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Sport and Tourism Destination Development: Hunting in South Africa c.1890-1939

Christian M. ROGERSON[1]

[1] University of Johannesburg, College of Business & Economics, School of Tourism & Hospitality, Bunting Road Campus, Johannesburg, South Africa email: chrismr@uj.ac.za

***Correspondence:** Christian M. ROGERSON; e-mail: chrismr@uj.ac.za

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Abstract: Scholarship on sport and tourism can be enhanced by a tighter engagement with historical research. The novel contribution of this paper is to document the role of the sport of hunting as a niche for early tourism destination development using the case of South Africa. Beginning in the 1890s hunting as a form of consumptive wildlife tourism was promoted in South Africa mainly to British sports hunters. This form of tourism development in South Africa was only made possible following the restrictions introduced in the country both to regulate hunting and enact conservation measures to protect wildlife following the decimation of animal populations in previous years. It is argued hunting was only a small niche in the emergence of tourism in South Africa during the period 1890 to 1940. Nevertheless, for certain regions of the country the hunting of wildlife for sport constituted a significant element of the local tourism economy.

Keywords: hunting; consumptive wildlife tourism; historical tourism development; South Africa

Introduction

The multiple scholarly works authored by the tourism historian John Walton (1981, 2000, 2005, 2009a & 2010) demonstrate the imperative for researchers of tourism to engage more deeply with the past. According to Walton (2009b, p. 115) the "*present cannot be understood without reference to what has gone before; nor can we attempt to predict or pre-empt the future without achieving some understanding of where we, and others, have come from*". Furthermore, it is asserted that "*every practitioner of tourism studies, however immediately contemporary their ostensible concerns, needs to come to terms with the ever-moving frontier of the past*" (Walton, 2009b, p. 115). Likewise, Saarinen et al. (2017, p. 311) point to the necessity for geographers of tourism to address "*the extended application of historical perspectives in order to inform contemporary debates and practices*". As a parallel to these arguments, scholarship in sport and recreation studies also can benefit from a stronger association with historical research as demonstrated by the recent contribution of Lewis (2025) to *The Oxford Handbook of Tourism History*. Unquestionably, however, the existing sports tourism literature is weighted towards contemporary research studies (Arici et al., 2023). Moreover, in the corpus of works

relating to the evolution of sport and of historical recreation studies most is conducted only in the context of the Global North. Much less developed is scholarship on sport and recreation which applies a historical lens to a Global South context.

One exception, however, is the record of South Africa where in recent years there has emerged several works which have excavated archival sources and deployed oral histories to shed light and historical perspective concerning certain dimensions of the country's sport and recreational landscape. Notable contributions relating to historical sporting activities in South Africa must be acknowledged. Cornelissen and Grundlingh (2012) flag the primacy of race and class as determinants of participation in different sports and the expansion of particular sports. In a seminal study Grundlingh (2013) recovers several aspects of sport and leisure practices in Afrikaner history. The special importance of rugby union in Afrikaner circles is well-documented (Grundlingh, 1994 & 2013). Odendaal (1990, p. 13) reminds us that one of the "enduring legacies of British colonialism has been the institutionalization of British sports in the former colonies" and that nowhere is this "*better reflected than in South Africa*". For example, as British settlers moved abroad so did the sport of cricket. The chequered development of cricket in South Africa has been explored variously by Desai et al. (2002), Allen (2008 & 2013), and Odendaal et al. (2018). The historical role and development of cricket in South Africa and its linkages to British imperialism and colonialism are in evidence (Allen, 2008).

Soccer is another sport, the early evolution of which in South Africa, has garnered much academic attention and highlighting its special importance for Black South Africans (Couzens, 1983; Nauright, 1999; Alegi, 2006; Bolsmann, 2013; Rassool and Slade, 2013). Cecile Badenhorst (2003) and colleagues stress the historically significant role of organized sport and especially of soccer as a vehicle of social control for Africans in the urbanizing environment of Johannesburg during the 1920s and 1930s (Badenhorst & Rogerson, 1986). Further, Cobley (1994) tracks the politics of the provision of playing fields for Africans in Johannesburg. Organised boxing in South Africa's urban Black communities has been highlighted both for Cape Town (Cleophas & Qacha, 2023) and the Witwatersrand (Fleming, 2012). For the (white) working class in Johannesburg from 1932 to 1949 (until the activity was banned because of gambling) greyhound racing has been shown as one of the most popular pastimes (Grundlingh, 2003). In another exploration of sports history, the rise of surfing as a popular beach sport in South Africa has been documented by Thompson (2011). The post-1948 racialized sports landscape of apartheid is examined in works for example by Merrett (2005), Labuschagne (2016) and the rich edited collection by Sikes et al. (2022). Sports boycotts, politics and the desegregation of South African sport in the years of late apartheid are issues interrogated by Booth (1988, 1998 & 2013).

The historical nexus of sport and tourism development here is in focus. In South Africa the relationships between sport, recreation and tourism development have been charted in research investigations concerning the historical evolution of sea angling, trout fishing and mountaineering (Rogerson & Rogerson, 2024a, 2024b & 2024c). Against this backcloth the novel contribution of this article is to expand the intellectual parameters on the role of sport as a catalyst for early tourism development through an investigation of the niche or 'special interest' of sports

hunting. Among others Charl Badenhorst (2003, p. 122) observed that hunting "*is often spoken of as the oldest sport known to man*". In terms of organization, three sections of material are presented before a conclusion. Following a literature review on international research on sports hunting and its relationship with tourism, a brief discussion is given on methodology and source material. The results section documents the evolution of hunting in South Africa and its relationship with the promotion of early tourism from the 1890s to 1939, the outbreak of World War 2.

Literature Review

Wildlife tourism is usually conceptualized as either consumptive or non-consumptive (Tremblay, 2001; Rizzolo, 2023). The category of non-consumptive wildlife tourism includes forms of human recreation (such as photography, game viewing) that does not involve animal mortality. For Lovelock (2008) touristic hunting and shooting are regarded as components of the niche of 'consumptive wildlife tourism' which involves the killing or capture of wildlife. Consumptive wildlife tourism is defined as "*a form of leisure travel undertaken for the purposes of hunting or shooting game animals, or fishing for sports fish, either in natural sites or in areas created for these purposes*" (Lovelock, 2008, p. 4). According to Lovelock (2008, p. 3) this is a sport which represents a small and specialized sector of tourism that "*has received little attention from researchers*". According to Sand & Gross (2019) from the end of the 19th century onwards hunting attracted tourists to natural and adventurous settings. Historically, the traditions of hunting, fishing and shooting for a long time were established bases of recreation in certain layers of British society. With its association with the British landed upper classes, the activity of hunting drew upon notions of 'sportsmanship' (Trapido, 1984).

Griffin (2007) tracks the history of hunting amongst the English landed gentry as far back as the Norman conquest in 1066. Huggins (2008) maintains that from at least the 17th century a significant proportion of the English gentry increasingly revelled in country sports including grouse shooting, deer stalking and fishing. Durie (2008) traces the historical evolution of the elite sport of game shooting. This was a popular focus of the titled and moneyed male in Victorian and Edwardian Britain for whom participation in a good pheasant shoot or partridge manor was a marker of high social standing. Martin (2012, p. 1141) deems this minority sport as the exclusive preserve of the leisured classes of the time and highlights especially the importance of "*the iconic era of the great shoots in the Edwardian period (1901-1910)*". In the Yorkshire Dales of Northern England the pursuit of grouse shooting as sport was integrated as part of the local recreational landscape (Done & Muir, 2001). Overall, for Martin (2011) the late Victorian and Edwardian eras represent the heyday of game shooting as sport in Britain.

The establishment of Scotland as a tourist destination is viewed as inseparable, in part, from the development of the sport of hunting. It is recorded that one of the most significant factors behind the emergence of Scotland as a tourist destination in the nineteenth century was its range of sporting activities from golf to salmon fishing and deer-stalking (Lorimer, 2000; Durie 2013 & 2017). Of considerable significance was grouse shooting which was "*reserved for and by the*

economic and social elite" (Durie, 1998, p. 57). In the 19th and 20th centuries the sporting estate was a place in which the private indulgences of the aristocracy took precedence over issues of social and economic development in the Scottish Highlands (Jarvie & Jackson, 1998; Wightman et al., 2002). During the early decades of the 21st century the sporting estates of the Scottish Highlands and Islands comprised large tracts of land which were managed mainly for such 'sporting' activities as deer stalking, grouse shooting and salmon angling (Macmillan et al., 2010). With its close relationship to Britain, Ireland provides another similar example of early tourism associated with the sport of hunting (Durie, 2013; Rouse, 2015; Griffin, 2018).

By the 19th century the sport of hunting and shooting of game was internationalized. According to Silanpää (1999, p. 172) during the 19th century increasing numbers of British gentlemen "*visited Scandinavia in the pursuit of good, untrodden sporting grounds*" and were "*on the lookout for forests full of grouse, black-game and elk, and rivers and lakes abundant with salmon, trout and char*". Silanpää (2002) maintains that the sporting travels undertaken by British visitors at this time evolved into a phenomenon with its own characteristics, namely the 'Scandinavian Sporting Tour'. As a true sportsman was supposed to be adventurous and 'rough it' the Scandinavian Sporting Tour was "*characteristically connected with some hardship*" and thus "*offered an arena for performing 'manly' acts*" (Silanpää, 2008, p. 60). Scandinavia offered the opportunity for an array of activities that included salmon fishing and the shooting of wild reindeer or red deer (instead of Scottish stags) as well as ptarmigan (instead of Scottish grouse). For British gentlemen undertaking such travels, skill and performance were viewed as very important (Silanpää, 2002).

From 1830 therefore it is well-documented that a flow of visitors from Britain occurred to certain parts of Scandinavia to enjoy the pastimes of hunting, shooting and fishing. It is stated that from "*the 1830s until the outbreak of the First World War in 1914, certain aspects of this sporting tradition became closely associated with the Scandinavian backwoods*" (Silanpää, 2008, p. 59). The visitors were attracted to Scandinavia for various reasons, most importantly the "*overcrowding of the Scottish sporting grounds together with the rising prices for recreational sport in the home country turned the eyes of many sportsmen towards more secluded spots*" (Silanpää, 2008, p. 59). Regions of rural Scandinavia offered spaces, lakes, rivers and forests full of fish and game and "*enabled the sportsmen to engage in recreational fishing, hunting and shooting quite cheaply*" (Silanpää, 2008, p. 60).

The historical records of England, Scotland, Ireland and Scandinavia thus evidence the role of the sport of hunting and shooting as an anchor for early tourism activities. It is argued more broadly by Lovelock (2008) that the tourism industries of several nations and regions have their origins in forms of consumptive wildlife tourism. Unquestionably, at a regional scale, the initial tourism growth in Canada's Yukon Territory is another historical case of destination development which was supported by the activities of sport hunters (Green, 2021). The Adirondack Mountains in the United States provide a further case of early tourism catalysed by hunting (Terrie, 1978; Cohen, 2014). At a national level the example of New Zealand is flagged. Lovelock (2008, p. 21) avers that the country "*built its early tourism industry on the back of the red-deer, wapiti, trout and big game fishing*". South Africa is another

pertinent national case of the significance of the sport of hunting and shooting for the initial opening of a tourism destination.

Methodology

This study was pursued through applying different research methods. At the outset a literature search and survey was done of existing international literature on sport hunting as a trigger for early tourism development. As is demonstrated by the above discussion most current scholarship relates to situations of the Global North. Outside of that literature, research and historical writings on tourism and sport hunting are relatively thin.

The second stage in the research process concerned the collection and application of primary documentary source materials which were extracted from archives. The benefits of archival documents created at some point in the relatively distant past are to provide access that might not otherwise be possible to the organizations, individuals and events of earlier periods (Ventresca & Mohr, 2017). The research utilizes primary documentary sources secured from the collections at the two South African National Library depots in Cape Town and Pretoria. This is supplemented by other documentary material which was accessed through the South African National Archives in Pretoria. Further relevant sources were secured at the collections of historical papers lodged at libraries both at the University of Cape Town in Cape Town and the University of the Witwatersrand in Johannesburg.

At the depots of the National Library in South Africa exploration was undertaken of the collections of material and travel guides which were produced in Britain for travellers to South Africa. In addition, the guidebooks and promotional material produced within the country by the South African Railways and Harbours were examined. In the history of tourism development in South Africa one of the key moments was the founding in 1919 of the Publicity and Travel Department of the Railways organization. This department was initiated to furnish publicity material and guidebooks that might encourage tourists as well as potential settlers and investors to come to South Africa (Foster, 2003).

Results

The results are presented in terms of two sections of discussion. In the first, the historical background is sketched of the transition from pre-colonial and settler hunting to elite hunting. The subsequent enactment of controls and restrictions provided the foundation post-1890 for the rise of hunting as a special interest form of tourism. The second section is the major research focus and explores the development of controlled hunting and its promotion as a form of early tourism in South (ern) Africa from 1890 to 1940.

From Animal Slaughter to Hunting Restrictions

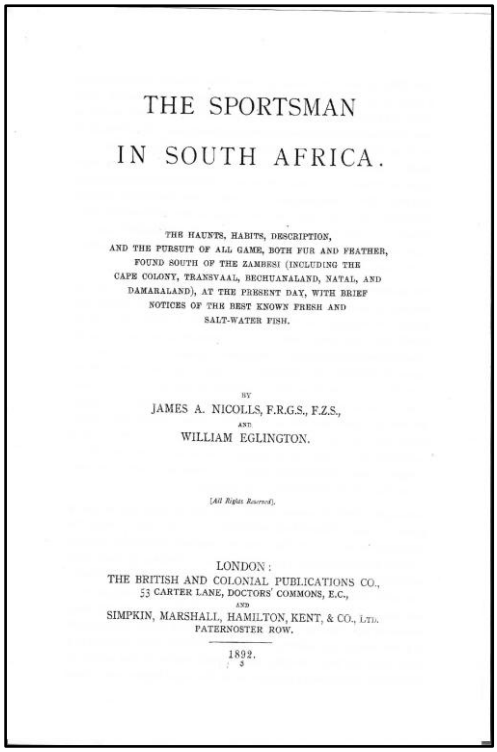
In pre-colonial African societies the hunting of wildlife often was critical for subsistence and trade as well as the protection of people and cattle from predators. Game animals were a significant resource for African societies and hunting significant for subsistence supplies of meat (Beinart, 1989). In Southern Africa Trapido (1984, p.

1) points out, that for at least 200 years between 1670 and 1870, the hunting of wild animals as an occupation within settler and indigenous societies was "*essential for survival, subsistence and often for the creation of income and capital*". Although by the 1830s the plains of southern Africa were still teeming with a rich variety of wildlife, in some spaces, such as around the settler areas of the Cape, many species already had been decimated. According to van Sittert (1998, p. 334) by the mid-19th century "*the once prolific wild game of the Cape Colony had been decimated by the vanguard of expanding white settlement and replaced with domestic small stock on the interior grasslands and Karoo*". For Trapido (1984, p. 3) "*it was the Victorian sportsman-authors, often with Indian military experience, who brought a sense that in the wild-life of South Africa, lay a world waiting to be subjugated*" and that subjugation could be undertaken "*not by great armies but by individuals reliant upon only courage and a well-aimed rifle*". Beinart (1989) points out that the British in particular engaged in hunting for the sake of 'sport'.

During the early 1890s several travel guides were available to settlers, tourists, and sportsmen on their ocean travels from Southampton in England to the Cape. The information provided in these travel guides stressed the destruction of wildlife that had occurred over previous centuries (Figure 1). For example, in the guide produced in 1892 specifically directed at the sportsman travelling to South Africa it was stated that:

" …we cannot be blind to the fact – and it is sad for those who take an interest in such an important subject to relate – that, with the exception of a few wild Elephants and perhaps Buffalo, which still eke out a harried existence…the remnant of the noble game which once roamed in countless thousands all over the country, and for which Southern Africa was pre-eminently renowned, has been by wanton and ruthless slaughter decimated or driven far beyond the outermost boundaries of civilization into the pathless veldt of the Kalahari, or the inhospitable territories of the aborigines of the interior" (Nicolls & Eglington, 1892).

Unquestionably by the close of the 1890s, European rule and merchant capitalism in Southern Africa had "*by their efforts to subjugate nature brought about the almost complete destruction of wild-life on the sub-continent*" (Trapido, 1984, p. 1). Beinart (1990, p. 162) observes that during the 19th and early 20th centuries "*British writers published a large number of narratives on their hunting trips, their encounters with wild game and related adventures in Africa*". Hunters often proclaimed proudly their prodigious achievements in the slaughter of the wildlife of South Africa (Adams, 2009). Overall, the role of recreational hunting of game in the Cape is a classic example of its impact in local extinctions (Hutton et al., 2009).



THE SPORTSMAN

IN SOUTH AFRICA.

THE HAUNTS, HABITS, DESCRIPTION,
AND THE PURSUIT OF ALL GAME, BOTH FUR AND FEATHER,
FOUND SOUTH OF THE ZAMBESI (INCLUDING THE
CAPE COLONY, TRANSVAAL, BECHUANALAND, NATAL, AND
DAMARALAND), AT THE PRESENT DAY, WITH BRIEF
NOTICES OF THE BEST KNOWN FRESH AND
SALT-WATER FISH.

BY
JAMES A. NICOLLS, F.R.G.S., F.Z.S.,
AND
WILLIAM EGLINGTON.

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LONDON:
THE BRITISH AND COLONIAL PUBLICATIONS CO.,
53 CARTER LANE, DOCTORS' COMMONS, E.C.,
AND
SIMPKIN, MARSHALL, HAMILTON, KENT, & CO., LTD.
PATERNOSTER ROW.

1892.

Figure 1. Guidebook Promoting South Africa as Destination for Consumptive Wildlife Tourism, 1890s (*Source: Nicolls and Eglington, 1892*).

The complex relations between imperial hunters, empire and conservation which unfolded in the sub-continent of Southern Africa are teased out by Beinart (1990 & 2008). Among others Munro (2021) points out that fledgling wildlife conservation initiatives in colonial Africa emerged during the late 19th century and accompanied the establishment of different laws to restrict hunting as well as the setting up of game reserves for conservation purposes. Key influential voices behind conservation measures were aristocratic European hunters who sought to preserve game populations by protecting them from settlers as well as African hunters in order that elite sports hunting might continue (Munro, 2021). By the late 19th century groups of landowners in Southern Africa "*began to view with alarm the decline in game and the opportunities for hunting as a socially exclusive pleasure pursuit*" (Beinart, 1990, p. 175). Arguably, the notion of 'protecting the hunt' and of the attitudes brought to game preservation in Africa were reminiscent of those relating to the great landed estates of Britain (Adams, 1989). For whatever reason, the late 19th century witnessed the increasing restriction and regulation of hunting beginning in the Cape Colony (Brown & Brown, 1901). By the opening years of the twentieth century hunting had become a closely regulated pastime across South Africa (Brown & Brown, 1898; Trapido, 1984). As is demonstrated in the following sections a regime of controls and conservation regulation facilitated opportunities for the growth of sports hunting as a tourism niche in South Africa.

Sportsmen, Hunting and Tourism

From the 1890s Southern Africa was promoted regularly as a destination for sportsmen interested in hunting wildlife. Initially the marketing was through the medium of travel guides such as Brown's guide that were often essential reading on the steamships from the United Kingdom to the Cape. From the early years following the formation of the Union of South Africa in 1910 the activities of South African Railways (subsequently retitled South African Railways and Harbours) become increasingly of significance. This growth in the promotion of South Africa as a tourism destination for sports hunters was targeted primarily at international travellers and most especially to 'sportsmen' hunters from Britain.

The standard annual Brown's guide to South Africa stated, notwithstanding the years of animal slaughter, that the territory represented still "*the finest hunting grounds in the world*" (Brown a& Brown, 1901, p. xv). The 1893 issue drew attention to the conservation measures enacted by the Cape Government designed "*to put an end within the limits of the Colony to this indiscriminate butchering, and with a view to remedy in some measure the evils of the past*" (Brown, 1893, p. 76). Under the game laws enacted by the Colony special protection was accorded to certain wildlife which could not be shot for a three-year period without special permission from the Colonial Governor. Such restrictions included for elephants, hippopotamus, buffalo, zebra and a range of antelopes. In addition, the colonial legislation introduced a close season (varying between districts) during which no killing of any form of game would be permitted without a licence. Information concerning the details of such close seasons for particular forms of game was provided in several pages of the dedicated guide issued in London during 1892 for sportsmen heading to South Africa (Nicolls & Eglington, 1892).

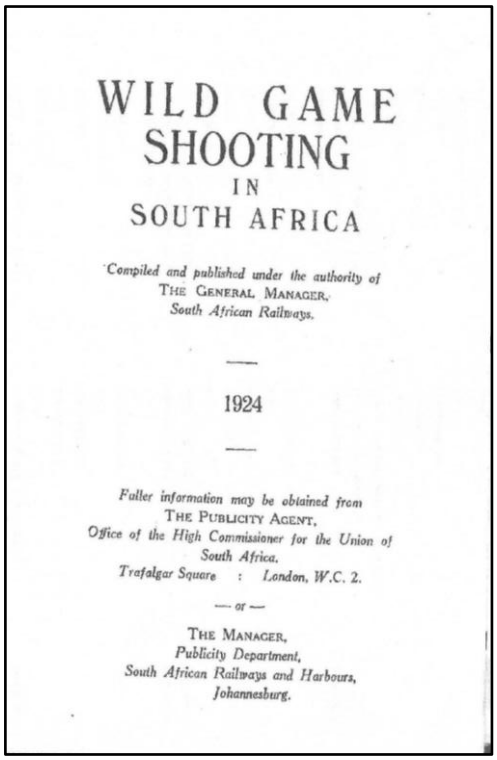
These forms of protection measures which were introduced in the Cape Colony were subsequently replicated across the other provinces of what would in 1910 form the Union of South Africa. By the early years of the 20th century Brown's guide indicated that the geographical axis for sportsmen hunters was no longer the Cape Colony but instead had gravitated to the interior. What were described as the 'most accessible hunting grounds' now were situated in parts of the Transvaal, the Portuguese controlled territory of Mozambique and colonial Rhodesia. Such spaces were viewed as attractive for hunters because they afforded "*all around shooting especially for antelopes*" or a region that "still teems with millions of all sorts of game" (Brown & Brown, 1901, p. 86). In making such recommendations to hunters the caveat was made as follows: "*It is trusted that the sportsmen who go there to shoot will remember that there are others who would like to come after them*" (Brown & Brown, 1901, p. 86). It is notable that one of the first publications produced following Union by the publicity department of South African Railways was a handbook titled *Rhodesia for Tourists and Sportsmen* which appeared in 1912 (South African Railways, 1912). This 110-page booklet was compiled jointly by the South African Railway Administration and The Rhodesia Railways. It profiled 'places of main interest' in Rhodesia as well as attractions in South Africa which were en route with the rail link connections from Cape Town stretching into Rhodesia.

The handbook on Rhodesia constitutes a good example of 'transnational tourism development' in Southern Africa whereby the major attractions of South Africa were promoted collectively with those of the iconic site of Victoria Falls and the ruins of Great Zimbabwe in Rhodesia or of Lourenço Marques in Mozambique (Rogerson, 2024). In the chapter of information provided for sportsmen, Rhodesia is styled as "*one of the few countries where large and small game of many varieties may still be found in abundance*" (South African Railways, 1912, p. 81). The list of large game offered to sportsmen for hunting throughout most of Rhodesia included lion, leopard, elephant, rhinoceros, hippopotamus, eland, buffalo, zebra, sable antelope, and reedbuck. Although it was recorded that there "*is an abundance of game in Rhodesia, for the rarer kinds the sportsman must work hard*"; it was added that "*few things worth having can be obtained without dogged perseverance, and certainly this applies to a rare species of buck living its solitary life in thick bush, or in the heart of wild and remote river marshes*" (South African Railways, 1912, p. 81 and 83). As in South Africa, game laws were enacted in Rhodesia to control the hunt in terms of the enforcement of closed seasons and the requirement for licences. This said, the prospective hunter was assured that controls in Rhodesia "*whilst necessarily strictly enforced to prevent depletion, are not so stringent as to hinder sport*" (South African Railways, 1912, p. 83).

The decades of the 1920s and 1930s witnessed the appearance of a greater flow of publicity material centred on the hunting tourism opportunities available in the territory of South Africa. All this material was produced through the auspices of South African Railways and Harbours (SAR & H) which sometimes functioned alone as compiler of documents and at other times in cooperation with local authorities. In 1923 a chapter on game shooting was included in a large volume produced by SAR & H covering all the country's tourism assets and attractions for potential international visitors (South African Railways and Harbours, 1923). An overview was given for each of South Africa's four provinces of the potential for game shooting and of various provincial restrictions. Sportsmen were informed, for example, of the good bird shooting opportunities in Orange Free State and of the attractions offered to "the true sportsmen" during the three and a half months of the shooting season in Zululand (South African Railways and Harbours, 1923, p. 273).

The most significant statement of South Africa as a destination for sports hunting appeared in 1924 with the publication of a special publicity booklet designed to highlight the opportunities for wild game shooting across the country (South African Railways and Harbours, 1924a). The 1924 booklet began by debunking any thoughts that South Africa in the 1920s provided unrestricted shooting (Figure 2). Instead, it recounted the disastrous impacts of the times of indiscriminate shooting of game which had reduced many species to the edge of extinction. This had triggered an awakening on the part of farmers of the need to preserve animal herds and by government for the formal establishment of protected game reserves. It was stated that this "*change for the drastic preservation of game has resulted in the fact that now the whole of the Union is practically a game preserve as far as free shooting is concerned*" (South African Railways and Harbours, 1924a, p. 5). Nevertheless, it was argued that for hunters, whilst there was no free shooting, "*by taking the proper and*

necessary measures and abiding by the restrictions laid down, much excellent sport is still to be obtained, but it is not possible as it was thirty or forty years ago, to shoot when, where and how one liked" (South African Railways and Harbours, 1924a, p. 6).


WILD GAME
SHOOTING
IN
SOUTH AFRICA

Compiled and published under the authority of
THE GENERAL MANAGER,
South African Railways.

1924

Fuller information may be obtained from
THE PUBLICITY AGENT,
Office of the High Commissioner for the Union of
South Africa,
Trafalgar Square : London, W.C. 2.

— or —

THE MANAGER,
Publicity Department,
South African Railways and Harbours,
Johannesburg.

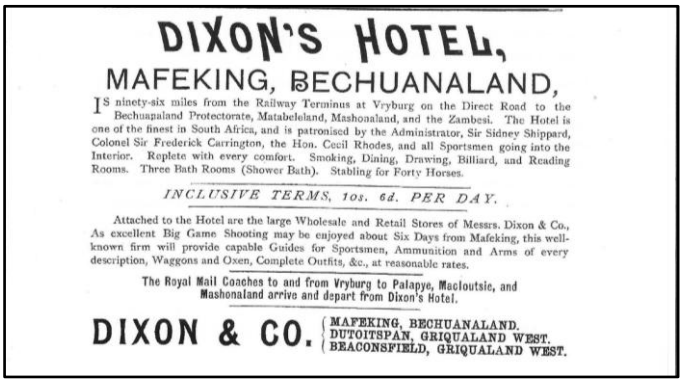
Figure 2. Promoting Wildlife Hunting in South Africa, 1924 (*Source: South African Railways and Harbours, 1924a*)

The areas that were pinpointed as the best for wild game shoots now focused upon Northern Transvaal where "*very fine shooting is to be obtained*" and "*where large numbers of game, both large and small, are to be found*" (South African Railways and Harbours, 1924a, p. 16). Pietersburg, the largest urban centre in this region, was the usual starting point and organizational focus for shooting parties. In terms of the spaces where shooting occurred of small game and game birds it took place on land where farmers gave permission for such activities. Several land companies with offices based in Johannesburg owning large tracts of land in the Northern Transvaal also could be approached for permission to hunt. Beyond opportunities for shooting of small game during the open season these lands provided 'excellent sport' for hunting large carnivores (such as lion and leopard) for what was described as the "*more venturesome*" hunters. The caution was given, however, that these remote spaces in the Northern Transvaal offered "*good sport certainly, even if highly dangerous at times*" (South African Railways and Harbours, 1924a, p. 17). The Northern Transvaal with Pietersburg as its hub was further marketed to international tourists interested in hunting through illustrated handbooks produced by various

local authorities in cooperation with SAR & H (South African Railways and Harbours, 1924b & 1931). In the illustrated handbook produced for Pietersburg and the Northern Transvaal the promotional messaging was striking for an international audience. The Northern Transvaal was styled "*the California of South Africa*" (South African Railways and Harbours, 1924b, p. 11). The region's attractions for wild game shooting outside of the summer malaria season were extensively laid out. It was stated as follows:

Such is the abundance and variety of game, the excellence of the climate from April to August and the attractiveness of the surroundings, that from whatever angle considered the Northern Transvaal is still one of the foremost shooting grounds in the world. And it is probably the most inexpensive and most comfortably accessible for sportsmen coming from Britain. Whether a short or long shooting trip is contemplated, for a small or large party, the cost will be only a fraction of what must be incurred in the Sudan and similar places (South African Railways and Harbours, 1924b).

The guide continued to stress that for overseas visitors to South Africa seeking "*to combine a little pleasure with business, there is in favour of such a visit the added inducement of good hunting in the Northern Transvaal from about April to August; and for men of leisure, if they would enjoy the acme of sport, the Northern Transvaal is the territory*" (South African Railways and Harbours, 1924b, p. 61). Similar promotion was given in another jointly produced booklet that highlighted the sporting opportunities in the Nylstroom and Waterberg district of the Northern Transvaal (South African Railways and Harbours, 1931). Of this region it was declared that "*many farmers make a point of preserving game on their farms, with the result that excellent shooting is obtainable in the district*" (South African Railways and Harbours, 1931, p. 8).


DIXON'S HOTEL,

MAFEKING, BECHUANALAND,

IS ninety-six miles from the Railway Terminus at Vryburg on the Direct Road to the Bechuanaland Protectorate, Matabeleland, Mashonaland, and the Zambesi. The Hotel is one of the finest in South Africa, and is patronised by the Administrator, Sir Sidney Shippard, Colonel Sir Frederick Carrington, the Hon. Cecil Rhodes, and all Sportsmen going into the Interior. Replete with every comfort. Smoking, Dining, Drawing, Billiard, and Reading Rooms. Three Bath Rooms (Shower Bath). Stabling for Forty Horses.

INCLUSIVE TERMS, 10s. 6d. PER DAY.

Attached to the Hotel are the large Wholesale and Retail Stores of Messrs. Dixon & Co., As excellent Big Game Shooting may be enjoyed about Six Days from Mafeking, this well-known firm will provide capable Guides for Sportsmen, Ammunition and Arms of every description, Waggons and Oxen, Complete Outfits, &c., at reasonable rates.

The Royal Mail Coaches to and from Vryburg to Palapye, Macloutsie, and Mashonaland arrive and depart from Dixon's Hotel.

DIXON & CO. { MAFEKING, BECHUANALAND. DUTOITSPAN, GRIQUALAND WEST. BEACONSFIELD, GRIQUALAND WEST.

Figure 3. Mafeking as a Base for Hunting Tourism in Colonial Bechuanaland (*Source: Nicholls and Eglington, 1892*).

Outside of the Northern Transvaal a scatter of other localities were promoted as destinations or basing points for prospective sportsmen hunters. The small town of Vryburg in the north of Cape Province functioned as the capital of Bechuanaland (modern Botswana). With the abundance of game in the 'hunters paradise' of

Bechuanaland its importance, like Pietersburg, was as a centre for making organizational arrangements for shooting parties (South African Railways and Harbours, 1928). Likewise, there is evidence that the town of Mafeking assumed a similar role (Figure 3). In the Orange Free State the town of Kroonstad early laid claim in the 1920s to opportunities in its surrounds for the shooting on local farms of wildebeest, blesbok, springbok and smaller game (South African Railways and Harbours, 1921). During the 1930s it is observed there is a noticeable reduction in the attention given to sportsmen and hunting in the national tourism promotion literature produced by SAR& H. In a 1934 survey only brief mention was given to the potential for 'big game and other shooting' in the Northern Transvaal, Orange Free State, Cape Province, Bechuanaland and Rhodesia (South African Railways and Harbours, 1934). Likewise, in a major national statement of South Africa's tourism assets which appeared in the late 1930s the same territories were identified (Carlyle-Gall, 1937). The statement was added, however, that "*the sportsman who contemplates a shooting holiday in Southern Africa is advised first to become au fait with the country's game laws, conditions governing the issue of licences, etc*." (Carlyle-Gall, 1937, p. 12).

Conclusion

The original contribution of this study is to explore in a Global South context the role of sport in the early evolution of a tourism destination. Over a decade ago Huggins (2013, p. 107) observed that "*until comparatively recently historians of tourism have largely paid little attention to sport, despite its historically important role as a major tourist attraction*". It was demonstrated that from the 1890s the wildlife assets of Southern Africa were promoted to attract 'sportsmen' hunters, mainly from Britain, where there existed a long tradition of hunting as elite sport.

Hunting in South Africa can be interpreted as an element of what has been termed 'consumptive wildlife tourism'. This form of sport was only made possible following the restrictions introduced in the country both to regulate hunting and enact conservation measures to protect wildlife following the decimation of animal populations in previous years. Accurate statistics of the numbers of sportsmen hunters attracted to South Africa, however, cannot be determined. The actual numbers cannot be more than a few thousands. This said, it is clear that from the 1890s consumptive wildlife tourism became an additional element among the range of attractions of South Africa promoted to international tourists, most of whom arrived in Cape Town from ocean trips beginning in Britain. Overall, unlike the New Zealand example, it is not the case that the early tourism economy of South Africa was in any way built upon the foundations of hunting tourism as a wide range of tourism assets were on offer. Nevertheless, for certain regions of the country the hunting of wildlife did constitute a leading element for the local tourism economy.

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