

HERITAGE AND CULTURAL and RURAL TOURISM STRATEGIES

Department of Tourism
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Tourism
REPUBLIC OF SOUTH AFRICA

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STRUCTURE OF PRESENTATION

1. BACKGROUND
2. NATIONAL HERITAGE AND CULTURAL TOURISM STRATEGY
3. NATIONAL RURAL TOURISM STRATEGY
4. OVERLAPS & SYNERGIES OF HERITAGE AND RURAL
TOURISM STRATEGIES
5. IMPLEMENTATION OF BOTH STRATEGIES
6. CONCLUSION

BACKGROUND

- The National Department of Tourism (NDT) has developed and launched both the National Rural Tourism Strategy, and National Heritage and Cultural Tourism Strategy (2011 - 2012), including detailed Action Plans for implementation.
- Both Strategies are informed by the National Tourism Sector Strategy (NTSS) and the Domestic Tourism Growth Strategy (2011).
- The Strategies seek to respond to the National Outcomes:
 - Outcomes 4: Economic Development and Job Creation
 - Outcomes 7: Rural Development
 - Outcomes 11: Regional Integration

DEFINITIONS

- **HERITAGE AND CULTURAL TOURISM:** Simply refers to tourism activities based on tourist consumption of heritage and cultural products;
 - **Cultural Tourism:** Refers to cultural aspects which are of interest to the visitor and can be marked as such, including the customs and traditions of people, their heritage, history and way of life (White Paper on the Development and Promotion of Tourism in South Africa, 1996).
 - **Culture:** It is a set of distinctive spiritual, material, intellectual and emotional features of society or a social group. It encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs (UNESCO, 2001)
 - **Heritage:** According to the White Paper on Arts and Culture, heritage is the sum total of wildlife and scenic parks, sites of scientific and historical importance, national monuments, historic buildings, works of art, literature and music, oral traditions and museum collections and their documentation which provides the basis for a shared culture and creativity in the arts (White Paper on Arts and Culture, 1996).
- **RURAL TOURISM:** Simply refers to tourism activities occurring in rural areas based on tourist consumption of products in rural areas. Noting that there is no clear definition on what is a rural area DRDLR (Department of Rural Development and Land Reform)



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NATIONAL HERITAGE AND CULTURAL TOURISM STRATEGY

MARCH 2012



VISION

- Realising the global competitiveness of South African heritage and cultural resources through tourism development

MISSION

- Unlock the economic potential of heritage and cultural resources through sustainable tourism development;
- Raising awareness of the ability of heritage and cultural tourism to contribute towards social cohesion

OBJECTIVE

- To provide an integrated framework for the development and promotion of Heritage and Cultural Tourism products, for economic development and sustainable livelihood at community grass-roots level;

STRATEGIC THEMES, OBJECTIVES AND ACTIONS

1. TOURISM RESEARCH, INFORMATION AND KNOWLEDGE MANAGEMENT;

2. SUSTAINABLE DEVELOPMENT AND MANAGEMENT (TOURISM INFRASTRUCTURE) ;

3. TOURISM MARKETING, PROMOTION AND RAISING AWARENESS ;

4. COOPERATION, PARTNERSHIP, INSTITUTIONAL ARRANGEMENT AND POLICY; and

5. RESOURCE MOBILISATION

STRATEGIC OBJECTIVES AND ACTIONS

No	Strategic Themes	Strategic Objectives	Actions
1	TOURISM RESEARCH, INFORMATION & KNOWLEDGE MANAGEMENT	<ol style="list-style-type: none"> 1. Audit of existing and potential heritage and cultural tourism products, and documentation of information for planning and implementation purposes. 	<ol style="list-style-type: none"> 1. Conduct a comprehensive audit of heritage and cultural tourism products. 2. Documentation and compilation of information.
2	SUSTAINABLE DEVELOPMENT AND MANAGEMENT (TOURISM INFRASTRUCTURE)	<ol style="list-style-type: none"> 1. Identification of heritage and cultural tourism products for development and sustainable management . 2. Development of an action plan for implementation of identified heritage and cultural tourism products. 	<ol style="list-style-type: none"> 1. Identify potential heritage and cultural tourism products for current and future development and sustainable management; 2. Appropriate action plans should be developed in the short, medium and long term for the implementation of identified heritage and cultural tourism products.
3	TOURISM MARKETING, PROMOTION AND RAISING AWARENESS	<ol style="list-style-type: none"> 1. Raise awareness and promotion of heritage and cultural tourism products to support tourism products. 	<ol style="list-style-type: none"> 1. Develop and implement effective initiatives for raising awareness, publicity and education.
4	COOPERATION, PARTNERSHIP, INSTITUTIONAL ARRANGEMENT AND POLICY	<ol style="list-style-type: none"> 1. Establish partnerships and cooperation with stakeholders in order to achieve a shared responsibility and cooperation amongst stakeholders. 	<ol style="list-style-type: none"> 1. Establish partnerships with stakeholders for cooperation in implementing the strategy.
5	RESOURCE MOBILISATION	<ol style="list-style-type: none"> 1. Identify and seek funding opportunities in order to support heritage and cultural tourism products. 	<ol style="list-style-type: none"> 1. Seek funding sources and establish resource mobilisation initiatives to support heritage and cultural tourism products.

STRATEGY RECOMMENDATIONS

The strategy recommendations include the following:-

- Further development and active promotion of the eight World Heritage Sites as anchor tourist attractions;
- Identify projects for their global significance and demonstrate feasibility for further development and active promotion;
- In collaboration with Provinces, identify potential projects for further development;
- Allocation of resources in support of the strategy is critical;
- A detailed action plan with roles and responsibilities has been developed in support of the implementation of the strategy

RURAL TOURISM STRATEGY

APRIL 2012



VISION

- A developed rural tourism economy

MISSION

- To enhance the growth and development of tourism in rural communities particularly in less visited provinces.

OBJECTIVE

- To create an enabling environment for rural tourism development to stimulate job creation and local economies in impoverished rural areas;



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STRATEGIC THEMES, OBJECTIVES AND ACTIONS

1. Product Development, including but not limited to funding models and innovation schemes;

2. Tourism Marketing, including but not limited to visitation of less visited areas;

3. Tourism Skills and Development, including service standards;

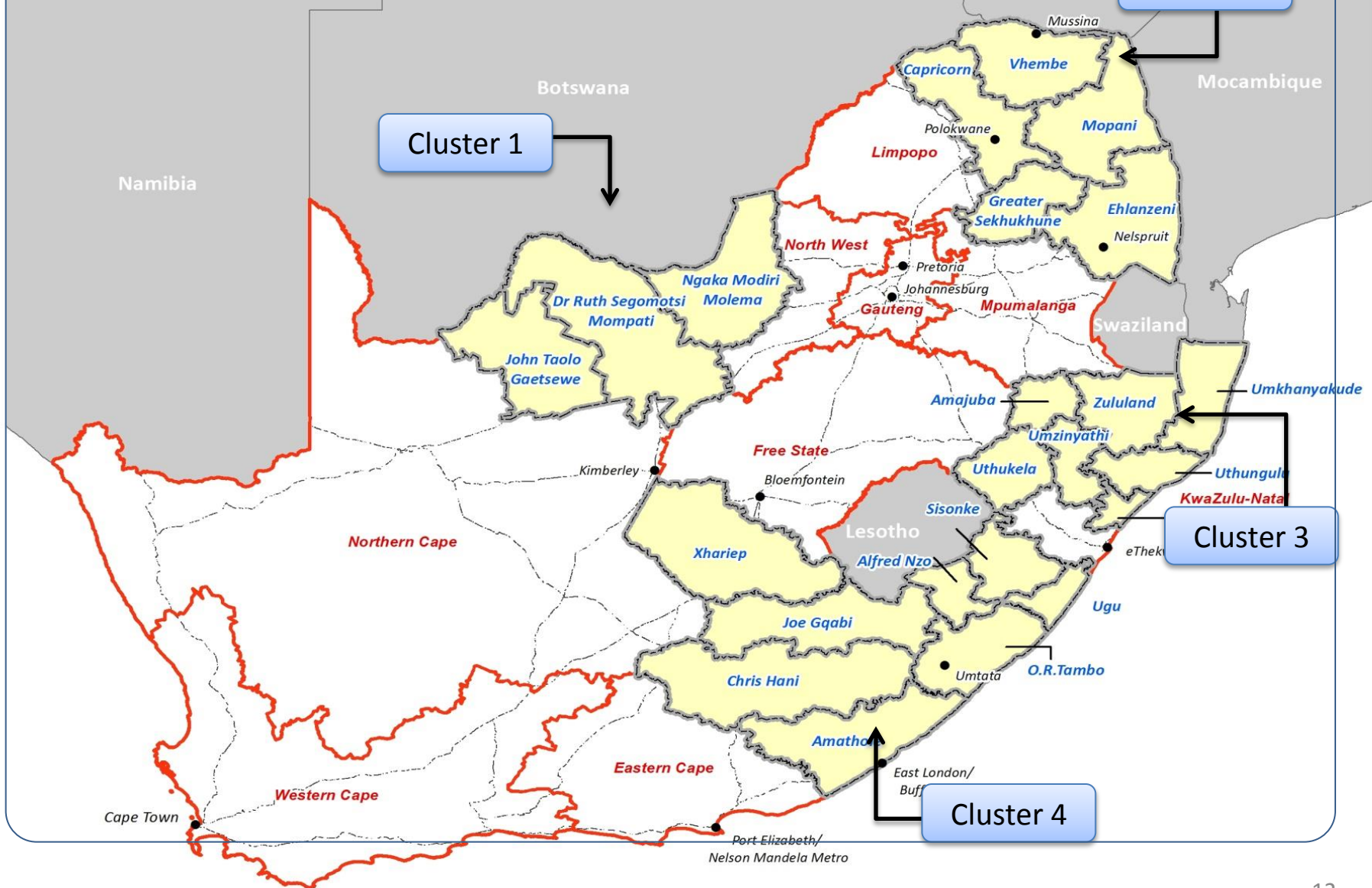
4. Tourism Support Infrastructure, including but not limited to roads and basic services; and

5. Tourism Research and Information, including tourism market intelligence.

RECOMMENDED RURAL NODES FOR TOURISM DEVELOPMENT

PROVINCE	NODE IDENTIFICATION	
PROVINCE	PRIORITISED	RECOMMENDED
1. EASTERN CAPE	- OR Tambo District	- Joe Gqabi District, Chris Hani District, Alfred Nzo, Cacadu
2. FREE STATE	- Thabo Mofutsunyana District (Maluti-a-Phofung node)	- Eastern Free State
3. GAUTENG		- Mogale City, Hekpoort
4. KWA ZULU-NATAL	- UMkhanyakude District (Jozini node)	- Zululand District, UGu District - UMzinyathi District, Sisonke District (UMzimkhulu node)
5. LIMPOPO	- Vhembe, Greater Sekhukhune District, Maruleng	
6. MPUMALANGA	- Ehlanzeni District (Bushbuckridge node)	
7. NORTHERN CAPE	- Siyanda Region including Riemvasmaak and Mier Kahalahari Farms; - Siyanda/Namakwa including the Kgalagadi and Ai Ais Richtersveld TFCAs (John Taole Gaetswe District)	
8. NORTH WEST	- Ngaka Modiri Molema District (Madikwe node)	
9. WESTERN CAPE linking into EASTERN CAPE	- West Coast District	- Central Karoo District linking into Cacadu District including Graaff Reinet

27 PRIORITY DISTRICT MUNICIPALITIES & CLUSTERS IN RURAL AREAS



SPREAD OF THE 8 WORLD HERITAGE SITES



8 WORLD HERITAGE SITES IN SOUTH AFRICA (UNESCO Declared World Iconic Sites)

The National Heritage and Cultural Tourism Strategy makes specific recommendations for the further development and promotion of the World Heritage Sites in South Africa.

- Robben Island Museum World Heritage Site (Custodian: Dept of Arts & Culture)
 - Mapungubwe Cultural Landscape
 - The Cradle of Humankind (Fossil Hominid Sites)
 - uKhahlamba/Drakensberg Park (Cultural Landscape)
 - iSimangaliso Wetland Park World Heritage Site
 - Vredefort Dome World Heritage Site
 - Cape Floral Kingdom World Heritage Site
 - Richtersveld Cultural and Botanical Landscape World Heritage Site
- (Custodian: Department Environmental Affairs)

8 WORLD HERITAGE SITES IN SOUTH AFRICA (UNESCO Declared World Heritage Sites)

1. **The Cradle of Humankind (Fossil Hominid Sites: The Cradle Environs = Gauteng, Tau Skull – North West & Mokopane/ Popularly known as Makapans Valley - Limpopo)**
 - Cultural Significance: Renowned as the birth place of mankind, the Cradle of Humankind World Heritage Sites presents scientific evidence of a series of early Fossil Hominid sites. The latest discovery of new species of Hominid shed light on the earliest humans on earth.
 - Date of Proclamation as a UNESCO World Heritage Site: 1999
 - Location: Gauteng Province (Close to Mogale City: Krugerdorp)
2. **uKhahlamba/Drakensberg Park (Cultural Landscape)**
 - Cultural Significance: A majestic cultural landscape of a combination of both natural and cultural heritage resources which has a high level of endemic and globally threatened biodiversity and animals.
 - Date of Proclamation as a UNESCO World Heritage Site: 2000
 - Location: KZN (Close to Pietermaritzburg)
3. **iSimangaliso Wetland Park**
 - Cultural Significance: A vibrant ecosystem encompassing a rich and diverse flora and fauna ranging from marine systems, coastal forests, swamps to drier woodland areas. A remarkable natural beauty of Outstanding Universal Value.
 - Date of Proclamation as a UNESCO World Heritage Site: 1999
 - Location: KZN (Close to Jozini)
4. **Vredefort Dome**
 - Cultural Significance: A remarkable meteorite impact site (*Asrobleme*), proclaimed a World Heritage Site as the oldest and largest meteorite impact site in the world.
 - Date of Proclamation as a UNESCO World Heritage Site: 2005
 - Location: Boundary Free State and North West Provinces (Close to Parys and Potchefstroom)

8 WORLD HERITAGE SITES IN SOUTH AFRICA Cont.....

5. Mapungubwe Cultural Landscape

- Cultural Significance: An exuberant cultural landscape that once served as the largest kingdom and civilisation in the sub-continent before the 14th century. Renowned for the rich history of early gold mining and global trade especially between indigenous African people and the East (oriental countries).
- Date of Proclamation as a World Heritage Site: 2003
- Location: Limpopo Province (Close to Musina)

6. Robben Island World Heritage Site

- Cultural Significance: A popular World Heritage Site that once served as a place of banishment and incarceration of freedom fighters under both colonial and apartheid South Africa. Currently, Robben Island presents a vivid history underpinning the triumph of the human spirit over adversity and oppression. Much contribution to memory of the world.
- Date of Proclamation as a UNESCO World Heritage Site: 1999
- Location: Western Cape Province (Close to Cape Town)

7. The Cape Floral Kingdom World Heritage Site

- Cultural Significance: The Cape Floral Region is a serial site of 8 protected areas and proclaimed under UNESCO World Heritage Convention for Outstanding Universal Value, as one of the highly concentrated and richest areas for biodiversity of plants in the world.
- Date of Proclamation as a UNESCO World Heritage Site: 2004
- Location: Western Cape (Close to Cape Town, Clanwilliam, Ceres & Port Elizabeth)

8. Richtersveld Cultural and Botanical Landscape

- Cultural Significance: An extraordinary mix of both natural and cultural heritage resources, with a wide range of endemic biodiversity of plants and rock art on arid and semi-arid landscape that is home to the Nama Community (Khoisan People)
- Date of Proclamation as a UNESCO World Heritage Site: 2007
- Location: Northern Cape Province (Port Nolloth)

IMAGES OF SOME WORLD HERITAGE SITES

Maropeng: Cradle of Humankind WHS



uKhahlamba Drakensberg WHS



Robben Island Museum WHS



Mapungubwe WHS



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IMPLEMENTATION OF THE HERITAGE AND CULTURAL TOURISM STRATEGY

ACTIONS

- Needs Assessment in the 8 World Heritage Sites (2013/2014)
- Raising Awareness and Promotion of the World Heritage Sites (2013/2014)
- Improve Tourism Interpretive Signage in the World Heritage Sites (2014/2015)
- Improve Tourism Infrastructure in the World Heritage Sites (2015/2016 & Ongoing)

NEEDS ASSESSMENT IN THE 8 WORLD HERITAGE SITES

- During 2013/2014, the NDT conducted a needs assessment for tourism development in the 8 UNESCO World Heritage Sites in South Africa
 - **Methodology:** *Data Gathering, Data Analysis, Data Presentation, Stakeholder Consultation & Feedback, Presentation of Report and Approval*
- Based on the outcomes of the needs assessment the following were identified as critical areas:
 - Poor Signage
 - Lack of adequate Tourism Facilities (e.g. visitor info centers, accommodation, amenities, etc.)
 - Poor road access in some of the World Heritage Sites
 - Lack of Effective Marketing of World Heritage Sites
 - Skills Development and Training



NDT INTERVENTION IN 8 WORLD HERITAGE SITES (Promotion and Raising Awareness)

- In 2013/2014 the NDT in partnership with South African Tourism (SAT) staged a Heritage Pavilion to showcase and promote the 8 World Heritage Sites at the 2013 Tourism Indaba (Durban).
- Hosted a workshop for product owners in preparation for a speed marketing session on heritage and culture products at 2013 Tourism Indaba (Durban)
- In the same year, the NDT produced a DVD to effectively promote the cultural diversity and offerings in the 8 World Heritage Sites. The DVD has been presented through marketing platforms of SAT.



Project Impact

- Sustainable and effective promotion has resulted in increased number of visits to the World Heritage Sites.
- E.g. Robben Island World Heritage Site recorded an additional 30% increase of visits in 2013/2014, comparable to 18% in 2012/2013,
- uKhahlamba Drakensberg World Heritage Site recorded an additional 23% increase of visits in 2013/2014 compared to 14% in the previous year.

NDT INTERVENTION IN 8 WORLD HERITAGE SITES (Enhance Tourism Infrastructure)

In the current financial year and outer years the NDT in partnership with the management authorities of the World Heritage Sites plan to:

Improve Signage in the 8 World Heritage Sites, starting with (2014/2015):-

- ***Project Objective – To enhance the quality of product offering in the World Heritage Sites***
- ***Tangible Outcomes – Design, production and installation of Tourism Interpretive Signage in WHS’***

No	Name of World Heritage Site	Estimated Cost: Interpretive Signage	Rural Node
1	Robben Island World Heritage Site	R 250 000.00	West Coast (Ward 9)
2	Mapungubwe Cultural Landscape	R 250 000.00	Vhembe DM
3	uKhahlamba/Drakensberg Park (Cultural Landscape)	R 250 000.00	Sisonke, Thabo Mofutsunyane, uKhahlamba, uMzimkhulu node
4	Cape Floral Kingdom WHS (EC - Baviaanskloof WHS)	R 250 000.00	Cacadu DM
5	Richtersveld Cultural and Botanical Landscape:	R 250 000.00	Riemvasmaak, Ai Ais - Richtersveld Transfrontier Conservation Area (South Africa & Namibia)

NDT INTERVENTION IN 8 WORLD HERITAGE SITES (Enhance Tourism Infrastructure)

Samples of Tourist Info Signage:

Mapungubwe WHS



uKhahlamba Drakensberg WHS



Robben Island WHS



Cape Floral Kingdom WHS



NDT INTERVENTION IN 8 WORLD HERITAGE SITES (Tourism Infrastructure Development in Rural Nodes)

In the current financial year and outer years, the NDT in partnership with the management authorities of the World Heritage Sites plan to:

- Improve Tourism Facilities & Infrastructure starting in 2015/2016 & outer years. Funding proposals for infrastructure development & Job Creation have been received and submitted to SRI (EPWP) for consideration.

No	Name of Project	Cost Estimate	Estimated Jobs	Area of Impact: Rural Node
1	Mapungubwe Cultural landscape: Construction of Accommodation Facilities for big groups, e.g. school groups	R 29 million	245	Vhembe District Municipality
2	Cradle of Humankind (Fossil Hominid Sites): Construction of Accommodation and Recreational Facilities	R 49 million	380	Mogale and Hekpoort
3	uKhahlamba/Drakensberg Park (Cultural Landscape)	R 38 million	316	Sisonke, Thabo Mofutsunyane, uKhahlamba, uMzimkhulu node
4	Cape Floral Kingdom WHS (EC - Baviaanskloof WHS)	R 37 million	305	Cacadu District Municipality
5	Richtersveld Cultural and Botanical Landscape	R 32 million	284	Riemvasmaak, Ai Ais Richtersveld Transfrontier Conservation Area (South Africa & Namibia)

MALOTI DRAKENSBERG ROUTE (MDR)

(PROMOTION OF RURAL TOURISM PRODUCTS)

- The MDR covers parts of KZN, Free State, Eastern Cape Provinces and the Lesotho Mountain Kingdom (+/- 2600 km).
- Signed country MOU between South Africa and Lesotho to foster bilateral cooperation and regional integration.
- The NDT has a partnership agreement with Ezemvelo KZN Wildlife for the development and promotion of the rural tourism products along Maloti Drakensberg Route (MDR).
- The NDT contributed R500 000.00 annually in the past 3 years to support the promotion and marketing of the MDR.
 - Free State Province contributes: R 515 000.00 Annually
 - Eastern Cape Province contributes: R 515 000.00 Annually
 - KZN Province contributes: R 515 000.00 Annually

Project Impact based on marketing support:

- Direct jobs from tourism on the MDR is about 7 965 persons of which 30-35% are casual/part time workers;
- Through tourism spend, the indirect jobs sustained are approximately 23 074;
- In total about 31 030 jobs rely directly/indirectly on tourism;

If one aligns a dependency factor of 4 per job reliant on tourism, some 124 120 people in the alpine areas of the MDR rely directly/indirectly on tourism for their livelihoods;

CAPACITY BUILDING IN RURAL NODES

In 2013/2014 the department started a Capacity Building programme for tourism stakeholders in District and Local Municipalities in rural areas.

Primary Objectives:

- Creating a platform to foster relations between the Municipality, Tourism product owners and other relevant stakeholders;
- To identify and provide support to the existing Tourism capacity building and training initiatives within the identified municipalities;

PROVINCE	RURAL NODES	IMPLEMENTATION PERIOD	REPORTING
Mpumalanga	Bushbuckridge DM	2013/14 & 2014/15	Q4 (January to March) 2015
KZN	uMkhanyakude DM	2013/14 & 2014/15	Q4 (January to March) 2015
Limpopo	Vhembe DM	2013/14 & 2014/15	Q4 (January to March) 2015
North West	Dr RS Mompoti DM	2013/14 & 2014/15	Q4 (January to March) 2015

Beneficiaries:

Municipal Officials,
Local Community Representatives,
SMMEs,
Local Tourism Authorities,
Cooperatives, and
Traditional Leaders

CONCLUSION

The following actions and key activities are in the process of implementation:

- Facilitate implementation of NDT strategies and programmes across the 3 spheres of Government;
- Reinforce alignment of plans and programmes across the 3 spheres of Government;
- Strengthen cooperation and partnerships at Provincial and Local Government levels;
- Prioritise tourism development in rural economies in response to National Outcomes 4 (Economic Development & Job Creation) and National Outcomes 7 (Rural Development);
- Support Enterprise Development especially the emerging SMMEs in tourism sector; and
- Support Skills Development and Training initiatives in tourism sector.

Thank You

