IMPACT OF HERITAGE SITES ON TOURISM DEVELOPMENT

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Acting Chief Executive Officer: SAHRA
At the Tourism Summit: Cape Town;

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• SAHRA provides for the identification, conservation, protection and promotion of our heritage resources for present and future generations
• Aim of National Heritage Resources Act of 1999 (NHRA) is
  – to introduce an integrated and Interactive system for the management of the national heritage resources
PREAMBLE

• To encourage communities to nurture and conserve their legacy
• Defines cultural identity
• Lies at the heart of our spiritual well-being
• Power to build our nation
• Potential to affirm our diverse cultures
• Shape our national character
• Celebrates our achievements
• Contributes to redressing past inequities
VALUES

• Generations have moral responsibility to act as trustee of the national heritage

• Communities have capacity to promote reconciliation, understanding and respect, contribute to unifying SA identity

• To develop skills and capacities of communities involved in its management
What is Heritage Site?

Heritage sites are places of archaeological or historical significance that have been preserved and are open to the public for visitation. They often include museums or interpretive centres with exhibits, trails with informational signs or brochures, and staff who provide interpretative tours. Heritage Tourism encompasses the sites themselves, as well as ideas and methods for managing, promoting, and interpreting the sites, as well as discussion about concerns with continued protection and public access.
What is a World Heritage Site?

A World Heritage Site is an area that is deemed to have exceptional universal value. It is protected and preserved against threats of changing social and economic conditions and natural decay. The World Heritage Convention, a body established by UNESCO (United Nations Educational Scientific and Cultural Organisation) is responsible for inscribing the chosen site.

Once a site has been selected, it is included on the World Heritage site list and is protected for future generations against threats of damage caused by natural and mechanical conditions.
Most heritage sites which were neglected and marginalized are in remote and rural areas relating to:

- cultural landscapes
- places associated with oral traditions
- graves and burial grounds
- ancestral graves
- graves of traditional leaders
- victims of conflict in wars against land invasion
SA has World Heritage Sites;
National Heritage Sites;
Provincial Heritage Sites; and
Sites of local significance

Some sites are mixed-natural and cultural
South African Heritage sites
- South Africa has a total of eight World Heritage sites - four cultural, three natural and one mixed (cultural and natural) site.
  - iSimangaliso Wetland Park
  - Robben Island
  - Cradle of Humankind
  - uKhahlamba Drakensberg Park
  - Mapungubwe Cultural Landscape
  - Cape Floral Region
  - Vredefort Dome
  - Richtersveld Cultural and Botanical Landscape
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<table>
<thead>
<tr>
<th>SOME ACCESSIBLE HERITAGE SITES</th>
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<tbody>
<tr>
<td>Robben Island</td>
<td>Western Cape</td>
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<tr>
<td>Table Mountain</td>
<td>Western Cape</td>
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<tr>
<td>Cradle of Humankind</td>
<td>Gauteng</td>
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<td>Constitution Hill</td>
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<td>imangaliso</td>
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<td>Ukhahlamba</td>
<td>KZN</td>
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<td>Parliament</td>
<td>Western Cape</td>
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<td>Union Building</td>
<td>Gauteng</td>
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## SOME REMOTE HERITAGE SITES

<table>
<thead>
<tr>
<th>Site</th>
<th>Province</th>
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<tbody>
<tr>
<td>Mapungubwe</td>
<td>Limpopo</td>
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<tr>
<td>Samora Machel</td>
<td>Mpumalanga</td>
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<td>Ncome Battle</td>
<td>KwaZulu Natal</td>
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<td>Richtersveld</td>
<td>Northern Cape</td>
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<td>Mvezo</td>
<td>Eastern Cape</td>
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<td>Kassiesbaai</td>
<td>Western Cape</td>
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<td>Kaditswene</td>
<td>North West</td>
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<td>Moordepoort</td>
<td>Free State</td>
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<td>Sharpville</td>
<td>Gauteng</td>
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WHAT ARE HERITAGE RESOURCES

• Places and Objects of Cultural Significance
• Places, buildings, structures and equipment of cultural significance
• Places to which oral traditions are attached or associated with living heritage
• Historical settlements
• Landscapes and natural features of cultural significance
• Graves and burial grounds
Department of Tourism developed a National Strategy on Heritage Tourism in 2011 to:

• Integrate culture and heritage into mainstream of tourism
• Promote Heritage Tourism as a valuable niche market
• Profile and promote diverse heritage resources through tourism product development
HERITAGE TOURISM

• There is an increase in cultural tourism—however these are not necessarily linked to declared Heritage sites.
• These are places where tourists learn about local histories, cultures, traditions and heritage resources.
• It is estimated that of the number of tourists visiting the country, 85% Americans, 77% Europeans and 60% Asians are interested in exploring cultures of SA.
• This provide opportunities for local communities and their participation.
Benefits of heritage sites

• Creating jobs and businesses
• Diversifying the local economy
• Creating opportunities for partnerships
• Attracting visitors interested in history and preservation
• Preserving local traditions and culture
• Generating local investment in historic resources
• Building community pride in heritage
• Increasing awareness of the site or area's significance
IMPACTS ON TOURISM DEVELOPMENT

- Address issues related to poverty alleviation;
- Can revive traditions and restore cultural pride.
- Promote national building and social cohesion
HERITAGE TOURISM - APPROACH

• Balance between Conservation and Tourism
• Community consultation/participation
• Involvement of stakeholders/heritage practitioners
• Development of Conservation Management Plan
• Monitoring and Evaluation
• Effective and efficient management systems

RESULTS = HERITAGE SUSTAINABLE TOURISM
BENEFITS FROM HERITAGE TOURISM

• Education and training
• Job Creation
• Infrastructural development
• Promotion of cultural heritage
• Economic spin offs
• Improved livelihoods

RESULTS = NATIONAL DEVELOPMENT PLAN (NDP)
CHALLENGES

• Lack of co-ordination in marketing sites

• Lack of sustainable infrastructural development

• Sectarian management systems/plans

• Lack of integration between conservation and tourism

• Poor promotional material and statistics
WE BELIEVE THERE IS NO TOURISM WITHOUT OUR RICH AND DIVERSE HERITAGE AND CULTURE

LET US ALL WORK TOGETHER IN RECLAIMING, RESTORING & CELEBRATING OUR LIVING HERITAGE
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