

## **ShakaLand Development or...?**

Born in 1785, Shaka Zulu grew up to become the defining military innovator of southern Africa, and to rearrange the political geography and to rewrite the history of the region. In his early twenties, Shaka reorganized Zulu military formations to permit the delivery of massively overwhelming force at the point of attack. Shaka and his armies then launched the “mfakane” or literally the “crushing” of all neighboring Zulu clans and southern African peoples. By the time the first Europeans appeared on the scene, Shaka’s empire included much of what is now KwaZulu-Natal, as well as additional lands further to the north, south and west. Recognizing him as the local power, the Europeans who had established themselves on the coast signed a treaty with Shaka and provided him with weapons to assist him in his imperial project. Assassinated by disgruntled clan members in 1828, Shaka had laid the foundation for a Zulu empire that fiercely resisted—and often defeated—both Afrikaaner attackers from the west and English invaders from the coast. Not surprisingly, Shaka is revered today for his military reputation, while his rapacious plunder and genocidal mfakane is conveniently forgotten.

### **The Case**

A major New Jersey travel and hotel company has just announced final plans for the development of ShakaLand, a “historically-oriented theme park that will provide family fun, excitement, safaris and cultural enrichment” located in the heart of KwaZulu-Natal, “homeland of Shaka, the greatest African ruler of all times.” The investment will include a resort hotel, a safari lodge hotel, a private game park, golf course, themed adventure rides, a “typical African market” selling local crafts, restaurants serving “typical African food,” and a variety of open air performance spaces for military demonstrations by “real Zulu warriors” and dancing girls in traditional costumes (though with bras).

The project is being developed as collaboration among the lead firm, Continental Airlines and British Airways, which will provide discounted airfares for package tours, and a major New Jersey construction firm that will manage engineering and actual construction. There is talk that the lead investors will contract with a major theme park owner, perhaps even Disney, to advise during the planning stage and to manage ShakaLand once open. The project will cost \$100 million, will provide thousands of construction jobs, and will provide hundreds of permanent jobs when completed. The investors also predict a large indirect economic impact from the project in the form of increased business for local companies and increased spending by ShakaLand employees.

An investment review board has been called to vet the ShakaLand project. The review board is to assess the potential costs and benefits of the ShakaLand investment and to provide the government with a recommendation as to whether the project should be approved or rejected and why. The following are called to testify. You are:

Group 1: New Jersey Secretary of Commerce

Group 2: ShakaLand lead investor

Group 3: Goodwill Zwelithini, King of the Zulu

Group 4: KwaZulu-Natal Regional Branch, Wildlife and Environment Society of South Africa

Group 5: Managing Director, Trade & Investment KwaZulu-Natal

Group 6: President, Student Union, University of Natal, Pietermaritzberg