

# The contribution of 'Kimberley' as a rehabilitated mine to South Africa`s tourism income

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## Abstract

This article discusses about the character of post-mining land use and its economic role in Kimberley as a mined region; in general considering its financial impacts on the South Africa`s annual income, derived from tourism. The text argues that in the context of structural change and mined area, the use of post-mining potentials, such as touristy site, including infrastructures and traditions, considering sustainable tourism, can be a way to improve development options for affected region, subsequently tourism income for SA.

**Key words:** Post-mining land use, Kimberley, Financial impacts, South Africa, Post mining potentials, Sustainable tourism.

## Introduction

In recent years, Sustainability has been one of the major global issues and considerably is utilized in various fields. As from the post- mining land use (both underground and open pit), considering to turn the mined area into the tourist site or grass land and etc, the local community and the government simultaneously will benefit at their best (Pouya: 1994). Considering the ability of ambulating the process of production, distribution, developing various services, accelerating flow of fund and causing employment, tourism is one of the most important productive resources for countries and it can be beneficial for national economic interest of the host society (Abbasnezhad: 1997). It should be considered that flow of fund in tourism industry far outweigh its income. Employment causes the

prosperity and improvement; Therefore, capital- geopolitical competition has been occurred in vast scale (Papely Yazdi et al: 2012). Tourism results in a complex series of economic, environmental and social impacts in the host societies (Hassel: 1994). Employment benefits, Income benefits, Tax revenues, Visibility and Cultural benefits. Evidence of the economic impact of tourism is so overwhelming that it is no wonder that underdeveloped countries seek it and industrialized nations wish to protect it (Gunn: 1988). Within these processes the role of the touristy site in the Kimberley mined area will be measured based on the global scales; In South Africa, local definitions and measurement of the boundaries and impact of tourism have been influenced by the system of tourism satellite accounts( TSA) following the international standards of the World

Tourism Organization (WTO) (Tassiopoulos: 2008). In South Africa, tourism is one of the key drivers of the economy, supporting around 947,500 jobs and generating over R100- billion every year. According to South African Tourism (SA Tourism), the country's national tourism organization (NTO), almost 8.4-million international (overseas and continental African) tourists visited South Africa in 2006 (SA Tourism: 2006/7). The transition to democracy with the first democratic elections held in 1994 has resulted in the country possessing a positive global image and high 'emotional pull' and celebrity appeal draw cards (George: 2007).

This paper discusses about the integrated Geography & Tourism which lead to improvement of the economic condition of SA; Geotourism is concerned with preserving a destination's character- the entire combination of natural and human attributes that make one place distinct from another. (Lew: 2002).

## **Methodology**

### **Definition of sustainable tourism**

Sustainable tourism meets the needs of tourists and the places they visit at the present time, whilst protecting and improving opportunities for the future. Local communities have an equal share in the economic benefits of tourism. Sustainable tourism is carried out so that wildlife and the environment are undamaged and each has the opportunity for renewal (Inskip: 2008). As Burr (1995) says; -developing a greater awareness and understanding of the significant contributions that tourism can make to the environment, people and the economy, - promoting equity in development, - improvement the quality of life of the host community, -providing a high quality of experience for the visitor and maintaining the quality of the environment are the goals of sustainable tourism.

In South Africa a new tourism is required that would boost other sectors of the economy and create entrepreneurial opportunities for the previously neglected groups and be kind to the environment; that will bring peace, prosperity and

environment for all South Africans (Duffet et al: 2008). "South Africa is now beginning to work on maximizing the local economic benefits which tourism can bring to an area; there is much to be gained from creating a more diversified tourism product and marketing a wider range of experiences, activities and services to tourist. Strong economic linkages at the local level were identified in the White paper as a critical success factor in the local economy" (National Responsible Tourism Development Guidelines for South Africa: 2002).

### **Definition of post- mining land use**

Post-mining potentials as an analytical and development concept were introduced in the project Resource to designate elements left behind from the industrial past, which potentially represent a resource for new development and investment. post-mining potentials are legacies, leavings, remains and residues of mining that can be used in a broad sense after the end of mineral exploitation for a number of purposes, ultimately for mastering structural change (Wirth et al: 2012). After rehabilitation, potentials can be used for recreational purposes, such as hiking, cycling or newly created green areas, such as parks. More innovative uses focus on energy production, such as biomass plantations on post-mining land or mine water and stock pile heat for electric power production. Cultural potentials include technological heritage, infrastructure, production facilities and housing, in short anything human-made and most commonly presented in museums, or turned into concert and conferences venues. Such non-material potentials as mining events, mining traditions and mining identity are also considered as part of this category (Marot et al: 2012). The impacts on the biophysical environment caused by the mining and minerals processing industry have frequently been accompanied by a significant loss of biodiversity. This may persist even when a mine is rehabilitated after closure. Current best practice attempts to avoid negative impacts and, where necessary, to restore impacted

environments. This is an essential step if the sector is to contribute significantly towards sustainable development in the region (Hoadley et al: 2002). In South Africa, mine closures before 1956 were not subject to legislative closure requirements and are now the responsibility of the State (Aken et al: 2005).

### State of the focus region Major overview of the region

The Northern Cape is South Africa's largest province. It covers 29.7 percent of South Africa's total land area and housing 8.1 million residents; about 68 per cent

speaking Africans as their home language. Kimberley is the capital of the Northern Cape and one of the most famous diamond mining cities in the world, although most of the mines are having closed now. This city was started in 1871 after the "Diamond Rush". The early miners did not have equipment and used spades and picks to dig the "Big Hole", which is 215m deep (Cadman: 2007).

The Big Hole, Open Mine or Kimberley Mine (Afrikaans: Grootgat) is an open-pit and underground mine in Kimberley, South Africa, and claimed to be the largest hole excavated by hand (Internet: 1).



Figure 1- The map of accessible routes towards Kimberley (Google.co.za)

Kimberley (figure1), is a city of rich history and many firsts (Internet: 3). Kimberley has many museums and art galleries. The Kimberley Mine Museum is at the "Big Hole" and tells the story of diamond mining and includes an old mining village, explaining life during the "Diamond Rush". People visit the city to learn about the history of diamond mining and the Anglo-

Boer War (Cadman: 2007). Like Bates (2004) said one of the world's first diamond mines may become a tourist attraction. De Beers has set aside 16million Rand to transform the Kimberley, South Africa, "Big Hole" from a worn-out mine into a tourist destination. "We want this to be a major attraction," said Roger Ketley, secretary for De Beers

Consolidated Mines. “Now that the mines are closing, a number of people in Kimberley will lose their jobs. We would like to soften that blow by creating an alternative industry”. Among the ideas being batted around is a simulated

underground mining experience for visitors and displays that “tell the diamond story”. There also are plans for a retail area which will, of course, likely include a jewelry store. The new attraction is set to open in 2005 or early 2006.



Figure 2- Satellite Map of the area (Google.co.za)

Today the Big Hole (Figure 2) is about 215m deep, but 40m of ground water leave only 175m visible. Originally the hole was 240m deep, but after it was abandoned it was used to throw debris in. The underground Kimberly Mine was mined to a depth of 1097m. The Big Hole is a rather new diamond theme park located at the rim of this hole, and owned by De Beers (Internet: 2). Until now any tourism development activities have been largely ad hoc. Within the portfolio of the province, Kimberley is the only City Of all the tourist attractions tracked by the N. Cape Tourism Authority, the Big Hole Mine and Museum in Kimberley has been the most visited, with some 84 000 visitors in 2003 compared to 58 000 at Augrabies National Park and 25 000 to the

Kgalagardi National Park (Grant Thornton: 2004). It was developed from the former Kimberley Mine Museum, but in 2006 De Beers invested R50 million (about USD 7.7 million) for the renovation and extension of the site. It includes an open air museum, a small village showing the history of diamond mining at Kimberley. The most spectacular addition of the recent renovation is a cantilevered platform above the rim of the Big Hole which was completed in November 2006. The Platform is 30 by 30 Cape feet, which was the size of a 19th Century mining claim. It allows the visitors a vertical view down into the hole, as it protrudes across the rim like a half suspension bridge (Internet: 2).



Figure 3- The Kimberley Big Hole (Google.co.za)

Some people have jobs as guides taking tourists to the Anglo-Boer War battlefields at Modder River or Magersfontein. Other people show tourists the museums in Kimberley where they learn about the history of diamond mining in the city. Some people earn money by selling beadworks or paintings to these tourists. Others have jobs guiding tourists on canoes or rafting trips on the Gariep River (Cadman: 2007).

#### **Annual financial interests of tourism in SA & the region (Kimberley)**

South Africa's scenic beauty, magnificent outdoors, sunny climate, cultural diversity and reputation for delivering value for money, have made it one of the world's fastest growing leisure – and business – travel destinations. In the 2012 Reader's Travel Awards by the UK's Guardian, South Africa was voted the world's third favorite long-haul destination, after Japan and Cambodia (Internet: 4). South Africa has earmarked tourism as a key sector with excellent potential for growth; the government aims to increase tourism's contribution, both direct and indirectly, to the economy from the 2009 baseline of R189,4-billion (7.9% of GDP) to R499-billion by 2020, whilst Tourism supports one in every 12 jobs in South Africa (National Department of Tourism: 2012).

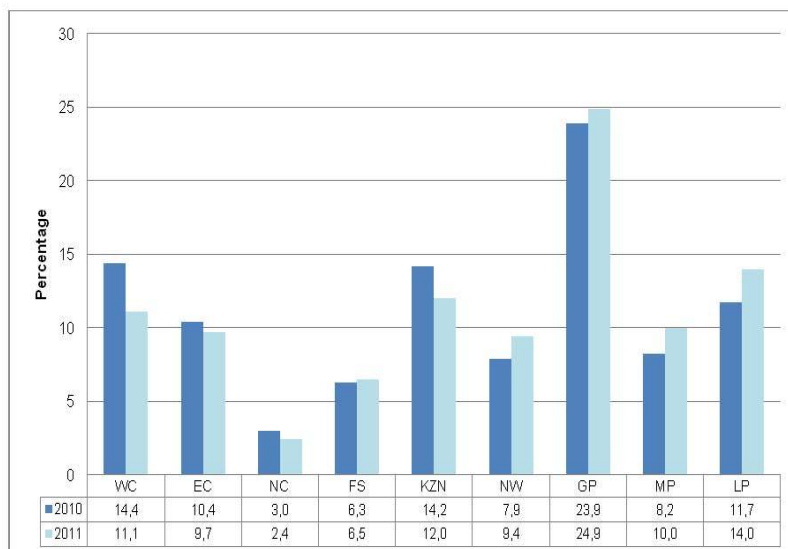
Less than a decade into the 21st century, many countries, including South Africa, experienced the global economic crisis. This has affected economic growth in South Africa over the last four years, prompting a deceleration in rate of economic growth. South Africa

experienced an average growth rate of approximately 5 per cent in real terms between 2004 and 2007. However, the period 2008 to 2012 only recorded average growth just above 2 per cent; to a large extent the effect of the global economic crisis. Of the nine provinces in South Africa, three power houses stand out. Gauteng, Kwazulu-Natal and Western Cape collectively contribute a significant portion to the country's value added, reported at over 60 percent (S.S.A.: 2013). Based on the Tourism Report of Stats SA (2012), number of both foreign travelers and South African residents by the year of travel; 2010-2012 has been increased from 31,773,236 in 2010 and 34,105,393 in 2011 to 35,291,559 in 2012, And according to the statistics on tourism published by (Stats SA) on 15 April 2014, total of 937,792 tourists visited South Africa during December 2013, making it the highest ever recorded number of tourists in the country in any one month. This was an increase of 7.6% from the 871,774 tourists recorded in Dec 2012. Month-to-month comparison indicates that tourists increased by 12.3% between November 2013 and December 2013. Over time, there has been a general increase in the number of tourists visiting the country every year. In 2013, nearly 10 million (9,531,426) tourists were recorded in the country. This was an increase on 3.7% from the 9,188,368 tourists recorded in 2012 (S.S.A.: 2013); considering National Development Plan-2030, published by the South African department of Presidency which emphasizes on increasing the total number of tourists entering the country and the average amount of money spent by each tourist

(NDP- 2030). Most famous for the diamond mines around Kimberley, the Northern Cape also has a substantial agricultural area around the Orange River, including most of South Africa's sultana vineyards.

The Orange River also attracts visitors who enjoy rafting tours around Vioolsdrif (Internet:1). According to SA Tourism research (Grant Thornton: 2004), The economy of the Northern Cape is the smallest out of all nine provinces and is based largely on services the city delivers to its hinterland & 4% of all visitors to SA visited the Northern Cape – the lowest foreign visitation level of any province and represents 257,200 visitors out of a total of

6.4 million, so it is not a popular destination for tourists. As Lewis (2004) said, The Northern Cape Department of Economic Affairs and Tourism has recently commissioned the development of a Tourism Master Plan for the Northern Cape. Janet Welsch, a local tour guide states that many of the foreign tourists coming through Kimberley want to know about the development of Kimberley, the history of Kimberley generally and how mining shaped the history (Welsch: 2004). According to the following figures, low rate of Kimberley's visitors in comparison with other provinces, reveals that conditions have been continuously repeated (S.S.A.: 2012).

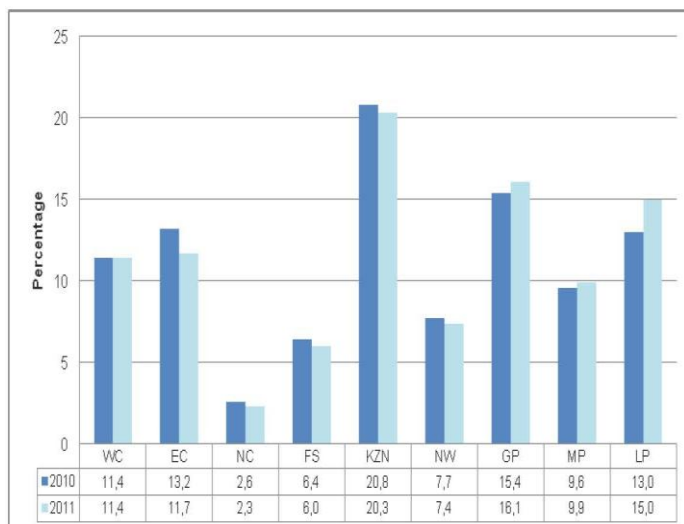


Note: WC = Western Cape; EC = Eastern Cape; NC = Northern Cape; FS = Free State; KZN = KwaZulu-Natal; NW = North West; GP = Gauteng; MP = Mpumalanga; LP = Limpopo

Figure 4: Person day trips by province of destination (per cent), 2010-2011

Northern Cape was the least visited province, with 3.0% of day trip travelers in 2010 and 2.4% in 2011. As the Figure 2 describes; Also, Northern Cape was the

least visited destination for overnight trips during the reference period. Only 2.6% of tourists visited that destination in 2010 and 2.3% in 2011.



Note: WC = Western Cape; EC = Eastern Cape; NC = Northern Cape; FS = Free State; KZN = KwaZulu-Natal; NW = North West; GP = Gauteng; MP = Mpumalanga; LP = Limpopo

Figure 5: Person overnight trips by province of destination (per cent), 2010-2011

Destination	Accommodation	Food and beverages	Domestic transport	Recreation and culture	Shopping	Other	Total
<b>Day trips</b>							
Western Cape	-	82 679	84 412	7 581	146 506	17 221	338 398
Eastern Cape	-	37 091	88 540	1 836	232 726	9 162	369 355
Northern Cape	-	10 224	22 616	677	94 133	3 649	131 299
Free State	-	51 152	72 570	13 196	119 471	4 898	261 288
KwaZulu-Natal	-	71 974	127 970	8 401	238 822	19 256	466 423
North West	-	66 018	85 651	11 127	174 587	33 915	371 297
Gauteng	-	147 138	251 796	24 463	582 919	44 016	1 050 332
Mpumalanga	-	59 732	105 414	6 518	190 751	9 095	371 510
Limpopo	-	51 717	112 994	1 529	282 327	9 494	458 061
Subtotal	-	577 725	951 963	75 329	2 062 243	150 704	3 817 964
Unspecified	-	14 436	20 064	7 790	39 139	4 604	86 033
<b>Total day trip spending</b>	-	<b>592 161</b>	<b>972 026</b>	<b>83 120</b>	<b>2 101 382</b>	<b>155 308</b>	<b>3 903 997</b>
<b>Overnight trips</b>							
Western Cape	491 823	503 572	778 259	70 038	588 763	55 766	2 488 222
Eastern Cape	195 889	314 695	565 792	25 121	670 440	71 450	1 843 387
Northern Cape	10 233	51 098	93 574	7 556	77 540	9 261	249 263
Free State	55 063	99 727	185 151	21 146	182 196	36 210	579 493
KwaZulu-Natal	707 151	545 061	983 094	107 959	1 039 923	56 320	3 439 508
North West	95 601	161 348	182 569	18 105	250 612	32 756	740 990
Gauteng	164 381	281 275	621 194	33 227	678 757	46 559	1 825 394
Mpumalanga	157 441	213 421	316 000	30 983	311 907	27 334	1 057 086
Limpopo	117 038	268 146	462 560	17 827	530 552	43 011	1 439 135
Subtotal	1 994 620	2 438 345	4 188 192	331 963	4 330 689	378 668	13 662 477
Unspecified	62 407	67 230	129 942	13 459	112 833	4 137	390 009
<b>Total overnight trip spending</b>	<b>2 057 027</b>	<b>2 505 575</b>	<b>4 318 135</b>	<b>345 422</b>	<b>4 443 522</b>	<b>382 805</b>	<b>14 052 486</b>

Totals include unspecified  
Expenditure by main purpose of trip and type of spending

Table 1- Expenditure by main destination and type of spending for domestic day and overnight person trips (R'000), 2011

Table 1 gives information about the expenditure incurred on the person trip taken by the tourist per province of

destination for day and overnight trips; Of the R3.9 billion total day trip expenditure, travelers whose destination was Gauteng

(R1 billion) seemed to have spent the most money regarding to the trips. The least expenditure was recorded for Northern Cape (R131 million), which is consistent with the finding that it was the least visited province in the country, whilst, Northern Cape with overnight expenditure (R249 million) also has the least economic role in comparison with the other's.

### **Discussion**

Kimberley is not a tourist destination per se, more a stop over to some other destination. There is very limited tourism to Kimberley as a destination in its own right. Some tourism takes place to surrounding areas for hunting or adventure activities, and there are tourist attractions in Kimberley besides the Big Hole and Kimberley Mine Museum – rock art sites, old mining sites, battlefields, art galleries monuments and game farms. The Big Hole is thus a possible node in a broader network of attractions. Kimberley tourist attractions share a common thread in their historical and cultural backgrounds, and any increase in attendance in the Kimberley Mine Museum will benefit other attractions. Trip operators interviewed in the Grant Thornton study believe there is little or no marketing done in respect of Kimberley and its biggest attraction, the Big Hole. The private tourism sector has thus formed Kimberley Publicity to promote Kimberley nationally and internationally. Tour operators feel better co-operation is necessary between various stakeholders and would like to be consulted as they deal with the tourists on a daily basis. According to tour operators interviewed, the most popular tours (Belgravia Historical tour, Great Kimberley North Tour, Ghost tours and Galeshewe township tour) – all include the Big Hole. They felt the authenticity of the museum should remain (Grant Thornton: 2004).

Kimberley at present has to compete as a stopover rather than as an attraction. According to the Grant Thornton report, virtually no one is choosing Kimberley as a destination in its own right and most visitors are passing through and do not stay long. There is a need to market Kimberley better as a weekend and short

holiday destination for the Gauteng market. For foreign visitors, Kimberley has to be marketed as the most unique, unparalleled SA mining, historic and diamond attraction, even though it is further from Gauteng than the Cullinan Diamond Mine or Gold Reef City (Grant Thornton: 2004).

### **Conclusion**

Grant Thornton did an assessment of the competition to the Big Hole in terms of industrial or mining attractions. According to the report, within South Africa, in terms of mining and open historical-museum experience, Pilgrims Rest is probably the only potential direct competition to Kimberley, while Gold Reef City, although it offers some similar experiences, is generally seen more as a family fun theme park than a mining museum experience and is much more commercial in people's minds (Grant Thornton: 2004). The whole town of Pilgrims Rest is a museum and has been declared a National Monument. The town has many displays explaining the history of gold mining there (Cadman: 2007). Pilgrims Rest is on Kruger Park route and Mpumalanga escarpment, whilst Kimberley is en route to Cape Town from Johannesburg. There is a view that Kimberley and the Big Hole can be advertised as a once in a life time experience as a key part of this country's history, whilst Cullinan and Gold Reef City's attractions are not once in a lifetime but gain mainly because of their location to Gauteng (Grant Thornton: 2004).

The analysis in this text has highlighted the uniqueness of the Big Hole and its history is a favorable point for Kimberley's place marketing. Kirshenblatt-Gimblett speaks of the need to make a destination unique, in order to attract tourists. As museums increasingly have to compete with destinations that are seen as more exciting, the need to offer experiences, thus being more active than passive, is pressing. The result of this is to focus on the visitors more than the artifacts: "Such critics note a decline in the 'museum product', as museums move away from object-based museum services to the contextual approach advocated by the



'New Musicology'. This move, as they see it, does not just take objects out of the spotlight, but also removes them from the gallery. It emphasizes education and visitor services, at the expense of curatorial research based on museum collections ( Kirshenblatt-Gimblett: 1998).

As a conclusion of this subject, it should be mentioned that all policies and investments implemented by "De Beers" in terms of developing tourism and increasing the rate of tourists in Kimberley, have doomed to failure. Analysis findings show the least rate of tourists (both international and domestic, same day visitors or overnight trips), in comparison with the all eight provinces which makes the Northern Cape have no considerable impact or portion in South Africa's tourism income in vast scale.

### Recommendations

Some recommendation mentioned in following, might be considerable in the next policy makings in term of developing tourism in Kimberley as one of the major parts of tourism instruction, while as considered, South Africa has recently become the third favorite long-haul destination in the world. So focusing on tourism income in the Northern Cape, as the biggest province, including various touristy attractions may results in lucrative opportunities in long term:

- Paying more attention to advertisements for Kimberley as a

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major, unique and once in life time destination by any medium, such global TV channels specially Asian Medias; because of considerable rate of incoming tourists from Asia.

- Cooperation between various stakeholders is needed.
- Regarding Kimberley in tour packages by more tour operators, among the 4 popular tours because of the importance of keeping remained authenticity of Kimberley.
- Holding seminars and conferences to extend the touristy season in the region.
- Holding specific mining conferences like biennial or triennial.
- Focusing on incoming tourists from the active and rich countries in mining field.
- To make special mention of Kimberley in any tourism consultation or contract between South Africa and the other countries and emphasizing on tour packages including Kimberley as a considerable city having the global icon of mining.
- To implement special tours for the students at any age from all over the country due to practical-educational purposes on both mine and historical subjects.

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