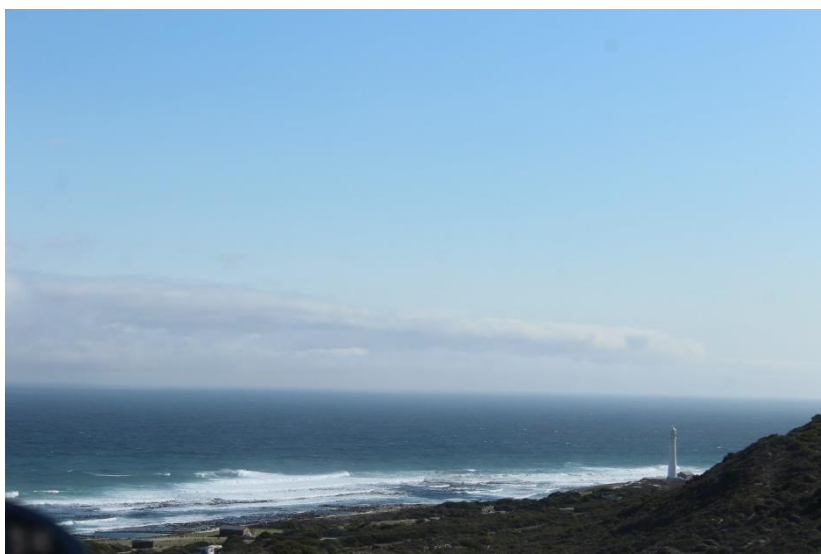


Figure 34 Slangkoppunt Lighthouse, H. Nel, August 2018

Situated at the naval half-way point between Cape Point and Robben Island, the Slangkoppunt lighthouse stands proudly on the outskirts of the coastal town of Kommetjie, near Cape Town. Built after multiple enquiries and requests, the lighthouse was proven essential due to the wrecking of multiple vessels along the Atlantic coastline in this area. It was argued that these wreckages could have been avoided with the placement of a light.<sup>392</sup>

The lighthouse at Slangkoppunt was built out of prefabricated cast-iron segments that were bolted together to build the thirty-three-meter-tall lighthouse. Each of these panels weighed a spectacular 500 kilograms, and once bolted together, formed an elegant circular tower, tapering up to the lantern house above.<sup>393</sup> The lighthouse is made up of five floors, each 6 meters above the last, and connected by a winding cast-iron staircase. From the lantern house, it is possible to look out across False Bay and particularly over



Figure 35 Lighthouse stairs, H. Nel, August 2018

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<sup>392</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 113.

<sup>393</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 113.

Long Beach. It is said that this is an ideal place to look for whales during their migratory season.<sup>394</sup>

The lighthouse building was completed in 1914, but the 'Great world War', now known to be World War I, interfered with the commissioning of the light – and it was only officially opened in 1919, five years after the tower's completion.<sup>395</sup> The cast-iron tower, the tallest on the South African coast, was originally intended to be fitted with a foghorn, but this was never installed, and as such, the lighthouse remains silent, but shining bright.<sup>396</sup> Being situated within the confines of Kommetjie, and walking distance to a primary school, this was a popular station for lighthouse keepers and their families. Sadly, due to the automation of this lighthouse, the necessity for multiple keepers proved to be excessive, and the station is now home to a single lighthouse keeper.<sup>397</sup>

Sometime in the early 2000's, the additional dwellings at the site were turned into backpacker chalets, popular with older couples and surfers on holiday, as Kommetjie is known to be a quiet centre, home to many retirees and surfers looking to catch the waves rippling onto long beach, which stretches between Kommetjie and Noordhoek.<sup>398</sup> Despite the backpacking facilities having fallen away, the lighthouse is still open to the public, with a nominal fee,<sup>399</sup> as is the case with most of the lighthouses geared for tourism. This often entails an engagement with the lighthouse keeper, who is friendly and all too willing to regale a visitor with stories of his time working on the South African lighthouses.<sup>400</sup>

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<sup>394</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 187.

<sup>395</sup> Williams, H., *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 113.

<sup>396</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 187.

<sup>397</sup> Personal Interview, Helen Nel with Lighthouse Keeper, August 2018.

<sup>398</sup> Personal Visit, Slangkoppunt Lighthouse, Helen Nel, August 2019.

<sup>399</sup> In 2020 this was R20.00 per person

<sup>400</sup> Personal interview, H. Nel, with Lighthouse Keeper, August 2018.



*Figure 36 View from Slangkop Lighthouse, H. Nel, August 2018*

Due to Kommetjie being only an hour's drive outside of Cape Town, and a scenic and pleasant drive at that, the town is popular with day visitors and holiday makers alike. This day trip is often paired with other interests in the area, such as hiking, swimming, surfing, wine and gin tasting, and a visit to the many curio shops positioned in Kommetjie, and on the route through Fishhoek and Kalk Bay alike. The lighthouse itself is well signposted, but not as well marketed in the area. The reinstallation of the backpackers' units, or even sundowner tours in the area would both promote tourism and income to the area as would the development of a route tour.<sup>401</sup>

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<sup>401</sup> Personal Visit, Slangkoppunt Lighthouse, Helen Nel, August 2019.

## 7.6) Greenpoint Lighthouse, Western Cape



*Figure 37 Greenpoint Lighthouse, H. Nel, August 2018*

The Greenpoint lighthouse, commissioned in 1824, was the first of the South African lighthouses to be built.<sup>402</sup> This magnificent red and white striped structure stands proudly on the Seapoint Promenade, in the Shadow of Table Mountain, and serves as a navigational marker for those attempting to enter the harbour at Table Bay. This imposing and well-kept structure has remained a prominent feature of the Cape Town and South African coastal landscape for almost two centuries.<sup>403</sup>

Built and designed under the guidance of Herman Schutte, an architect from Germany who has left his architectural mark throughout the Cape Town CBD, with buildings such as *Die Groote Kerk* on Adderley Street, the lighthouse does not follow the conventions for lighthouses by any means. A squat square masonry tower standing a

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<sup>402</sup> M. Botha, "Reuse wat jare reeds kus bewaak", *Burger*, 11 Desember 2010.

<sup>403</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 1.

mere sixteen metres, with a wide walkway under the lantern house, the lighthouse stands proudly overlooking Table Bay and the Atlantic Ocean beyond.<sup>404</sup>

Immediately after the completion of the lighthouse, it began to fall into disrepair, due to arguments over where the responsibility of maintenance fell, and by 1840 it was clear that the lighthouse was in drastic need of repair and upgrade. This was done in 1842, much to the relief of seafarers and Capetonians alike.<sup>405</sup> At the same time, a secondary lighthouse was built a stone's throw away from the Greenpoint lighthouse in an attempt to lessen expenses. This lighthouse at Moullie Point did not last long, however, and all but the base was demolished when a breakwater light was placed at the harbour in 1908.<sup>406</sup>

The lighthouse keepers' quarters were added to the Greenpoint lighthouse in 1899, serving as accommodation for the lighthouse keeper and two assistants. The lighthouse was declared a national monument in 1973, after almost 150 years of service to the shipping and maritime trade community, and now serves as the headquarters for the TRANSNET Lighthouse Services, who oversee all the lighthouses on the South African Coast and has done so since 2003.<sup>407</sup>

This lighthouse is still open to visitors, and also asks for a nominal fee at the same price as many of the other publicly accessible lighthouses.<sup>408</sup> The lighthouse itself serves as a museum of sorts for various aspects of maritime history, as well as being the home of many of the paintings of South African Lighthouses done by Richard Wyness, a retired lighthouse keeper mentioned above in conjunction with his son, Raymond, who oversees the lighthouse at Greenpoint KwaZulu-Natal.<sup>409</sup>

Before the lighthouse was erected, there were already public complaints about it, not due to the light, or the detriment it would cause to the lucrative business of shipwreck salvaging or even because of the supposed misuse of public funds, but rather because

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<sup>404</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 23.

<sup>405</sup> SALATO (2004), "Signposts of the Sea", *The Cape Odyssey*, Vol 4(4), April/May 2004, pp.1-20.

<sup>406</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 1.

<sup>407</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 23.

<sup>408</sup> In 2020 this was approximately R20.00 per person

<sup>409</sup> Personal visit, Greenpoint Lighthouse, Western Cape, Helen Nel, August 2018.



of the bellowing of the impressive foghorn, commonly referred to as “Moaning Minnie” or “Bellowing Bill”.<sup>410</sup> This foghorn was replaced in 1986 with a foghorn set at a less obtrusive higher pitch, but on a foggy night – not uncommon for Table Bay – the foghorn can still be heard as it emits its haunting tone, warning seafarers of dangers hiding beneath the foggy blanket.

Regarding the lighthouses position in the context of tourism, and lighthouse tourism in particular, it is in an ideal position. The Victoria and Alfred Waterfront Shopping Centre is a five-minute drive away, boasting tourist attractions for shopping, charters into the bay, local eateries, the Two Oceans Aquarium and the Zeitz MOCAA museum.<sup>411</sup> The Seapoint promenade is also a popular tourist spot, and people can often be seen walking, running or cycling along the stretch of paved and well-kept shoreline, with an incredible view over Table Bay. The area around the lighthouse is also packed with hotels, restaurants, and many other facilities geared to cater to tourists and locals alike.

In terms of the growth of the community around the lighthouse, there would be little impact to the area associated with the growth of tourism to the lighthouse, as it already hosts a large tourism contingent. However, growth of tourism to the lighthouse should be encouraged and advertised, as it will bring an influx of tourists and funds to the area.

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<sup>410</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 23.

<sup>411</sup> City Sightseeing, 2020, *City Sightseeing Cape Town* [Online], Available at: <https://www.citysightseeing.co.za/en/cape-town> [Accessed March 2021].





*Figure 38 View of Table Bay from Greenpoint Lighthouse, H. Nel, August 2018*

### **7.7) Robben Island Lighthouse**

As its name implies, the Robben Island lighthouse is situated on the Robben Island just 13,9 kilometres from Cape Town's waterfront.



*Figure 39 Robben Island lighthouse, <https://www.cape-town-heritage.co.za/landmark/robben-island-lighthouse.html>*

Already established as the original setting for the “fire tower” used to guide Dutch ships safely into Table Bay during the seventeenth and eighteenth centuries,<sup>412</sup> it is entirely expected that the primitive rudimentary structure would be replaced as soon as possible with a permanent navigational light. This took place in 1865, when the 18-metre-tall lighthouse was built on the island.<sup>413</sup> Situated relatively close to Cape Town harbour, and with transport readily available, this was a relatively popular lighthouse station, with a compliment of four lighthouse staff at the peak of the lighthouse’s operation.<sup>414</sup>

One of the key reasons for the development of this lighthouse is related to the sheer number of wrecks that occurred on the rocks around the island, as well as the fact that it was invisible at night and in dense fog. It is because of this that the lighthouse was equipped with a primitive foghorn in 1902, consisting of explosive materials that were set off once every five minutes in dense fog. This was continued until a diaphone horn was installed in 1925.<sup>415</sup>

The island itself has seen many lifetimes and inhabitants but remains well known for its abundant bird and plant life. In the time of the original European settlers, the island was known as an area of “safety” from the natives of the area.<sup>416</sup> However, this drastically changed over time, as the role of the island became less about the safety of keeping people safely out, to safety associated with keeping people in. Used for a long while as solution to the fear of leprosy in Cape Town, the leper colonies of the mainland were all moved to Robben Island in order to slow the spread of the infection.<sup>417</sup> It was during this time that the island gained its prowess as “the Island of Terror”. This continued as the island became a training and defence station during World War II, and eventually the maximum-security prison it is most well-known.<sup>418</sup>

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<sup>412</sup> M. Botha, “Reuse wat jare reeds kus bewaak”, *Burger*, 11 Desember 2010.

<sup>413</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 171.

<sup>414</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 56.

<sup>415</sup> J. Yeld, “A little light-housekeeping for Peter”, *Cape Argus*, 26 Feb 1999.

<sup>416</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 56.

<sup>417</sup> Personal Visit, Robben Island Tour, Helen Nel, 2016.

<sup>418</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 171.

Long abandoned by the seals that gave the island its name, (seal is *robben* in Dutch), the island became the prison confines of over 3000 men, including the legendary former president, Nelson Mandela. It is largely because of its prowess as a maximum-security prison during the apartheid era that this small island became a World Heritage site in 1999, and is a popular tourist site to this day, with multiple ferries making the journey to the island each day.<sup>419</sup>

It is incredibly sad, however, that the tour of Robben Island does not include access to the lighthouse, despite it being in a protected military area. It is due to this that most people do not even know of the existence of the lighthouse on Robben Island, or of the shipwrecks that necessitated its construction. There is place for this tourism development to take place, and it could be beneficial to add another element of heritage and the only consistent role on the island to the knowledge base of visitors to the area, particularly because the lighthouse is the only area of the island not considered an official heritage site. Again, the lighthouse could be incorporated into the narrative of route tourism.

## 7.8) Cape Columbine Lighthouse



*Figure 40 Cape Columbine Lighthouse, H. Nel, August 2018*

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<sup>419</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 171.

Situated just outside of Paternoster, two hours north of Cape Town, the strange shape of the Cape Columbine Lighthouse towers over the ocean and landscape below it. Designed as an art-deco style masonry tower, the squared off tower stands guard over the treacherous Atlantic coastline and exquisite Cape fynbos native to the area. Built relatively late in the scheme of South African lighthouses, it was the last manned lighthouse to be built and was commissioned in 1936. This lighthouse is also one of the last to house a permanent lighthouse keeper on site.<sup>420</sup>

Built as a guiding light between Dassen Island south of this point and Pelican Point in Namibia, this light was seen to be unnecessary to those in charge of the construction of the lighthouses on the South African coast. However, seafarers held out hope that a lighthouse would be built, and the lighthouse built in 1936 on Castle Rock was an answer to many navigational safety concerns.<sup>421</sup> The lighthouse now houses one of South Africa's four Differential Global Positioning Systems (DGPS), which replaced the radio-beacon system of navigation, and allowed for safer and more accurate maritime navigation.<sup>422</sup>

The area is steeped in shipwreck history, including the barque *Columbine*, to which the lighthouse owes its name, and which shipwrecked in 1829.<sup>423</sup> However, this is not the only attraction, as the small town of Paternoster has made huge strides to establish itself as a destination in its own right, with restaurants, accommodation and activities to entice tourists being an active focus for local development.<sup>424</sup> One of the latest developments in the area is that of the Paternoster brewery, a small craft brewery developing local beers with a local flair.

The lighthouse itself also offers accommodation in one of three lighthouse keepers' dwellings that have been converted into guesthouses in the beautiful, isolated area overlooking the Atlantic coast. In fact, there is even the option of a small two-sleeper

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<sup>420</sup> G. Hoberman, *Lighthouses of South Africa*, Cape Town: Hoberman Collection, 2009, p. 61.

<sup>421</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 121.

<sup>422</sup> H. Du Plessis, "PORTNET switches on new satellite navigation system", *Cape Argus*, 12 October 2000.

<sup>423</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 121.

<sup>424</sup> Personal Visit, Cape Columbine Lighthouse, Helen Nel, August 2019.

cabin often referred to as the “honeymoon suite”. Although the lighthouse was his core focus, the late lighthouse keeper, Japie Greef, was passionate about tourism and the importance of it in the continued life of the South African lighthouses. This lighthouse is open to the public, and a tour is free when staying in the lighthouse accommodation, otherwise a nominal fee is payable. The climbing of the lighthouse is interesting, with a combination of steel, stone and wooden steps, as well as a few ladders and tight trapdoors.<sup>425</sup>



*Figure 41 Trapdoors separate the levels of the lighthouse. Personal visit, Helen Nel, April 2019.*

Although there is a small influx of tourism to the area, the lighthouse and its surrounding community are passionate and driven to create opportunities, spaces and activities to draw in more tourists. This is a goal that will positively affect both the growth and the development of the community, as well as the economy.

As in the case of the light houses along the Indian Ocean seaboard, those along the Atlantic stand as both relics and bastions of a past era. They stand tall with potential to be reinvigorated through tourism and community involvement and possibly as icons within a route tourism context.

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<sup>425</sup> H. Williams, *Southern Lights: Lighthouses of Southern Africa*, Cape Town: William Waterman Publications, 1993, p. 121.

## **Chapter 8: Conclusion**

Through this study, an in-depth analysis was done on the current role of lighthouses and Lighthouse Tourism internationally. Using similar processes and analysis, a discussion was developed on the prevalence, potential and existing role of the lighthouses in the South African tourist domain. Lighthouse tourism, in general, offers visitors a unique experience linked into the ever-popular sun, sand and sea tourism that tourists crave for leisure and escape, but also goes beyond this in the context of route tourism development, as well as in a post-COVID-19 context.

As one of the fastest growing sectors of tourism internationally, it is of vital importance to develop and expand coastal tourism to draw new and returning visitors to the area. It is also vital to cater to tourists across the spectrum in terms of tourist interest and need for activities and entertainment. This includes educating tourists about unique marine environments, histories and local cultures and hence contributing to one of the many Sustainable Development Goals (SDGs) which are so pertinent to the tourism sector. This aligning of focuses speaks to the concept of using culture as an agent, while using the natural setting as the medium in which the agent can function and develop. However, this relies on tourism practitioners and authorities adhering to a balance between conservation, sustainability, and the carrying capacity for the area.

Conservation and sustainability for a coastal area, or indeed any area with functioning tourism, remains entirely dependent on educating tourists, local communities, tourism actors and authorities for the sustainability goals to remain constant in the minds of all involved in the use of the area. There is also a huge amount of emphasis on the conservation and appreciation of what is already in the space, as well as any new additions. In many coastal regions around the world, the emphasis is therefore on pre-existing structures such as lighthouses and, in some cases, the shipwrecks that feature alongside them in alignment with the environment which in most cases is pristine, undeveloped and often isolated.

Out of their very nature, lighthouses have always shared an intrinsic link to the coast and remain prominent features on almost any stretch of coastal landscape, standing proudly over rocky and treacherous coastlines in order to prevent further wreckages and fatalities. However, in many areas, there is far more focus on the development of conservation of the heritage of the shipwrecks, than there is on the conservation of these maritime navigation beacons. This is largely due to the fact that the heritage contained in shipwrecks and the stories around their wrecking is often dramatic and mythical, but tends to be worn away quickly either due to physical degradation from battering tides, or from loss or deficit of transcribed history. However, as more people are seeking out coastal tourism, there has been an international shift towards the promotion of lighthouses, rather than the shipwrecks, as a basis and drawcard for coastal tourism.

The function of these lighthouses and their role in the tourism sector has been drastically altered from their initial purpose. As is evident, many have been restored and renovated and then brought up to touristic standards, by including self-catering cottages, hotels, museums, coffee shops and tours up to and into the lighthouses themselves. Many of these lighthouses, particularly in countries such as New Zealand, Canada and the United Kingdom, also fall into some form of protection from national heritage conservation bodies. These lighthouses are therefore repurposed but are also maintained in their original style and splendour. Often found in secluded areas, these lighthouses offer incredible opportunities for niche and so-called “Robinson Crusoe Tourism”, where tourists explore a relatively unpopulated area. It is because of this very deep-seated and unexplainable attraction to lighthouses that lighthouse tourism has begun to flourish in its own right.

Due to this influx of interest in lighthouses and their histories, many countries and regions around the world have developed lighthouse tourism trails for tourists to explore in their own time, collecting signatures, stamps and photographs along the way, as well as exploring expansive undeveloped areas of coastline. This is not, however, standard universal practice, and some countries and regions have been slower to develop Lighthouse Tourism and have yet to see the benefits that come from the promotion thereof.

One of the countries that has been, and remains, slow on the uptake of Lighthouse Tourism, despite having flourishing coastal tourism infrastructure already in place and in use, is South Africa. With tourists flocking to the South African coast, and some forty-five lighthouses across 3000km, there is a massive amount of potential to grow and develop lighthouse tourism, especially as a lighthouse tourism route. This is not to say that lighthouse tourism is completely non-existent, as five of the lighthouses are open for public access, and a further few are open by appointment. This however amounts to only ten percent of the lighthouses being utilised, and not really optimised as yet. It therefore remains an incredibly under-used and underdeveloped tourism asset. There is indeed potential to develop many of these lighthouses into tourism friendly spaces as well as develop route tourism which could include an emphasis on maritime history museums, accommodation and restaurants or coffee shops along with what the unspoilt coastlines have to offer in terms of natural heritage.

The concept of route tourism has also been well explored, particularly in terms of the social and economic development that ties into the focus on small scale tourism that can provide work and upskilling opportunities for the local communities. Because of the possibility of linking various attractions in an area, or of a certain category, regional or topical route tourism, it is important that actors within the route tourism network understand the links developed between the different sites. This concept is ideal for application in the development of coastal tourism as it can help to highlight elements across the sectors of tourism, as well as putting emphasis on previously overlooked tourism spaces, such as the lighthouses. This is also ideal for creating a local appreciation for the various sites, as well as motivating tourists to travel to these locations.

While there are multiple lighthouses that have the potential to be geared for additional tourism, as discussed in both chapters 6 and 7, the lighthouses have a rather significantly small holding capacity, which allows the tourism to the area to remain niche, exclusive and sustainable. This includes limiting and monitoring the number of climbers and visitors who will visit the lighthouse and surrounding buildings as overnight accommodation. However, there is also opportunity to include residents from the local area in the development of tourism practices, particularly in terms of catering and additional tourist facilities as well as entertainment. This will contribute to the



income of the area and will also provide opportunities for upskilling and development within the local communities.

The current potential to develop this form of tourism lies in the fact that it is automatically limiting on numbers, as well as the fact that the lighthouses are often found in secluded and wide-open spaces., Both of these factors are ideal in the context of the resurgence and reestablishment of tourism after the COVID-19 pandemic. The reopening of tourism is, and will continue to be, slow, but this form of niche tourism is a model way for people to begin to travel locally, as well as re-establish the local economy. This new move towards tourism also offers the lighthouse keepers – those few still operating – a chance to find a new purpose alongside the towers they love and maintain.

While this Masters' study is by no means exhaustive, it offers an insight into the potential for Lighthouse Tourism in South Africa across its almost 3000-kilometre coastline. It highlights the possibilities of placing South Africa among international partners with a similar aim to preserve the coastal history, promote conservation, and develop tourism in a way that is sustainable and beneficial to all parties involved. This can only be achieved through an in-depth understanding of how the lighthouses came to be, acknowledging their past histories and paving a way forward for a vibrant and intriguing new role. This will have a ripple effect on the development of local communities, coastal tourism and South African tourism, as well as positioning South Africa amongst prominent lighthouse conservation and tourism practitioners around the world.

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*“Lighthouses are not just stone, brick, metal, and glass. There’s a human story at every lighthouse; that’s the story I want to tell.”*

*- Elinor Dewire*

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# Appendices

## Appendix A: Questionnaire

1. What do you find most attractive about lighthouses?
2. In your opinion, why is the promotion of lighthouses as tourism features important?
3. What do you believe is the biggest draw factor for Pharological Tourism?
4. What do you believe is the best way to 'put lighthouses on the map' in South African Tourism?
5. What do you believe is the biggest downfall in establishing and maintaining Pharological Tourism?
6. How do you believe the local community could be involved in the establishment and growth of Lighthouse Tourism?
7. Do you believe that the current pricing, advertising and promotion of the lighthouses open to the public in South Africa is effective? Why/ Why Not?
8. Is the information about the South African Lighthouses provided online and in travel guides up to standard, and how could this be improved?
9. Many of the South African Lighthouses feature on landscapes that are iconic, either from a South African Historical Perspective, or from an International one. Do you think that this information and history should be linked to the lighthouses?
  - a. If yes, how could this be done effectively to promote tourism?
  - b. If no, why not?
10. Do you believe that the establishment of lighthouse tourism would promote or hinder the development of Coastal Tourism in South Africa, Why?





