

Katutura: A Tourist Destination



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Katutura: A Tourist Destination

An Interactive Qualifying Project Report
Submitted to the faculty of
Worcester Polytechnic Institute
In partial fulfillment of the requirements for the
Degree of Bachelor of Science
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Date: May 2, 2003

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Abstract

This report, prepared for the City of Windhoek Tourism Division, focuses on the Katutura region of Windhoek, Namibia and provides recommendations for establishing a successful tourism industry in the area. After evaluating interviews, assessments, and observations, a series of recommendations were produced, which included elevating hygiene standards, developing historical sites, and creating a wider array of publications about Katutura. These recommendations focus on building awareness of tourism and increasing the tourism capacity of the area.

Authorship Page

Executive Summary: CT

1.0 Introduction: AV

2.0 Background: AV,CT, NR

3.0 Methodology: NR

4: Results and Analysis: AV, CT, NR

5.0 Recommendations and Conclusions: AV, CT, NR

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Acknowledgements

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We would like to thank the following people for their endless support and encouragement:

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Our Sponsor:
The City of Windhoek
Department of Economic
Development, Tourism & Recreation

Our Liaisons:
Marina Jarrett
Manfred !Gaeb

Our Advisors:
Professor Creighton Peet
Professor Steve Pierson

.....

The Tourism Division:
Gladys, Grace, Mariah, and Olle

Kurt Schlenther from Sense of Africa
Israel and everyone else at Face to Face Tours
Tuyeni Tours
Katrina at Victory Tours
The Namibian Tourism Board
Mama Milba of Tjikandu Steak House
Penduka Women's Project
Mrs. Shikongo of Crumb's Restaurant
Namibia Travel News
Shebeen Owner's Association
Council Members from Soweto, Singles' Quarters, and Tukondjeni Markets
Susan Ihuhwa of the Tourism Department at the Polytechnic of Namibia
The second year tourism students at the Polytechnic of Namibia

And finally, everyone who acted as a translator, chauffeur, or all around lifesaver for the time we were in Windhoek

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Executive Summary

Many developing countries around the world are seeking to utilize tourism as a way to help boost their economies and provide foreign exchange. Namibia is one of these countries. As the capital city of this recently independent country, Windhoek would like to have tourism become a larger part of its economy. In particular the city would like to see the large district of Katutura, in the northern section of Windhoek, developed into a tourist destination. Katutura, which in the Herero language means “place where we will not settle,” is an urban district in Windhoek to which the black ethnic groups were forced to live during the apartheid era. However, due to the dominant focus in Namibian tourism on the wildlife and beautiful scenery, historical and cultural attractions, such as Katutura, are not getting a lot of attention and the local people are not able to reap the economic benefits that more popular destinations in Namibia are experiencing.

With its combinations of traditions and cultures, new and old, Katutura can provide an experience for tourists that could not and would not be found elsewhere. Due to people of all ethnic groups coming to Windhoek seeking work, cultural intermingling has been occurring here for decades. The citizens of this urban district have combined the cultures and traditions of their own unique ethnic groups, along with those of the different colonial powers that had controlled Namibia for over 100 years prior to its independence.

The goal of this project was to propose recommendations to develop and promote historical sites and cultural places of interest in order to increase the number of tourists visiting the Katutura region of Windhoek. During our preliminary research, we established several research objectives to obtain this goal. The first was to explore the history of the Katutura region. This objective was especially important because the history of Katutura allows the unique culture that has arisen there to be better understood. In addition, this historical information could be put to use to help gain tourists' interest in the area. In order to meet this objective we used archival research and interviews.

Our second and third objectives dealt with the people and resources available to tourists in Katutura. The second objective was to determine the attitudes of Katutura residents and business owners towards tourism as a whole and in Katutura specifically. We utilized both formal and informal interviews to reach this objective. We interviewed market vendors, restaurant and shebeen (a small bar attached to a private home) owners, and also residents of Katutura. The final research objective was to assess the tourism resources already available in Katutura. A resource assessment of the area's attractions was determined to be the best method for addressing this issue because it allowed us to reduce the appearances of bias from outside sources in our project. To complete this task we assessed the service, quality, and hygienic conditions of the lodging at the Penduka Women's Project, the service and food at restaurants and shebeens, and three markets in Katutura. A preset scale was used to evaluate each type of site.

Our findings, organized into 3 major categories, indicate a tremendous potential in Katutura for a stronger tourism industry. Each of these categories led to the development of a series of recommendations, that if implemented could improve tourism in Katutura. The first category of findings and recommendations focused on the need for improved knowledge in and of the tourism industry. The vendors and local business people of the area were found to have an insufficient understanding of tourism or its benefits. Due to this situation, we recommend that training programs be developed for the interested vendors and entrepreneurs about tourism and the needs of tourists. On our many tours through Katutura, we observed that the tours themselves do not allow for much interaction between the visitors and the residents. In addition to this during our informal interviews many of the vendors wanted to be able to converse more with guests in the area to teach about their own culture and learn about those of the visitors. For these reasons, we recommend that language courses be made available to locals. These courses should be in English, because it is the national language. However, as Germans make up a large portion of the visitors to Namibia, some course should be in German as well. In addition, tour guides should be taught to facilitate more interactions between the locals and visitors.

Insufficient informational resources dealing about Katutura proved to be a large part of our findings and therefore our recommendations including information dissemination. Upon visiting Katutura and the tourist information centers in the city center, we found that there was currently no map available for self-driving tourists that indicated the attractions in the area. Together with this, there are also very few navigational signs throughout Katutura to help a tourist find an attraction, such as

Tukondjeni Market. To help remedy this situation, a map of the area with the attractions identified on it, for distribution to tourists, and increased navigational signage for Katutura attractions are recommended. Another component of this particular recommendation is to design a logo for the Katutura Heritage Route that could be placed on signage and brochures helping to direct tourists to sites of interest. We found that there was no historical information about Katutura geared towards tourists, and also very little about the different types of tours offered for the district. These areas, as stated about the history above, could be major components in capturing the attention of and drawing tourists into Katutura. Therefore, a brochure containing a brief overview of the history, a list of the main attractions, and a small amount of tour information combined with the contact numbers for the companies presently conducting tours focusing on Katutura was developed for distribution by the City of Windhoek.

Our final set of findings, which were the foundation for our final set of recommendations, focused on the fact that the attractions and resources are somewhat underdeveloped in Katutura. During our field work we found that many food preparation sites did not meet the hygienic standards that most visitors would expect. For this we recommend the refrigeration of meat, and the covering of fruits and grains; these things would help to make tourists feel more comfortable about purchasing from the market vendors. The low availability of night spots and restaurants to which tourists can go and feel safe and comfortable was a concern. More entertainment and dining establishments that tourists could enjoy comfortably, possibly on market grounds, should be encouraged. Lastly, we found that the

historical sites at the Old Location Cemetery and the bridge that once connected the Old Location to the city center are being underutilized as possible points of interest. Here again signage, viewable from the road, would help to draw attention to the historical importance of the area. Also, the building that is currently in the Old Location Cemetery could be put to use, sooner and in a more efficient manner, through cooperation between the Sports, Arts, and Culture Division, which currently is in charge of the building, and the Tourism Division.

To help the City of Windhoek incorporate our findings and recommendations into their tourism strategy, we designed a brochure that can be distributed in the city tourist information centers throughout Windhoek. Our project laid the groundwork for many future studies. We recommend studies in economic development in Katutura, the possibility of an in market restaurant, tourist needs for Katutura, and the possibility of a cultural interactive tour where people could participate in traditional crafts and activities.

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Chapter 1: Introduction

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Southern Africa is beginning to be widely recognized as a desirable tourist destination. The diverse wildlife and natural attractions are the primary focus of the Southern African tourism industry's efforts to promote tourism. Growth in foreign visitor activity can help less developed countries establish a stronger economy and provide a source of income for local regions. In Namibia, a southern African country on Africa's western coast with a great deal of tourism potential, the growth in this area has proven to be vital to its economy. However, because this growth in Namibia is mainly due to its diverse array of flora, fauna, and geographical attractions, the historical and culturally rich areas are being overlooked. Namibia's capital city of Windhoek and the surrounding districts are areas that could benefit significantly from the development of both historical and cultural tourism.

Katutura, an urban district of Windhoek, is an intriguing representation of African life mixed with apartheid history and recent independence. It was to this district that the black ethnic groups of Windhoek were forced to relocate during the late 1950's and where they were also required to live under strict segregation laws. Beyond apartheid, the people of Katutura have suffered from the effects of colonization for over a hundred years by the Germans, British, and South Africans. During this time the European religions, norms, and values suppressed the indigenous African traditions and cultures. While the European cultural context may not provide a conventional experience for tourists to Africa, it is the history and the adaptations the people made to their culture that makes Katutura a compelling attraction.

Recent efforts conducted by the City of Windhoek's tourism division resulted in the creation of the Tourism Strategy for the years 2003-2006. This strategy focuses on tourism development in Windhoek and outlines the goals and changes necessary to improve the industry. The goals the City has identified are to increase the number of tourist arrivals, return visits, and lengths of stay. The strategies that will help to obtain these goals are to implement improvements in transportation, accessibility of information, and to promote Windhoek as a cultural experience. In addition to the goals and strategies, the Tourism Division identified the strengths and weaknesses of Windhoek as a tourist destination. Positively, Windhoek is a peaceful and clean city that has a relaxed atmosphere and a rich heritage. Conversely, it is difficult to get around the city, there is little to do, and the business/tourism attractions close early on weekends. This strategy was developed to improve Windhoek's tourism industry, and therefore the goals and strategies apply to the Katutura district as well.

Much work remains to develop Katutura to its full potential as a tourist destination. Specific information about the history of the region and the cultural activities within the area is insufficient, and it is not known what the locals know about how Katutura can entice tourists to visit. Also, the number of people who consider Katutura as one of their possible destinations is unknown. As of yet, the locals' opinions, wants, and needs have yet to be recorded. In addition, an assessment of their knowledge of tourism needs to be conducted, in particular the market vendors' knowledge of what tourism is and what tourists want. In order to attract

tourists a new promotional strategy and improvements to existing tourist sites should be implemented.

The goal of this project was to propose recommendations to develop and promote historical sites and cultural places of interest in order to increase the number of tourists within the Katutura district of Windhoek. The sponsoring agency of this project, The Department of Economic Development Tourism & Recreation of the City of Windhoek, is eager to develop a model for promoting Katutura as a historical and cultural tourist destination. In order to assist our sponsor with this goal, we developed several objectives. We learned about the history and culture of the people of Katutura through archival research. We also obtained some knowledge of what the locals' opinions of tourism are, and what they think about improving Katutura's attractions to increase tourism. These opinions were obtained through formal and informal interviews. We conducted resource assessments to evaluate where improvements or changes could be made to the designated tourist attractions. These attractions included three different markets, several shebeens, restaurants, handicraft shops and historical sites of Katutura. The research that this project has completed is crucial to evaluating the needs of Katutura as well as the needs of Windhoek's Tourism Division. We were able to provide our sponsors with recommendations for promoting a heritage route in Katutura, by using our knowledge of the area's history, Namibian culture, the area's main attractions, the needs of the locals, and the needs of tourists.

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Chapter 2: Background

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In order to make recommendations for developing the Katutura region of Windhoek, Namibia, as a tourist destination, we had to understand both the history of the area and the tourism industry in general. We studied tourist needs, the impact of tourism on an area, assessing tourism resources, and also how to create tourism publications. These were important in establishing a base for tourism in Katutura, which is currently not a developed destination. The history of both Katutura and the rest of Windhoek, helped us to better understand the area and its culture that we are helping to promote. Lastly, the tourism industry of Namibia was researched; through this we were able to make our recommendations compatible with the system that is already established within the city and country.

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2.1. The Analysis of tourism

Katutura is underdeveloped as a tourist destination. Therefore, our background research focused on basic aspects of the tourism industry such as the needs of tourists and the impact of tourism development on the destination area. These areas are especially applicable to destinations which are still in the basic development phase. If a destination fails to meet the needs of tourists, it will not be successful. Or, if an attraction meets all the needs of tourists, but if it attracts unfavorable elements to the area or causes major environmental damages, the local population will not embrace the attraction. The next area of research was in the realm

of resource assessments. Although Katutura is not completely undeveloped, some attractions in the area are potential tourist attractions. If these areas are to be further developed, their tourism suitability needs to be assessed first. A final area of study was the promotion of tourist attractions and the development of tourist publications. This will be extremely important in Katutura, as a rise in publicity would increase the number of visitors, and thus boost the strength of the area's tourism industry.

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2.1.1 Needs of Tourists

An understanding of the needs of tourists is essential to any study of tourism. Tourists experience a variety of needs, from the strictly physical necessities to the reaping of psychological rewards. In order to maximize the potential of a tourist destination, the host community needs to provide for all of the needs that tourists may experience. Tourist needs can range from the needs for food and water to the need for self-actualization. Although a destination may not meet all of these needs, the most basic must be satisfied in order for the attraction to be successful.

More often used in areas such as clinical psychology, Maslow's hierarchy of needs, as described by Ross (1998, p.20), provides the basic understanding of the needs that drive tourist behaviors. A table describing the hierarchy is shown as Table 2.1. In addition, a figure showing the pyramidal organization of these needs is shown as Figure 2.1. The letters on each pyramid level correspond with one category of needs. This hierarchy describes several categories of needs. A level needs must be met before B level needs, and so on through all the categories. For example, if

tourists are hungry, their primary motivation will be finding food. Once hunger and all the other basic A level needs are satisfied, the tourists become motivated by higher needs such as the sense of safety.

Safety is a fundamental need of a traveler. In the Maslow hierarchy, safety is the second most basic level of need. Travelers must be safe from the threat of danger, and so areas affected by civil unrest or political instability often see losses in the tourism industry. For example, a 10.6% decrease in foreign tourist arrivals in Kenya was blamed on civil unrest in 1997 (Europa World Book, 2002, p. 2305). Conversely, the growing safety in the southern African countries has been associated with an approximate US\$2 billion dollar increase in the tourism industry within this region from 1996-2001 and an 8.3 million increase in tourist arrivals from 1990-2001 (Gaeb, personal communication, 2003).

Comfort and convenience are two additional concerns of some travelers. In terms of Maslow's hierarchy (see Table 2.1), these needs mainly fall in the physiological category, the most basic set of needs. Some tourists are looking for the comfort and amenities of home. Therefore, a country's accommodations and mode of transportation are concerns of travelers. As Devorah Weiss, a Worcester, Massachusetts based travel agent, explains, "They [tourists] are looking for soft adventure. For example, they want a safari in a comfortable Range Rover and then return to the lodge complete with a bath/shower, dining room, comfortable bed, etc." (D. Weiss, personal communication, February 13, 2003; see Appendix A).

In addition to the categories of Maslow's hierarchy, there are also some more sophisticated needs that have to be addressed. One particular model, Murray's

classification of human needs, has a variety of requirements that are relevant to the tourism industry (Ross, 1998, p. 21). These relevant needs are displayed in Table 2.2. Unlike the Maslow hierarchy, Murray's classification is not ranked in any order. In this classification, each need is independent of the rest.

Table 2.1: Basic components of Maslow's needs hierarchy

| | |
|---|--|
| A Level: Physiological Needs | Hunger, thirst, sex, sleep, air, etc. |
| B Level: Safety Needs | Freedom from threat or danger; a secure, orderly and predictable environment. |
| C Level: Love Needs | Feelings of belonging, affectionate relationships, friendship, group membership. |
| D Level: Esteem Needs | Self-respect, achievement, self-confidence, reputation, recognition, prestige. |
| E Level: Need for Self-Actualization | Self-fulfillment, realizing one's potential. |

Source: Ross, 1998, p. 20.

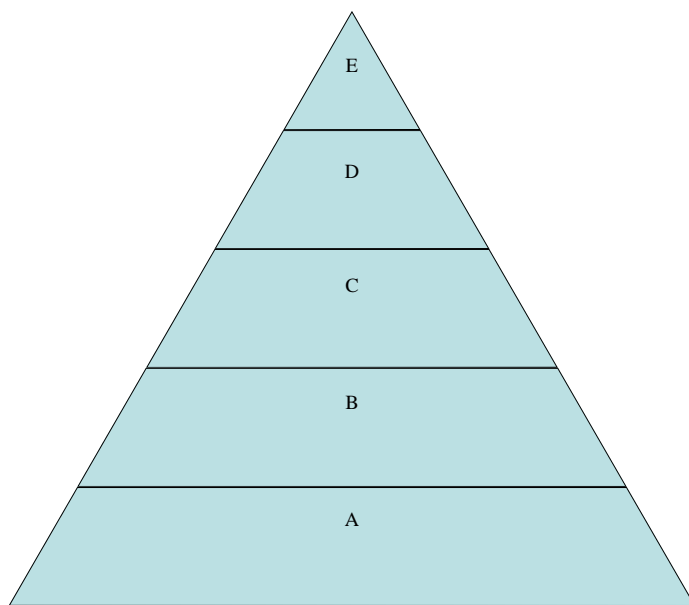


Figure 2.1: Pyramidal Key for Maslow's Hierarchy of Needs

The needs identified in the Murray classification are quite relevant to the study of tourism. In order to make a destination as attractive as possible, and in order to generate return visitors, an area needs to satisfy the most needs possible. Tourist destinations need to include entertainment to satisfy the need for play, cultural attractions to satisfy the desire for knowledge, group activities to fulfill affiliation needs, and autonomy needs to allow a sense of freedom. It would be impossible for a single attraction or resource to satisfy every possible need, but the more needs a destination can satisfy, the more content the tourists will be, and the better the tourism industry will become.

Table 2.2: A selection of Murray’s classification of human needs which may be applicable to tourist behavior.

| | |
|-------------|---|
| Achievement | To feel that something difficult has been accomplished. |
| Dominance | To control other people. To organize the behavior of a group. |
| Autonomy | To value and strive for a sense of independence. |
| Affiliation | To mingle with and enjoy the company of others. |
| Play | To relax, amuse oneself, seek diversion and entertainment. To ‘have fun’, to play games. To laugh, joke and be merry. To avoid serious tension. |
| Cognizance | To explore. To ask questions. To satisfy curiosity. To look, listen, inspect. To read and seek knowledge. |

Source: Ross, 1998, p. 21.

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2.1.2: The impact of tourism on the destination area

Basic information about tourist needs is very important to establishing successful attractions in an area. Another important step for developing destinations is to determine how potential attractions will affect the destination area. Tourism can have both negative and positive effects, and successful development must take any possible consequences into account. Since Katutura's attractions are not highly developed yet, their impacts on the area have not yet been assessed. This assessment will be necessary before any major changes or additions are made to the area's tourism industry.

If the tourism industry grows in Katutura, there will be a variety of effects on the land and people of the area. These effects, which will be both negative and positive, will shape the evolution of tourism within the area. Knowledge of the possible range of effects that tourism can bring into an area will be a focal point in the development of recommendations and suggestions throughout the course of the project.

The positive aspects of tourism

Tourism can have a positive impact on many aspects of a destination area. Most obvious are the potential economic benefits, but positive changes can also be seen in the environment, in various cultural areas, and in the general quality of life of the host community. This section will discuss the range of positive effects increased tourism can have on an area.

As tourism develops, attractions and lodgings must also be developed in order to meet the needs of the tourists. The profits from these areas, if managed by the local community, can provide great economic benefits (Bosselman, 1999, pp. 1-7). In addition, these attractions and lodgings need to be supplied with goods and services. This allows many other employment opportunities for local people. Christopher Pagdin (1995, pp. 222-232) conducted a survey in villages in Nepal and discovered that the opinions of residents were that tourism offered better quality jobs and helped many families gain a higher level of income. Similarly, the development of resort hotels in Indonesia (Simpson & Wall, 1999, p. 288) resulted in entrepreneurial opportunities, and service jobs with good rates of pay. Besides service jobs created by tourist attractions and facilities, the growing demand for locally produced arts and crafts also boosts the economy of the destination area (Bosselman, 1999, p. 5). This, in particular, can help women become more economically independent, a factor seen as a great benefit to the community (Pagdin, 1995, p. 242). Although foreign investment and lack of growth may intervene, tourism development tends to provide some measure of economic benefit to the host community.

In terms of local culture, tourism also presents a variety of potential benefits. Increased tourist interest in the local culture will often help to spark a cultural revival (Bosselman, 1999, p. 5). Activities such as music and dance are often revived, and the production of traditional handicraft goods is also elevated. Some examples of this revival are “whale bone carving among the Maori of New Zealand, pottery and tile painting in Turkey, rug weaving among the Navajos . . . and aboriginal painting in Australia” (Bosselman, 1999, p. 5). The Pagdin study (1995, p. 242) also

documented the increased importance of local arts and crafts due to tourism. Although these changes may not be as economically beneficial as the development of hotels and attractions, they are significant in that they increase cultural pride among the host population. An additional, and less concrete, cultural benefit of tourism may be increased international understanding (Bosselman, 1999, pp. 6-7). As visitors and residents interact, their individual knowledge of each others' cultures is increased, and stereotypes may be broken down. Ideas are exchanged in both directions and prejudices may be overcome.

Tourism can also provide environmental benefits in the destination area. If the flora and fauna of an area are drawing large numbers of tourists and generating income for the local people, more effort will be placed on the conservation of these natural wonders (Bosselman, 1999, pp. 6-7). Pagdin (1995, p. 233) also noted that environmental conservation was one benefit resulting from tourism growth in Nepal. In some cases, even the poaching of wildlife (a profitable but harmful practice) lessens as the worth of the living animals increases to a point where it surpasses the net gain of a kill (Bosselman, 1999, p. 7). Although tourism can also harm the environment through over development of tourist facilities, the growing emphasis on natural attractions and the growing trend of ecotourism provide some gains in conservation and protection of the environment.

A final area where tourism development results in positive changes is the quality of life for members of the destination community. One criterion assessed by Pagdin in Nepal (1995, p. 225) was the residents' perception of their quality of life. The majority of respondents said that tourism was responsible for an increase in their

general standard of living. In addition, the Indonesian study of resorts (Simpson & Wall, 1999, p. 288) noted an increase in the quality of drinking water available to residents. As more tourists entered the area, the community increased the quality of the water to meet the tourist needs, and the resident's were able to share the benefit. Simpson and Wall also described the filling of swamps as a positive change. The swamps were filled so that more land could be developed for tourist resources, but again, the residents were able to share in the benefit and use some of the land for their own purposes.

All of the positive aspects make tourism appear as a quite appealing economic opportunity. The number of potential benefits is large, and tourism affects a variety of aspects of the local culture. However, the negative aspects of tourism are equally numerous and may overpower the benefits that could be obtained through its development.

The negative aspects of tourism

Although tourism can bring many positive things to a destination area, it can also be responsible for negative changes. Like the positives, the negatives fall into the categories of economic changes, cultural changes, environmental changes, and alterations to the quality of life.

Sometimes the economic benefits predicted from tourism growth never actually materialize. In these instances the destination area has often spent a lot of money on its attractions, and due to the expenditures for development outweighing the profits received, the area is now facing an economic loss (Bosselman, 1999, pp. 7-

12.). Also, local people may be excluded from jobs or other benefits by international corporations. The benefits of tourism may go to international investors or multinational corporations instead of into the local community. Or, in cases where the local people are employed in the tourism industry, the employment can be seasonal, resulting in high off-season unemployment (Padgin, 1995, p. 227). Also, in areas where the demand for locally produced goods increases, only a few families may reap the benefits of increased production (Bosselman, 1999, p. 11).

Negative economic changes can also result from positive tourism growth. If tourism becomes a valuable industry in an area, land prices can become so high that local people cannot afford land. This was one of the negative effects noted by respondents in the Pagdin study (1995, p. 226). However, this particular change is not universal. The resort development in Indonesia did not result in land prices that became unaffordably high for local people (Simpson & Wall, 1999, p. 288).

Negative effects can also result from tourist exploitation of the destination culture. The demand for performance and display may commercialize local rituals and cultural elements, making them more of a money making scheme than a meaningful cultural event (Bosselman, 1999, p. 10). Similarly, increased pressure to quickly produce handicrafts and other local goods could lead to a decline in product quality. Also, tourism growth and the desire for higher quality goods can lead to a dependence on imports and a loss of focus on locally produced goods and services (Pagdin, 1995, p. 230). Tourism can also have negative cultural effects. As described by Mathieson and Wall (1982, p. 174), an erosion of native languages and customs may be the result of increased visitor-host interaction. In addition, the

differences in economic circumstances between tourists and locals may create resentments and tensions (McIntosh & Goeldner, 1984, p. 139). Mathieson and Wall (1982, p.174) call this the demonstration effect. They describe this effect (pp. 143-144) as the presentation of commodities or luxuries that are locally unattainable. These tensions are increased by the developments of luxurious hotels and other local facilities geared towards tourists. Overall, the demonstration effect can result in the local population developing an inferiority complex. It can also lead to the increase in tourist exploitation through the development of a dual pricing system. Due to this effect, both the tourists and the hosts end up suffering.

The environmental harm created by tourism growth can be very dramatic (Bosselman, 1999, pp. 7-12). If development is rushed, too little attention is often paid to the surrounding environment. Infrastructure growth can disturb fragile ecosystems. In addition, tourists can also cause significant pollution in an area. If a natural attraction is developed as a tourist attraction, the resulting pollution can occur through increased garbage, traffic, and water degradation. In turn, this pollution makes an area less desirable, eventually decreasing the economic benefits (Pagdin, 1995, p. 238). In addition to pollution, increases in tourism can create overcrowding of local resources and facilities that the tourists share with the locals (Mathieson and Wall, 1982, p. 174). This overcrowding puts stress on the quality of the facilities and on the surrounding environment.

Tourism can also be associated with the development of a number of societal problems, although causality can be difficult to determine (Bosselman, 1999, pp. 7-12). Increased crime is one of these issues. Tourists become potential targets for

thieves, and popular tourist destinations often see an increase in attacks against tourists. In many instances, a crime problem such as gang activity is already known to the host community, but tourists are unaware of the gang's presence in the destination area (McIntosh & Goeldner, 1984, p. 139) and are thus easy prey. Locals may know to avoid certain areas or activities, but tourists may be ignorant of these precautions and may unknowingly put themselves into a dangerous situation. In addition, tourists are often easily distinguished from locals by their dress, language, and behavior and thus are easy targets. Mathieson and Wall (1982, p. 151) posit that this increase could be a result of both the increase in net economic gain through crime and a decrease in the likelihood of detection. Increased crime results in the destination area needing to spend more on law enforcement. This may raise tensions within the local community and between tourists and locals, as well as resulting in various financial burdens.

Tourism can also cause increases in the destination area's commercial sex industry. According to Mathieson and Wall (1982, p.149-150), travel can make people feel free of the restraints they feel at home. In addition, tourist destinations often promote sexuality through their advertising and slogans. As one of the "four Ss of tourism – sea, sun, sand, and sex" (Mathieson & Wall, 1982, p. 150), sex becomes a major focal point for advertising and promotion. These advertising techniques can create an image of a tourist destination as one where there is sexual freedom and enjoyment. If there is an increased demand for commercial sex, the industry will likely develop. Along with this increase, an rise is also often seen in "disease (e.g.,

STD and HIV/AIDS), drug use, crime, and child prostitution” (Bosselman, 1999, p. 9).

These negative aspects of tourism can be very powerful. If any benefit from tourism is to be obtained, some risks must be taken. Ideally, these risks can be minimized. “Careful and thoughtful management of tourism growth seeks not only to minimize negative impacts, but also to increase the benefits that tourism can bring to host communities and visitors” (Bosselman, 1999, p. 2).

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2.1.3: Assessing Tourism Resources

Analysis of tourist attractions determines how well each attraction meets tourists’ needs and wants and provides the framework for future changes and developments. Resource assessments of both established and potential attractions are extremely important to creating development recommendations. This section describes some past resource assessments and the various strategies they employed.

One way of analyzing tourism is by using a resource assessment. A resource assessment looks at available resources (such as restaurants, attractions, and lodgings) and scores them based on a set of defined criteria. Like a satisfaction survey, each one is individual and designed to meet specific needs. Some assessments are simpler than others, evaluating the basic attributes of an attraction or resource. Other assessments are more complex, using weighting factors and levels of importance to generate a very detailed analysis of the area’s resources. The examples discussed in this section show the levels of complexity that can be used. All of the assessments were

attempting to analyze a set of resources within a specific area, but the individual content and methods of each one reflect the individual project goals.

Some resource assessments conducted in the past have dealt with issues such as hotel habitability. Femi Olokesusi (1990, pp. 125-134) used a resource assessment to assess the quality and habitability of hotels in Abeokuta, Nigeria. The assessment determined the habitability of the hotels by evaluating location, pollution (especially noise pollution), and available resources such as telephones and water. To perform the study, the city was divided into 20 zones and a hotel was selected from each zone. The hotels were analyzed through questionnaires, visual observations, and oral interviews. It was found that five out of the 22 hotels evaluated were habitable based on the set criteria. The results clearly show that most hotels in the area need improvement. Without a suitable place to stay, very few tourists will visit a potential destination.

Some resource assessments use additional computational techniques such as importance values and a weighting system. While the Olokesusi study used the simple techniques of only evaluating what was present at a hotel, another resource assessment by Gearing, Swart, and Var (1978, pp. 414-428) used more complicated techniques. In this instance, the resources being evaluated included such things as climate, geography/topography, fairs and festivals, food, lodging, and attitudes towards tourists. Instead of measuring each criterion individually, Gearing et al. gave each criterion an importance value relative to the others. Since the task of establishing the importance was objective, the authors used the opinions of a representative selection of experts in tourism to determine the importance of each

criterion. In this way, they obtained a score for each criterion and an overall score for the destination area, which took the importance of each factor into account.

An additional technique for conducting resource assessments is the use of a hierarchical structure. Deng, King, and Bauer (2002, pp. 422-438) performed a resource assessment of the natural attractions of Victorian parks in Australia. The hierarchy used in the study identified the five main criteria and then subdivided each one to include specific points to be evaluated. The hierarchical structure was then used to establish weights of importance for each factor. This is similar to the work of Gearing et al., but this study made it much easier to see how the factors were related to one another. This study also provided the most in-depth information on how the results were analyzed. In this case, the standard deviation method was used to set up four grades. Based on the deviation, each park was assigned a grade reflecting its quality. The authors found that the grades were reflective of actual popularity of the parks among tourists, showing this method to be useful in this instance.

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2.1.4 Promoting and Publicizing Tourist Destinations

As Katutura becomes a more developed destination, more attention will need to be paid to publicizing it. Marketing methods such as poster and brochure production will play a key role in the promotion of Katutura as a prominent tourist destination. The design of these promotional materials will be a crucial aspect of their success. This section describes some elements of media design for tourism promotion.

Brochures are very widely used for tourism promotion. Individual attractions advertise with brochures, as do whole cities or regions. Brochures are easy to produce and easy to distribute, making them ideal for reaching large target audiences. With so many attractions and areas producing brochures advertising their destinations, brochure design and layout are vital to making them attractive and eye-catching. There are several key elements that have to be addressed when designing a brochure for tourism promotion. These elements include: the front cover design, the quality of the material the brochure is printed on, the use of colors, and the use of photographs (Holloway & Robinson, 1995, p. 164).

The design of a brochure's front cover is one of its most important aspects. The front cover is the first part a prospective visitor will see. An appealing cover design will entice these potential tourists to select the brochure and read the contents. As Holloway and Robinson describe (1995, pp. 164-166), cover design can take any of several approaches, including choosing a vivid photograph, an attractive and appealing situation, a collage arrangement of the brochure's inside contents, or a statement or logo. Although each method has been widely used by various tourism industries, the cover must remain relevant to the content inside. In addition, since displayed brochures are often overlapped, the titles need to be placed so that they can be easily read, even if partially obscured.

After designing a relevant and attractive cover, the next step is to select the material for the brochure to be printed on. Some aspects of this include the weight, thickness, and finish of the paper (Holloway & Robinson, 1995, p. 1995). While thicker paper is generally more durable, if a brochure has many pages it will become

unwieldy if a heavy paper is used. If thin paper is necessary due to page numbers, a heavier paper can be used for the front and back covers to increase overall durability. In terms of paper finish, the choices are between matte and art finish, which is shiny. Art finish is better for full-color brochures, as color reproduction and quality will be better. Matte finish can be used to achieve a more distinctive style, and will work best with productions that are not full color.

Photographs are another key aspect of brochure production. Tourists need to be attracted to the destination, so the photographs need to make it as visually attractive as possible. Photographs used in brochures should be high contrast and taken with as good a lens as possible (Holloway & Robinson, 1995, pp. 167-168). Original photographs should be used whenever possible, to ensure a high quality reproduction in the brochure.

A brochure is essential for generating public awareness of a tourist destination. Well designed brochures will first catch the attention of potential tourists, and then offer enough content to further entice visitors. Although the visual design is the initial factor attracting attention, it is important that the brochure's content be accurate and complete, including all relevant contact and booking information. The creation of such a brochure for Katutura would help garner attention for the area, and increase the number of prospective travelers who are exposed to the area as a potential destination.

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2.2 Namibia

With its newfound independence Namibia is becoming a desirable tourist destination with a wide range of activities to offer tourists, particularly within Windhoek. The history, culture, recent independence, and community provide a foundation for the tourism industry in Windhoek. In the following sections we focus on the history of Windhoek, the development of Katutura, the local community, and the current tourism industry.

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2.2.1 History of Windhoek

The history of Windhoek will provide general information that will be able to educate tourists as well as introduce them to the Namibian culture. Namibia is a new country with only thirteen years of independence, and has an intriguing past. Windhoek is the heart of the country and throughout history has been the hub of activity. During the reign of Jonker Afrikaner, Windhoek was a prosperous center of exchange and commerce, after the German colonization it served as the central headquarters, and then became the government center during and after the South African rule.

Windhoek's location has played an integral role in its history and development. Within and surrounding the city are hot springs which, in a very arid region, is an important water source, and therefore the reason many people settled there. According to Kurt Schlenther's paper on Katutura, archeological evidence suggests that the Nama, Damara, and San may have been the first to settle near the

hot springs (1998). The Nama nicknamed this region /Ai//Gams, meaning “fire water”. Later, the Herero people, who were traditionally pastoralists, settled in Windhoek for water and grazing purposes. In 1840, Jonker Afrikaner, a Nama, declared himself ruler of Windhoek and central Namibia. During this time Windhoek prospered, it was the center of commerce and trade in the central region of Namibia.

When Jonker Afrikaner died so did Windhoek’s prosperity (Schlenter, 1998, p.6). After his death, Jan Jonker assumed the role of leader of the Afrikaners, a faction of the Nama tribe. In addition, Maharero assumed the leadership role of the Herero. These two leaders were constantly at war with each other, and as a result many people left the city. Windhoek became a small and poor settlement, and during this time Germany started to establish a “colonial administration”.

The Germans established their headquarters in Windhoek. However during the late 1890’s they met resistance from the Herero (Moleah, 1983, p. 15). With the assistance of Hendrik Witbooi, the new Nama king, the war between the Herero and the Germans quickly became a war between the African people and the Germans. The war officially ended in 1907 with a German victory. During German rule, Windhoek began to flourish again. The German administration erected governmental buildings and developed the infrastructure of the city. While Windhoek may have been a thriving city at the time, the indigenous people were not thriving. They and their culture were being oppressed by German colonization.

The German rule ended in 1919, when South Africa took control of the “mandate administration of South West Africa with headquarters in Windhoek” (Schlenter,1998, p.7). The black African people were pleased that the German rule

had come to an end; however, with the new South African administration came apartheid laws. The white South Africans strictly enforced their segregation laws to the point that they forced the Blacks to relocate outside of the city to a designated area, Katutura.

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2.2.2 History of Katutura

In his book, Pendleton mentions that Katutura, Herero for “a place we will not settle”, was a nickname given to the area the Blacks were forced to live in as a sign of their contempt and resistance (1997). This name symbolizes the history of their oppression and their fight for freedom. The people of Namibia won the battle for independence, and Katutura is now a place where people choose to live. This district of Windhoek is rich in history and culture. By investigating and documenting the historical events of this region, tourists will be educated as well as exposed to the current culture and Namibian way of life.

The South African white municipality took charge of the South West Africa territory and enforced apartheid laws. In 1950, the city council decided “racial and ethnic separation” was necessary and the blacks and coloureds were to be removed from their homes in the city. This section is often referred to as the Old Location. The reason for relocation supplied by the municipality was for hygienic purposes (Lau, 1991, p.5). The municipality claimed that the blacks were living in unsanitary conditions that might pose hazardous health conditions for the rest of the city. (Schlenter,1998, p.14). “Despite the municipalities claims that the Old Location

was unhygienic...there were no rats or mice and few outbreaks of serious diseases...These claims by the municipality were used as a reason for moving the Old Location to Katutura, but must be seen as politically motivated” (Schlenter, 1998, p.4).

In order to entice the locals to move, they were promised better living conditions. However, the people did not want to relocate their homes. This new location “was supposed to be 5 miles away from the so-called white area” which was the main center of the city (Pendleton, 1997, p.19). Since most of the Blacks walked to and from their jobs, which were located in the city center, the distance was an inconvenience. Also, while the Blacks may not have owned any land in the Old Location, they did own their houses. If relocated to Katutura, they would be paying rent on the land and the house, and restrictions for expansion or alterations of the houses would be put into effect. Most people were proud of their homes and what they had built and did not want to abandon them (Schlenter, 1998, p.11).

The municipality insisted on separation and thus chose to use forceful means (Lau, 1991, p.31). On December 4, 1959, the people of the Old Location gathered and signed a petition requesting to remain in their houses. In addition to this petition, a group of women protested and demanded to speak to the City Council members, the petition was denied, and four of the women were arrested. It is said that this was the catalyst for the events of December 10. The government tried to gain control of the Blacks by barricading the roads around the Old Location and by shutting off the residents’ supply of electricity. The government also supplied the police with guns and ammunition and encouraged a strong presence in the public areas.

On December 10, 1959, a group of white municipal police men were gathered outside of a beer hall attracting local attention (Lau, 1991, p.31). They were harassing and assaulting some of the locals. The white council members felt threatened by this gathering of black locals and sent in armed reinforcements to control the area. Soon after the reinforcements arrived, the police began to shoot at people, who were unarmed. It has been suggested that this unprovoked raid was planned, and the City Council was looking for any excuse to abuse the Blacks and Coloureds. The police fired at innocent people, killing 12 and injuring many more. After this day the City Council forcefully removed the families by threatening to bulldoze their houses without compensation. After these families were moved to Katutura, they were segregated according to their ethnicity; the white government believed that if they allowed the different tribes to associate, they might unify and challenge the current government. They were not allowed to travel without passes or be out past curfew. This situation began to take its toll on the Blacks.

The leadership of SWAPO and the revolution of the Black people got the attention of the United Nations (Moleah, 1983, p.193). With the help of the UN, the South African administration was forced out of Namibia and the Abolishment of Racial Discrimination Act was put into effect. This lifted the racially discriminating bans within Windhoek (Schlenter, 1998, p.17). This was the beginning of the end of apartheid, allowing people the freedom to travel, relocate their homes, and live where they wanted. They were allowed to own their own houses and land and if they chose to, were able to migrate to the destination of their choice. In addition to these freedoms they were able to obtain employment anywhere. The blacks were no longer

living under the oppression of the whites. With the laws of apartheid lifting, the Namibian people were able to embrace their freedom and declare themselves an independent country on March 21, 1990.

After thirteen years of Namibian independence Katutura is a thriving independent district that is attracting attention based on its past. There are many historical sites and places in Katutura worth recognizing and utilizing for a historical and cultural tourism market. The National Cemetery is the site where the 13 heroes of December 10, 1959, are buried. Some of the original houses still have the markings on the doors that once identified the residents' ethnicity. These are some of the last remnants of the apartheid era.

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2.3 Community Tourism

One strategy being used by Namibia today to increase tourism is community involvement. By educating the community about tourism Namibia Community Based Tourism Association, NACOBTA, hopes to help communities and small businesses increase their tourism enterprises (NACOBTA, 2003). There are also organizations like Victory Tours that began as a group of women helping to raise money for their community in Katutura and eventually branched out into tourism. Through efforts like these more and more previously uninvolved parties are becoming viable parts of the tourism community in Katutura.

NACOBTA was started in 1995 as a non-profit organization to help “previously neglected rural areas of Namibia” (NACOBTA, 2003). This

organization's goal is to help improve the living conditions of rural communities, by helping them to generate income through tourism endeavors of their own creation. Community based tourism, or CBT, is on its way to becoming a very large part of tourism all over Namibia. Through the help that NACOBTA has offered, e.g., training, business advice, marketing help, funding, advocacy through lobbying the government, and also a booking and information system, many have benefited (NACOBTA, 2003). One such organization is Face to Face Tours in Windhoek, which held its first tour in July of 1999 (I. Hukura, personal communication, March 25, 2003, see Appendix B). These tours go through Katutura, which has not been previously seen as a tourism destination. All employees of this business either live in or are originally from Katutura. With the help of NACOBTA along with the City of Windhoek, Face to Face has built itself up to a shining example of community based tourism in Katutura.

Victory Women's Movement began as an organization helping to feed and send local children to school (K. Garises, personal communication, March 25, 2003, See Appendix C). The women that founded this soon discovered that there was a market for more tours to Katutura, and with their local expertise they could provide this service, from this Victory Tours was started. Their tours take you through all parts of Katutura, stopping in markets and the informal settlement area, called Freedom Land, where their organization originated. With the money generated through tours, Katrina Garises, a founder, and the other women involved continue to help the children in their community. By helping to involve parties previously

without knowledge of the industry, more and more people are learning the benefits of tourism.

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Chapter 3: Methodology

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The goal of this project was to propose a set of recommendations that will promote and develop tourist attractions within the Katutura area of Windhoek, Namibia. During our preliminary research, we established several research objectives. The first of these objectives was to explore the history of the Katutura region. The second was to determine the attitudes of Katutura residents and business owners towards tourism and tourists. The final research objective was to assess the tourism resources already available in Katutura. These research objectives led to the development of a three step methodology. The methods we used were archival research, interviews, and a resource assessment. This chapter discusses these methods in detail and for data analysis. At the end of the project, the results we obtained through this methodology will be reflected in several deliverables, including our list of recommendations for tourism development within Katutura.

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3. 1: Understanding Katutura as a tourist destination

Our project methodology has three main steps, driven by the three research objectives mentioned above. These objectives cover the history of Katutura, the attitudes of the area's people about tourism, and the resources the tourism industry has to work with. Exploration of these three areas allowed us to gain a multi-faceted perspective of tourism within Katutura, and allowed us to create recommendations

that focused on many different, and important, aspects of tourism development and promotion. This section describes our three main methods in detail and provides justifications for our choices.

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3.1.1: The History of Katutura

Katutura is particularly important to Namibia's history because it is the area which the blacks were relocated to during the apartheid time. This segregation greatly influenced the development of Namibia's urban culture and shaped the country's future. Since Katutura has none of the natural attractions that other areas in Namibia have, the historical aspect will be a very important factor in promoting tourism within the area.

Before we could promote the historical value of Katutura, we had to develop an in-depth knowledge of the area's history. To do this, we used both archival research and interviews. For the archival research aspect, we used a variety of resources including the library at the Polytechnic of Namibia, the National Library of Namibia, the library at the University of Namibia, tourism literature obtained through tour companies within Windhoek, and literature given to us by our liaison at the City of Windhoek Tourism Division. These sources all provided different perspectives on the history of Katutura, and allowed us to synthesize the information and develop a more complete knowledge of the area.

In addition to the archival research, we used interviews to supplement our knowledge. Through our liaisons at the City of Windhoek Tourism Division, we

were able to contact various people in the city who knew a great deal about Katutura. We interviewed Counselor Schneider and Kurt Schlenther, from Sense of Africa Tours. These interviews were quite informal and followed no set protocol. Instead, we asked questions about what we had read and allowed the discussion to then form around the answers we received. Although the primary goal of the exploration of Katutura's history was to be able to make better recommendations for tourism development, we were able to use the knowledge we obtained to develop a brochure describing the history of the area, which can be distributed to tourists. A prototype of this brochure is included as Appendix D. Throughout our archival research, we had not seen any literature about Katutura that was geared towards tourists, so we felt that a brochure of this type would be very beneficial to raising awareness of the area as a tourist destination.

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3.1.2: The attitudes of Katutura residents and business owners

Once we established basic knowledge of Katutura's history, we needed to develop an understanding of the people currently living and working in the area. The methods chosen to reach this objective were formal interviews, informal interviews, and telephone interviews. Beyond the main objective, each interview type also had a corresponding set of objectives. Table 3.1 shows the main categories of people interviewed and the objectives for each type of interview. Each interview type had a base set of predefined questions; these are included in Appendix E, as question sets one through five. The questions were pre-tested for understandability and cultural

acceptability using people at the City of Windhoek Tourism Division and students at the Polytechnic of Namibia. Following the initial pre-testing, any necessary changes were made to the questions, and then they were tested again. Once the questions were satisfactory, we began our interviewing. The following section discusses our selection processes and interviewing methods in more detail.

For addressing the question of attitudes and opinions towards tourism, interviews were chosen as the best method. Initially, self-administered questionnaires were preferred, but issues with widespread English literacy made this choice less appealing. Another benefit of face to face and phone interviewing is the opportunity for more personal interaction with subjects and the ability to ask follow-up questions during the interview.

We decided that the best way to approach this objective was to use both formal and informal interviews. With some of our interviews, we had a very specific set of questions to ask, while in others we desired a more freely structured interview that could change based on each individual situation. So, we established categories of interviews, each with individual objectives (see Table 3.1), and then we designed our interview protocols (Appendix E) to meet each objective and situation.

Table 3.1: Interview Categories and Objectives

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| <p>Interview Category: Tourism Industry Workers/ Tour Operators Interview Type: Formal Interview Protocol: Question Set 1 Interview Objectives: To gain an understanding of the current tourism industry of Katutura, as well as to determine opinions about tourism in the area and suggestions for developments and improvements.</p> |
| <p>Interview Category: Shop, Restaurant, and Shebeen Owners Interview Type: Formal Interview Protocol: Question Set 2 Interview Objectives: To assess whether attractions/establishments in Katutura are currently receiving tourists. If tourists do come, to determine seasonality of tourism and the main types of tourists being attracted to the Katutura area. Also, to assess opinions of tourism and to gather suggestions and recommendations for changes and improvements in the area.</p> |
| <p>Interview Category: Windhoek Tour Companies Interview Type: Phone Interviews Interview Protocol: Question Set 3 Interview Objectives: To determine how many companies currently offer tours into Katutura, and which companies seem to be the most popular and/or well respected by the others.</p> |
| <p>Interview Category: Individual Market Vendors Interview Type: Informal Interview Protocol: Question Set 4 Interview Objectives: To gain an understanding of current tourist visits to the markets and to determine what, if anything, these tourists are interested in buying while in Katutura. Also, to gather suggestions for changes/improvements.</p> |
| <p>Interview Category: Katutura Residents Interview Type: Informal Interview Protocol: Question Set 5 Interview Objectives: To assess the local level of knowledge about tourism and to determine the reaction to increased tourism and tourists in Katutura. Also, to gather suggestions for improvements or changes in Katutura.</p> |

We settled on formal interviews for shop, restaurant, and shebeen owners as well as workers in the tourism industry. Our subjects were chosen based on their affiliation with tourism resources within Katutura. After our initial exploration of the area and identification of resources, we contacted these individuals and set up formal interviews. These interviews helped us establish an understanding of what Katutura currently has to offer tourists, what tourists want and/or need, and how Katutura could best be developed or changed to promote tourism within the area. Since the number of subjects we formally interviewed was somewhat low, we mainly used our formal interview results to help us create recommendations.

The informal interviews were conducted with Katutura residents, market vendors, and tourists within Katutura. The objectives for each set of interviews are listed in Table 3.1. Both residents and market vendors were chosen as interview subjects because they would be affected by the increased presence of tourists in the area, and they have the potential to become involved in tourism within Katutura. These two categories of interviews each had a base protocol, but remained open and unstructured, which allowed us to gain the necessary information while also allowing us the freedom to discuss other aspects of the issue. For example, communication between vendors and tourists was not a question in the original protocol. However, one of the first vendors we interviewed told us that communication was the biggest problem causing low tourist purchases. We had not previously considered this as a major problem, but this information caused us to include communication in all future interviews. Our interview subjects were not chosen randomly due to time and transportation constraints; instead they were chosen on an opportunistic basis. To

conduct these interviews, we made several trips to Katutura and conducted interviews in the three markets (Tukondjeni, Single's Quarters, and Soweto) as well as the residential areas. These interviews addressed the level of knowledge about tourism, and general attitudes about tourism in the area and how it could affect Katutura's people.

Beyond giving us an idea of the level of knowledge of the area's people, and their attitudes towards tourism, both the formal and informal interview results helped us to see where the residents and workers of Katutura wanted us to focus our work. Knowledge of the area was extremely important to the success of the project and crucial to developing our final list of recommendations.

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3.1.3: Tourism resources in Katutura

In order to understand the current tourism industry, we had to study the attractions and resources available in Katutura. The study of these resources allowed us to better focus our recommendations. A resource assessment of the area's attractions, restaurants, lodgings, available tours and information centers was determined to be the best method for addressing this issue. Due to time constraints, we could not assess all of the resources in Katutura. Instead, we chose a few from each main category to focus on. We assessed three formal shebeens, three markets, and three restaurants. Since we could not get specific information from the literature, a first-hand evaluation of the resources provided us with the most thorough understanding of what each resource had to offer. Several examples of tourism

resource assessments similar to this one were discussed in section 2.1.4. The study by Deng, King, and Bauer (2002, pp. 422-438), shows resource assessments to be very effective. The rankings produced by their assessment were reflections of the actual popularity of the resources. This relationship between the quality of the resource as determined by the assessment and the actual popularity shows a resource assessment method is a very good way to evaluate the current resources of Katutura.

To conduct our resource assessment, we first developed a set of criteria for each resource category. Each criterion had a scaled response answer on a 0-4 scale. Each response number was then operationalized to make the scoring more objective. Appendix F contains the samples of the assessment criteria we used. The list of operationalized criteria is included as Appendix G. After the sets of criteria were established, each resource was assessed, and a numerical score was assigned.

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3.2: Data Analysis

Once our data were gathered, we analyzed the results in order to formulate our list of recommendations. The results we obtained provided answers to our research questions and significantly increased our understanding of the problem and its potential solutions. The following section describes how we analyzed the results from our interviews and the resource assessments. Also described is the format in which our findings are presented.

Since the interviews we conducted did not use random samples, we could not assume our results represented the total population. For interview categories with

very few subjects, we used the data to guide the formulation of our recommendations. For the larger categories, market vendors and residents, we used content analysis to discover the general trends of the responses. Our content analysis required several steps. First, we created a transcript database using Microsoft Access. This database divided the interviews by question, allowing us to create printouts which listed all the responses we had for each question, making comparisons easier and more efficient. The datasheets containing the interview responses for the market vendors and residents are included as Appendix H. Following the creation of the response datasheets, we then created a codebook (Appendix I) to use for each set of interviews. This codebook established the themes we were evaluating and the possible responses for each. One example is the market vendors' perception of what tourism can do to benefit Katutura. There were a variety of responses to this question and we wanted to assess the distribution of each response in order to understand the level of knowledge vendors have about the potential of tourism development. Therefore we used a numbering system with each number indicating a different response. We then used the codebook to code the interview transcripts and input the results into a second Microsoft Access database. Once the data had been entered into the database, printouts were generated of the results and the analysis of our hypotheses could be completed. When formulating our recommendations, we used the content analysis results to help justify each recommendation. When necessary, the results from the content analysis were displayed graphically to enforce points and visually represent our justifications.

Our resource assessments were divided into two categories: markets and restaurants/shebeens. Markets had a total of 60 possible points, while restaurants had a total 80 points possible. Once the evaluations were complete, we assigned a percentage score by dividing the points earned by the total points possible. For example, Tukondjeni Market had 44 points out of 60. The final score for this market would be $44 / 60$, or 73%. This same process was conducted for all the resources assessed, allowing us to rank the resources from each category and determine which were the most suitable for tourists. The results from the resource assessment were used to guide the formation of our final recommendations. The total score for each establishment was used to compare it with other attractions in the same category. Scores from individual criteria such as the cleanliness of food preparation areas were used to develop recommendations for improving more specific areas of each resource.

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Chapter 4: Results and Analysis

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From an analysis of our data, we determined that although Katutura has significant tourism potential, there are several aspects which must be developed before the area can become an ideal tourist destination. We defined three major areas which could be improved upon: insufficient understanding, insufficient informational resources, and underdeveloped resources. The three major themes of our findings were then used to create recommendations. The recommendation categories attempt to ease the deficiencies from the findings section and are described as educational programs, information dissemination, and resource development.

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4.1 Findings

The results we obtained throughout the course of our fieldwork indicated several general trends, including an insufficient understanding of tourism, insufficient informational resources dealing with Katutura, and attractions and resources that are somewhat underdeveloped. A synthesis of our interview responses, resource assessments, and participant observation helped us to find common themes and areas for improvement. Following this synthesis of our results, we were able to subdivide each of the three large themes into smaller subtopics. These topics are presented in the following sections and provide the justifications for the recommendations section which follows.

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4.1.1 Insufficient Understanding of Tourism

One of the three main themes that emerged from our data analysis was an insufficient understanding of tourism. We discovered that this understanding was lacking in two important areas. First, the people of Katutura do not have a full enough understanding of tourism and its potential benefits. Second, we found that tour guides could be educated further about providing their tour groups with a more culturally enriched and worthwhile visit to Katutura.

Market Vendor Understanding of Tourism

One conclusion we arrived at through our research is that the market vendors and Katutura residents do not fully understand tourism. Through our interviews, we determined that many of the people in this area do not even know what tourism is, let alone the benefits that it can bring. Although 96% (Figure 4.1) of the vendors we interviewed said that tourists do visit the markets, 38% did not know how to describe tourism (Figure 4.2), and 52% were unsure about whether tourism was a good thing in general, as shown in Figure 4.3. During our interviews, many vendors simply smiled and shook their heads when we asked them what they knew about tourism. When asked to describe some possible benefits of tourism, 67% (16% had no response, and 51% said tourists were just visitors) could not name a specific benefit. The remaining 33% specified increased money (12%), increased jobs (5%), or increased ideas and knowledge (16%). These data are shown in Figure 4.4. Many vendors said that tourists are people who come in vans, walk around to take pictures,

and then leave again. These results indicate that the market vendors do not have a sufficient understanding of tourism. Before the market can be made more appealing to tourists, the vendors have to want the tourists to come. In order to desire more tourists in their market, the vendors need to realize that tourism can benefit them.

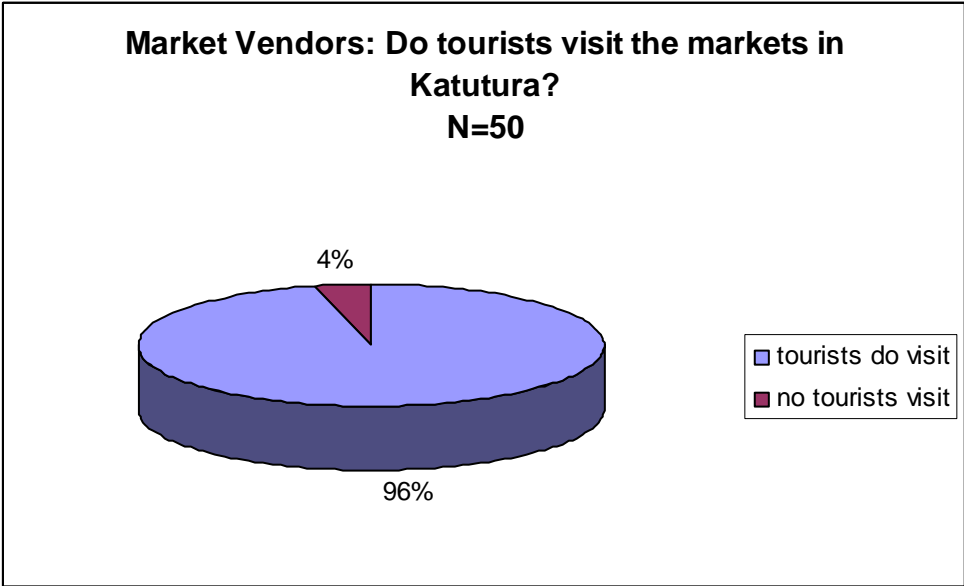


Figure 4.1: Market Vendors: Do tourists visit the markets in Katutura?

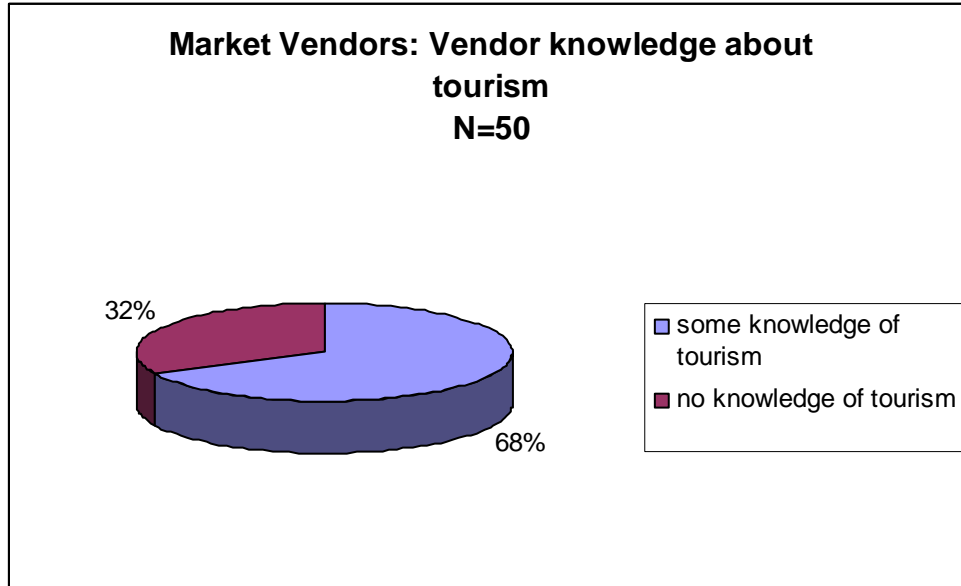


Figure 4.2: Market Vendors: Vendor knowledge about tourism

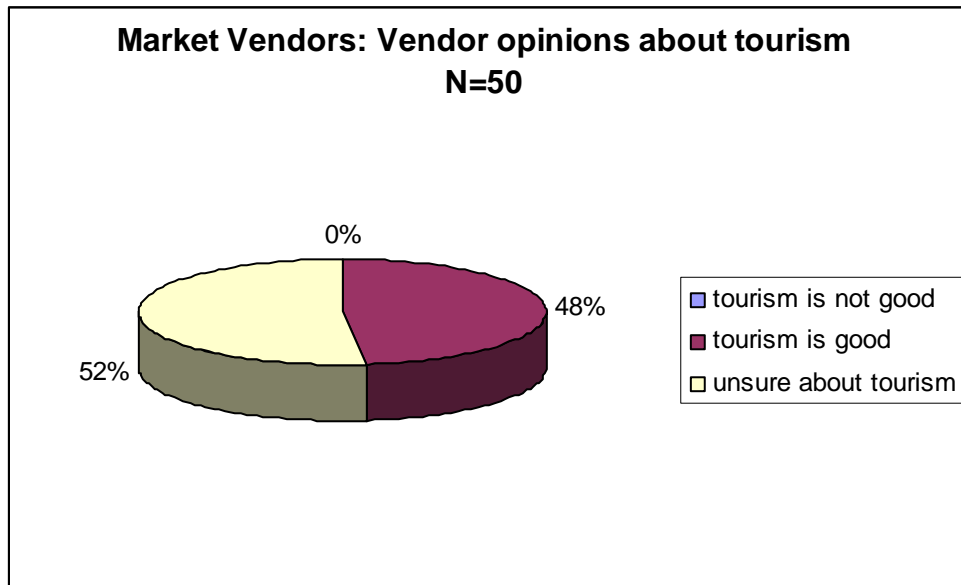


Figure 4.3: Market Vendors: Vendor opinions about tourism

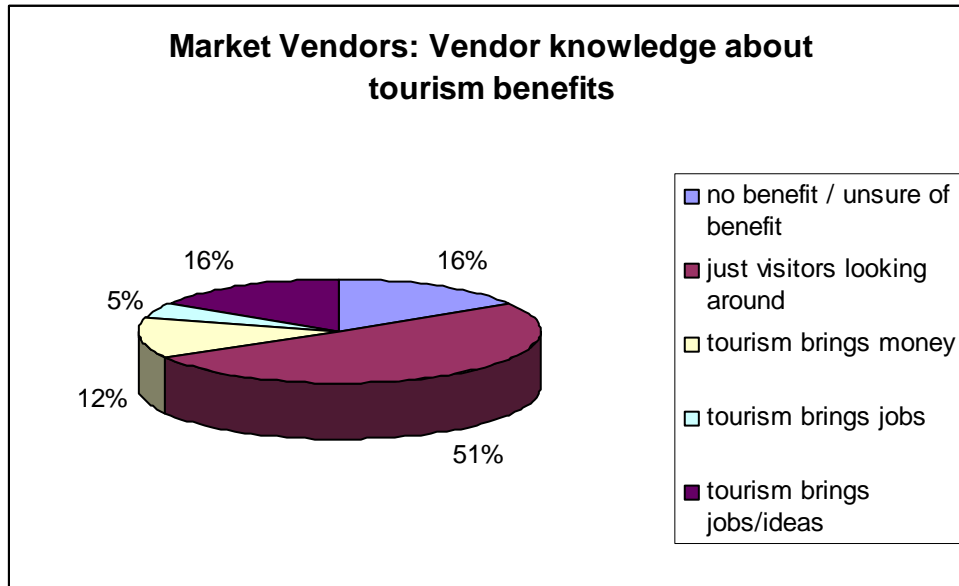


Figure 4.4: Market Vendors: Vendor knowledge about tourism benefits

In addition to not understanding what tourism is and what it can do, the vendors are also lacking in the language skills to converse and make transactions with tourists. Although the vendors can conduct simple acts like naming a price, they cannot describe what their wares are or inform tourists about how to prepare and/or consume them. Since the types of foods and goods sold in the markets are very traditional, many tourists have no idea what they are looking at. When interviewing market vendors, we found that although 64% said they had no significant problems communicating with tourists, many also said that they were unable to answer questions that tourists asked. Although the vendors would be able to make the sale, the vendors believed that the tourists did not buy anything because the vendors could not answer their questions. The market vendors' insufficient understanding of

languages makes sophisticated communication with tourists quite difficult.

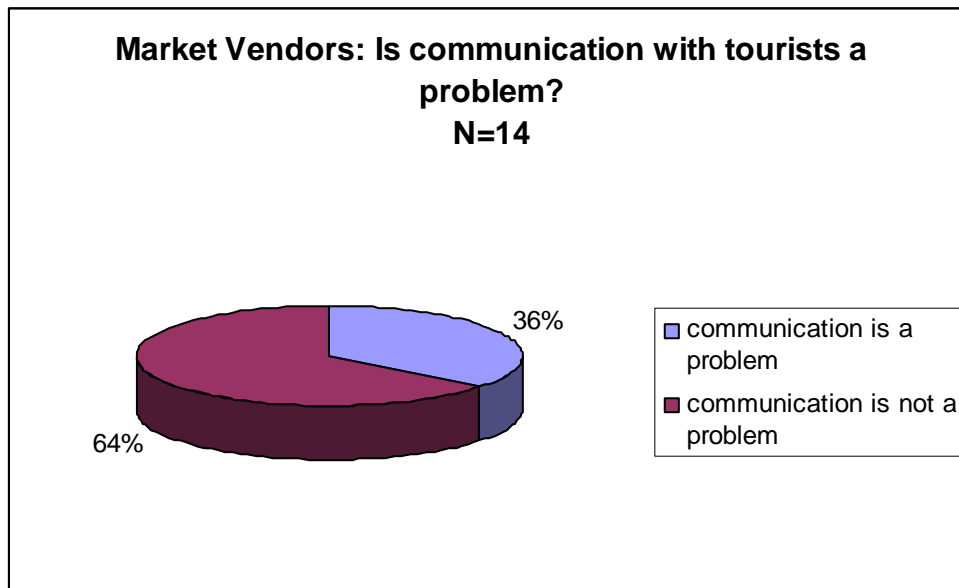


Figure 4.5: Market Vendors: Is communication with tourists a problem?

Tour Guides as Interaction Facilitators

When interviewing many different categories of people, including market vendors, tour operators, and workers in the tourism industry, it was often pointed out that tourists currently have very little interaction with local people in Katutura. Our preliminary thoughts on this issue were that language barriers were preventing the local people from interacting with foreign visitors to the area. After analyzing the results from our interviews and from our participant observation, we concluded that while communication does play a part in the lack of interaction, a more important factor is the way tour guides conduct tours through the area. During none of our three Katutura tours was time included for conversation or other interaction with the market vendors. If we had questions about goods, the guide would answer, rather than

allowing us to speak directly to the vendor. In addition, it seemed that the vendors were also very curious about us, as they are not familiar with the presence of foreigners in their market. We got the impression that the vendors were intimidated by the presence of a tour guide hurrying us through the area.

Like the participant observation, our interview results also indicated that the tour guides could be better facilitators of vendor-visitor interaction. After conducting interviews with vendors from Soweto, Singles' Quarters, and Tukondjeni markets, we discovered that many of the vendors were quite interested in meeting people and having more interaction with foreign visitors. These results showed that the tour guides are at least partly responsible for the lack of vendor-visitor interactions. One vendor even said that the guides discourage tourists from purchasing things within the markets. Although tour guides have the potential to foster a great deal of interaction, they are currently not fully meeting this potential. One striking example of this was a tour group from Scotland we encountered at Singles' Quarters Market. We attempted to interview the group, by politely asking the guide if we could have a few moments of their time after he had shown them the market. The participants of the tour were quite eager to talk to us, but the guide replied by saying no, pointing to his watch, and saying that he had to get the group on to the next site according to the schedule. After less than five additional minutes, the group had left the market. This guide was more concerned with the time than with ensuring his group had a worthwhile experience in the market.

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4.1.2 Insufficient Informational Resources

Another prominent theme that resulted from our data analysis was an insufficient variety of informational resources. This theme covered several areas and highlights inadequate signs and directional information, a lack of historical information, and insufficient available information about tour opportunities in Katutura. Having information available to tourists is crucial to ensuring the success of any tourist destination. Without sufficient information being made available to the public, even the most well-planned and executed attractions will go unnoticed.

Tourist Navigation in Katutura

Throughout our travels in Katutura, we continually noticed the lack of signs providing directions to the various locations and attractions. Although we visited the area many times, we would still be unable to find these areas on our own. Especially difficult to find would be the more distant attractions such as Penduka. Although we visited Penduka numerous times throughout the course of the project, we are still unable to locate it without a guide. Any tourist looking to self-guide themselves anywhere in Katutura would most likely have an equally hard time finding their way. This is a contrast from the more developed areas of Namibia. Established tourist destinations such as the capital city of Windhoek and the coastal town of Swakopmund have a great number of navigational signs which make tourist navigation quite easy. In addition to the road signs, there is currently no map of Katutura that has the tourist attractions highlighted. All of the maps we have found are just street maps, which are only useful if tourists have a street address for the

attraction. However, a map showing the attractions in relation to the rest of Katutura would make the area much easier to navigate.

Katutura Tour Information

One of the first conclusions we came to in the course of the project was that there is currently very little publicity about tour opportunities to Katutura. Perusal of the literature available through tourist information centers in the city yielded no information about Katutura. Similarly, the guide books purchased by various members of our student group also gave very little attention to the Katutura area. A series of phone interviews with 30 Windhoek-based tour-operating companies resulted in the discovery that only 3 companies offer tours focused on the Katutura area, and an additional company includes Katutura as part of a city-wide Windhoek tour. The search for a Katutura-specific tour took several hours, after we had received the list of Windhoek-based tour companies from our liaison. For tourists who would not have the easy access to all the contact information that we did, the process of finding a Katutura tour would be extremely time-consuming and frustrating. Many companies offered tours of Windhoek's center, and yet most tourists would not know about, nor have time to search for, the more in-depth tours of Katutura that are available.

Katutura History Information

There are currently very few resources available about the history of the Katutura area, and almost no information is geared towards tourists. Our archival

research yielded few sources that would have been of any use, or any interest, to tourists. We expected the archival research to be one of the easier aspects of our methodology, but it was actually the most difficult. We assumed that finding sources would be easy since Katutura is such an important part of Namibia's history. However, we found few sources, and those we did find tended to be quite biased. Currently, the importance of Katutura to Namibia's history is not being conveyed to tourists at all.

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4.1.3 Underdeveloped Resources and Attractions

The final theme established by our results was the presence of underdeveloped attractions and resources in Katutura. While Katutura has many areas that are potential tourist attractions, these locations are not providing the facilities and information necessary for tourists, and they are generally not up to the same standards as can be found in central Windhoek. Our main findings indicated poor hygienic conditions for food preparation areas, sub-standard product variety, a lack of restaurants, and no developed historical attractions.

Food Preparation

Our resource assessment of the markets in Katutura indicated that one of the least attractive aspects of the markets was the way food was handled and prepared by the vendors. On a 4 point scale, Tukondjeni market scored a 2.5 and both Soweto and Single's Quarters scored 3s. When we first visited the markets, as tourists, we

refrained from trying many of the foods due to the lack of cleanliness of the food preparation areas and the great number of flies on many of the food items. The main area of concern was the meat cooking areas. There was no refrigeration, and the meat just sat on tables in the open air all day. The fruits, grains, and other traditional foods were somewhat better, although they were still exposed to the air and flies. With the warnings present in many guidebooks about not eating undercooked foods, or foods that have been left out, many tourists would not be willing to try foods prepared under the current conditions in the markets.

Insufficient Product Variety in Markets

One big difference between Katutura and Windhoek's Center is the audience the vendors are targeting. In the city center, vendors are more used to tourists and know what tourists like to buy. In Katutura, where tourism has not yet been established, the vendors have to cater to a local audience in order to keep making money. As a result, there are few products offered in Katutura that are marketed towards tourists. At the beginning of our project, we assumed that tourists would buy very little, if anything, in the markets. Our interviews with the market vendors showed us that the tourists do actually buy things. Slightly over half of the vendors reported that tourists do buy things, and a follow up question indicated that fruits and traditional foods tend to be popular with the tourists. However, many vendors also stated that tourists refrain from trying many things because they do not know what the item is or how to prepare it.

From the perspective of our participant observation, we found that there is not enough variety in the markets. The traditional foods and fruits offered were interesting, but we did not have any information about them. In addition, there were no handicrafts or souvenirs available, which we feel would be more attractive to tourists than the meats and fruits being sold.

Insufficient Restaurants and Entertainment Facilities

One necessity for a successful tourist destination is the presence of sufficient food establishments and entertainment areas for the tourists. Currently, there are few established restaurants in Katutura, and the nightlife is limited to a variety of shebeens and a few nightclubs. As a result, we were only able to assess three restaurants: Crumbs Restaurant, the restaurant at Penduka, and Tjikandu Steakhouse. We found Crumbs to be an ideal place for tourists to go, scoring a 91% on our resource assessment; it was very clean and well run, with excellent food and good service. However, during an interview with the owner of both Crumbs and the onsite nightclub, Club Thriller, we were informed that the proprietors have very little desire to market either establishment to tourists. Currently, they are in the process of phasing out the nightclub, and the clientele of the restaurant is quite selective. The other restaurant, at Penduka, was also suitable for tourists. Although the menu choices were limited, the service and quality of the food were good. The Penduka restaurant received a score of 83%. The only drawback was that the restaurant closed at 1700 hours, which could be inconvenient to tourists looking for evening dining opportunities. Tjikandu provides a unique experience for tourists allowing them the

opportunity to sample traditional Herero cuisine. This restaurant has a friendly and welcoming atmosphere suitable for tourists allowing them to see how the food is traditionally prepared in the large black potjiekies. However, some tourists may find this method of outdoor cooking unhygienic; in addition to this the menu selection was limited in its variety. With improvements to these two areas Tjikandu might become Katutura's premier tourist attraction. Despite these drawbacks, Tjikandu still scored a 89% on the resource assessment, indicating that the restaurant is quite suitable for tourists to visit.

Evaluation of Katutura's nightlife and entertainment areas also indicated an underdevelopment of the available resources. Once again, the Club Thriller/ Crumbs restaurant would be an ideal location for tourists, but the proprietors are not looking to expand or increase their marketing efforts at this time. Shebeens, on the other hand, were less ideal as tourist destinations. Shebeens serve mainly the local population, and as foreigners, we felt somewhat out of place among the regular clientele, who all clearly were acquainted with one another. In terms of service, cleanliness, and variety of products offered, the shebeens we visited were quite satisfactory. The average score for the three shebeens we evaluated was 77%. Most offered a wide range of food and beverages, clean restrooms, and entertainment devices such as pool tables. The facilities were usually clean and well-cared for. However, after visiting, it is our opinion that tourists would not feel comfortable visiting shebeens without a tour guide who knew the area. During our visits, it was quite obvious that we were outsiders, and the local people made it clear that they were wary of us. We were stared at by everyone in attendance, including the bartenders.

Our companions, who were students from the Polytechnic of Namibia, were questioned about us, and one particularly outgoing resident began to indignantly question us about our spending habits. Although no one was hostile or even openly rude, we did not feel welcome in the shebeens, and would not be willing to visit them without at least one local resident or experienced guide.

Underdeveloped Historical Attractions

Although Katutura has a very interesting, and important, history, there are currently no developed historical attractions in the area. Tours do stop at historically significant areas such as the Old Location Cemetery, and the bridge between the Old Location and the city center, but little has been made of these attractions. The areas are not even highlighted with signs pointing them out as historical landmarks. When we first visited the bridge, we did not realize at first it was a stop on the tour, we assumed the vehicle was just turning around. The area looked unremarkable, more like a vacant lot than an important historical landmark.

An interview with representatives from the Division of Sports, Arts & Culture on the subject of the Old Location Cemetery indicated that the building currently on the site houses old photographs and other artifacts, but nothing is currently being done to utilize this area as a tourist attraction. One reason cited in the interview for the lagging development is a lack of cross-divisional communication between the Division of Sports, Arts & Culture and the Tourism Division.

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4.2 Recommendations

Once we had fully evaluated our results and organized our findings, we were able to develop recommendations to help increase tourism in Katutura. Ideally, the recommendations in the following section will meet this goal. The recommendations are grouped into three main categories which echo the three categories of our findings section. In addition the recommendations themselves, we have also included a priority rating and a budget consideration rating. These two factors will assist in prioritizing developments in Katutura based on issues such as available project time and funds. Priorities are rated from 1 to 5, with level 1 being the highest priority for development. Budget considerations are rated as high, medium, or low based upon the estimated cost for implementation of the recommendation. However, these budget ratings are strictly estimates, we have no information about the actual costs for the implementation of these suggestions. Both the priority and budget ratings are discussed in more detail in Appendix J. In addition, a table displaying each recommendation along with its priority and budget ratings has been included as Table 4.1.

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4.2.1 Educational Programs

Our findings indicate that the tourism industry of Katutura could be greatly enhanced by the creation of several different educational programs. The objectives of these programs would be to increase the local awareness of tourism and the ability of Katutura residents to interact with tourists, as well as to elevate the quality of tours in

the area. Without increasing the knowledge of the people in Katutura, the establishment of a successful tourism industry in the area will be extremely difficult.

More Tourism Information and Language Courses for Market Vendors

The markets of Katutura have enormous tourism potential. The atmosphere alone makes these areas worth visiting. However, in order to make the markets profitable as tourist attractions, the vendors need to be able to interact and conduct business with the foreign visitors. As discussed above, many vendors are unsure about the benefits of tourism. If they cannot see a clear benefit in making changes to their market, they will not do it. The vendors need to be educated about tourism, tourists, and how increased tourism can benefit Katutura. Along with educational programs, the vendors could also be taken into the city center to view the established tourist markets and how they operate. Once educated, the vendors may be more willing to keep their stalls cleaner, to make their food preparation more hygienic, and make the effort to interact with more visitors.

In addition to being educated about tourism, the vendors also need to have the necessary language skills to be able to communicate with tourists. As many of the vendors told us, tourists would buy more from them if they had more information about the product. Although many vendors have the necessary skills to name a price and make change, they cannot adequately describe their products and the ways they can be used or prepared. A language course instructing the vendors on these basic concepts would be invaluable in making the market a more suitable location for tourists to visit and spend money.

This recommendation has been given a priority rating of 1. Education of the market vendors is essential for making the markets more prominent tourist attractions. However, the budget rating for this recommendation is high, as the educational programs would be costly to develop and implement.

More Tour Guide Training

Early in Katutura's development as a tourist destination, most tourist arrivals will be through guided tours. Therefore, good tour guides are essential to making the area's tourism industry a success. Our findings indicated that tour guides on Katutura tours currently offer little or no opportunity for visitor-local interactions. Instead of rushing the tours through the market and residential areas, tour guides should become middlemen between the visitors and the residents, facilitating communication and encouraging interaction. As previously mentioned, the market vendors are eager to meet people from other areas, and the tourists are eager to learn more about the culture and way of life of Katutura residents. The markets and residential areas are ideal places for this cultural interchange to occur. However, if this is to be successful, the tour guides need to be educated about how to make their tours more interactive. Guides need to be educated about what tourists really want to see or do on their tours, and how to make the most out of attractions such as the markets.

Like vendor education, this recommendation has also been given a priority level of 1. Tour guides are an extremely important part of Katutura's tourism industry, and if their understanding of their roles as potential middlemen increases, the quality of tours in Katutura will also increase. However, like the previous

educational programs, this recommendation has also been given a budget rating of high.

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4.2.2 Information Dissemination

After educating the people involved in Katutura's tourism industry, and setting up the framework for making the area a successful destination, the next step is to inform the public and draw in more tourists. Marketing and information dissemination are key parts to any tourist operation. The most carefully thought out attraction will have no visitors unless people are made aware of it. Katutura's historical significance and tourism potential need to be publicized, and the area needs to be made easier to navigate.

More Navigational Signs and a Katutura Map

If Katutura is to attract more tourists, it needs to be easy to navigate. We found that there are some maps of the area available, but they are more street maps than attraction maps. Coupled with an informational brochure about the area's history or culture, a map which points out the many attractions Katutura has to offer will be invaluable to tourists who wish to guide themselves.

In addition to no tourism based map, our findings also indicated that there are currently very few road signs pointing the way to the various attractions and establishments. Katutura is a very large area, and contains a number of different neighborhoods. If tourists wanted to guide themselves around the area and not

participate in a group tour, they would be unable to locate many of the places the tours visit. If a system of navigational signs were developed, the tourism industry of Katutura could move beyond relying on guided tours, and self-guided tours and trips could be created. The signs should be attractive as well as functional, and if possible, should be emblazoned with a logo or symbol designating sights as culturally or historically significant (see the next recommendation for more information).

The development of both a Katutura map and series of navigation signs has been assigned a priority level of 1. These developments would make navigation in the area much easier and would be invaluable to establishing the area's tourism industry. The budget rating for this recommendation is medium. Developing both the map and the signs would be somewhat costly, especially considering the large number of navigational signs that would need to be produced.

A Heritage Route Logo

Although it is still in development, the Katutura Heritage Route has great tourism potential. This route will allow visitors to follow Katutura's history visually, and will be both an enjoyable and informative experience for visitors, both Namibian and foreign. One necessary component for this route is a logo which will be the visual representation of the whole route, and will be used in literature and at the sites. A logo which is easily recognizable by visitors will make the Heritage Route sites stand out and seem more connected. Our suggestion for this logo design is to propose a design contest at the Katutura Youth Complex in Katutura. This will allow community involvement in Katutura's tourism industry and will foster awareness

about tourism and its benefits. Our team has drafted a sample proposal letter, included as Appendix K.

The development of a logo for Katutura is a level 1 priority. This logo will unify attractions in the area, and will provide a visual symbol to use on publications and communication. The budget rating for this recommendation is low. The design process would be relatively low cost, and once designed, the logo would be available for use in all future publications or developments.

Tour Information Development

As was discussed above, it is very difficult to find a tour company that offers guided tours to Katutura. Although there are several companies that do offer these tours, they are difficult to find due to a lack of available literature which emphasizes Katutura as a destination. There are many brochures available to tourists that highlight Windhoek, but none which focus on Katutura. A brochure describing Katutura should be created that contains the contact (street address, phone or fax, number, website, and email) for companies that take tours into Katutura. This brochure would serve multiple purposes. It would allow interested tourists to locate tours more quickly, and it would also draw tourists' attention to Katutura as a possible destination if it were prominently placed in the city's information centers.

The development of tour information has a priority of 2. Although this area is very important, it can be held off until the other, more important, developments have occurred. In addition, this recommendation has a medium budget rating. Brochure

design and production will be somewhat costly, especially if the publication is to be of a high quality and contain many photographs.

A History Brochure for Katutura

Tourists will not want to visit Katutura unless they know about it. Tourists may hear that Katutura is a district of Windhoek, but they may not realize the historical significance of the area. Further, if they were interested in discovering the history, there are no easily accessible ways to find this information. A simple brochure about Katutura's history, which could be placed at locations around the city, would serve to educate both local people and tourists in an efficient and cost effective manner. A prototype of this brochure is attached as Appendix D.

A history brochure for Katutura is quite important, and should be developed and distributed as soon as possible. The development of this brochure has been given a priority rating of 1. Although this brochure is highly important, it will also be somewhat costly to develop. The budget rating for this recommendation is medium due to this consideration. A visually attractive and durable brochure, produced in large numbers, would be costly but beneficial in the long term.

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4.2.3 Attraction Development

The final category of recommendations is attraction development. Once the people involved with the attractions have been educated about tourism, it is more likely that they will be more willing to improve Katutura to make it more appealing to

tourists. Attraction development can involve improving the hygienic conditions of an attraction, increasing the products offered, building/developing more restaurants and entertainment spots, or developing a historical site into a suitable tourist area.

Food Preparation Conditions

A major concern about turning the markets of Katutura into tourist attractions was the food preparation conditions, as previously discussed in the Findings section. The foods in the markets, especially the meats, are left exposed to the air and the insects. This is acceptable and normal to the local people, but many tourists would not be willing to eat foods cooked and served under these conditions. To improve the conditions, fruits and grains should be covered by cloths or nets if possible, and the uncooked meat should be kept refrigerated and away from the flies. In addition, the meat should be as fresh as possible, and purchased from a certified butcher. In terms of cooking the food, meats should be fully cooked and served as soon after cooking as possible. All serving utensils and dishes should be regularly, and thoroughly, cleaned. In addition, the table and counter surfaces should be regularly cleaned, and the floors should be routinely swept. The markets are already very clean, so these extra measures should not be too difficult to implement. If tourists can see the precautions taken to keep foods fresh and safe to eat, they will be much more likely to purchase and sample them.

The elevation of food preparation hygiene standards is vital. It has been given a level 1 priority. Implementation of this recommendation would markedly improve the markets as tourist destinations. However, this recommendation is quite costly and

has been given a budget rating of high. The overall cost of improving the hygiene will be quite high, especially if new storage and refrigeration equipment is needed. If the vendors have to absorb the costs themselves, they may have to in turn raise the prices of their products, thus driving local business elsewhere. This would hurt the market's overall profitability and should be considered.

Increasing the Product Variety at the Markets

Although tourists do buy foods and other goods at Katutura's markets, many tourists are looking for souvenir type items to take back to their homes. One of the most interesting things about the markets is being able to watch the women weaving the pap plates or the baskets to hold their fruits or grains. If these baskets were for sale, and tourist got to watch them being made, they would be a very popular item. Likewise, if other handicrafts were introduced, especially if they were made by the vendors themselves, tourists would be quite likely to purchase them. However, since tourism is still very undeveloped in Katutura, a vendor who sold crafts full time might not make enough profit to support him or herself. The vendors currently cater to the local people, who buy foods, not crafts. One solution to this is to introduce a time during each week when crafts would be sold. The tour operators could be notified of this time, and could bring the tour groups to the markets on those days and times. In this way, the vendors could begin to learn what tourists will and will not buy, without losing too much of the profit which is generated by sales to local people. Once tourists begin to become a regular factor in the markets, more and more crafts could be introduced, eventually on an everyday basis.

Although this recommendation is important to making the markets of Katutura more desirable to tourists, it has been given a priority rating of 2. This aspect of market improvement should happen eventually, but other changes, especially the hygiene issues are more important and should be handled first. The cost of this recommendation is high, introduction of new materials would be costly and the vendors may even lose some of the profit generated by sales to locals.

Establishment of Restaurants and Entertainment Areas

More restaurants and entertainment areas that are established with tourists in mind would greatly benefit Katutura's tourism industry. Although Crumbs Restaurant cannot currently be the focus of a marketing campaign geared towards tourists, new restaurants can be built which follow the same standards and offer the same services and range of products. This would involve finding prospective owners and operators, as well as a suitable building site. Some ideal locations for restaurants include in the neighborhood of markets or other attractions, or on the market grounds themselves. A small restaurant featuring traditional foods and drinks at the markets would be quite popular with tourists, again providing that hygienic standards are met. Market based eateries would offer tourists a chance to sit and relax while still being able to enjoy the market's atmosphere. Although these restaurants would highlight the traditional foods, menus should still offer alternatives, including vegetarian dishes, if possible. Not all tourists are adventurous enough to sample all the traditional offerings of the markets and would be more comfortable eating foods they are accustomed to.

Although most of the shebeens in Katutura are up to hygienic standards and are interesting places to visit, we do not feel that they would make viable tourist attractions at this time. If accompanied by a guide, tourists may enjoy the visit, but a tourist alone may not be comfortable. Even after spending 8 weeks working on our project in Katutura, we still would not be completely at ease visiting a shebeen without a guide or local person. In the future, after the local people are more used to tourists, this may change.

As Katutura becomes more developed as a tourist destination, it will need more restaurants and entertainment facilities. However, there are other, more important, developments to implement first. As a result, this recommendation has been given a priority level of 2. In addition, the budget rating is high. Designing and building these facilities will be quite costly, and operating them will also be costly until their profits have been established.

Development of Historical Attractions

If Katutura is going to develop a profitable tourism industry that highlights historical tourism, then the historical sites in the area need to be developed. From our research, we determined that the two most important historical sites relating to Katutura are the Old Location Cemetery and the bridge between the Old Location and the city center. These two sites are important to the history of the area, but are as yet undeveloped.

The Old Location Cemetery has more developmental potential than the bridge. There is already a building suitable for artifact display and tourist facilities

such as restrooms. In order for this building to be developed, communication and cooperation, between the Tourism Division and the division of Sports, Arts & Culture must be increased. However, interest in development currently seems low, so this project may not be feasible at this time.

Similarly, there seems to be very little interest in developing the bridge site. Without the necessary interest and initiative, these areas cannot be developed into tourist attractions. However, they can still be integrated as historical sites on the Katutura Heritage Route, provided signs with historical information are erected. These signs would inform visitors and passers-by alike that the site is of historical importance and is a part of the Route.

It is our recommendation that the sites become part of the Heritage Route but not become fully developed at this time. Once Katutura is a more established tourist destination, development of these historical areas may prove profitable. Since we are recommending that these areas remain undeveloped at this time, we have not assigned a budget or priority rating for this recommendation.

Table 4.1: Recommendation Priority and Budget Ratings

| Recommendation | Priority | Budget |
|-------------------------------|----------|--------|
| Market Vendor Education | 1 | High |
| Tour Guide Training | 1 | High |
| Map and Navigational Signs | 1 | Medium |
| Heritage Route Logo | 1 | Low |
| Tour Information | 2 | Medium |
| History Information | 1 | Medium |
| Food Preparation | 1 | High |
| Product Variety | 2 | High |
| Restaurants and Entertainment | 2 | High |
| Historical Sites | - | - |

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Chapter 5: Conclusions and Recommendations

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Although our findings allowed us to develop a set of recommendations to begin the development of tourism in Katutura, we have also identified areas that need future study: education, information, and resource development. With continued evaluations, and assessment, more ideas and recommendations can be developed that will make Katutura into an enriching and enjoyable tourist destination. With our conclusions as the basis for future studies and projects, Katutura has the potential to become one of Windhoek's most prominent tourist destinations.

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5.1 Educational Recommendations:

Many of our results showed that there is inadequate understanding of tourist's needs and wants among many of the parties involved in working with the visitors to Katutura. In order to address this problem we have come up with two recommendations to help increase education. The first of these recommendations is to complete a study of tourist wants and needs in Katutura, the results of which could be provided to the vendors and business owners. Since the focus of our project was on local opinions and knowledge, we were unable to assess the needs of the tourists themselves. In addition to this, visitor arrivals were not at their peak during the period this project was completed. Our second recommendation in this area is to develop educational programs for market vendors and tour guides as a way to facilitate communication between foreign guests and locals.

5.2 Informational Recommendations:

Another finding of our project was that there are insufficient informational resources available for tourists on Katutura's history or on the activities offered within the district. In order to supplement the historical material that is currently available on Katutura we recommend interviewing some of the original occupants of Katutura who actually moved from the Old Location. This collection of memoirs could be put into the building in the Old Location Cemetery or published for sale. Displaying promotional literature about Katutura in Swakopmund, Etosha, Waterburg, and other big tourist locations around the country could help interest travelers and provide them with ideas on how to spend an extra day or two in Windhoek.

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5.3 Resource Development Recommendations:

The last set of recommendations is to help with the future development of the resources in Katutura. Our findings and recommendations show that there is room for improvement and development of Katutura. Because of this we recommend that a study be conducted of the costs and economic feasibility for the development of these resources. We recommend that the Tourism Division works in conjunction with the Division of Sports, Arts and Culture for the development of historical and cultural sites, as well as work with the Department of Transportation for the implementation of signs, for the official development of the Katutura Heritage Route. The cooperation

between these departments would allow them to share the workload, expenses, and ideas. A workshop or meeting set up for the City of Windhoek, tour guides, market vendors and other business owners of the Katutura area should be set up to discuss expectations of and concerns about tourism and the wants and needs of the different parties involved. This should help to create better relationships among all these parties. In this process the City can act as a facilitator among tour operators, market vendors and business owners. This recommendation is due to the finding that vendors and business owners feel that there is not enough communication between themselves and their visitors.

The last of the recommendations for future resource development can also supplement the informational recommendations provided above. Due to the insufficient level of cultural activities available for visitors in Katutura, we recommend that more events are planned and held including traditional storytelling, dancing, and music. In addition, these events could feature cultural attractions such as traditional dressmaking establishments and possibly the Katutura Youth Complex, where there could be works of art done by the students on sale. Another recommendation is to create interactive traditional activity tours. These would give tourists a chance to have a hands-on experience with such activities as basket weaving, cooking of traditional dishes, dress or head dress making, batik and cloth painting, and also jewelry making. This recommendation is supported by our findings that the people of Katutura are poorly informed about tourists' needs and that there is a limited amount of resources available within the community. Many of the

Katutura residents could utilize their artistic and culinary skills to provide more activities for the tourists as well as allow for a source of income.

Our project is just one step in a long-term process of establishing Katutura as a tourist destination. Our work provides a basic framework from which the City of Windhoek, future project groups from Worcester Polytechnic Institute, tour operators, business owners, and the local residents can use as a foundation for future development of Katutura's tourism industry.

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Chapter 6: References

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Appendix

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Appendix A: Interview Transcript: Devorah Weiss

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**Interview with Devorah Weiss, Holden Valley Travel
2/13/03**

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Why is Africa not considered a popular destination?

First it is under marketed, and is not politically influential. The only news you ever hear about Africa is bad news, e.g. Zimbabwe, Rwanda, Ethiopia, starvation, wars, aids, etc. So, people's impression is that Africa is not very safe or stable. The infrastructure compare to other countries is not well developed. They are not ready for the western world; most westerners are looking for the amenities and luxuries of home. They want to feel comfortable. The only people traveling to Africa are adventurers. I find that Americans want luxury and comfort while Europeans could deal with a little less comfort.

Why are people traveling?

I would say approx 80% travel for leisure and 20% for business

What is the world tourism industry like now?

The whole market has shifted. The corporations have cut travel because of less business. Large businesses use in house travel agents, so we primarily deal with leisure. But these changes started before 9/11. Late 70's the airlines deregulated and therefore prices became competitive. Positions or flights that weren't profitable were

dropped (like Worcester for example). We also have the fluctuation in oil prices and with the operations costs companies (travel agencies and airlines) were losing money. United and US went bankrupt, American has cut salaries.

Are people nervous about traveling post 9/11?

Yes, we find that most people are choosing to take cruises, or travel by car. People are not venturing as far. They are staying closer to home or choosing close destinations like South America. However, people in troubled areas see no harm in traveling because their destination cannot be worse than home. For example, my parents are from Israel, they are used to threats and war, so they figure they might as well travel. Their destinations cannot be anymore dangerous.

In Asia the economy is bad, places are hurting and with the bombings in Bali, people are staying away from there.

What are the Africa Traveling Trends?

Europeans are visiting Africa more than Americans. Americans are concerned about price and safety. A reason people are traveling there for family visits. I see more people traveling to North Africa (Tunisia, Morocco, Egypt) and South Africa. Tourists are looking for “soft adventure”, they would like to view the wildlife from a comfy range rover and return to the lodge later on that evening to a nice dinner and a comfortable room.

What sorts of tourists are traveling to Namibia?

This is a guess, but I would think mostly Backpackers/Adventurers and Businessmen.

Have you ever visited Africa?

My husband is a retired WPI professor. He had a conference in South Africa. We went on safari and visited Pretoria, and Cape Town. It was a wonderful vacation.

Could you give us a definition on Ecotourism?

It is an upcoming trend to visit unspoiled natural places, is Costa Rica and the rain forest; Australia and the reef; Brazil and the Amazon. It is tourism with natural concerns in mind, not disturbing nature. Again, more “soft adventure”.

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Appendix B: Interview Transcript: Israel Hukura

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Interview with Israel Hukura of Face to Face Tours
March 25, 2003

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1. What is your role in Face to Face Tours?

Answer: I am the senior tour guide and co-owner.

2. When and why did you start Face to Face Tours?

Answer: I used to be a taxi driver and many tourists asked to be taken there to see the area. People also asked why there were no tours to Katutura. I got started with the idea in 1998, and gave my first tour in July, 1999.

3. How did you start your business up?

Answer: Training in tourism through NACOBTA.

4. How many people work with you?

Answer: There are 5 full time employees. All are from Katutura.

5. How do you advertise your business?

Answer: Through the City of Windhoek, brochure distribution, website through NACOBTA, magazines, and Travel News.

6. How many inquiries about Face to Face do you get approximately?

Answer: About 45-60 people on a daily basis.

7. Are there times of the year when you are busier than others?

Answer: Yes, there are more in April-September.

8. What parts of your tours do tourists like the most?

Answer: They like the way the route is set up. Link the historical sites to the newer regions.

9. What kind of tourists do you get?

Answer: Mostly middle aged Germans, most tours are for 2 people.

10. What effect could tourism have on Katutura?

Answer: It could help to increase the living standard.

11. What changes or improvements would you suggest for Katutura to increase tourism?

Answer: Tourists want a place to stay a night in Katutura at. They want personal interaction with residents. Residents of Katutura have to learn that tourists have to be handled with care, as babies. You have to make them smile.

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Appendix C: Interview Transcript: Katrina Garises

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Interview with Katrina Garises of Victory Tours March 25, 2003

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1. When and why did you start your business?

Answer: Started in May 2002, people asked about Katutura. People never went there, so I started Victory Tours, from Victory Women's Movement, to show all of Katutura. I want people to see all of Katutura, especially the informally settled areas. These won't stop growing, so people need to see it.

2. When did Victory start?

Answer: It started in 1999 as a way to assist and feed children in the informal settlements of Katutura. We help with school fees and make sure children get to go to school.

3. What is your role in the company?

Answer: I am the only tour guide right now.

4. Where are the workers from?

Answer: All workers are from Katutura, mostly the informally settled areas.

5. How do you advertise your business?

Answer: We have leaflets, at the information centers in Windhoek, and also at the Center for Global Education.

6. How many inquiries do you get a week (approximately)?

Answer: About 34 per week, mostly about group tours.

7. Are there times of the year when you're busier than others?

I don't see much seasonality; sometimes I'm busier in May.

8. What kinds of tourists do you get?

Answer: Mostly younger people 18-30, sometimes elderly, American and Swedish mostly.

8. What changes or improvements would you suggest for Katutura to increase tourism?

Answer: There needs to be more entertainment spaces, more eateries, and more accommodations in Katutura.

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Appendix D: Katutura History Brochure

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The following appendix contains the brochure that was developed to make Katutura's history more accessible to tourists. The brochure highlights important facts about the area's history and gives contact information for some relevant tour operating companies based in Windhoek.

Appendix E: Interview Protocols

The following sets of interview protocols were used for the many interviews we conducted throughout the course of the project.

.

Set 1: Tourism Industry Workers

1. What prompted you to start [organization]?
2. When was it started?
3. Can you tell us more about your role in [organization]?
4. How many people do you work with?
5. Where are the workers from?
6. Are they all from the same ethnic group?
7. What is the mission statement or goal of [organization]?
8. How do you advertise?
9. How many clients do you get a week?
10. Does the season affect the number of clients?
11. What aspects of Katutura do tourists enjoy most?
12. What impact could tourism have on Katutura?
13. How could Katutura attract more tourists?
14. What could be developed or improved to attract more tourists to Katutura?

.

Set 2: Shop/Restaurant Owners

1. When and why did you start [business]?

2. What type of people mostly come to the business?
3. What's the busiest time of day for you?
4. How many people can your business hold at one time?
5. Does the city have any restrictions on the number of people you can have here at one time?
6. Are different times of the year more popular than others for your business?
7. What is your most popular product?
8. How do you advertise your business?
9. Do you get many tourists?
10. How do you feel about tourism?
11. How do you think tourism could affect Katutura?
12. What kind of changes or improvements do you think could be made to better tourism to Katutura?

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Set 3: Phone Interviews with Travel Companies

1. Do you conduct tours into Katutura?
2. If so, what does your tour entail?
3. How long does it last?
4. How much does it cost?
5. When and where do you leave?
6. If not, could you refer us to someone who does?

.

Set 4: Market Vendors

1. What is your opinion of Tourism?
2. Do tourists visit here?
3. If so, do they spend money? What do they buy?
4. What do tourists want?
5. How could tourism affect Katutura?
6. Can it help Katutura?
7. Are you able to communicate with tourists?
8. Is it safe here for tourists?

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Set 5: Residents

1. What is your opinion of tourism?
2. Do you see tourists here?
3. What do tourists want when they come here?
4. How could tourism affect Katutura?
5. What changes or improvements could be made to Katutura to increase tourism?
6. Are you able to communicate with tourists?
7. Is it safe for tourists to come here?

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Appendix F: Resource Assessment Sheets for Markets and Shops/Restaurants

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The following sets of resource assessment sheets were used for markets and shops, shebeens, and restaurants in the Katutura area. They should be used in conjunction with the operationalized criteria sheets, which are included in Appendix G.

.....

Section 1: Cleanliness/Hygiene

Overall:

0 1 2 3 4

Cleanliness of Food Preparation Areas:

0 1 2 3 4

Cleanliness of Walkways/Paths:

0 1 2 3 4

Cleanliness of Tables/Chairs/Benches:

0 1 2 3 4

Cleanliness of Restrooms/Wash Facilities:

0 1 2 3 4

Comments/Observations:

Total Cleanliness Score (Out of 20): _____

Section 2: Service

Overall:

0 1 2 3 4

Communication with Vendors:

0 1 2 3 4

Vendor Friendliness:

0 1 2 3 4

Parking Availability:

0 1 2 3 4

Ease of Navigation through Market:

0 1 2 3 4

Comments/Observations:

Total Service Score (Out of 20): _____

Section 3: Products Offered

Overall:

0 1 2 3 4

Variety of Products Available:

0 1 2 3 4

Handicrafts/Souvenirs Available:

0 1 2 3 4

Product Presentation:

0 1 2 3 4

Packaging/Portability:

0 1 2 3 4

Comments/Observations:

Total Product Score (Out of 20): _____

Section 1: Cleanliness/Hygiene

Overall:

0 1 2 3 4

Cleanliness of Food Preparation Areas:

0 1 2 3 4

Cleanliness of Walkways/Paths/Floors:

0 1 2 3 4

Cleanliness of Tables/Chairs/Benches:

0 1 2 3 4

Cleanliness of Restrooms/Wash Facilities:

0 1 2 3 4

Comments/Observations:

Total Cleanliness Score (Out of 20): _____

Section 2: Service

Overall:

0 1 2 3 4

Communication:

0 1 2 3 4

Friendliness:

0 1 2 3 4

Promptness:

0 1 2 3 4

Level of Knowledge:

0 1 2 3 4

Comments/Observations:

Total Service Score (Out of 20): _____

Section 3: Foods

Overall:

0 1 2 3 4

Variety:

0 1 2 3 4

Menu Design:

0 1 2 3 4

Meal Presentation:

0 1 2 3 4

Food Quality:

0 1 2 3 4

Comments/Observations:

Total Foods Score (Out of 20): _____

Section 4: Facilities

Overall:

0 1 2 3 4

Parking:

0 1 2 3 4

Building Maintenance:

0 1 2 3 4

Building Layout and Presentation:

0 1 2 3 4

Equipment Maintenance:

0 1 2 3 4

Comments/Observations:

Total Facilities Score (out of 20):

Appendix G: Operationalized Resource Assessment Criteria

.....

The criteria used in our resource assessment needed to be operationalized in order to be used objectively by anyone conducting the resource assessment. This appendix contains descriptions which operationalize each criterion.

.....

Markets: Cleanliness/Hygiene

Overall: this is an average of the scores from the following 4 criteria

Cleanliness of food preparation areas:

0: no attention paid to cleanliness, no efforts to keep food safe

1: area is extremely unclean, food is contaminated, very little care is being taken to preserve food quality.

2: area is quite unclean. Little attention is paid to food safety and surface cleanliness.

3: area is somewhat clean, surfaces are washed/wiped, and food is somewhat protected from insects/dirt.

4: area is extremely clean, much care is take with surface areas and food preparation.

Cleanliness of Walkways/Paths:

0: Walkways are extremely unclean. All or most need significant repair.

1: Walkways are unclean. Many need to be repaired.

2: Walkways are somewhat unclean. Some may be in need or repairs.

- 3: Walkways/Paths are very clean. Some may need some maintenance work.
- 4: Walkways/Paths are perfectly clean and perfectly maintained.

Cleanliness of Tables/Chairs/Benches:

- 0: Table/Chairs/Benches are very unclean. Many are extremely damaged and/or very badly worn.
- 1: Table/Chairs/Benches are somewhat unclean. Many are damaged or worn.
- 2: Table/Chairs/Benches are mostly clean. Some may be damaged or badly worn.
- 3: Table/Chairs/Benches are very clean. There may be signs of minor damage or wear.
- 4: Table/Chairs/Benches are perfectly clean. All are in good working order and show no signs of damage or wear.

Cleanliness of Restrooms/Wash Facilities:

- 0: Restrooms are extremely unclean. All facilities are in poor condition or are completely nonfunctional.
- 1: Restrooms are quite unclean. Many facilities are poorly maintained or nonfunctional.
- 2: Restrooms are somewhat unclean. The majority of facilities work.
- 3: Restrooms are generally clean. All facilities are working.
- 4: Restrooms are perfectly clean and well maintained. All facilities are in working order.

.

Markets: Service

Overall: this is an average of the scores from the following 4 criteria

Communication with Vendors:

0: Communication is unacceptable, transactions are impossible to conduct.

1: Communication is poor. Transactions are very difficult.

2: Communication is acceptable. Language barriers may hamper speed of communication, but transactions can generally be conducted.

3: Communication with vendors is good. Although language barriers may be present, business transactions still take place.

4: Communication with vendors is excellent. Transactions occur perfectly, with no difficulty from language barriers.

Vendors Friendliness:

0: Vendors are not helpful at all. There is a general negative attitude throughout.

1: Vendors are not helpful. Attitudes are neutral.

2: Vendors are helpful but not overly friendly. Attitudes are more neutral than positive.

3: Vendors are quite helpful. They keep a positive attitude but may not be overly friendly.

4: Vendors are very friendly and helpful. They freely make conversation and are always positive in demeanor.

Parking Availability:

- 0: Parking area is extremely poor. Entrances and exits are very difficult to navigate. Spaces are badly arranged and are much too crowded.
- 1: parking area is poor. Entrances and exits are difficult to navigate. Spaces are crowded or poorly arranged.
- 2: Parking area is acceptable. Entrances or exits are available, but may be somewhat difficult to navigate. Spaces may be crowded.
- 3: Parking area is fair sized, with well planned entrances and exits. Spaces may be somewhat crowded.
- 4: Large parking area, with easy and well planned entrances and exits. Parking spaces are well distributed to minimize crowding and collision risks.

Ease of Navigation through Market:

- 0: Market is impossible to navigate through. Barriers exist on the paths and facilities are unlabeled.
- 1: Market is difficult to navigate. Some barriers may exist of paths, and some facilities may be unlabeled.
- 2: Market navigation is acceptable. No barriers block the paths and most facilities are labeled.
- 3: Market navigation is good. No barriers block the paths and all of the facilities are clearly labeled.
- 4: Market navigation is excellent. There are no barriers, facilities are clearly labeled, and there are many directional signs in place.

.

Markets: Products Offered

Overall: this is an average of the scores from the following 4 criteria

Variety of Products Offered:

0: Product variety is extremely limited. There are no products that would appeal to tourists.

1: Product variety is limited. Very few of the products would be appealing to tourists.

2: Product variety is acceptable. Some products would be appealing to tourists.

3: Product variety is good. Many products would appeal to tourists.

4: Product variety is excellent. A wide range of products would be appealing to tourists.

Handicrafts/Souvenirs Available:

0: There are no handicrafts or souvenirs available.

1: There are very few handicrafts or souvenirs available.

2: There are some handicrafts available.

3: There are many handicrafts available.

4: There a wide range of handicrafts and souvenirs available.

Product Presentation:

0: Product presentation is unacceptable. Products are very unappealing.

1: Product presentation is poor. Many products are unappealing.

2: Product presentation is acceptable. Products are arranged well.

3: Product presentation is good. Products are visually appealing.

4: Product presentation is excellent. Products are very appealing and enticing.

Packaging/Portability:

0: Product packaging is unacceptable. Products could not be transported any
stance.

1: Product packaging is poor. Products can only be transported short
distances.

2: Product packaging is acceptable. Products may be transported moderate
distances but packing is unappealing.

3: Product packaging is good. Products may be transported moderate
distances. Packaging is visually appealing.

4: Product packaging is excellent. Products may be transported great
distances. Packaging is visually appealing.

.

Restaurants: Cleanliness/Hygiene

Overall: this is an average of the scores from the following 4 criteria

Cleanliness of food preparation areas:

0: no attention paid to cleanliness, no efforts to keep food safe

1: area is extremely unclean, food is contaminated, very little care is being
taken to preserve food quality.

2: area is quite unclean. Little attention is paid to food safety and surface
cleanliness.

3: area is somewhat clean, surfaces are washed/wiped, and food is somewhat protected from insects/dirt.

4: area is extremely clean, much care is take with surface areas and food preparation.

Cleanliness of Walkways/Paths:

0: Walkways are extremely unclean. All or most need significant repair.

1: Walkways are unclean. Many need to be repaired.

2: Walkways are somewhat unclean. Some may be in need or repairs.

3: Walkways/Paths are very clean. Some may need some maintenance work.

4: Walkways/Paths are perfectly clean and perfectly maintained.

Cleanliness of Tables/Chairs/Benches:

0: Table/Chairs/Benches are very unclean. Many are extremely damaged and/or very badly worn.

1: Table/Chairs/Benches are somewhat unclean. Many are damaged or worn.

2: Table/Chairs/Benches are mostly clean. Some may be damaged or badly worn.

3: Table/Chairs/Benches are very clean. There may be signs of minor damage or wear.

4: Table/Chairs/Benches are perfectly clean. All are in good working order and show no signs of damage or wear.

Cleanliness of Restrooms/Wash Facilities:

0: Restrooms are extremely unclean. All facilities are in poor condition or are completely nonfunctional.

- 1: Restrooms are quite unclean. Many facilities are poorly maintained or nonfunctional.
- 2: Restrooms are somewhat unclean. The majority of facilities work.
- 3: Restrooms are generally clean. All facilities are working.
- 4: Restrooms are perfectly clean and well maintained. All facilities are in working order.

.

Restaurants: Service

Overall: this is an average of the scores from the following 4 criteria

Communication:

- 0: Communication is unacceptable, orders are incorrect of a regular basis.
- 1: Communication is poor. Orders are often incorrect.
- 2: Communication is acceptable. Language barriers may hamper speed of communication, but orders are still generally correct.
- 3: Communication with staff is good. Although language barriers may be present, the order is still placed correctly.
- 4: Communication with staff is excellent. There are no language barriers and orders are correct.

Friendliness:

- 0: Staff is not helpful at all. There is a general negative attitude throughout.
- 1: Staff is not helpful. Attitudes are neutral.

2: Staff is helpful but not overly friendly. Attitudes are more neutral than positive.

3: Staff is quite helpful. They keep a positive attitude but may not be overly friendly.

4: Staff is very friendly and helpful. They freely make conversation and are always positive in demeanor.

Promptness:

0: Staff attentiveness is unacceptable. Service is extremely slow and staff cannot be found at all when needed.

1: Staff attentiveness is poor. Meal and Beverage service are quite slow. Staff are not readily unavailable if needed.

2: Staff is somewhat attentive. There is some delay in service. Staff may be somewhat difficult to locate when service is needed.

3: Staff is quite attentive. Meals and beverages are served promptly. Staff are usually near the table and come when assistance is needed.

4: Staff is very attentive. Meals and beverages are served very promptly. Staff is always available if needed.

Level of Knowledge:

0: Staff cannot answer any questions about menu items.

1: Staff cannot answer most questions about menu items.

2: Staff can answer questions about most menu items.

3: Staff can answer questions about the menu, but know little else about the establishment.

4: Staff can answer any question about menu items, offers information about restaurant history/traditions.

.

Restaurants: Foods

Overall: this is an average of the scores from the following 4 criteria

Variety:

0: Food variety is unacceptable. The selection of available foods is very minimal.

1: Food variety is poor. The menu offers little selection.

2: Food variety is acceptable. Selection is somewhat limited.

3: Food variety is good. There are many different foods available.

4: Food variety is excellent. A very wide range of foods are available.

Menu Design:

0: menu design is unacceptable. The layout makes little sense and items are hard to read.

1: Menu design is poor. Layout is not completely logical, items are hard to find.

2: Menu design is acceptable. Layout makes sense but is not visually appealing.

3: Menu is well designed. Layout is functional and logical, but not decorative.

4: Menu is extremely well designed. The layout is visually appealing and the menu is logically laid out.

Meal Presentation:

- 0: meal presentation is unacceptable. Foods look very unappealing. Flatware and linens are very unclean or missing. No decorative elements present.
- 1: Meal presentation is poor. Food looks somewhat unappealing. Flatware and linens are dirty, decorative elements are non-existent.
- 2: Meal presentation is acceptable. Foods may not be presented in a visually appealing manner. Flatware and linens are clean but poorly arranged. Table is lacking decorative elements.
- 3: Meal presentation is good. Foods are well laid out. Flatware and linens are clean. Table may or may not have decorative elements.
- 4: Meal presentation is excellent. The meal is very visually appealing and the flatware and linens are in perfect condition. The table is accented with floral arrangements, candles, or other decorative items.

Food Quality:

- 0: Food quality is unacceptable. Food is over or undercooked and served too hot or too cold.
- 1: Food quality is poor. The meal may not be cooked to the right extent and served at the wrong temperature.
- 2: Food is acceptable. Foods are mainly cooked to the right extent, but may be served too hot or cold.
- 3: Food is well prepared. Food are mainly cooked to the right extent and served near the proper temperature.

4: Food is excellently prepared. Foods are cooked perfectly and served at the right temperature.

.

Restaurants: Facilities

Overall: this is an average of the scores from the following 4 criteria

Parking:

0: Parking area is extremely poor. Entrances and exits are very difficult to navigate. Spaces are badly arranged and are much too crowded.

1: parking area is poor. Entrances and exits are difficult to navigate. Spaces are crowded or poorly arranged.

2: Parking area is acceptable. Entrances or exits are available, but may be somewhat difficult to navigate. Spaces may be crowded.

3: Parking area is fair sized, with well planned entrances and exits. Spaces may be somewhat crowded.

4: Large parking area, with easy and well planned entrances and exits.
Parking spaces are well distributed to minimize crowding and collision risks.

Building Maintenance:

0: Building maintenance is very poor. Walls, floors, and ceilings need major repairs. Windows are broken, missing completely, or very unclean.

1: Building maintenance is poor. Walls, floors, and ceilings need repairs.
Windows are broken or unclean.

2: Building maintenance is acceptable. Walls, floors, and ceilings need minimal repairs. Windows are mostly intact, and mostly clean.

3: Building maintenance is good. Walls, floors, and ceilings are in good condition, but could do with a few improvements. Windows are intact and clean.

4: Building maintenance is excellent. Walls, floors, and ceilings are in perfect condition and are well painted. Windows are intact and clean.

Building Layout and Presentation:

0: Building layout is extremely poor. No attention paid to ease of navigation, or to choice of lighting and décor.

1: Building layout is poor. Navigation between areas is difficult. Décor and lighting choices are poor.

2: Building layout is acceptable. Some areas are difficult to navigate. Décor, lighting, and other aspects could use improving

3: Building layout is good. Areas are easy to navigate. Some attention could be paid to improving some aspects of design, such as décor or lighting.

4: Building layout is excellent. Navigation is easy. Décor is very pleasant, lighting is excellent.

Equipment Maintenance:

0: no attention is paid to equipment maintenance. Items are very dirty and not in good working condition.

1: equipment is poorly maintained. Items are quite unclean and/or not working.

2: equipment is acceptably maintained, more attention could be place on
cleanliness and upkeep.

3: equipment is well maintained, clean, and operational.

4: equipment is perfectly maintained. Things are kept spotlessly clean and in
excellent working order.

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Appendix H: Market Vendor Interview Transcripts

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The following transcripts are from 50 interviews conducted in Tukondjeni, Singles' Quarters, and Soweto Markets. They were input into a Microsoft Access database we created, and ordered by question number to make comparisons easier.

.

Market Vendors: Question 1

| Interview ID | Market | Question 1: Opinion of Tourism |
|--------------|--------|---|
| 1 | SQ | no opinion, no knowledge of tourism |
| 2 | SQ | tourism is a good thing. Even if tourists don't buy from her stall, they buy from someone else and still help the market in general. Wants more tourists to come to the market. |
| 3 | SQ | Tourism is when people come in from other countries to see Namibia. . . Understands the concept, but communication is the problem. |
| 4 | SQ | has heard about tourism . . . It is people coming and looking around Namibia. |
| 5 | SQ | tourism brings income, good thing. Tourism adds to Katutura's money. |
| 6 | SQ | understands that people come in from other areas. Tourism=visitors |
| 7 | TK | Tourism is good, creates jobs for locals |
| 8 | TK | Tourism is good, because people interact and learn about other cultures and people |
| 9 | TK | Good-bring in foreign exchange |
| 10 | TK | good for tourists to come |
| 11 | TK | Good generates foreign exchange-locals learn a lot from visitors, tourists are welcome here |
| 12 | TK | Good to visit- shows people are interested in countries culture and people |

| | |
|-------|--|
| 13 TK | it's good for tourists to visit |
| 14 TK | it is a good thing |
| 15 TK | good thing that people visit katutura |
| 16 TK | good thing |
| 17 SQ | it's good because they bring money |
| 18 SQ | no idea |
| 19 SQ | they're friendly and good |
| 20 SQ | Friendly people |
| 21 SQ | Friendly but don't buy/ love them to come |
| 22 SQ | Friendly people |
| 23 SQ | People who explore areas; Some are for business |
| 24 SQ | Tourists Visiting; Foreigners exploring different cultures |
| 25 SQ | Tourists visiting other countries |
| 26 SQ | Visitors experience new culture; bring foreign exchange |
| 27 SQ | People Visiting |
| 28 SQ | People Visiting |
| 29 S | Visitors from outside Namibia |
| 30 S | Don't know tourism; People who tour; Something attracting them |
| 31 S | People visiting and seeing new places |
| 32 S | Tourists are people who travel around |
| 33 S | Visitors from outside come to see whats in Namibia |
| 34 TK | Somebody from other country |
| 35 TK | No idea what tourism is |
| 36 TK | It is people coming to visit |
| 37 TK | Doesn't know what tourism is |
| 38 TK | Tourists are people visiting |
| 39 TK | Don't know what tourism is |
| 40 TK | People coming to look at something new |
| 41 TK | Don't know |

| | |
|-------|---|
| 42 TK | Tourists are visiting to see something new |
| 43 TK | Doesn't know about tourists |
| 44 TK | Come to see new thing |
| 45 TK | Tourism is people visiting new places |
| 46 S | People come from outside Namibia to bring things that help the people of Katutura; Happy to see tourists; Visitors are ambassadors to the outside world, they can show pictures and talk about the market which in turn may help the market |
| 47 S | They welcome them but they would like to communicate more with them |
| 48 TK | Tourists bring money to Namibia; exchange of information |
| 50 TK | Tourism can create employment for the country. |
| 51 TK | others come from abroad and work in schools. Brings in money. Makes the country more developed. |

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Market Vendors: Question 2

| Interview ID | Market | Question 2: Do tourists visit here? |
|---------------------|---------------|---|
| 1 | SQ | yes |
| 2 | SQ | some tourists, not many |
| 3 | SQ | yes, some |
| 4 | SQ | yes |
| 5 | SQ | yes |
| 6 | SQ | yes |
| 7 | Tk | yes |
| 8 | TK | Haven't really seen them may have come when she wasn't here |
| 9 | TK | get a lot of tourists |
| 10 | TK | a lot do visit-just look and then leave |
| 11 | TK | yes |

| | |
|-------|---|
| 12 TK | yes |
| 13 TK | yes |
| 14 TK | yes |
| 15 TK | do get visitors |
| 16 TK | yes |
| 17 SQ | yes they come on groups usually on Friday about 10/group |
| 18 SQ | about 10 a week |
| 19 SQ | more than 10/week |
| 20 SQ | a lot of tourists come here |
| 21 SQ | they come in groups a lot |
| 22 SQ | about 10/week |
| 23 SQ | Yes, they come anytime of the year and are mostly from Germany and Britain |
| 24 SQ | Visit but only look; Germans and Chinese; Middle age |
| 25 SQ | Yes |
| 26 SQ | Visit |
| 27 SQ | Yes, Americans |
| 28 SQ | yes |
| 29 S | yes they visit; Look at infrastructure |
| 30 S | Visit but walk by; |
| 31 S | They visit but not often |
| 32 S | Not very many visit |
| 33 S | Yes they visit |
| 34 TK | They visit; about 2 times per week and are from US, South Africa, Europe |
| 35 TK | They visit and take pictures |
| 36 TK | Yes, they just walk through |
| 37 TK | They visit |
| 38 TK | They do visit but they just look around |
| 39 TK | Yes they visit |
| 40 TK | Yes they visit |

| | |
|-------|--|
| 41 TK | Yes they visit |
| 42 TK | yes; they just come to look |
| 43 TK | yes they visit |
| 44 TK | Tourists look and leave |
| 45 TK | Yes they visit but there were more coming last year than this year |
| 46 S | Yes they do |
| 47 S | Tourists come but they just look around |
| 48 TK | Many come; ave range 39-55 |
| 50 TK | Yes, many tourist come to the market |
| 51 TK | yes, many. |

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Market Vendors: Questions 3 and 4

| Interview Market | Question 3: Do they spend money? | Question 4: What do tourists want? |
|-------------------------|--|---|
| 1 SQ | yes. Traditional foods like dried spinach, chili peppers, etc. | traditional foods |
| 2 SQ | yes. Traditional foods. | Baskets. Beads. Foods. |
| 3 SQ | yes. Mopani worms, chilis, plums, traditional foods. | traditional foods. |
| 4 SQ | yes, traditional beer. | traditional fods/drinks |
| 5 SQ | yes. Fruits and cooldrinks. | foods |
| 6 SQ | yes, meat | NA |
| 7 Tk | no, they just look | NA |
| 8 TK | NA. Hasn't seen any tourists. | haven't seen any so doesn't know |
| 9 TK | they spend money on fruits, mupani worms, dry spinach-but haven't seen tourists in a while | NA |
| 10 TK | Do buy things-usually buy dresses and fruits | NA |
| 11 TK | yes-but only buy if it's worth it if | to buy traditional fruits and depends |

| | | |
|-------|---|--|
| | not they don't buy | on the tour guides showing the tourists |
| 12 TK | some buy- only uy what they want but I can't say what they want | NA. Same as q3 |
| 13 TK | they don't really buy, only look | NA |
| 14 TK | don't see them buy only take pictures | NA |
| 15 TK | they don't buy | NA |
| 16 TK | only buy fruits not my things (blankets, shoes, belts, etc) | NA |
| 17 SQ | no | herero break, meat, cool drinks |
| 18 SQ | yes on food and drinks | to see the culture |
| 19 SQ | drinks and Owambo purses | traditional food |
| 20 SQ | don't buy meat but buy fat cakes | they want to see everything |
| 21 SQ | sometimes spend a lot they eat traditional foods | they want to see the beauty of the country |
| 22 SQ | they get their hair braided but don't buy too much | see business that people are doing |
| 23 SQ | They sometimes spend, sometimes not; no real trend | Babarshops and salons |
| 24 SQ | Buy Food and Cloth | Entertainment |
| 25 SQ | Don't spend money; no interest in buying; Don't ask for information | Don't know what they want |
| 26 SQ | They buy refreshments, look at fruit stands | NA |
| 27 SQ | Amurula Oil; Drinks | Don't know |
| 28 SQ | Don't buy anything; not meat | Don't know |
| 29 S | Don't buy want; but | Don't know what they wants to know |
| 30 S | Some buy some clothes | African things and |

| | | |
|-------|---|---|
| | | materials (Cloth) |
| 31 S | They spend sometimes | To look at businesses and see how they are run |
| 32 S | Yes they spend money; blankets, clothes | Don't know what tourists want |
| 33 S | They spend money: jackets and Hangbags (leather shop) | To see the infrastructure and how markets are run |
| 34 TK | Yes, they buy everything | Don't know what they want or need |
| 35 TK | They don't spend money; Doesn't know why they don't spend money | They just like to look at the market |
| 36 TK | They don't spend money, don't know why they don't spend money | They just like to look; other than that don't know what they need or want |
| 37 TK | Don't buy, our of 4 groups maybe 1 buys Don't know why they don't buy | Impossible to say what tourists want or need the just look |
| 38 TK | They don't buy | Doesn't know what tourists want or need |
| 39 TK | They don't spend money; doesn't take pictures know why they don't spend money; They might go other places to buy what they want | They come to look and |
| 40 TK | They do not spend money because they don't know what products are or how to use them; Sometimes she sees them buying fabrics | Don't know what they want |
| 41 TK | They spend moneyl they buy fruit and some fish | Don't know what they want |
| 42 TK | no, they just look | They don't know what tourists want, |

| | | |
|-------|--|--|
| | | maybe they are just looking for something different |
| 43 TK | They just watch, they don't spend money | Don't know what they want |
| 44 TK | They don't spend money; don't know why they don't spend money; They just touch and look but don't spend | don't know what they want; maybe a place to sit and eat and drink |
| 45 TK | Some buy things but mostly people just look; Mostly people buy some food mostly fruit(Apples). Most of the food is strange to tourists so they don't want to buy it, but some buy the mupane worms | Just want to taste the traditional drinks |
| 46 S | They don't buy, they just take pictures | Crafts and handmade items; items to do with then environment; They know what needs are but they arent in the market. |
| 47 S | They don't buy | He thinks tourists wants crafts |
| 48 TK | Not really, because they are not informed they just walk around and look; Don't know why they don't buy, maybe guides don't phrase it right or encourage them to buy | They don't know |
| 50 TK | No, they only look around. | don't know. Might come to see the infrastructure, and namibian cultural products. |
| 51 TK | No, they only look around. | want to see living standards of namibian people and how unemployed people survive. |

Market Vendors: Question 5

| Interview ID | Market | Question 5: How could tourism affect Katutura? |
|--------------|--------|---|
| 1 | SQ | NA |
| 2 | SQ | increase government funds, bring in more income. |
| 3 | SQ | brings in money, which lifts katutura up. Improves schools, water facilities, etc. |
| 4 | SQ | brings in money |
| 5 | SQ | brings in more money. |
| 6 | SQ | doesn't know the benefits/effects of tourism |
| 7 | Tk | positive effect, have been promised good things will happen with an increase in tourism also have been told that they will be educated to help increase tourism |
| 8 | TK | Tourism not negative- only come to see daily life of normal people it's a good thing |
| 9 | TK | Good thing-motivating them to sell-good for katutura- likes people to come to visit her since she can't get there |
| 10 | TK | good thing for people to visit Katutura |
| 11 | TK | positive shows tourists respect their culture and even though they don't buy it's good to look |
| 12 | TK | positive effect but can't elaborate |
| 13 | TK | positive effect can't elaborate on that |
| 14 | TK | positive effect but can't elaborate |
| 15 | TK | positive effect but can't elaborate |
| 16 | TK | positive effect if more visitors come |
| 17 | SQ | might help- invest to improve business- targeted crime will increase though |
| 18 | SQ | tourists might give locals good ideas |
| 19 | SQ | might improve life a little there is no bad side |
| 20 | SQ | it would improve living conditions and |

- decrease unemployment
- 21 SQ if they spend more it will have a positive effect and improve lives there are no bad things
- 22 SQ it would improve life there are no bad things
- 23 SQ More money
- 24 SQ More Tourists will benefit; get more money
- 25 SQ If tourists come, there will be more profit which will improve the families living standards
- 26 SQ It would bring more money but with money more pickpockets; may help but still have neg affects Locals will not see benefits
- 27 SQ Don't know
- 28 SQ Don't know
- 29 S Don't bring benefit only observe
- 30 S Benefit tourism
- 31 S don't know
- 32 S Tourism could help to improve living standards, Tourism is good, they spend money
- 33 S Tourists wil buy more which will help to support Katutura
- 34 TK More Tourists mean more money
- 35 TK There will be no changes only more pictures if tourism increases
- 36 TK If tourism increase they will just take more pictures
- 37 TK There will be no change if Tourism increasees
- 38 TK Nothing will change, they will just look
- 39 TK Since they don't buy there will be no affects
- 40 TK No change if Tourism increases
- 41 TK More tourism means more money
- 42 TK More tourism means more money so they can buy more food
- 43 TK Don't know might improve if tourists spend money

| | |
|-------|---|
| 44 TK | if more tourists come, some might buy more and more money is good |
| 45 TK | It might help katutura |
| 46 S | Benefits Katutura |
| 47 S | Hopes that tourism will help the market |
| 48 TK | They don't know |
| 50 TK | process could start with tourism and build up to a relationship between traders and tourists. |
| 51 TK | NA |

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Market Vendors: Question 6

| Interview ID | Market | Question 6: Can you communicate easily with tourists? |
|---------------------|---------------|---|
| 1 | SQ | NA |
| 2 | SQ | NA |
| 3 | SQ | no. Communication is the biggest problem. |
| 4 | SQ | NA |
| 5 | SQ | NA |
| 6 | SQ | NA |
| 7 | Tk | Yes communication not a big problem |
| 8 | TK | hasn't seen any- just want to observe life |
| 9 | TK | some visitors can speak language |
| 10 | TK | She hasn't really had a problem because some ask about the fruit and then the vendors tell them |
| 11 | TK | people have difficulty with tourists not good in english |
| 12 | TK | difficult because I can't speak english |
| 13 | TK | communication not a prolem |
| 14 | TK | a problem because I'm not educated |

| | |
|-------|---|
| 15 TK | visitors usually have translators so not much of a problem |
| 16 TK | communication not a problem |
| 17 SQ | NA |
| 18 SQ | NA |
| 19 SQ | NA |
| 20 SQ | NA |
| 21 SQ | NA |
| 22 SQ | NA |
| 23 SQ | NA |
| 24 SQ | NA |
| 25 SQ | They don't ask for information; Translators can help with language barrier but they don't approach |
| 26 SQ | NA |
| 27 SQ | NA |
| 28 SQ | NA |
| 29 S | NA |
| 30 S | (Spoke English) N/A |
| 31 S | NA |
| 32 S | NA |
| 33 S | NA |
| 34 TK | NA |
| 35 TK | NA |
| 36 TK | NA |
| 37 TK | NA |
| 38 TK | Don't pay attention to tourists |
| 39 TK | NA |
| 40 TK | yes, but she waits for them to ask questions and then she can explain but that doesn't happen often |
| 41 TK | NA |
| 42 TK | NA |
| 43 TK | NA |

| | |
|-------|--|
| 44 TK | NA |
| 45 TK | NA |
| 46 S | NA |
| 47 S | NA |
| 48 TK | If they are informed they can get someone to communicate/translate |
| 50 TK | NA |
| 51 TK | NA |

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Market Vendors: Question 7

| Interview ID | Market | Question 7: Is it safe here for tourists? |
|--------------|--------|--|
| 1 | SQ | NA |
| 2 | SQ | NA |
| 3 | SQ | NA |
| 4 | SQ | NA |
| 5 | SQ | NA |
| 6 | SQ | NA |
| 7 | Tk | yes |
| 8 | TK | one can never be safe- you never know it depends on who's around |
| 9 | TK | it is safe- there is security guards and police officers around |
| 10 | TK | safe because of security guards |
| 11 | TK | it's safe but not 100% it's like every other place |
| 12 | TK | visitors are safe because there are guards |
| 13 | TK | it's safe because there is security |
| 14 | TK | yes |
| 15 | TK | yes |
| 16 | TK | safe because there are security guards |

| | |
|-------|---|
| 17 SQ | NA |
| 18 SQ | NA |
| 19 SQ | NA |
| 20 SQ | NA |
| 21 SQ | NA |
| 22 SQ | NA |
| 23 SQ | NA |
| 24 SQ | its safe |
| 25 SQ | Safe |
| 26 SQ | most of the time |
| 27 SQ | Its safe |
| 28 SQ | yes |
| 29 S | no danger |
| 30 S | yes |
| 31 S | Safe: gates and security guards |
| 32 S | Very safe |
| 33 S | Safety is not sufficient inside the market, need more security |
| 34 TK | Its safe |
| 35 TK | there is security it is safe |
| 36 TK | Safe |
| 37 TK | Safe inside the market probably not outside the market |
| 38 TK | Its safe |
| 39 TK | Its safe |
| 40 TK | Inside is very safe. If there is a robber or mugger, then they lock the gates and catch the guy |
| 41 TK | It is safe |
| 42 TK | It is safe |
| 43 TK | It is safe |
| 44 TK | it is safe there is security |
| 45 TK | Yes it is safe |

| | |
|-------|---|
| 46 S | Safe and Secure |
| 47 S | Market is safe; traders can also provide security because they understand the benefits of tourism |
| 48 TK | Safe, there is security if informed they can get more |
| 50 TK | yes |
| 51 TK | yes. |

Appendix I: Market Vendor Interview Codebook

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This codebook was used for the content analysis of our market vendor interviews. For each interview question, we established what themes we would like to investigate. Each theme was given a coded title, which was used to name the columns in our database. Then, we assigned a numerical value for each possible answer or response to that particular theme. Then, using the interview transcripts included as Appendix H, we used the numerical values to record whenever a response appeared. These data were then input into a Microsoft Access database and used to tabulate the results, some of which are seen as the pie charts in Chapter 4.

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Market Vendors: Codebook: Question 1

| Column | Code | Variable Description |
|--------|--------|---|
| 1 | INT_ID | Interview ID number: 1-50 |
| 2 | MKT | Market: SW, TK, SQ |
| 3 | TO | Tourism Opinion: 0=no opinion/no knowledge 1=some opinion |
| 4 | TB | Tourism Benefit: 0=tourism is not good 1=tourism is a good thing 2=no opinion |
| 5 | TBE | Tourism Benefits Extended: 0=no specific reason given 1=tourism is just visitors looking around 2=tourism brings money, 3=tourism brings jobs 4=tourism brings |

| | | |
|--|--|-----------------|
| | | knowledge/ideas |
|--|--|-----------------|

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Market Vendors: Codebook: Question 2

| Column | Code | Variable Description |
|--------|------|--|
| 6 | TA | Tourist Arrivals: 0=no tourists 1= tourists do visit |

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Market Vendors: Codebook: Questions 3 & 4

| Column | Code | Variable Description |
|--------|------|--|
| 7 | TP | Tourist Purchases: 0=tourists don't buy 1=tourists do buy |
| 8 | TPS | Tourist Purchases Specific: 0=no specific answer 1= fruit 2= meat 3= cooldrinks 4=traditional foods 5=crafts 6=clothing 7=other |
| 9 | TNP | Tourist Non-purchases: What do tourists do if they don't buy 0=not specified 1=tourists only look around 2=tourists take pictures 3=tourists ask questions 4=other |
| 10 | TWK | Tourist Wants Knowledge: 0=doesn't know what tourists want 1=does know |
| 11 | TWS | Tourist Wants Specific: 0=no answer 1=foods |

| | | |
|--|--|----------------------------------|
| | | 2=crafts 3=clothes 4=other |
|--|--|----------------------------------|

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Market Vendors: Codebook: Question 5

| Column | Code | Variable Description |
|--------|------|--|
| 12 | TEA | Tourism Effect Answer: 0=did not answer 1=did answer |
| 13 | TENP | Tourist Effect Negative Positive 0=negative 1=positive 2=doesn't know |
| 14 | TPS | Tourism Positive Specific: 0=did not specify 1=brings money 2=brings jobs 3=improves SOL 4=improves knowledge 5=other 6=didn't know |

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Market Vendors: Codebook: Question 6

| Column | Code | Variable Description |
|--------|------|---|
| 15 | CA | Communication Answer: 0=did not answer 1=did answer |
| 16 | CP | Communication Problem: 0=not a problem 1=is a problem |

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Market Vendors: Codebook: Question 7

| Column | Code | Variable Description |
|--------|------|------------------------------------|
| 17 | SA | Safety Answer: 0=did not answer |

| | | |
|----|----|---|
| | | 1=did answer |
| 18 | SP | Safety Problem: 0=unsafe 1=safe |
| 19 | SS | Safety Specific: 0=no specific answer 1=security guards keep market safe 2=traders keep it safe 3=other reason |

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Appendix J: Priority and Budget Rating Information

As noted in Chapter 4, we used a rating system to denote the priority and budget considerations for each of recommendations. To further clarify the system, the ratings are discussed in this appendix.

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Priority Ratings for Recommendations:

Level 1: Recommendations that are given a level one priority are the most urgent. These are the recommendations that are the most important to establishing Katutura's tourism industry, and should be implemented as soon as possible.

Level 2: Level 2 recommendations are important to Katutura's tourism industry, but their implementation may be postponed. Although these recommendations will help Katutura become a more successful tourist destination, they are not as necessary as level 1 priority. They should be implemented on an opportunistic basis, when both time and budget concerns allow for new projects and developments.

Level 3: The level 3 priority recommendations are of the lowest concern to Katutura's tourism industry. Although they would be beneficial, they are not needed immediately or in the short-term future. Efforts should be placed on other projects for the time being.

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Budget Ratings for Recommendations:

Very little detail is included with the budget rating system. This is because we lacked specific budget information for the projects we are recommending.

High: Recommendations with a budget rating of high will be the most costly to implement.

Medium: The medium budget rating represents the middle range for developments and projects.

Low: Low budget recommendations will be the least expensive to implement.

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Appendix K: Katutura Logo Proposal Letter

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Katutura Heritage Route Logo Proposal

The Katutura Heritage Route is a trail of historical sites illustrating Windhoek’s past. These sites reflect the apartheid era and the road to independence. It will allow tourists to experience the “real” Africa. Some stops along this route will be to the cemetery, old Katutura, informal settlements, and possibly an information center.

This route will promote the history and culture of the Namibian people and educate tourists. For this route we would like to have markers identifying the sites along the trail. On these markers we would like a logo to signify that it is part of the Heritage route.

We propose that the students of the Katutura Art School enter a design contest to create the Katutura Heritage Route logo. At a set date the proposed designs will be submitted to a committee and the winning logo will be selected.

This contest will allow the students and community to become involved with the development of Katutura, in addition they will be embracing their culture and utilizing their skills.

Tour Operators:

Face to Face Tours

Three hour tour through the historical sites of Windhoek, markets, and craft centers

Experience Life in Katutura

061-265446

Tuyeni Travel and Tours

Three hour tour through the city center, museums, Heroes Acre, and the Old Township Cemetery

Tour through Katutura focuses on Penduka, markets, and African restaurants

061-254139

Victory Tours

A tour through the informal settlements of Katutura focusing on the everyday life of residents, as well as efforts to help unemployment, provide education for youths by providing training courses in crafts, needle work, book keeping and money management

061-170308/9

Map will be here

City of Windhoek

Tourism Division

Tel: 061-2902050

KATUTURA

A Reflection of Namibia:

Life, History, and Culture



THE HISTORY...

- Before the 19th century the Nama, Damara, and Sans settled at the hot springs, the Nama nicknamed it /Ai//Gams meaning “fire water”
- 1840, Jonker Afrikaner of the Nama, self appointed ruler of central Namibia, settled in Windhoek making it a center for commerce
- 1890, Germany established their colonial administration within Windhoek
- The German administration experienced resistance from the indigenous tribes led by Hendrik Witbooi
- May 12, 1915, the City of Windhoek was handed over from the Germans to Louis Botha, leader of the South African troops
- Katutura is a district developed by the Municipality to “provide better sanitation conditions” and segregate the blacks from the whites
- South Africa enforced apartheid policies on the people in Windhoek
- 1958, Municipality began to force blacks to relocate to Katutura
- December 10, 1959, thirteen residents of the Old Location were killed in protest
- March 21, 1990 Namibia becomes an independent nation

PLACES OF INTEREST...

Markets:

Soweto, Singles’ Quarters, Tukondjeni

Restaurants/Shebeens:

Tjikandu Steakhouse:
Traditional Herero Cuisine

Penduka Women’s Project

Shebeens

Shops:

Penduka Women’s Project (craft shop)

GRIP Recycling Center: Paper-mache artwork

Oasa Taradi Needlework

Historical Sites:

The Old Location Cemetery

Original houses in Katutura

The Old Bridge