

Whaling Tourism versus Mineral Deposits

On that note, needless to emphasise the fact that sooner or later our mineral deposits such as gold and platinum will diminish, tourism will undoubtedly be the breadbasket of our economy for decades to come due to its rich service orientations. Incorporating schools by way of conducting workshops in eco-tourism and marine life will be critical in that it will have a big snowball effect in terms of knowledge assimilation to the outside world.

I will actively get involved in that area, collecting of taxes by the state from tourism proceeds improves our gross domestic product picture, thereby broadening the national fiscus base and ultimately benefits the various population groups.

My view is that I strongly believe that Hermanus has not yet been marketed adequately, mainly due to a few reasons; the concepts of advertising and target marketing have not been applied aggressively.

This sentiment will be shared by the relevant stake holder in the industry who understands the true diversity and the rich heritage of Hermanus. We can do quite a lot to influence more job opportunities in the hospitality industry.

Whaling Tourism Growing rate of 112% per annum

Lisa Witepski in one of her publications argues that whale watching has inevitably boosted the tourism four fold in recent years.

She writes and I quote: "The South African Whale Tourism is growing at a rate of 112% per annum, making it the fifth fastest growing industry of its kind in the world."

It that notion is true, why do our authorities pay scant attention to the sector?

I will endeavour to blow my kelp horn with great passion and enthusiasm although it will scare our dassies quite intermittently. (Hermanus Tourism Office)

PARAFFIN AND ICE CREAM WHALES

Check out this two items for starters and let us have your comments.

WHALE-PARAFFIN (Kerosene)



When the **Anti Whaling Hero John D. Rockefeller** made his fortune in kerosene in the late 19th century, he caused worldwide demand for whale oil to plummet, in the process, saving the whale from extinction.

One wonders if the Rockefeller Foundation realize the importance of this invention towards conservation? Let Whale Mark know if we should send them a Certificate of Excellence or what do you suggest? Remember, always give credit where it is due!



WHALE-ICE CREAM



SUNDAY TIMES 5th August 2001 *The Walls Ice Cream unit was shut down last week due to worker unrest, set new trends in ice cream marketing – deploying dozens of young men on tricycles selling ice cream across the countryside. It may not be new marketing in a way because the traditional form of ice cream selling – still evident today – is to strap ice-boxes to a bicycle and sell the ice cream in villages and towns.*

As a kid I used to work in a Walls Ice Cream Distribution Centre in Observatory Cape Town. One of my classmates at school Klein suggested we should help out during school holidays and can eat as much as we like, and smashed (Damaged) boxes was on the house to take home.

This ice cream invitation was a youngsters dream. We certainly loaded our stomachs with peppermint or chocolate brands until late at night and the next day. This was a treat you do not forget easily.

Obviously my older brother Laynne and myself had a royal time. The factory, if you call that was located in about six garages off



the Main Road. One of the Klein's, there were three brothers, had a permanent key to unlock the doors at any given time. We used to pack the tricycles with various brands early in the morning and late afternoon when they return we knew the smashed boxes were ours. That was our payment. All kids in our neighbourhood knew they would get some when we returned after the late night shift. We were put on a pedestal through this as saviours of some mankind and enjoyed it when it lasted. Eventually the factory closed shop and moved to another area and so our ice creams as well.

Why this story? Let me tell you why!

What we did not know at that time was that the cream of the ice cream came from whales. To procure this, and I do have the recipe supplied by a Chemist of the Union Whaling Company, whale blubber and other selected parts of whales, and specific whales at that are chosen to ensure the right compositions are met for ice cream.

I suppose you might wonder what company manufactured and sold the ice cream? Who supplied the cream? Who caught the whales? Was it necessary at that time? That's history now! *Lets move on to greener pastures, because no one should count themselves to have apprehended. But one thing one should do: Forgetting the things that are behind and stretching forth oneself to those things that are before, and press towards the mark.....Interesting, but should be archived?*

What I do know is that **Elise Tempelhoff from the Beeld Newspaper Group** did take up this story a few years ago.



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THANKS-Editor