The relationship between research, intangible cultural heritage and social and economic development: A possible solution to the intractable problem of rural poverty in the Eastern Cape.

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Keiskammahoek in the Amathola mountains.

Since 2012, Ethnomusicology and isiXhosa language students and staff at Rhodes University have been conducting research and retrieving much of the intangible heritage of the area in partnership with the Ntinga Ntaba kaNdoda Development Centre (NNkNDC).

A proposed model for developing a relationship between music research and development is derived from the current form of operation at the International Library of African Music (ILAM).
Keiskammahoek Heritage, Arts and Culture Heritage Project in the vast rural district of Keiskammahoek which is part of the Amahlathi Local Municipality in the Amathole District in the Eastern Cape.

The Ntaba ka Ndoda Heritage Initiative covers a set of 12 socially, economically and geographically connected villages that surround the Ntaba ka Ndoda mountain.

Ntaba ka Ndoda is considered one of the most important and sacred places among the amaXhosa people of the Eastern Cape.
Heritage of Keiskammahoek

- Keiskammahoek is at the centre of a large number of villages connected by dirt roads and roughly divided into villages north and south of Keiskammahoek.

- Associated with the mountain named Ntinga Ntaba kaNdoda.

- Ntaba ka Ndoda final truce between the Khoi and the Xhosa was signed in the late 18th century.

- 1978, the legendary 19th century Chief Maqoma was re-buried at Ntaba ka Ndoda after he was killed in 1873 on Robben Island.
Until the mid-1960s, Khoi people were settled in Ntaba ka Ndoda. As a result of apartheid homeland policies, they were moved from Ntaba ka Ndoda.

Ngqika’s grave, Ngqika’s forest (ihlathi likaNgqika), Ntaba ka Hoho, Sandile Dam, graves of Xhosa warriors and British soldiers from the wars of colonial dispossession and important battle sites such as the historic Booma Pass, Burnshill after the misnamed Burnshill Wagon Disaster, Fort Cox, Fort White and Wolf Ridge. Sandile Dam is named after Chief Sandile (Rharhabe’s great grandson, Ngqika’s son and heir, and Maqoma’s half-brother).

St. Matthews High School and Church, German graves, sites of removals in the era of apartheid, restitution of land rights in Cata and the Cata museum.
Currently, Keiskammahoek is made up of 5 municipal wards.

- Characterised by systemic poverty, unemployment and under-development.

- Census 2011 report.

- Economy suffers from a low skills base, a lack of public and private sector investment, poor economic infrastructure, and outward migration.

- Dismal picture belies true beauty of its heritage.
Keiskammahoek – academic significance

- Professor Randall Langa Peteni – who was a Professor of Literature at the University of Fort Hare.

- Canon Arthur James Calata.

- Livingstone Mqotsi – was a political activist against apartheid who was a teacher from the 1940s.

- Canon Charles John Taberer.

- Chris De Wet.
Implications for heritage

- Years of neglect, first under apartheid, and ongoing, the heritage of the province is subject to either loss or decline.

- Loss is compounded by a perception of disrespect from those in authority who are charged with the responsibility of managing these cultural resources.

- Many of their cultural practices disappear.

- The background to these experiences is the high degree of poverty experienced by most people in the province.
Motivation

- Keiskammahoek Heritage, Arts and Culture Route is now an important project that is an outcome of sustained work.

- The overall goal is the establishment of the Keiskammahoek Heritage Route as an attractive, successful and sustainable route for community-driven eco-tourism, heritage arts and culture integrated into a broader local economic development strategy.

- The establishment of the route seeks to provide an integrated, informative, educational and inspiring experience.
**Policies**

- **National Heritage and Cultural Tourism Strategy**: provides strategic guidance to support the integration and coordination of heritage and cultural resources into mainstream tourism for product development and sustainable tourism. The strategy is centred around an understanding that heritage and cultural tourism products are notably the fastest emerging competitive niche or product within domestic and international markets. Hence Ntaba ka Ndoda site should be developed such that it provides a mix of competitive cultural products and services to cater for these markets.

- **Eastern Cape Tourism Masterplan (TMP). 2003**: provide the tourism industry and community in the Eastern Cape with a longer term framework for conducting their activities for the five year period of 2003 – 2007. To put in place programmes for improving the Eastern Cape’s tourism industry, its profitability and performance. The plan has identified the key issues inhibiting the sustainable growth of tourism in the Province, which include political will, stakeholder communication strategy; tourism funding; institutional capacity, safety and public private partnerships.

- **Amathole District Heritage Resources Management Strategy**: points to the fragmented nature of the history in the province as different layers are unidentified. However, it is believed that the ADM has developed Amathole Heritage Initiative with the aim of unearthing various layers of our history and heritage, safeguarding the available heritage resources while simultaneously contributing to local economic development. This is an important variable to Intaba ka Ndoda as it carries significant layers of history, which need to be uncovered and presented in a manner that will educate the public about embracing history in its entirety.
Policies

- **Amathole District Municipality Tourism Framework Plan**: identifies Amahlath Region as being rich in nature and natural features such as waterfalls, dams and forests which provide the perfect environment for eco / adventure tourism activities.

- **ADM Heritage Management Strategy**: further attests to the importance of community involvement and declares that “communities are the direct custodians of tangible and intangible heritage resources” and the ADM is thus keen to partner with different communities in a drive to ensure appropriate identification and management of heritage resources.

- **Amahlathi IDP review and spatial development framework** (2012-2017) identifies Amahlathi’s tourism development objective as that of “increasing the number of tourists coming into the area by 10% in 2015”; highlighting heritage and craft objective of “preserving culture, history and uncover hidden talents through craft”. The spatial development framework (SDF) identifies eight tourism zones within Amahlathi. Keiskammahoek and surrounding areas belong to Zone 2, which have a huge potential for cultural, history and heritage potential. Many historical buildings and forts are located in the region e.g. St. Matthews mission, Castle Eyre, Fort Eyre, chief Ngqika’s grave at Ntaba ka Ndoda.
International Library of African Music (ILAM) - mission

- Seen within the context of its founder, Hugh Tracey.

- How to transform this legacy into a mission that is developmental and in rhythm with the demands of a transforming society, and in particular, the challenges endured by many rural communities, including the one being discussed today.

- Ethical turns.

ILAM is associated with the discipline of Ethnomusicology.

‘Applied ethnomusicology’ and ‘public service ethnomusicology’, among others.

Given the situation in the Eastern Cape, easy to fill this role.
Developmental ethnomusicology draws on the work of other Ethnomusicologists who have used terms such as "advocacy" or "participatory action" research, thereby refusing a defensive position regarding the production of knowledge.

The insertion of community members within a stable and mutually reflexive dialogue with academia has the potential to transform profoundly the epistemological product of this new relationship.

In the project described in this paper, local fieldworkers are integral to decision-making and the formulation of research plans, such that our motivation is not simply returning something to the community.
Collaboration between NNkNDC and ILAM/RU

Since 2012: Fieldworkers from the Ntinga Ntaba kaNdoda Development Centre (NNkNDC), together with staff and students from the department of music and the isiXhosa division of the school of languages at Rhodes University.

- We have accumulated a substantial number of recordings of performances of music, dance, imbongi, ntsomis, ntlombe and other rituals, and interviews with local community members on cultural and social matters that lie close to their heart.

- Use the archived resources to teach young people about their heritage, to have young people learn some or all of these traditional practices at schools as part of a process of revival.
Suggested outcomes

- Establishment of an online archive: Up to now all the recordings have been deposited at ILAM and these should be catalogued.

- The long term goal is to share this with the Ntaba kaNdoda community.

- Discussion as to how this will be effected is necessary.

- Heritage site/s to be managed by members of the Ntaba kaNdoda community.
Outcomes

- Successful hosting of the Ntinga Ntaba ka Ndoda Heritage Festival for 2012 and 2013.

- Successful conference on heritage with the community in February 2014.

- Izidlo zikaNtu Indigenous Cuisine Project in collaboration with Thato Komape of www.morogoblogspot.comS.

- Support and cooperation of Qangi Qangi Productions.

- Support and cooperation of Eco-Design Architects and Consultants who have previously worked with Ntinga Ntaba kaNdoda in designing and building its office site.
Official support

- Amathole District Municipality.

- ADM financed the commissioning and completion of a preliminary feasibility study to revive the Ntaba kaNdoda heritage site for cultural, heritage, arts, crafts and eco-tourism purposes.

- Support from the ASPIRE agency (a municipal development agency of the Amathole District Municipality).

- Initiation of an application for the declaration of the Ntaba kaNdoda site as a national heritage site.

- Completing a community consultation process for the development and the endorsement of the Keiskammahoek Heritage Route as a basis for long-term development and financing.
Anticipated impact of this project on the community?

- Long-term sustainability.

- The income will boost the local economy and generate impulses for local heritage preservation of arts, culture, crafts, cuisine and hospitality.

- ILAM-NNkNDC partnership is an important institutional foundation intended to ensure that the project is sustainable through the consolidation of the required organisational, institutional, management, technical, production and other infrastructure.
Objectives for the next phase

- To add as much metadata to existing recordings.

- Once the metadata has been added, to use these recordings as a means of generating an income for the Centre.

- Members of the community will be learning more about storing digital content, and will also have greater access to the virtual archive and its management.

- The establishment of the website is the first step in this direction (see http://www.ntabakandoda.org.za).
Next phase

- The knowledge gained will be documented and could be used as a model for similar projects elsewhere in the province or SA.

- To continue with conducting research in other parts of the region and among other communities such as the Khoi, since existing research is limited to a few villages and to one particular demographic.

- One aspect in common with the previous round is the ongoing need for research.

- Another aspect is to use the archived resources to teach young people about their heritage at schools as part of a process of revival.
Next phase

- Virtual archive co-managed with ILAM. The development and construction of a local archive to store resources and material from the Music and Language Practices Research Project.

- Google Earth Outreach.
THANK YOU