CULTURAL AND HERITAGE TOURISM DEVELOPMENT AND PROMOTION IN THE NDWEDWE MUNICIPAL AREA: PERCEIVED POLICY AND PRACTICE

BY

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Thank you very much.

DECLARATION

I declare that this research study entitled: ***Cultural and Heritage Tourism Development and Promotion in the Ndwedwe Municipal Area: Perceived Policy and Practice,*** presented in subsequent pages is my own work both in conception and execution. Except were specifically indicated to the contrary in the text, all the theoretical information and related sources that have been used or quoted have been acknowledged by means of complete references. It is further declared that this dissertation has not previously been submitted to any institution for degree purposes.

By

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<u>DEDICATION</u>

This research investigation and dissertation, in its entirety, is dedicated to my parents: My late father Elias Ximba and My mother Florence. My father for having grounded in me the love for education as well as the tenacity to pursue the goals of learning. My loving mother for nurturing me as young person to know right from wrong.

This study is also dedicated to my loving wife, Nomkhosi and our immediate family. She has been a pillar of strength and support during the preparation and completion of this dissertation. Dedication also goes to my children, the late Sibonelo, S'bonga, Sanele, Nondumiso and S'nazo, for their patience in handling my absence. Thanks one and all. The aforementioned relations have been my backbone in encouraging me to work on this project.

In addition, may this project in its totality be a source of inspiration to all my family and its coming generation. Above all, I trust that the Almighty will make all our wishes possible.

ABSTRACT

Any development or promotion of a product, be it in cultural tourism development or heritage, needs to be well planned and executed on the basis of existing policies, so as to effectively benefit the broader local community. Many municipalities in KwaZulu-Natal, such as the Ndwedwe Local Municipality, are dependent on an effective implementation of local policies and cultural tourism national mandate to promote tourism development within their areas with a bias to enhance Black economic empowerment. The application of such principles is particularly needed in the Ndwedwe Local Municipality, mainly for addressing of basic needs, equity and redistribution of cultural tourism wealth for the benefit of the previously disadvantaged communities.

The fundamental aim of this research study is to establish how stakeholders perceive the existence and effectiveness of tourism policies and practices in the development and promotion of cultural tourism in the Ndwedwe Local Municipality. In other words the study seeks to establish the role played by policy and practice in the involvement, participation, and beneficiation of the Ndwedwe local communities. Among other things, the study is also carried out with a purpose of motivating the local community at Ndwedwe, to promote cultural tourism as well as to strive for the conservation of culture and heritage. It is clear that one of South Africa' most abundant resources are the people and their diverse cultures.

It is only recently that local community's culture has begun to be appreciated and acknowledged for their true tourism potential. So cultural and heritage

tourism is gradually gaining widespread acceptance as a true tourist attraction and also emerging as one of the most promising areas of economic development in South Africa.

In order to put this investigation in its proper perspective, the following objectives were formulated:

(a)   To determine the level of understanding that the Ndwedwe stakeholders have towards the meaning of cultural tourism.

(b)   To examine the importance and value of developing and conserving culture for future generations in the study area.

(c)   To investigate the provision and maintenance of cultural and heritage tourism facilities in the study area.

(d)   To establish the levels of stakeholders participation in cultural and heritage tourism activities in the Ndwedwe Municipal Area.

(e)   To indicate how stakeholders perceive the existence and effectiveness of tourism policies and practices in the study area.

(f)   To assess the extent to which cultural and heritage tourism benefits are perceived by Ndwedwe stakeholders within the study area.

The methodology for collecting data comprised a stratified sample size of 133 respondents, who were distributed in the Ndwedwe Local Municipality as follows: sample consisting of Tourism & Municipal Officials [12], Tourists [21], Tour Operators [16] and Local Community [84]. The data were analysed using the Statistical Package for the Social Sciences [SPSS] computer programme and represented using frequency tables and various graphics.

The main findings of the study revealed that there exists positive perception towards cultural tourism in the study area. The community also had a variety of expectations as cultural and heritage tourism has not brought any remarkable improvements in their area. Other findings were that cultural facilities in the study area were inadequately provided and thought to be ill-equipped; there was also moderate to fair participation practice in cultural tourism activities, mainly based on socio-cultural and education variables. The cultural tourism management practices in the study area were found to be inadequate and ineffective for benefiting the local communities.

It was again discovered that the community was aware of cultural tourism benefits. The only setback was that they have long been excluded from enjoying such benefits so they tend to be sceptical where there are no visible and tangible improvements. Although this community was aware of tourism benefits but they seemed to know very little about what was happening in the area, hence their minimal participation in local tourism and its related activities.

A significant number of respondents indicated that they did not participate well in cultural and heritage activities in the Ndwedwe area, mainly because the facilities were either still being developed or non-existent. The respondents also revealed that notwithstanding the potential availability of opportunities in culture and heritage, many factors limited the meaningful involvement of the Ndwedwe community in cultural and heritage tourism activities. The Ndwedwe authorities recommended that they should invest heavily on the training of the community in skills that were most needed in the area.

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ORIENTATION TO THE STUDY

1.1   INTRODUCTION

In recent times, South Africa as a country focusing on tourism, with KwaZulu-Natal as its leading province, has begun to grade tourism as its leading human activity (Magi, 2009a). Not only has the country paid attention to wildlife and the "big five" as its leading tourism attraction, but has, more recently, has considered cultural and heritage tourism as leading tourism components. In this regard, South Africa has begun to promote a number of conservation initiatives concerning world heritage sites, which are attempting to conserve resources whilst linking them to the development of cultural tourism and the people. These conservation initiatives follow a worldwide trend, which acknowledges that nature and culture based conservation cannot be undertaken without the participation of local communities.

A lot has been said about South Africa's multi-cultural attributes.   The pronouncements have at times been at the expense of the rich diversity of cultural and historical experiences that could also become a unique selling point internationally. South Africa and KwaZulu-Natal in particular, has a rich and diverse culture, its historical and natural heritage is one of the leading in the world (KZNTA, 2000, 2001). Notwithstanding, South Africa's culture, still

needs to be popularised, the world over, for its distinctive character. By focusing on the cultural aspects of the country as well, rather than just flora, fauna and beautiful beaches, South Africa will be able to transform the tourism industry for the better (Tourism Workbook for educators, 2005).

1.2   BACKGROUND TO THE PROBLEM

The idea of linking tourism policy to tourism implementation is an old and established one, in tourism theory. The theory of visiting tourist destination, in terms of existing policies, can be determined by many factors. Cultural tourism activities pursued by tourists and hosts are factors that can determine frequency in visiting tourist destination. It has been noticed that most of the tourists visiting the study area are interested in heritage based tourism activities and attractions. According to George (2002) the attractions and events play key role in cultural tourism and hospitality destinations; he further states that attractions entice visitors to the destination. The establishment of traditional craft centre and the building of heritage attractions are supposed to entice visitors to destinations. The main background to the research problem is that there is urgent need to develop and promote cultural tourism facilities in the Ndwedwe Local Municipality.

There are many reasons that prompted a scientific enquiry into the study area selected for investigations. Some may be said to be educational trends, others are social concerns, while others may be unresolved issues about cultural and heritage tourism. In essence this research study is a result of underlying problems that raised more questions than it provided answers in the researcher's mind. The background of the research problem emanates from previous

research, everyday observation and philosophical theories specifically experienced in the field of tourism, more specifically cultural tourism.

In this regard, the researcher believes that the Ndwedwe Local Municipality has a potential to attract a number of visitors due to its rich cultural heritage, and internationally renowned African religious environment. The researcher has observed that local communities in this area tend not to actively show interest in cultural tourism related issues. Perhaps this lack of interest in cultural tourism related issues could be as a result of complete lack of knowledge and understanding of what cultural tourism is really about.

The historical changes that have occurred within the Ndwedwe Local Municipality ranging from spatial inequalities, inaccessibility of tourism resources and lost opportunities to modern envisaged benefits espoused by the Tourism White Paper (DEAT, 1996), have set the scene for a more detailed presentation of the statement of the problem within the study area.

1.3   STATEMENT OF THE PROBLEM

The South African Government recognizes that the development and promotion of culture, heritage and the arts as tourism attraction could in addition enhance a wide range of tourism products in the country, contribute towards optimizing the economic benefits of tourism to the local population. This approach is indeed consistent with community-based tourism development strategy adopted under the country's Reconstruction and Development Programme (RDP), (ANC, 1994). Giving emphasis on culture, heritage and the arts as tourism products, it was felt that it would help to promote a distinct brand of tourism to reflect

values consonant with the South African image and identity (ANC, 1994). Cultural tourism also enhances local community esteem and provides the opportunity for greater understanding and communication between people of diverse backgrounds (Lubbe, 2003). It is envisaged that the exposure of these assets to the tourism market would lead to an upsurge of creativity and innovation, skills development and local entrepreneurship.

In some chosen area of the Ndwedwe Local Municipality, we note uncoordinated participation of rural women in handicraft and other traditional antique items and events or festivities, however there seem to be no policies put in place to develop and promote such cultural heritage activities for both regional and international markets. In this regard, it is necessary to justify the cultural heritage products and arts in terms of their economic impact, their ability to generate income and to create jobs, as well as their capacity to contribute to social reconstruction and development. In other words, the more functionalist value of the arts has now become the primary basis on which the arts will need to struggle to survive into the future.

In reality, this research study sought to answer a number of questions, over and above those that are selected as the main objectives of this study. Some of the questions requiring answers include the following:

(a) Is the theoretical and philosophical meaning and value of cultural and heritage tourism well understood by the communities of the Ndwedwe Local Municipality?

(b) How does policy and practice relate to the principle of cultural heritage tourism participation in the study area?

(c)   Is there adequate provision of cultural heritage tourism facilities in the study area?

(d)   What strategies are used by the Ndwedwe Local Municipality to encourage local municipalities to participate in cultural tourism activities in general?

(e)   Is there any improvement in the level of participation in cultural heritage tourism activities in the Ndwedwe Local Municipality?

(f)   Are there any variables influencing participation in cultural and heritage tourism activities in the study area?

This study will not attempt to answer all these questions, but will handle those that are fundamental and pertinent to the research topic of the study.

1.4   PRESENTATION OF THE PROBLEM

Based on the literature and preliminary observations, it is unfortunate that Ndwedwe Local Municipality is not being adequately visited as a cultural and heritage tourist destination by local South Africans in general as well as international tourists. It is therefore one of the fundamental research questions to establish whether there are policies in place to develop and promote the utilisation of the cultural and heritage activities in the study area. Notwithstanding, it is undisputed that tourism plays an important role in the economic development of KwaZulu-Natal and the country as whole. This assertion therefore implies that the fruits of tourism are only enjoyed by a small percentage of people in communities of the study area. In this regard it is therefore prudent of the researcher to discuss the broad delimitations of the study area, as they influence or impact on the subject matter under study.

1.5   DELIMITATION OF STUDY AREA

The study area is delimited under the Ndwedwe Local Municipality. The area consists mainly of Black people constituting 99, 3 percent of the population, most of which are Zulus (SSA, 2000). The Ndwedwe Local Municipality is found in the central part of part of KwaZulu-Natal about 83 km west of Durban [See Figure 1.1]. The blend of tranquillity, friendly people, modern and traditional infrastructure and relatively safe environment are unique to the home of the Ndwedwe people. Notwithstanding that the Ndwedwe Local Municipality is relatively located not far away from the largest city in KwaZulu-Natal, it still has deep rural characteristics, where people live by the traditional Zulu customs that have remained unchanged for centuries. These realistic traditional practices offer a substantial amount of what is called authentic cultural and heritage tourism experiences, suggesting that many tourism service providers do not have to generate bogus or heavily acted tourism experiences.

1.5.1   <u>Spatial Delimitation</u>
The Ndwedwe Local Municipality is located within the ILembe Distric Municipality, and about 83 kilometres from the City of Durban. The Municipality extends over 1 076 square kilometres and consists mainly of poor Black communities whose livelihood depends on subsistence farming. Overall settlement densities are consequently approximately 145 people per square kilometre. Located in relatively close proximity to major urban and economic developments, the area has remained substantially underdeveloped, disadvantaged and poor [www.kzntopbusiness.co.za/site/Ndwedwe. (2009)]. External access and internal linkage are substantially limited to east-west roads, while north-south links are few and of poor quality.

FIGURE 1.1: **RELATIVE LOCATION OF NDWEDWE**

Much of Ndwedwe Municipality's detailed planning for the future depends on strategies yet to be developed for the Ilembe District Municipality. However, the key short-term objectives that have been identified for Ndwedwe are strongly focused on the provision of basic infrastructure and services to a population that is at present severely lacking in these facilities [www.kzntopbusiness.co.za/site/Ndwedwe. (2009)].

This area has been chosen as a research study area because of its natural beauty and the abundance of natural resources which, if properly utilised, would easily uplift the lives of the local communities. Also, the majority of the people in this municipal area fall within the category of the previously disadvantaged people. It is worth mentioning that even though this area is endowed with a variety of agricultural potential and some natural resources, it is nonetheless, an area dominated by poverty and unemployment.

1.5.2   Conceptual Delimitation

It has been decided to conceptually scrutinise some of the concepts in order to delimit the scope, meaning and perspective of their use. Some of these concepts include: minimising the diverse meaning of terms such as local municipality, the stakeholders [which is used synonymously with the term 'respondents'] and the term 'previously disadvantaged community', which is also used to refer to Black people in an inclusive sense referring to Africans, Indians and Coloureds as well as various other concepts that are related. For purposes of this study the concept 'Black' shall be used exclusively to refer to Africans, which is explained in greater detail, in the section on definition of terms. These concepts are expected to provide an ideological framework upon which the study area can best make a contribution to tourism development in the area.

The problem as stated earlier is now presented in terms of research study objectives and hypotheses. These objectives and hypotheses are presented in a systematic and synchronized manner in the next following subheadings.

1.6 OBJECTIVES OF THE STUDY

In order to elucidate the intention of the study it is necessary to work out some objectives for the research study. The objectives which are set for the study would help to accomplish the main goals of the study (Magi, 2007). Furthermore, these objectives would assist the researcher to keep focus on the problem under investigation. The basis for structuring the objectives of the study is reliant on what was discussed in stating the research problem and its background. Generally, this study can be said to be based on the understanding, development, promotion, stakeholder participation and related benefits. While we are on the subject, the fundamental objectives of this study are as follows:

(a) To determine the level of understanding that the Ndwedwe stakeholders have towards the meaning of cultural tourism.

(b) To examine the importance and value of developing and conserving culture for future generations in the study area.

(c) To investigate the provision and maintenance of cultural and heritage tourism facilities in the study area.

(d) To establish the levels of stakeholders participation in cultural and heritage tourism activities in the Ndwedwe Municipal Area.

(e) To indicate how stakeholders perceive the existence and effectiveness of tourism policies and practices in the study area.

(f) To assess the extent to which cultural and heritage tourism benefits are perceived by Ndwedwe stakeholders within the study area.

The value of these objectives is that they link the research question to the intended research outcome. In other words, the objectives seek to find valid answers to the research problem and to make relevant suggestions concerning the study area. Furthermore, the objectives are later on translated into hypotheses which would facilitate the analysis and resolution of outcomes of the research question. The latter would be achieved by testing and evaluating the hypotheses in Chapter 4.

1.7   HYPOTHESES

In order to make an educated foundation for the analysis and conclusive interpretation under this study it is vital to postulate some hypotheses. These hypotheses are intended to assist in asking questions and providing educated answers. Therefore the hypotheses listed below are postulated. It is hypothesized:

(a) That the Ndwedwe stakeholders have a good level of understanding of the meaning of cultural tourism within the study area.

(b) That the value of developing and conserving culture for future generations in the study area is regarded as very important.

(c) That the provision and maintenance of cultural and heritage tourism facilities in the study area is inadequately carried out.

(d) That the stakeholders' participation in cultural and heritage tourism activities in the Ndwedwe Area is inadequate.

(e)   That the existence of tourism policies and practices in the study area are perceived as being effectively executed.

(f)   That the Ndwedwe stakeholders perceive the cultural and heritage tourism benefits to be good for the local community.

The above-stated hypotheses were calculated guesses of the researcher; they were subject to acceptance or rejection depending on the outcome of data analysis. These hypotheses would also facilitate the process of arriving at interpretive findings and conclusions

1.8   DEFINITION OF TERMS

In many instances researchers have found it necessary to emphasise the need to understand the terminology and usage of concepts in the research inquiry (Magi, 2007). For purposes of better and contextualised understanding of concepts, these have to be spelt out in a non-ambiguous manner, so as to offer the working meaning for the research document. In this section of the study, the researcher therefore aims at giving clarity of the operational terms that are central to the study in order to eliminate the elements of subjectivity.

1.8.1 Tourism

The World Tourism Organisation (WTO, 2000: 4) defines tourism as comprising the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The Tourism Society as cited by Youell (2000) defines tourism as temporary, short term movement of people to destinations outside their places of residence or work, and activities during their stay at these

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destinations include movement for all purposes, as well as day visits or excursions. Similarly, Mathieson and Wall (1987) define tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater for their needs.

Holloway (1998) on the other hand defines tourism more broadly and has included many aspects of what tourism really is, it comprises the activities of tourists, that is persons travelling to staying in places outside their usual environment for not more than one year or less than 24 hours for purposes of leisure, business or other activities such as religion, health and so on. For tourism purposes much can be done to create a cultural identify through the adaptive use of our traditional artefacts and handicrafts. Cultural tourism has many aspects, which involve different forms or purposes of visits by tourists.

For purposes of this study, tourism is seen as a temporary movement of people to destinations outside their normal residence to experience other people's cultures. This movement also includes visiting places of traditional, historical, and cultural and heritage significance for leisure, recreations and educational purposes. The notion of traditional culture also includes heritage tourism, experienced by the tourists.

1.8.2 **Culture**

Undoubtedly, the concept 'culture' lends itself to a plethora of definitions. One of the more generic definitions, which look at culture as the way of life of a given people, is behavioural in its character (Moscardo, 2000). Other definitions tend to be experiential. Culture tends to be defined as the sum total

of knowledge systems, music, dance, live performances, dress code, customs, traditions, architecture, and language of a given people. Culture, perhaps even more than tourism, is an extremely difficult concept to define. The term is generally used in two main ways (Tomlinson, 1991, Richard, 1996). First, culture as a process, refers to the designation of the social field of the means production (Clarke, 1990). In other words, this refers to the manner in which people make sense of themselves and their identity in terms of social groupings as nation, ethnicity and community. Second, culture is seen as a product which is consumed by humans, for example tourism products.

While there is substantial overlap between the two concepts, much of what is regarded as cultural tourism is aligned more closely to the latter meaning. However, culture contains several elements, all which may contribute to the touristic attractiveness of a destination. The three major components of culture which are commodified into tourism product: 'high culture', e.g. performing arts and heritage attractions such as museums and art galleries. Second component of culture is 'folk and popular culture', e.g. gastronomy, crafts, sport and architecture. The third component is 'multiculturalism', which refers to cultural and racial diversity and language. All three dimensions of culture can be packaged as tourism products.

1.8.3 **Heritage**

Heritage is often viewed as the sum total of a people's cultural and environmental inheritance from the past (Bohlman, 1988; Butler & Hinch 1996). Cultural heritage evolve as mechanisms for survival, maintaining social cohesion and making sense of the world. International tourism brings people from different cultures in a variety of ways: it brings people from different

cultures into direct contact thereby making them aware of different ways of life, beliefs, and values (Harris *et al,* 2003). For purposes of this research inquiry the notion of heritage is confined to and made to uphold the meaning related to cultural heritage. Notwithstanding, Miller (1999) argues that the term heritage is unable to render or translate into a single meaning. Miller (1999) also argues that a meaning that is complex includes components such as museums, historic houses, country parks, archaeological sites, nature reserves as well as collective memories, cultural and artistic productions, landscapes all of which are linked to the past, relate to the concept of heritage.

Turnbridge & Ashworth (1996) identified five different aspects of the expanded meaning of heritage, which are important for this research study:

- A synonym for any relict physical survival of the past;
- The idea of individual and collective memories in terms of non physical aspects of the past when viewed from the present;
- All accumulated cultural and artistic productivity;
- The natural environment; and
- A major commercial activity, for example the 'heritage industry'

Undoubtedly, there is significant overlap between the concept culture and heritage. In the context of this study heritage is taken to mean history, culture, and the land on which people live. It includes both tangible and intangible elements and therefore includes the following:

- Historic buildings and monuments;
- Sites of importance past events like battles;
- Traditional landscapes and indigenous wildlife;
- Language, literature, music and art

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Furthermore, for purpose of this study culture and heritage are used interchangeably in this research study.   Even though these terms are interchangeably and synonymously used, heritage tourism is usually considered to be part of cultural tourism.

1.8.4 <u>Cultural / Heritage Tourism</u>

The concept cultural or heritage tourism basically means that local people or international tourists visit the country and it is also viewed as a way of exchanging cultures with other countries (Derwent, 1999).   These types of tourists would for example come to the Ndwedwe Local Municipality experience the local cuisine, annual cultural or heritage events (*umhlanga)*, and mingle with the host society.

Defining what cultural or heritage tourism constitutes is a continuing debate. The majority of definitions suggest learning about others and their way of life as major element.   Learning about self is a second common thread that runs through many explanations on cultural or heritage tourism.   Adams (1995) simply defines cultural / tourism as 'travel for personal enrichment'.   Further they express the ideas of development, presentation and interpretation of cultural resources as an essential element of tourism.

Another definition more relevant to this research study suggests that: cultural tourism involves customized excursions into other cultures and places to learn about their people, lifestyle, heritage and arts in an informed way that genuinely represents those cultures and their historical context (Ivanovic, 2008).   On the other hand cultural tourism is defined as travel to experience and in some cases,

participate in vanishing lifestyles that lie within human memory (Goeldner & Ritchie, 2009). The picturesque setting or "local colour" of tourist destination constitutes the main attractions associated with culture and heritage. Destination activities, typically, include meals in rustic inns, costume festivals, folk dance performances, and arts and crafts demonstration in 'old style' fashion.

Tourists visit places to know about the culture, history of the past, and heritage tourism has now become a major preoccupation of leisure and tourism studies. According to Xulu (2007) heritage tourism refers to a situation where ordinary people make an effort to travel to tourist destinations at which they interact with their past and present as well as the past and present of others. It is worth noting that consumption of heritage products varies with demographic variables, for example, in Zululand the role of gender is important when participating in heritage activities such as *umhlanga* [reed-dance]). There are geographical variations in dealing with the concept of 'gender space' particularly in the creation of place and landscape. The situation of leisure and cultural tourism theory is only beginning to debate issues of gender specialisation (Aitchson, 2003).

1.8.5 Development

The concept 'development' is one of the most elusive and diversely meaning concepts, which tends to mean various things to different individuals. According to Aaronson (2000) the term is associated with positive social change, which means moving forward to something that is better than at present. It advocates for the betterment of the livelihood or lifestyle of a society or community from one level of growth to another. The White Paper on Environmental Management (DEAT, 1997) sees development as a process of

improving human well-being through a reallocation of resources that involves some modification of environment. It addresses basic needs, equity and the redistribution of wealth. It focuses on quality of life rather than the quantity of economic activity. In this study the term *development* also implies the establishment and promotion of new cultural tourism products and activities, upgrading and marketing of already existing heritage tourism products, and creating a safe and user-friendly atmosphere for tourists and local communities.

1.8.6   <u>Tourism Development</u>

It is evident that 'development' in its varied form can be translated on the basis of the subject matter under discussion, be it economics, environment, recreation or tourism. In this context, tourism development, according to Cooper, et al., (2008) may be equated to a form of real estate development, where whilst seeking to improve human well-being, it will add to the pressures on the use of land without breaking down the constraining factors associated with growth and saturation of growth. In other words, tourism development relates to a process for improving human spatial welfare through re-allocation of resources that involves some modification of the environment (DEAT, 1997). That is, tourism development also implies the establishment and promotion of new tourism products and activities, upgrading and marketing of already existing tourism products, and creating a safe and user-friendly atmosphere for tourists and local communities.

Furthermore these tourism development elements and related strategies, advocate that for sustainable tourism development to thrive in the area, all stakeholders should be viewed as equally important, hence the inclusion of local

people, traditional leaders and local councils in the tourism initiative (McKercher and Du Cros, 2002; Derwent and Porter, 2003).

1.8.7   Sustainable Development

According to the World Commission on Environment and Development (WCED, 1987: 8), sustainable development refers to the improvement of human and physical environment with a view of meeting the needs of the present communities "without compromising the ability of future generations to meet their own needs". Sustainable development usually operates on the environment and therefore suggests the natural setting upon which people or humans participate in activities, one of which is tourism development.

1.8.8   Policy

The concept of 'policy' relates to a planned or agreed upon course of action usually based on particular principles, for example, the government's policies on education (Hall, 2000; Lubbe 2003). In relation to development, Hall (2000) sees policy in relation to governmental processes, that is, in terms of the consequence of the political environment, values and ideologies, the distribution of power, institutional frameworks, and of decision- making processes. In other words, Craythorne (1990: 59) avers that "Policies are concerned with events to take place in the future arising from or based on the events in the present or past".

Accordingly, a more comprehensive definition of tourism policy or tourism strategy, for purposes of this research is that it is the "course of action guiding principle, or procedure considered to be expedient or advantageous in the planning and management of recreation and tourism" (Hall, 2000: 8). Both

policy and strategy have to be seen as a consequence of the political environment, values and ideologies, the distribution of power, institutional frameworks, and of decision-making processes.

Lubbe (2003) defines policy as a set of guidelines generally accepted by all and used to improve and facilitate decision making and appropriate action under certain circumstances. The policy and strategy highlighted in this study relates to the how management can facilitate tourism delivery in and around the Ndwedwe Municipal Area.

1.8.9   **Practice**

For purposes of this study, the term 'practice' is understood to refer to 'action' as opposed to 'theory'. Usually both the terms 'policy and practice' [as appearing in the topic of this study] are intertwined, since practice has to do with the transition of the policy into action, which is doing what the policy has to do with the translation of the policy into action, which is doing what the policy stipulates (Van Niekerk, 1988). The emphasis on practice is on action rather than on theory (policy). The notion of practice further emphasises the idea of continuous actions with regard to use of facilities at hand and by being less premeditated, and often practically executed. Practices are used to make the problem easier to understand and solve [http://www.en.wikipedia.org/wiki/practice (2009)].

It is important to state that this research study attempts to establish what actions the stakeholders are involved in as a way of concretising the execution of policy in the study area. This research did not stop with the establishment of the existence of policies, but further seeks to gauge the extent to which policy was

being translated into tangible things that people could identify and accept. Hence tourism activities, projects, programmes, seminar, or workshops are regarded as practice in this research enquiry.

1.8.10   <u>Community</u>

The concept of 'community' generally refers to the notion that there is something held in common by a group or section of the population occupying a common physical space (Murray, *et al.* 1994). The identified community may be based on geographical areas or localities ranging in size from a single street through estates, neighbourhoods, and wards, other smaller administrative areas such as school, catchment areas and parishes, villages, towns, district, counties to nations and even groups of nations (Murray, *et al.* 1994). For purposes of this study, community refers to the local people who come into contact with tourists, as the hosts in a particular environment, such as the Ndwedwe Local Municipality. In addition, the community provides means through which the curiosities or attractions of tourists are satisfied.

According to Stoddart (1993) the community, as a social organization, may be looked at in three ways: of shared values and beliefs by the individuals; of direct and many-sided relations between individuals; and of practicing reciprocity in the group. On the other hand Bernard (1973) restricts the definition to an aggregation of people at a particular locale. These people share emotional bonds or links, a sense of belonging and feel an obligation toward other members of the group (World Book Encyclopaedia, 1996). The communities that live within the Ndwedwe Local Municipality are expected to portray the characteristics of connectivity, fellowship and camaraderie.

1.8.11 <u>Perceptions</u>

The term "perception" refers to the way in which humans receive and interpret information from the world around them. A person's perceived world is the world of their immediate experience (Morgan and King 1982). Senses and experience therefore form the cornerstone of perception, and by implication, perception is therefore also associated with the psychological process, including the concept of cognition, which also includes mental judgement, better that the five senses; how the world looks, sounds, feels, tastes or smells (Morgan, *et al.,* 1986).

In the context of this study perception is used as tool for analysing the judgments, attitudes, goals, feelings, and beliefs towards the understanding and use of cultural tourism. Furthermore perception refers to the opinions and attitudes of the people of Ndwedwe Municipality, which are shaped by past and present experiences in the context of cultural tourism. According to Pearce (1994) it is essential that local people are favourable towards tourism, if not, the possibility of a community backlash may arise, leading to negative attitudes, such as an unwillingness to work in the tourism industry or even demonstration of unruly behaviour towards tourists. In this regard perceptions play an important role in predetermining human behaviour (Magi, 1986, 1989a and 1989b).

1.8.12 <u>Black</u>

The majority of respondents in the study area are essentially Black. As a result, the concept "Black" is defined and seen as an elusive term in the South African environment. Fundamentally it may relate to the differences in race and ethnicity of South Africans in the pre-Mandela period. In this study the term *Black* refers to the dark-skinned inhabitants of South Africa, which were

previously discriminated against during the apartheid period. The term is used synonymously with the term "African" (Magi 1986).

In defining what an African is, Mazrui (2008) sees the concept as relating to the Black people and other races inhabiting the continent of Africa, and South Africa in this case, also associated with the Black or African diaspora. He goes on to make a distinction between what he calls "Africans of the blood" and "Africans of the soil". He sees Africans of the blood as belonging to the African race, but not necessarily to the African continent. The Africans of the soil, on the other hand, belong to the African continent, but not necessarily to the black race. He further argues that most black people that reside south of the Sahara, such as in South Africa, are Africans of both the blood and the soil.

For purposes of this research study the terms Black or African are used synonymously to refer to black people that reside in South Africa, are Africans of both the blood and the soil.

1.9   SIGNIFICANCE OF THE STUDY

Policy and strategy are the fundamental instruments that decision-makers utilise in achieving an improved or better quality of life for local communities. The new policies in South Africa have served as an action plan in the management and execution of tourism initiatives (WTO, 2004). In this regard, this research study is important for assessing the effectiveness of cultural tourism policies in the Ndwedwe Local Municipality, as it is seen as a high-level planning authority.

It is therefore expected that this study will make significant contribution to the development of cultural tourism around the Ndwedwe Local Municipality. This study also forms the basis for further research about cultural tourism development and promotion in the Ndwedwe Municipal Area. The study further provides scientific facts with regard to the perceptions and expectations of the community towards cultural tourism as a development vehicle in promoting tourism in the area. Finally, the researcher hopes that the findings of this study will contribute to the marketing and promotion of cultural tourism in the Ndwedwe Area.

1.10 METHODOLOGY

The method of research used in this investigation does not only involve the delimitation of the study area as indicated earlier, but also involves the demarcation of the primary research and secondary research sample and sample sizes; as well as the techniques for collecting and analysing data. In collecting data three methods were used, namely, a self-administered questionnaire, person-to-person interviews, and a survey of the major organisation and authorities concerned with the tourism in the Ndwedwe Local Municipality. Essentially, this study seeks to investigate whether policy and practice play an important role in the development and promotion of cultural and heritage tourism in the Ndwedwe Local Municipal Area. The study further seeks to establish whether cultural tourism benefits the local community, by looking at community perceptions and perspectives.

1.10.1   Research Design

The methods of collecting and analysing data in this study have been selected with a view of yielding results that would resolve some of the issues

investigated. Data was collected mainly via the questionnaire, with a view of reaching various stakeholders in the Ndwedwe Local Municipality, a predominantly rural settlement. It was decided to design an interview schedule which would be taken to the areas with the help of interviewing assistants. The secondary sources of information were collected from records kept by the management of the Ndwedwe Local Municipality, the Provincial Tourism Authority and related official websites and archives. This approach was necessitated by the short period of time available to collect data.

The coding and data processing were undertaken on the fieldwork as well as in the researcher's offices. The data collection process was completed within two month. The processing and statistical analysis of data was completed within a month. The methodology of this study deals with the selection of the sample, instruments for data collection, method of data collection and analysis thereof. All these processes were confirmed by undertaking the pilot study, which assisted in establishing the validity and reliability of data collection.

1.10.2   Sample

Taking into consideration the demographics of the study area, the researcher found it impractical to study the whole population of the Ndwedwe Local Municipality, due to underlying cost implications. The total population of the Ndwedwe Local Municipality is approximately 219000. The selection of an appropriate sample from the population was calculated using the Isaac & Micheal formula (cited in Magi, 2007). The following formula for estimating a randomly selected sample from the given population yielded a sample size 133.

The study sample size of 133 respondents was a stratified random sample categorised into the following: Tourism & Municipal Officials [12], Tourists [21], Tour Operators [16] and Local Community [84]. The data was analysed using the SPSS computer programme and represented using frequency tables and various graphics.

1.9.3 <u>Research instrument</u>

For collecting data this research study utilised was mainly the questionnaire. The structuring of the questionnaire was based on the set of objective designed. Section A of the questionnaire required information about the demographic characteristics of the respondents. Section B sought information the Stakeholders' understanding of the meaning of cultural tourism and related questions. Section C sought to establish the value of developing and conserving culture and heritage. Section D of the questionnaire wanted to reveal the state of the provision and maintenance of cultural and heritage tourism facilities or attractions in the study area. Section E was about the stakeholder's participation in cultural activities in the study area. Section F explored the nature of existing cultural tourism policies & practices in the study area. Finally, Section G attempted to reveal if the were cultural and heritage tourism benefits for local communities in the Ndwedwe Local Municipality.

The questionnaires were designed, distributed and explained in detail to the research assistants and later to respondents. Field work in various local community areas began once all the questionnaires had been printed and sifted for correctness. The interviewing process proceeded without difficulties, save for a few non-returns. The survey method fitted well into the study because it was "people oriented" (Magi, 2007).

1.10.4   Collection of Data

Without doubt the methods and procedures of inquiry are fundamentally important for achieving valid and reliable sets of data, through collection, analysis and interpretation. These procedures are important for validating the process and actual empirical analysis.   The data was collected using questionnaires as the main tool of data collection. The questionnaire consisted of open-ended and closed-ended questions. Open-ended questions were mainly used to acquire the perceptions and expectations of respondents. On the other hand closed-ended questions were used to focus on the direct responses.

1.10.5   Method of Data Analysis

Data that was collected was analysed using the Statistical Package for Social Sciences (SPSS) for MS Windows available in the Department of Recreation and Tourism at the University of Zululand. This programme has been used to generate frequency tables and graphs, which were found to be easily interpreted. Responses on each questionnaire were coded in order to facilitate the analysis and interpretation of the data.

The results from each question were used to make graphical representations and frequency tables. The emerging graphs and tables were constructed in such a way that they could be easily interpreted in a relatively easy way, so as to give meaning to the analyses. The outcome of the interpretation facilitated the acceptance or rejection of the various objectives and hypotheses formulated and postulated respectively, which in turn facilitated the drawing of relevant conclusions about the problem statement.

1.10.6 Pilot study

About ten questionnaires were prepared to pilot the study within the Ndwedwe area. They were distributed among the stakeholders to reveal the level of accuracy and understanding of the questions completed. The basic aim of this procedure was to test whether the questions were clearly understood and addressed the relevant issues. The respondents used for the pilot came from the Ndwedwe area. Stakeholders were contacted so that they could contribute to the preliminary pilot-round of the questionnaire survey. Fundamentally, there were no serious weaknesses recorded or observed in the structuring of the questions.

1.11 STRUCTURE OF THE RESEARCH

Like most scientific studies, this study consists of five chapters, introduction chapter, literature review chapter, physical setting chapter, data analysis and interpretation chapter, and a summary and conclusion chapter.

Chapter 1 serves as a prelude to other chapters. In this chapter a tentative orientation of the study is undertaken. It provides a broad overview of the study, paying attention to the historical and background to the problem, as well as the objectives, hypotheses, definition of terms and the significance of the study. It also outlines the methodology followed in conducting research, which includes the research design, research sample, data analysis and pilot study.

Chapter 2 (theoretical framework) reflects what other scholars/ researchers in the field of tourism have written in relation to the topic. It provides a conceptual framework for purposes of generating hypotheses for the study. It also dealt with the theory and debates around most concepts and principles used in the study and associated with its objectives. Some of the key concepts discussed

include: levels of participation; the nature of cultural and heritage tourism; adequacy and provision of cultural facilities; strategies for implementation; management practices; perceived types of policies and benefits. It is upon the basis of these literary works that authentic generalisations can be made.

Chapter 3 provides the actual geographical location of the study area which is Ndwedwe Municipality. The history and origin of the study area are explored, then followed by the physiographic landscape, climate conditions and vegetation are also highlighted and discussed. Infrastructural features of the Ndwedwe Local Municipality are also highlighted. This includes roads, educational facilities, recreation facilities, tourism facilities and cultural tourism facilities. The chapter also describes the outdoor recreation, and the cultural and heritage tourism facilities. In addition, the chapter clarifies the administrative elements of the municipality, placing more emphasis on population dynamics, the culture, and community characteristics of the people in the study area.

Chapter 4 gives the detailed analysis and interpretation of the data gathered from the subjects through appropriate methods. Statistical tables and graphs were used analysis and representation of data. The analysis helped in assessing the objectives and hypotheses, from which some conclusions were drawn. These conclusions have ended by addressing the research problems through objectives and hypotheses for the entire study. It is from the processing of data and the conclusions drawn that recommendations were made.

Chapter 5 concludes the study by reflecting on the conclusions and recommendations, which provide the precautionary measures and generalisations of the study. The conclusion chapter gives an overview of the

whole study, highlighting only the important features of the study. Where attempts of making careful generalizations were not successful, the study had proposed further research as a way forward.

1.12 CONCLUSION

It was anticipated that a well structured research study would lead to a successful revelation of the true findings of this research study. Furthermore, when this research has been completed and the objectives and hypotheses of the study fully addressed, it is expected that the research investigation will then have achieved its basic aim. It was also the hope of the researcher to be effective in investigating whether cultural and heritage tourism have adequate policies and practices with a view to revealing how the development and promotion of the tourism industry has progressed in the Ndwedwe Local Municipality. Furthermore, to also reveal how these initiatives have benefitted the local community through looking at community perceptions and perspectives.

In the democratic South Africa of today it is important that local communities participate in all aspects of cultural and heritage tourism, including being tourists themselves (DEAT, 1996). The idea of participating in cultural tourism activities provides first-hand experience and the necessary grounding from which tourism management and planning can be understood and executed. According to Blench (1999) the community must actively participate in and promote responsible cultural tourism so that it is sustainable in the medium as well as the long term. This cannot be over-emphasised in the case of the Ndwedwe Local Municipality.

CHAPTER 2

THEORETICAL FRAMEWORK

2.1   INTRODUCTION

The theoretical framework of a research investigation serves as a map of the virtual map of the research process, which provides guidelines, or at least suggestions on how to move from a theoretical to empirical status (Magi, 2007). In this regard it may be argued that theory and practice are like two sides of a coin that would have to be investigated in order to come up with a sound research study, that is balanced and addresses both what is conceptual and real in a case study. Consequently, a theoretical framework forms the basis upon which the research investigation is generally conducted and that the notion of theory is of great help to the researcher since it points to the correct direction to be followed regarding studies that have been done which are related to the current study (Magi, 2007).

This chapter aims at paving the way on the key issues that underpin this research investigation. In other words, this study is about policy and practice as it manages tourists visiting patterns to cultural and heritage facilities. In this instance, cultural tourism according to Keyser (2004) relates to the temporary short-term movement of people to cultural destinations outside the place of residence and work, and where their activities at these destinations or facilities cater for their recreation needs.

Recent approaches in South Africa have seen more and more cultural and heritage tourism being preferred as a development vehicle, rather than wildlife appreciation (Magi & Nzama, 2008). The two developments are linked: rethinking culture and heritage has in part occurred because the state has placed tourism at the centre of economic development strategies, and enthusiasm for 'community tourism' is the means by which culture, heritage and tourism have been linked. This study looks at how cultural and heritage tourism patterns are developing in the Ndwedwe Local Municipality as perceived by the local community.

2.2   UNDERSTANDING THE MEANING OF CULTURAL TOURISM

According to Ivanovic (2008) cultural and heritage tourism is a recent development in the long calendar of tourism evolution, where tourism has been known to be characterised by what is called 'sun-lust' tourism. Ivanovic (2008) argues that

> "This trend is expected to continue in the future as 'sun-lust tourism
> (or 4S tourism: sea, sun, sand and sex) continues to lose its appeal,
> marking the end of an era driven by leisure travel, responsible for
> the emergence of mass tourism. Indeed, cultural tourism and
> ecotourism are replacing sun-lust mass tourism and are rapidly
> emerging as the predominant forms of tourism travel worldwide.

Accordingly Hall (1998) defines 'cultural tourism' as tourism that focuses on the culture of a destination, the lifestyle, heritage, arts industries and leisure pursuits of the local population. In other words, the term 'culture tourism' encompasses historical sites, arts and craft fairs and festivals, museums of all kinds, the

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performing arts and the visual arts and other heritage sites which tourists visit in pursuit of cultural experiences (Tighe, 1985). Cultural tourism has been described in various ways by many writers in the field (Hall, 1992; Wahab, 2000; Ivanovic, 2008). These ways include that it deals with cultural and heritage aspects which are of interests to the visitors' enjoyment of elements such as customs and traditions of local people, their heritage, history and way of life.

Cultural tourism also includes 'movements of persons for essentially cultural motivations such as study tours, performing arts and other cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art or pilgrimages (WTO, 1985). Cultural tourism is experiential tourism based on being involved in and stimulated by the performing arts, visual arts and festivals. Heritage tourism, whether in the form of visiting preferred landscape, historic sites, buildings or monuments, is also experiential tourism in the sense of seeking an encounter with nature or feeling part of the history of a place (Hall & Zeppel, 1990).

The meaning of cultural and heritage tourism can be understood on the basis of factors that play a role in its motivation [Refer to Figure 2.1]. The factors are categorised into performing arts, heritage sites, art galleries and museums as the external components of the model. The inner-most components of the factors surrounding or highlighting the notion of 'uniqueness' as a central value include: emotions; atmosphere; discovery and authenticity. It should be remembered that tourists seek these central values to experience the 'uniqueness' of cultural and heritage tourism. Some outer-inner components which are also associated with

the 'uniqueness' experience include the following: escape, ambience, aesthetic, beauty, exclusiveness, novelty, diversity and knowledge.

FIGURE 2.1:   MOTIVATING FACTORS IN CULTURAL AND HERITAGE TOURISM

PERFORMING ARTS

HERITAGE SITES

Escape

Emotion

Atmosphere

Perceived authenticity

Atmosphere

Ambience

Emotions

UNIQUENESS

Discovery

Beauty

Exclusivenesss

Uniqueness

Authenticity

Authenticity

Novelty
Diversity
Knowledge
Discovery

ART GALLERIES

MUSEUMS
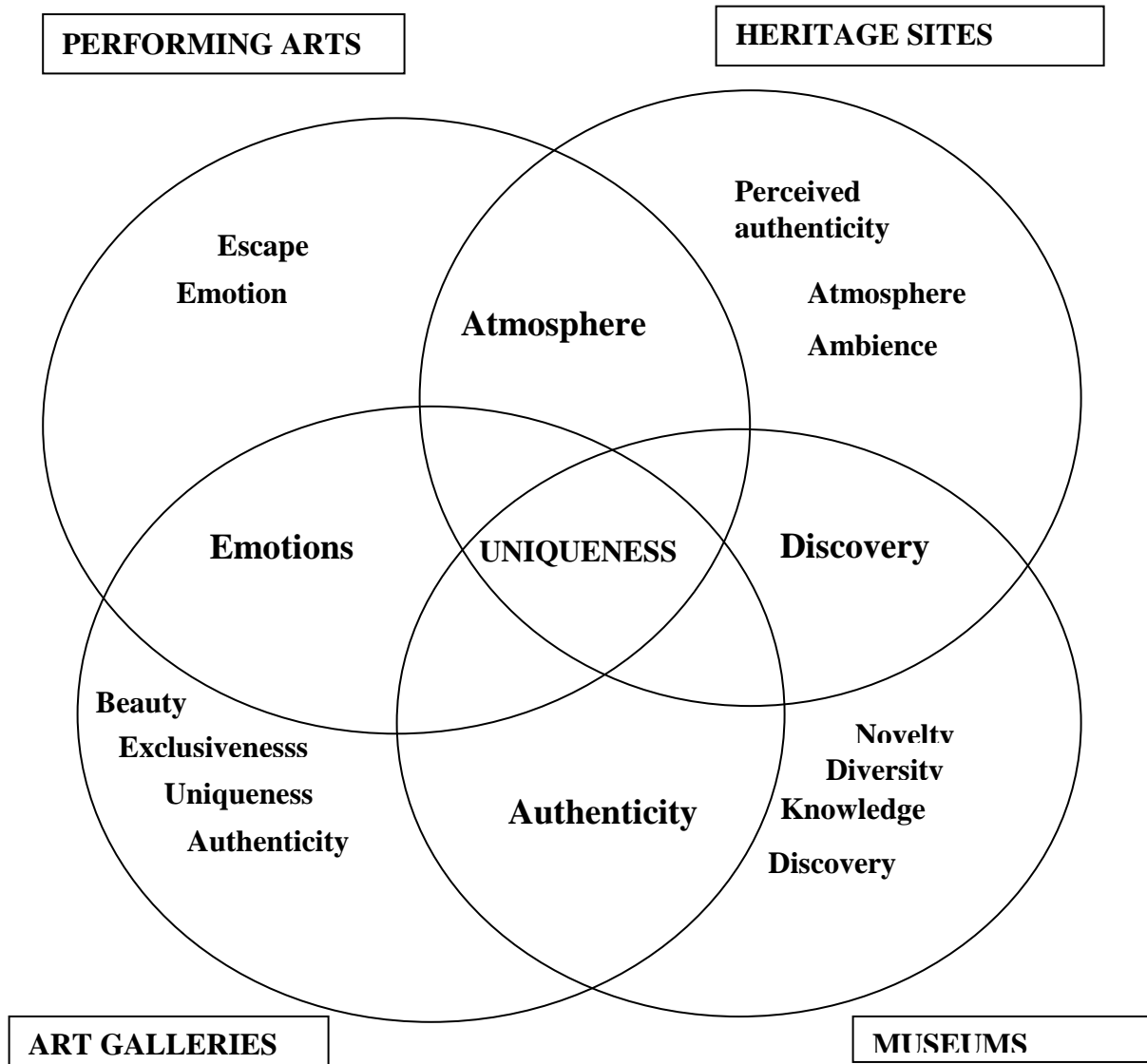
[Source: Hall and Zeppel (1990: 88)]

The situation of experiencing high level cultural and heritage tourism is dependent on providing the unique and genuine or authentic tourism experience.

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In view of the fact that tourists continually search for authenticity they become attracted to heritage sites, because heritage lends itself to the definition of individuality, authenticity of places, cultures of people as well as trading itself as a socially constructed means of distinction. Heritage is both a socio-political and economic resource that is usually planned to benefit the local community. According to Cohen–Hattab, (2004) other tourism related issues that continuously emerge in the cultural and heritage tourism discourse include the following: relationship between culture and power-policy; cultural differentiation; commodification of culture; the consumption of space as culture; mass culture and the globalization of cultural differences. The topic falls outside the scope of this research study.

However, Xulu (2007) also argues that in tourism culture is sold to the tourist through it being commodified and reduced to a recognisable formula that can be consumed without much effort. This results in the concept of cultural tourism. Cultural industries such as music, media, recreation, and sport present opportunities for culture to be commercialised and packaged in media and technology that promote its mobility. Thus the development of cultural industries has been studied and analysed as part of tourism analysis.

2.3   THE MEANING OF HERITAGE TOURISM

Similar to cultural tourism, heritage tourism has come to emerge as one of the most promising areas of tourism related economic development. Recent studies show (Ivanovic, 2008; Cooper, *et al.*, 2008) that the single greatest motivator for travel in the 1990 is to understand culture and heritage. What has became known as 'heritage' attraction here is based on the history of the region, the

buildings, historic monuments as well as traditional events and cultural performances (Ivanovic, 2008). Heritage tourism can also be defined as the practice of people travelling outside their home communities to visit historic areas, participate in local festivals, and enjoy local arts and crafts sightseeing and recreation.

Ivanovic (2008: 81) cites and sees heritage tourism to be "a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environment, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experience. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future". Hall (1998) has cited Broken & Guldberg, that the growth in cultural tourism can be attributed to an increasing awareness of heritage, greater affluence, more leisure time, greater mobility and increased access to the arts as well as a reaction to the demands of modern society. To illustrate this growth four broad categories of heritage tourism have been identified in Table 2.1. These include: museum galleries and art; arts and festivals; heritage sites which are natural and cultural; and folklore.

Visitors to art galleries are seeking to encounter beauty, authenticity uniqueness, and exclusiveness. In contrast, visitors to museums are seeking discovery, novelty, diversity and knowledge. In addition, visitors that performing arts-related events are seeking a more emotional experience, as well as an escape from the everyday world. Hughes (1987) states that audiences seek to satisfy many needs in part at least, through consumption of these cultural products,

special cultural and artistic experiences are sources of arousal to compensate for the deficiencies of ordinary life.

TABLE: 2.1   CATEGORATION OF HERITAGE TOURISM

CATEGORY	EXAMPLE
Museum galleries and art	Open air museums, special exhibitions, regional museums, sculpture gardens
Arts and festivals	Adelaide Festival, Theatre, dance, opera, and music festival
Heritage sites: Natural	Scenic landscape, botanic gardens, national parks and reserves, designated outdoor recreation areas, historic gardens.
Heritage sites: Cultural	Historic buildings, sites and monuments, heritage theme parks, architecture, archaeological sites, cultural lands, cultural landscapes.
Folklore	Ethnic and indigenous cultural traditions, handicrafts, cultural centres, dances performances and ceremonies, folk festivals and other community celebrations

[Source: Hall, (1998: 308)]

More recently, a survey of cultural tourism activities of international tourists in Australia in 1995 noted that museums and art galleries, national parks, historic sites or homes and cinemas were all high ranking entertainment venues for international venues (Hall, 1998). For example, 31 per cent of United States visitors went to a museum or art gallery. Such tourists have a desire to be involved in cultural experiences in order to learn and be enriched by heritage encounters on their travels. It would be interesting to find out how tourists to

the Ndwedwe Local Municipality would react to an investigation seeking to understand their perception of heritage tourism, in this regard.

2.4   ASPECTS OF CULTURAL TOURISM

The plurality of communities and cultures, particularly indigenous communities/culture has be given so much colour to the South African scene-the rich array of living patterns, music , songs, dances, festivals, artefacts for the tourist to see and experience. It is cultural diversity, which contributes towards cultural tourism, which today is one of the most attractive and remuneration sectors of the tourism industry. Cultural tourism has been the backbone of the European tourism industry and now this approach is being used to advantage a number of Asian and African countries (Nzama, *et al.,* 2005). To the tourist our cultural and arts tourism are rich, exotic, and existing and we should therefore take advantage and utilize and fully exploit them for the purpose of tourism promotion. It is a fact that cultural identity sells. For tourism purposes much can be done to create a cultural identity through adaptive use of our traditional artefacts and handicrafts. Cultural tourism has many aspects, that is, different forms or purposes of visits by tourists. The following is just a few identified form of special tourism as a result of cultural practices as cited in the Tourism Workbook for Educators (Nzama, *et al.,* 2005).

- **Heritage tourism**: refers to tourists visiting places of traditional, historical and cultural significance with the aim of learning, paying respect to recreational purposes.
- **Village tourism**: refers to tourists staying in or near villages, often-traditional villages in remote areas, learning about the village way of life.

The village may also serve as a base from which tourists explore nearby areas.

- **Farm and rural tourism**: refer to functioning of farms (ranches or plantations) that supplement their income with some form of tourism business, usually providing accommodation, meals and the opportunity for learning about farms activities.

- **Residential tourism:** refers to development of second homes used for vacation purposes and retirement homes purchased or leased by retirees originating from other places. This type of tourism occurs in environmentally interesting and climatically desirable places.

- **Youth tourism:** is being encouraged in many countries so that young people and students have opportunities for learning and recreation through travel.

- **Camping and caravan tourism:** refers to provision of campgrounds and caravan parks for use by tourists travelling through or staying in the area. This kind of tourism is popular in some places; it can bring benefits to local communities through rental of the camping and caravan sites as well as sales of supplies, services and handicrafts.

- **Sex tourism:** refers to the provision of organised prostitution that becomes a tourist attraction in its own right. Prostitution values are culturally based and are not universal. In some countries it is viewed as a social problem. It is important to note that tourism may not necessary cause prostitution, but does contribute to it.

- **Urban tourism:** is the tourism activity that takes place in large cities where tourism may be important but is not a primary activity of the urban area.

- **Resort-based tourism:** can be defined as a tourism activity found in destination area that is relatively self-contained and typically provides a wide range of tourist facilities and services including those designed for recreation and relaxation. Different cultural groups may have their unique and special forms of cultural attraction. It does not mean that what is tourist attraction in Thailand like sex tourism is an attraction in South Africa. As culture is neither common nor universal so is cultural tourism.

The forms of tourism cited above, are of modest significance for this research, but help to illustrate the uniqueness of cultural tourism in generalised field of tourism.

2.5 CONSERVATION OF CULTURE AND HERITAGE

There has been a wide and protracted debate on the development and conservation of cultural, heritage, natural and other features and facilities. In communities where there are well established cultural and heritage artefacts there has been a tendency of wanting to protect them as important tourist attractions. According to Ivanovic (2008) charters such as the ICOMOS Venice Charter of 1965 for the Conservation and Restoration of Monuments and Sites was considered as the groundbreaking document for the protection of tangible cultural and heritage features. Some of the more pertinent aspects of this Venice Charter stipulate that:

> The conservation of a monument implies preserving a setting
> which is not out of scale. Wherever the traditional setting exists,
> it must be kept (Article 6) [Ivanovic, 2008: 126].

Another important conservation document is the ICOMOS Nara Document on authenticity of 1994, which is considered as groundbreaking when it related to assessing and understanding authenticity values attributed to culture and heritage. In this regard it defines conservation as "all efforts designed to understand cultural heritage, know its history and meaning, ensure its material safeguard and, as required, its presentation, restoration and enhancement" (Ivanovic, 2008: 127). The Nara Document further argues that conservation and authenticity are interrelated as:

> Understanding of authenticity plays a fundamental role in all scientific studies of cultural heritage, in conservation and restoration planning, as well as within the inscription procedures used for the World Heritage Convention and other cultural heritage conventions (Article 10 of the Nara Document) [Ivanovic, 2008: 127].

It is important to note that the culture and heritage conservation process and procedure is well established in South Africa under the auspices of the organisation called the South African Heritage Resources Agency (SAHRA).

2.6 DEVELOPMENT OF CULTURAL TOURISM RESOURCES

In Chapter One of this dissertation the concept of development was introduced and described as associated with positive social change, which seeks to advocate for the betterment of the livelihood and lifestyle of the community from one level of growth to another (Aaronson, 2000). The concept has also been seen as the process of improving human welfare through the reallocation of resources, which involves some modification of environment (DEAT, 1997). The notion of

cultural tourism development in a sustainable manner is discussed in some detail in the next section of this study.

2.6.1 Cultural Tourism Development and Degradation

Development as an operational concept is a counter-suggestion to the notion of resources degradation, be they natural or cultural. There are situations where cultural heritage facilities of many communities around the world have suffered degradation and in some instances have been destroyed as, for example, the consequence of overcrowding of tourists, as well as the changes imposed on a culture through insensitive development and improper planning (Conlin & Baum, 1995). Degradation can lead to the loss of the indigenous culture or lack of appreciation for past traditions and values. To create some balance between development as point of departure and the degradation of resources, it is imperative to accept that it is the responsibility of the local community to prescribe policy and practice, which aims at protecting the resources of the community. The strength and flexibility of local traditions and culture determines the ability of the host community to separate what is traditional but sacred from what is to be shared with the tourists (Conlin & Baum, 1995).

An important facet of the development of cultural resources debate, is a proposition by Sharma (2004) that balance between the positive impacts of cultural tourism and the negative impacts should continually be surveyed. There is strong advocacy in current literature, that economic benefits of developing cultural tourism facilities and programmes should be the primary purpose of state policy, planning and implementation. It is important also to note that whereas Sharma (2004) advocates for focusing on the economic imperatives of developing cultural tourism resources for the benefit of local communities,

McDonald (1999) offers an opposing viewpoint, which focuses of conserving the integrity of the cultural tourism resource, by monitoring overcrowding, pollution and overuse of the resource.

2.6.2 Cultural Tourism Versus Sustainable Development

The idea of sustainable tourism development is one that has solidifies in the late 1980s and seeks to conserve cultural and heritage tourism for posterity. In other words, it seeks to improve the human and physical environment, with a view of meeting the needs of the present communities "without compromising the ability of future generations to meet their own needs" (WCED, 1987:8). In this context, sustainable tourism development reflects a counter belief that the cultural and heritage resources cannot continue to grow and be utilised in mass tourism, without them experiencing degradation. These cultural and heritage tourism facilities are finite and may not be sustainable if they are used by a population that continues to grow, depend on these products, consume on a continuous basis (SARDC, 1994). The introduction of best-practices is important for sustainable tourism development to take place (Magi & Nzama, 2002).

Sustainable tourism development meets the needs of the present tourists and host communities, whilst protecting and enhancing opportunities for future generations. This position can only continue to subsist or thrive if the policies and practices such as cultural heritage conservation, authenticity and restoration planning can be put into effect. In another sense, Keyser (2002), has argued that sustainable tourism development implies that the cultural and heritage tourism resources are conserved and often enhanced, for both present and continuing future use, as well as for the enjoyment by the residents and visitors. Tourism development must therefore be compatible with the society and culture of the

tourism destination.   Finally, it can be concluded that in order to bring the benefits of cultural tourism development, on a permanent basis to the local communities, the practice of principle of sustainability must be paramount.   In this practice, the cultural and heritage tourism attractions, facilities, services, and related infrastructure must be planned, located, designed, and managed in an environmentally and culturally sensitive manner.   It is imperative that local communities are encouraged to participate in the planning of tourist facilities so that they may benefit directly from them (Keyser, 2002).

2.7   PARTICIPATION IN CULTURAL TOURISM ACTIVITIES

In the context of cultural tourism, participation can be regarded as the core of the experience, the times of encounter with the cultural tourism resource and activity opportunities available to the tourist or leisure seeker (Torkildsen 2007).   In this regard, it is of paramount importance to explain the above-mentioned terms in the context of cultural and heritage resources.   According to the Wikipedia Encyclopaedia   [http://www.en.wikipedia.org/wiki/participation   (2009)]   the concept 'participation' may have three shades of meaning.   These are participation as in ownership, participation as in decision-making and participation as in financial benefits.   In all these shades it means sharing something in common with others, it may be related to ownership, decision or benefits.

2.7.1   Factors Influencing Participation in Cultural Tourism

It has been argued by several writers (Kraus, 2001; Sivan, 2002; Torkildsen 2007) that there are numerous factors which influence participation in tourism and leisure activities and tend to justify why people differ when they engage in

these activities. People do not participation in cultural tourism activities unless they can expect to get enjoyment, satisfaction or fulfilment from the experience (Shivers 1981). In this regard, one of the objectives of this research study is to establish the extent to which stakeholders in the Ndwedwe Local Municipality participate in cultural and heritage tourism activities.

Writers such as Kraus (2001); Sivan (2002) and Torkildsen (2007) have also argued that individuals who are relatively new to cultural and heritage tourism activities may experience some initial frustration because of deficient knowledge, skill, and affordability. However, the intrinsic motivation for getting cultural experience, serves as a continuing stimulus. It is the intention of this study, therefore, to find out whether the Ndwedwe Municipality does have policies and practices which stimulate participation in cultural and heritage tourism activities. Badmin *et al.*, (1988) have suggested that the following factors can assist in the planning and programming of cultural and heritage tourism activities.

    (a)   **Quality**. The quality of a facility in terms of its cultural and heritage authenticity, will strongly influence the type of user that will be attracted to the facility.

    (b)   **Capacity**. The capacity of a cultural and heritage tourism attraction controls the number of people that can be contained in a facility, without it losing its uniqueness value based on emotions, atmosphere, discovery and authenticity (Ivanovic, 2008).

    (c)   **Activity**. The range and intensity of activities offered by the culture-based facilities can be used to different effects. Cultural festivals, carnivals, museums, monuments and heritage sites, can be a persuasive tourist attraction.

(d)   **Supporting equipment.** It is not only the cultural and heritage tourism facilities that promote enjoyable cultural experience, but supporting equipment such as halls, restaurants, parks and spars can enhance the experience. Supporting equipment can be smaller and manufactured (e.g. music system) to enhance the quality of the cultural and heritage tourism event. A huge range of equipment can enable different and exciting activities to take place.

(e)   **Facility availability**. An important technical factor that should not be taken for granted is the availability of the facility to be used by the public. In theory, a hall, stadium, conference centre or museum, is readily available at all times, but in practice this is not so. These cultural facilities have to be funded and maintained by the government or community.

It is anticipated that these factors should contribute towards policy-making, planning and programming of cultural and heritage tourism activities. The factors would also theoretically facilitate the understanding of existing tourism processes at the Ndwedwe Local Municipality.

2.7.2   Community Participation in Cultural Tourism

According to Wahab (2000) community participation in decision-making is paramount in ensuring the acceptability of tourism policies and goals, and this is a universally accepted strategy. In this regard, the involvement of the communities around the Ndwedwe Local Municipality, in the planning and management of local cultural and heritage resources is important. A study conducted around the Ukhahlamba-Drakensberg World Heritage Park found that the local communities did not fully participate in the recreation and tourism activities (Magi & Nzama, 2008). The latter findings were also supporting the

views of Gartner (1996) who contended that members of the community should form tourist organisations that will represent them in all matters pertaining to tourism in their areas. There was no evidence of such community involvement around Ukhahlamba-Drakensberg area, therefore, it would be an interesting hypothesis that the stakeholders' participation in cultural and heritage tourism activities in the Ndwedwe Area is inadequately pursued. It should further be deduced that the community's understanding of the importance cultural and heritage tourism development, would mark the beginning of better tourism planning, management and delivery systems in the study area.

In other places community participation in cultural tourism development has long become an established practice. Successful cultural and heritage tourism calls for a "people-centred" approach by which the voices of local people are being heard when making decision about the scale and type of development. Community participation is of course at the heart of any approach that aims to disperse economic benefits of tourism in general, and cultural and heritage tourism specifically, to the marginalized rural communities. Community participation thus ideally incorporates both, the participation of the local community in decision making about the type and scale of development and the participation in the distribution of economic benefits. The former is particularly relevant when discussing the development of, for example, cultural resources, while the latter should ideally be the ultimate outcome in cultural resource development (Magi & Nzama, 2008).

When planning to develop cultural and heritage tourism resources in Ndwedwe Municipal area for the benefit of community participation, it is essential for tourism authorities to take into account the wide scale of cultural and heritage opportunities available in the area. In this regard, community participation in

the interpretation of culture and heritage, the development of the products offers, and the potential to create a unique and authentic experience, there is need to use well established policies and practices. This process would lead to a substantially greater chance of success.

2.8 MANAGEMENT OF CULTURAL TOURISM POLICIES AND PRACTICES

The principle of policy and practice was defined and explained in the first chapter of this dissertation. Broadly, it was seen as the course of action, guiding principle or procedure adopted by government or an organisation, considered to be expedient or advantageous in the planning and management of cultural and heritage tourism resources (Rodney & Toalson, 1981). One of the objective of this study was to finding out how stakeholders perceive the existence and effectiveness of tourism policies and practices in the study area. Some topics are going to be discussed as an attempt to clarify how policies in cultural and heritage tourism should be managed. Perhaps as a way of understanding the relationship between tourism policy and planning, it would be necessary to define the concept of tourism philosophy, which Goeldner, *et al.,* (2009: 427) see as:

> A general principle or set of principles that indicates the beliefs
> and values of members of a society concerning how tourism shall
> serve the population of a country or a region, and that acts as a
> guide for evaluating the utility of tourism-related activities.

2.8.1 <u>Tourism policy framework</u>

The need to establish a sound policy framework for tourism and cultural tourism in South Africa, has been propelled by the need to forestall what the Tourism

White Paper (DEAT, 1996: 19) identified and called the tourism 'missed opportunities'. These shortcoming in policy formulation included: (a) inadequate funding directed towards tourism; (b) deficient tourism education and training; (c) limited involvement of local communities; (d) ineffective safety and security measures and crime prevention; and (e) the lack of integrated national, provincial and local tourism development and management structures. The new principles and policies that aimed at achieving responsible tourism, community-driven tourism, integrated and sustainable tourism, have been initiated. Effective tourism policies have become critically important for developing countries such as South Africa, because tourism, by its nature, requires less capital outlay than other forms of economic activities (Wahab, 2000). Over the last decade tourism authorities have struggled to initiate policies, more specifically those that relate to cultural and heritage tourism.

While the South African government has been mainly responsible for developing policies that support tourism development, local communities have been expected to participate actively in tourism planning and development (Wahab, 2000; Rogerson & Visser, 2004). This approach was instigated by the notion that tourism can be an efficient tool for fighting poverty by creating jobs and employment. The policy such as the Growth, Employment and Development (GEAR), has tried to stimulate job creation and reduce unemployment. However, this policy has not succeeded and has received much criticism from labour unions (Magi & Nzama, 2009b).

2.8.2   The Tourism Planning Process

According to Hall (2000) the terms *planning* and *policy* are very much interrelated. Earlier in this chapter we had indicated that policy is the course of action, guiding principle or procedure adopted by, say government. On the other hand Hall

(2000: 7) expresses the view that planning is the process of preparing a set of decisions for action, as well as that planning is a kind decision-making and indeed policy-making. There seems to be some overlap between these two concepts. In support of that notion Goeldner, *at al.,* (2009: 441) argue that:

> Planning follows the policy formulation process.....Tourism planners and managers need to use this process as a framework for the planning and development of a destination. Good policy and sound planning need to be conducted to ensure that a destination will be both competitive and sustainable.

According to Murphy (1985) the concept *planning* is concerned with anticipating and regulating change in a system, to promote orderly development so as to increase the social, economic, and environmental benefits of the development process. In other words it is the orderly development of cultural and heritage tourism and recreation facilities for the benefit of society. Furthermore, Cooper, *et al.,* (2007), see *tourism planning* as a process based on research and evaluation, which seeks to optimise the potential contribution of cultural and heritage tourism to human welfare and environmental quality. This last explanation is appropriate for the purpose of this research inquiry"

Finally, according to Lickorish & Jenkins (2000) and McIntosh, *et al..* (2002) the following steps are important to tourism planning and its related components such as cultural and heritage tourism:

- The definition of the system in terms of type, character, size, market and the purpose of the development.
- Establishment of tourism objectives to give the project direction and sustainability.

- Data collection to find out how the local people will receive the development, and also to analyze existing facilities and identify target markets.

- Consultation of policy guidelines to make sure that the development does not deviate from the national plans.

- Spell out the implementation program to ensure that the plans are carried out within the planned time period.

- Put monitoring mechanisms in place, to assess if the development plans meet its objectives.

- Review and evaluate progress, to revise and refine the objectives as required.

This procedure represents one of the mechanisms through which strategic planning and management models can be designed or structured for the purpose of meeting one of the objectives of this research study. One of the fundamental needs in assessing the cultural and heritage tourism in the study area, is to structure a system, if not policy, which should be able to reverse the negative effects in the area.

2.9 BENEFITS FROM CULTURAL AND HERITAGE TOURISM

The South African Government recognizes that the development and promotion of culture and arts as tourism resources could in addition to enhancing a wide range of tourism products in the country, contribute towards optimizing the economic benefits of tourism to the local population (Rogerson & Visser, 2004). This approach is indeed consistent with community-based tourism development strategy adopted under the Reconstruction and Development Program (RDP)

(ANC, 1996). Giving emphasis on culture and the arts as tourism products, it was felt that it would help to promote a distinct brand of tourism to reflect values consonant with the South African way of life and create a unique South African image and identity. Cultural and heritage tourism also enhance local community esteem and provides the opportunity for greater understanding and communication between people of diverse backgrounds. It is envisaged that the exposure of these assets to the tourism market would lead to an upsurge of creativity and innovation, skills development and local entrepreneurship (Nzama, et al., 2005). Other benefits associated with cultural and heritage tourism, include the following (Goeldner & Richie, 2009):

- The provision of employment opportunities, both skilled and unskilled, because it is a labour-intensive industry.
- The provision for income generation, which sustains other aspects of developmental work incapable of generating its own financial resources.
- Provision of a dynamic opportunity for including disadvantaged communities in the tourist industry.
- The development of the arts and entertainment events, and sites that would stimulate a youth tourist market from local and overseas places.
- Negation of the seasonality of tourism. It would create a different market which is not summer dependent and is an all-year-around activity.
- Assisting in minimizing negative social impacts and potential community backlash by decreasing social distance between tourists and the hosts.
- Rarely requiring of massive infrastructure as it is organised around existing resources.
- Creation of a wide range of jobs, from full- time to part-time, from skilled to unskilled within the tourism industry and outside of these two sectors.
- Development of infrastructure e.g. roads, telephone water, power, etc.

- Improvement of general living standards for all communities.

- Gaining of usable skills by local people.

- Community/Individual awareness of cultural and heritage tourism.

- Encouragement of the regeneration and restoration of historical sites degraded sites and museums.

It is speculated that benefits such as these would only work in the Ndwedwe Local Municipal area if they are well researched and implemented by people within the community who can ensure that long term community benefits are retained and cultural aspects also respected.

In terms of the new propositions during the new democratic era in South Africa, the tourism and more specifically, cultural and heritage tourism benefits for the local communities can be characterised in various ways. The benefits could either be direct or indirect, for example the communities around the Ndwedwe Local Municipal area get to be employed, and thus the level of unemployment be reduced and poverty be alleviated. According to Hunter (1995) sustainable cultural and heritage tourism initiatives, to benefit the local community, should observe the following:

- Meet the needs of the local community in terms of improving their social lifestyles whilst not compromising the natural baseline on which they depend.

- Satisfy the demands and confirm the expectations of recreators and tourists as well as the tourism fraternity and continue to attract more visitors into their area.

- Conserve the environmental (cultural and heritage) integrity of the area with a view of conserving the cultural and natural resources for posterity.

- Include women, youth and the disabled so that everyone is sufficiently consulted to have a say in the decision-making process

- Prohibit any development which may be harmful to the local communities.

It is possible that if these guidelines were to be observed in the study area, then the role of sustainable development would be achieved. That is, the cultural and heritage tourism opportunities would benefit the rural and conservation communities in the Ndwedwe Local Municipality.

2.10   CULTURAL AND HERITAGE TOURISM IN SOUTH AFRICA

It could be argued that the real growth of tourism, and much less of the cultural and heritage tourism, was during the Mandela Period (1990-1999). The period was characterised by the demise of apartheid and a transformation of the entire social and political system into new democratic values, principles and policies (Magi & Nzama, 2002). The tourism landscape was remodelled on the basis of the "Reconstruction and Development Programme" (ANC, 1994) and "Tourism White Paper" (DEAT, 1996) policy framework.

In order to place this study in its proper perspective, it is crucial at this stage to discuss some of the salient points which make the Mandela and Post-Mandela Periods the high point of tourism grown in South Africa. Rogerson & Visser,

(2004: 7) have reported on six guiding principles which were put forward to encouraging the development of responsible tourism in the new era:

- Tourism will be private-sector driven.

- Government will provide the enabling framework for the industry to flourish.

- Effective community involvement will form the basis of tourism growth.

- Tourism development will be underpinned by sustainable environmental practices.

- Tourism development is dependent on the establishment of cooperation and close partnerships among key stake holders.

- Tourism will be used as a development tool for the empowerment of previously neglected communities and should particularly focus on the empowerment of women in such communities.

These principles are particularly relevant to the enhancement of cultural and heritage tourism in the study area, the Ndwedwe Local Municipality. However, some of the tourism related elements which have thrived significantly during the Post-Mandela Period include the following:

- South Africa was welcomed back into many international organisations on the United Nations, specifically the United Nations World Tourism Organisation.

- International tourists visiting South Africa increased significantly and the country became the most visited country in Africa.

- The establishment of the South African Heritage Resources Agency (SAHRA).

- Tourism as a discipline is offered at both the school level and at tertiary institutions throughout South Africa.
- Tourism as an industry has its own government department and the responsible Minister of Tourism.

According to Fowler (1992)**,** cultural and heritage policy -conscious intervention in process of deciding what to remember and celebrate, and what to let slip into the crevices of half-forgetting- entails a complex institutional framework of laws, states commissions, policy-making bodies, funding policies, and the end users.   These various bodies and the end-users such as museums, theatres, cathedrals, monuments, festivals, archaeological sites and cultural villages, have to demonstrate sensitivity to new policies in order to attract funding in the first place. Graham, *et al.,* (2000) argue that funding is basic to what constitutes the culture and heritage 'plant'.   They further state that every cultural and educational organizations in the country eligible for state grants has to actively engaged in the process of considering what appropriate responses to and presentations of cultural life and memory in new democratic South Africa. Presiding over all this, the government has been an enthusiastic shaper of culture and heritage meanings in pursuit of its nation –building project-even (or perhaps especially) in a deeply divided society like South Africa, this is an important mechanism in presenting a vision to which all may subscribe as their common inheritance.

Although cultural tourism can help in preserving the culture of host communities, more often than not effects may be negative. One such possible negative effect on culture is when aspects of the local culture are degraded and commercialised. For example when tourists purchase artefacts as souvenirs changes begin to occur in the way in which they are made. Quantity rather than

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quality becomes the artist's main concern. There are many other problems that can be associated with cultural tourism development and these include the following:

- The low level of education, hence inadequacy of skilled people.

- Inability to understand the opportunities related to cultural tourism.

- Lack of funds to start any cultural tourism related venture.

- Inadequate knowledge of cultural tourism, which forms the basis for decision-making.

- Putting emphasis on benefits at the expense of sustainability.

It is evident that cultural tourism can bring about development in the Ndwedwe Local Municipal area, which would maximize the potential for job creation. The local tourism authorities, ought to encourage the local communities to participate actively in planning for policy formulation in their area of operation.

2.11 CONCLUSION

To reiterate the subject matter of this dissertation, which was about the perceived policies and practices of cultural and heritage tourism development and promotion in the Ndwedwe Municipal area, it is essential to review the intentions of this chapter. The chapter had sought to introduce the theoretical framework associated with the key issues of policy and practice, as well as cultural and heritage tourism development and promotion. In other words, this chapter was about policy and practice as it manages tourists visiting patterns to cultural and heritage facilities in the study area. In conclusion therefore, it is worth reiterating Wahab (2000: 133) when he argues that "coherent policy conception, formulation and implementation are not yet well structured in most

developing countries. This is particularly true in tourism (cultural and heritage tourism), which is a multifaceted industry requiring a good deal of coordination, organisation, planning, motivation, sound utilisation of resources and proper implementation".

Considering that on the whole, coherent policy conception, formulation and implementation are not yet achieved for the study area, this chapter has set theoretical ground work in illustrating those viewpoints. The chapter has also dealt with the conceptualisation of key principles linked to the objectives of this study, which include: levels of understanding, value of developing and conserving culture, provision and maintenance tourism facilities, stakeholders participation, existence of tourism policies and practices, and tourism benefits in the study area. The theoretical descriptions of these principles have been well illustrated in this chapter, and therefore, setting the scene for their empirical analysis later in the study.

Taking into consideration that Addison (2001:44) has described tourism as 'anarchic', it is perhaps important that when we begin to attach culture and heritage to it. However, in this research study, the debate is about contests between old guard and new arrivals, in looking at policy and practice in its effort to achieve the development and promotion of cultural and heritage tourism. At the end of this research study, we would like to see what will be the outcomes, as a result of such contests. Despite the obviously available opportunities in cultural and heritage tourism, many factors may still be limiting the meaningful involvement of the Ndwedwe community in cultural and heritage tourism potentialities.

CHAPTER 3

THE PHYSICAL SETTING OF THE STUDY

3.1 INTRODUCTION

The observation and description of the physical setting of a study area is important in clarifying some aspects of the conceptual framework of any research study. Alternatively, the examination of factual reality in a study such as that of the Ndwedwe Local Municipality is necessary, if for no other reason than to suggest the needed spatial improvement to the conceptual framework. Thus a careful blend of fact and theory is a prerequisite to sound spatial understanding of any area under investigation (Magi, 2007). In this regard, the researcher found it necessary to include this chapter on the *Physical setting of the study* mainly for purposes of linking theory to reality as well as giving the reader a clear perspective upon which to understand this research investigation and where it is located. Accordingly, some expectations, which may or may not be raised by this study, will have to be fulfilled at the end of the study.

The main objective of this chapter is therefore to introduce the reader to the historical, geographical, biological, socio-political and socio-cultural attributes of the study area. The available cultural and heritage tourism facilities and activities together with the policy-based supporting services are also described in the chapter. In the assessment of the development and promotion of tourism practices in the study area, the geographic location is of utmost importance if we are to establish the accessibility and viability of the study area. The physical

environmental elements of the area, such as topography, climatology and hydrology, are important features in determining whether the area could become a viable tourist destination. Such a kind of information is anticipated to assist the reader to have a clear understanding of the physical features and cultural tourism facilities and attractions in the study area.

3.2   HISTORICAL BACKGROUND OF THE STUDY AREA

The Ndwedwe Local Municipality is located within the Ilembe District Municipality, which is largely associated with King Shaka, the warrior, military strategist and builder of the Zulu Nation in the early 1800s. King Shaka's main royal residencies were called: Bulawayo to be found in Eshowe, Umbelebele to be found in KwaMashu and Dukuza to be found in Stanger. Geographically, the Stanger royal residence is the nearest to Ndwedwe and is about 20 kilometres metres away. It should be understood that an area within the radius 90 kilometres was strongly regarded as within the domain and influence of King Shaka's royal day to day livelihood rather than military power and governance [http://www.ndwedwelm.gov.za/portal/0/ndwedwe.htm (2007)].

From the pre-Shakan period in the 1700s the vast areas around Ndwedwe and surrounding areas, were under the leadership and governance of many tribal chiefs and *izunduna* (headmen). It was not until the Shakan period [1815-1828] that these were militarily brought under one kingdom, the Zulu Kingdom of Shaka. Some of the leadings clans and tribal chiefs in the Ndwedwe region, who have deep roots from the pre-Shakan history, include the Chili, Maphephetheni, Ngcolosi, Nyuswa, Nzama, AmaQadi, and Shangase. Among

these tribal groups it is important to note that the Nyuswa and Qadi are descended from the Ngcobo ancestry.

The AmaQadi tribe over engrossed in disputes over succession, dispersed northwards over the Tugela River and some southwards around Ethekwini area. In the preShakan period the AmaNyuswa tribe lived on the northern bank of the Tugela River until they were integrated into the Zulu Nation by Shaka. The Ngcolosi tribe were once resident on the Tugela River are now found in the Ndwedwe area. The Nzama tribe also resided on north of the Mvoti River near Greytown and are now found in the Ndwedwe area. The AmaPhephetheni, tribe lived next to the Ngcolosi, but moved to oPhisweni mountain, until they were integrated into the Zulu Nation by Shaka. The Chili tribe originally located in the Ndwedwe area, were also integrated into the Zulu Nation. The Shangase tribe also called Mkeshane were related to the Ngcobo, and were integrated into the Zulu Nation like all the other tribal groups, during the Shakan period [http://www.durbannet.co.za/darts/township.htm (2007)].

The present-day Ndwedwe Municipal area is still under the traditional leadership and influence of the various tribal entities discussed above. Today the Ndwedwe area is not only a multi-cultural rural village, but also an area strongly influenced by the Shembe religious beliefs, symbolised by the mythological 'Holy Mountain of Nhlangakazi'. The Ndwedwe area is not only a land of pre-colonial or pre-Shakan conflict as well as apartheid massacres; but it is also steeped in the fascinating culture and heritage of the proud people who call this place home [http://www. heritagekzn.co.za. (2009); http://www. ndwedwelm.gov.za/portals/0/ndwedwe/htm. (2007)].

3.3 GENERAL PHYSICAL ENVIRONMENT

The Ndwedwe Local Municipality environment is characterised by a variety of physical features and attributes which give this locality or area a unique character. To reveal these attributes the physical environment of the municipal area is discussed below under the headings: topography, climate, and hydrology.

3.3.1 <u>Topography</u>

The topography of the Ndwedwe Municipal environment is relatively steep with undulating hills consisting of ridges, mountains and valleys dissected by steep drainage lines. The geomorphology of the area is typically characterised by weathered sandstone with cliffs that delineate the undulating landscape with some rock faces being mined for kaolin deposits and other soft-rock powders. The altitude in the area ranges from 200-580 metres above sea level at several high mountain points. The highest point in the Ndwedwe area is situated in the west of the region and is just over 580 metres above the sea level. The lowest point in the Ndwedwe area is found in the east and is rising from 120 to 200 metres above the sea level, it then becomes even higher as we move towards the west [http://www.topbusiness.co.za/site/ndwedwelm. (2009)].

The topography of the Ndwedwe area, between mountains, ridges and valleys, is sometimes characterised by cave formations. Some of the caves that have been discovered are the Mdibini and Gudwini Caves, which have been formulated over geologic times by the chemical weathering of the less resistant rock at the base of a mountain. The two caves mentioned above, have to this day not been explored and developed as a tourist attraction (GPI, 2008) [Gabhisa Planning and Investment].

3.3.2 <u>General climate</u>

The climatic conditions of the Ndwedwe environment are important in determining whether climate as a factor has any influence on the tourism activities within the study area. The influence would occur because climatic conditions impose one of the unyielding constraints, where outdoor tourism activities are concerned. The rhythms of the seasons affect both the hours of daylight and the extent to which temperatures are conducive to participant comfort on the outdoors (Patmore, 1983).

Since the Vernon Crookes Nature Reserve is located on the east coast of South Africa, it is therefore under the influence of the warm Mozambique current which causes climatic variations which are characterised by hot summers and moderate winters. The spring and summer months are September to March, and the autumn and winter months are April to August. The mean annual rainfall around the Ndwedwe Municipal environment is about 1100mm and the rainy season falls between October and March. Much of the rain falls in torrential deluges, for example, 837 mm of rain fell in 10 days in September 1987 and 400 mm of rain in one month is not uncommon (Thompson, 2001).

Mean daily maximum temperatures are 28°c in January and 22°c in July with extremes of 43°c and 34°c respectively. Mean daily minimum is 19°c in January and 9°c in July, with extreme falling to 7°c and 1°c respectively. Frost does not occur in some areas of Ndwedwe. The longest day is 14 hours 6 minutes and the shortest day is 10 hours 12 minutes. Direct light of shade is one of the main factors determining growth on the forest floor. The climatic conditions in this area make it more attractive in summer than in winter months. The attraction is mainly due to the vegetation which offers a scenic view and

game is found in summer as compared to winter months when most animals hibernate (KZN-NCS, 1999).

3.3.3 <u>Hydrology</u>

The three main watercourses at the Ndwedwe Municipal area relate to the Mdloti, iNsuze and Umvoti Rivers. These rivers usually have abundance of water, however, all three rivers had experienced reduced water levels during the drought years. As shown in Figure 3.1, the Mdloti River which cuts through Ndwedwe has the Hazelmere Dam downstream, which is situated in a gorge about 15 kilometres off the Town of Ndwedwe and mainly in the Dukuza area.

<u>FIGURE 3.1: THE HAZELMERE DAM ALONG THE MDLOTI RIVER</u>
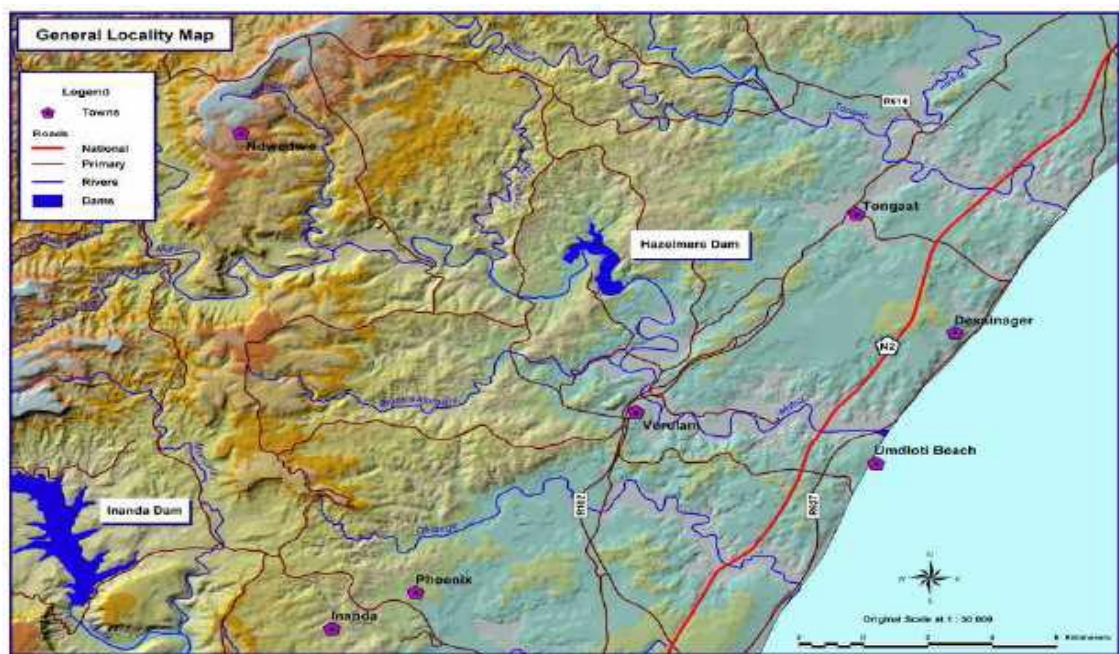
Figure 1.   General locality map showing the Mdloti River, position of Hazelmere Dam, the town of Verulam, and surrounding features.

The dam is situated in the Magisterial District of Verulam [http://www.dwaf.gov.za/documents/other/ rmp/hazelmere. (2007)].

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Some of these rivers consist of steep rocky streambeds in deeply incised valleys thus creating waterfalls, rapids and pools, examples include: Umsilili Waterfall, and Ubende Waterfall. Next to some there are moderate to dense vegetation covering the banks of the rivers. In many places the waterways are shaded by forest and steam-bank trees, example is the Kwaloshe Forest. The results of the influence of the climate, hydrology and topography are evident in the land cover patterns shown in Figure 3.2 below.

3.4   BIOLOGICAL ENVIRONMENT

Some of the magnificent geographic landscapes within the Ndwedwe Local Municipality, gives rise to remarkable flora and fauna, which constitute one of the main attributes of the study area. The Ndwedwe area may also be seen as a place of great seasonal and spatial contrast. In the summer period the vegetation and animals are vibrant and found almost verywhere. Varieties of indigenous plants occur naturally, with a few alien species, along the watery slopes, valleys and streams.

The diversity of flora and fauna makes up the biological environment of the study area, which is shown in Figure 3.2. What is contained in the biological environment ranges from permanently and temporarily cultivated landscape to indigenous landscape of grasslands, bushlands and forest. These plants are also nourished by the perennial streams and rivers found in the study area, which in turn are a haven for a large variety of birds and small mammals that can be seen and provide a potential for use as a tourist attraction [http://www.kznwildlife. com/ site/conservation/planning/ biodiversity. (2007)].

FIGURE 3.2   **THE NDWEDWE LAND COVER PATTERN**

3.4.1 <u>Vegetation</u>

The vegetation in the Ndwedwe Municipal area consists of subtropical thickets, bushland, forest patches of varying character and interspersed with tall grassland and shrubs. Approximately three-quarters of the Ndwedwe Municipal area is covered in grasslands, which makes it very suitable for grazing, cultivation and game rearing. As shown in Figure 3.2, the land-cover in Ndwedwe is classified into cultivated areas, unimproved grassland, thickets, bushland, shrubland, forests and very few wetlands. The grasslands are the habitat of many animals in the area, and humans have converted some into cultivated lands, mainly more towards the eastern part of Ndwedwe. The grasses in the study area are generally coarse and tall and in some areas they grow in clumps and do not form a continuous cover of sod. The grasses are regularly burnt on a rotational basis in order to encourage fresh growth. On some grasslands poor drainage and other soil conditions favour the growth of grasses instead of trees [http://www.kznwildlife.com/site/ conservation/ planning/ biodiversity. (2007)].

As shown in Figure 3.2, the forests grow along the watery slopes, valleys and streams. They flourish mainly on south-western slopes, which are moister and benefit most from the effects of south-westerly winds which are rain bearing. Some of the common, dominant trees include; Umzimbeet (Milletia grandis), Quinine tree (Rauvolfia caffra), Forest Bushwillow (Combretum Kraussii) and Stinkwood (Celtisafricana). In places, where the forest patches are small and closely associated with drainage lines or rock outcrops, some bushland and grassland patterns are formed. Bushland trees include the Wild Date Palm (Phoenix reclinata), Red Leaved Rock Fig (Ficus ingens), White Pear (Apodytes dimidiate) and Cape Beech (Rapanea melanophloe) [http://www.kznwildlife. com/site/ conservation/ planning/ biodiversity. (2007)].

3.4.2 <u>Animals</u>

The climate, vegetation, forests and scrublands are the key and home to many of the fauna, especially the reedbuck, duiker, bushbuck, impala, kudu, nyala, zebra, mongoose, bush pig and genet. The management of these natural fauna habitats are not highly developed as professional wildlife conservation area, as well as for attracting tourists. The wildlife conservation initiative is under the auspices of the Nhlangakazi Game Reserve authorities and it is anticipated assistance will be solicited from the Ezemvelo KwaZulu-Natal Wildlife (GPI, 2008), [http://www.kznwildlife. com/site/ conservation/ planning/ biodiversity. (2007)].

The Nhlangakazi Game Reserve covers an area of approximately 1500 hectares of grassland, shrubland and forest, and is owned by the Ngonyama Land Trust. It is estimated that there could be between 30 to 40 mammals species which includes the following: zebra, bushbuck, blesbok, impala, oribi, reedbuck, bush pig, genet blue and gray duiker, kudu, nyala, vervet monkey, hyrax, caracal, banded mongoose, white-tailed mongoose, and porcupine, there are some fish species, many amphibian species and reptiles species. Birdlife is also abundant with an unconfirmed number of species in the area (KZN-NCS, 1999), [http://www.kznwildlife. com/site/ conservation/ planning/ biodiversity. (2007)].

3.5 LOCATION OF THE NDWEDWE LOCAL MUNICIPALITY

The Ndwedwe Local Municipality is a sizeable 1154 square kilometre-area, bordered by the Ethekwini [Durban] Municipality in the south, the uMshwathi Municipality [Pietermaritzburg] in the west, the KwaDukuza Municipality [Stanger] in the coastal west and the Mapumulo Municipality in the north [Refer to Figures 3.3 and 3.4].

FIGURE 3.3:   LOCATION OF THE NDWEDWE LOCAL MUNICIPALITY

FIGURE 3.4:   ABSOLUTE LOCATION OF THE STUDY AREA

In terms of relative location, the Town of Ndwedwe is located about 83 kilometres north, north-west of the City of Durban, about 36 kilometres west of the Town of Tongaat [uThongathi], and about 102 kilometres south-east of the City of Pietermaritzburg. These centres are commercial nodes to the Ndwedwe Local Municipality.

The Ndwedwe Municipality, though rural in character, it is nonetheless within a reasonable distance from the main urban centres of KwaZulu-Natal. The Municipality is located in a relatively rough, ridged and undulating terrain with mountains, hills and valley, which historically provided a defence mechanism for the warring tribes. What is interesting is that the Ndwedwe Local Municipality is cut from having a coastal line and beach by the KwaDukuza [Stanger] Local Municipality and the eThekwini Local Municipality [Refer to Figure 3.3].

The Town of Ndwedwe is located about 83 kilometres in the northern part of the City of Durban, which is in the Ethekwini District Municipality. Ndwedwe is situated amidst the rolling hills and meandering valleys of the Ethekwini, Dukuza and greater Ndwedwe regions. The Ndwedwe area is accessible through several small untarred access roads from Durban [Refer to Figure 3.3 and 3.4]. It may also be accessed through tarred roads, which include travelling northwards on the N2 highways and branching into the R102 around Verulam or uThongathi. Just north of uThongathi, one may join the R614 which would lead to a number access roads leading to the Ndwedwe area. Some of these access roads are: P104, D889, D1514, and D1653, most of these district roads are gravel roads. A number of tourist attractions on this route may be seen, these include: culture tourism facilities, historical sites, arts and craft stalls, museums,

visual arts and heritage sites associated with education, religion, tradition and related heritage and historical phenomena (TKZN, 2009).

3.6   GENERAL FUNCTIONS OF MUNICIPALITIES

The Constitution of the Republic of South Africa provides the primary legislative and policy framework for the establishment of local government structures. In terms of Chapter 7, Section 152 (1) of the South African Constitution, municipalities have a special responsibility towards servicing the local municipalities. Some of their objectives are:

(a)   To provide democratic and accountable government for local communities;

(b)   To ensure the provision of services to communities in a sustainable manner;

(c)   To promote social and economic development;

(d)   To promote a safe and healthy environment; and

(e)   To encourage the involvement of communities and community organisations in the matters of local government

On the other hand, Section 152 (2) of the Constitution provides that "...a municipality must strive, within its financial and administrative capacity, to achieve the objects set out in subsection." (GPI, 2007: 10). Furthermore, Section 156 of the constitution, provides for powers and functions of municipalities in South Africa. It should be reiterated that the constitution is the primary foundation of the legislative, policy, strategy or practice of local municipalities. This principle is important for this study, because its basic aim is to investigate, *inter alia*, the perceived role of policy and practice in directing cultural and heritage tourism development in the Ndwedwe Municipal area.

The following Table 3.1 below, indicates some of the main powers and functions of municipalities as stipulated in the Constitution:

TABLE 3.1: POWERS AND FUNCTIONS OF MUNICIPALITIES

Functional Areas of the Concurrent National and Provincial Legislative Competence	Functional Areas of Exclusive Provincial [& Local] Legislative Competence
- Air pollution - Building regulations - Electricity and gas reticulation - Fire fighting services - Local tourism - Municipal airport - Municipal planning - Municipal health service - Municipal public transport - Municipal public works for the local / district municipalities. - Storm water management systems in built up areas - Water and sanitation as well as water supply systems and domestic waste-water and sewage disposal systems	- Beaches and amusement facilities - Cemeteries, funeral parlours and crematoria - Control of public and cleansing nuisances - Facilities for the accommodation, care and burial of animals - Licensing of food places & animals - Local amenities and sport facilities - Municipal market and abattoirs - Municipal park and recreation - Municipal roads and public places - Refuse removal, refuse dumps and solid waste disposal - Traffic, parking and pollution - Public places

[Source: Gabhisa Planning and Investment, (GPI, 2007)]

In the light of what occurs in Table 3.1 above, the Ndwedwe Municipality is therefore statutorily required to promote economic development including local tourism initiatives, hence the development of the tourism strategy for the Municipality. Notwithstanding the power and functions it has recently been reported that many of the municipalities in the country are failing to execute these mandates. Some of the reasons given are poor deployment of official, corruption, lack of capacity, faction fighting, nepotism and greed among municipal members (Matlala, *et al,* 2009; Mkhabela, 2009).

3.7   TOURISM POLICIES FOR MUNICIPALITIES

Municipalities as a whole in KwaZulu-Natal, including those such as the Ndwedwe Local Municipality have to plan, manage and execute tourism related activities in terms of National and Provincial tourism policies and strategies. The broad intention of these policies is to develop and promote tourism in the municipal area with a view of achieving certain tourism related community benefits, Some of these benefits and opportunities include the following: job creation; reduction of unemployment; poverty alleviation; skills development; small business and entrepreneurial development; infrastructural development; and cultural and heritage tourism development. While the government has been mainly responsible for developing policies that support tourism development, local communities have been expected to participate actively in tourism planning and development and also to take advantage of the entrepreneurial opportunities created by the private sector (Magi & Nzama, 2008, 2009a, 2009b). Over the last decade the South African government, in an effort to create job opportunities, has come up with a number of policies and strategies for enhancing tourism development. These policies are briefly discussed below.

(a)   Tourism White Paper on Development and Promotion

The White Paper clearly highlights the role of the Province in tourism development. It further indicates the role of the local government as to include (DEAT, 1996):

- Responsible land-use planning and management as well as , urban and rural development.

- Provision and maintenance of tourist services, sites and attractions e.g. camping and caravan sites, recreation facilities (parks, historical buildings, sports facilities, theatres, museums, etc.) and public services.

- Marketing and promotion specific local attractions and dissemination of information in this regard.

- Financially support the establishment of local public associations/ community tourism and marketing organisations to facilitate market, coordinate and administer tourism initiatives.

- Facilitate the participation of local communities in the tourism industry.

(b)   Tourism Acts of 1993 as Amended

The Tourism Act as amended seeks to provide the following opportunities and management principles:

- To facilitate the promotion of incoming tourism and outgoing tourism.

- To further the regulation and rationalisation of the tourism industry.

- To maintain the high standards of tourism facilities and activities.

- To co-ordinate and rationalise activities of people/organisation of tourism.

- To establish grading and tour guiding procedures for the industry.

(c)   Tourism Growth Strategy [2004]

The Tourism Growth Strategy operating through the South African Tourism was developed to strategically deploy resources so as to secure sustainable growth from the tourism markets. The strategy also focused on building and growing a sustainable international tourism market. The Tourism Growth Strategy aims at contributing to the increase of the Gross National Product [GNP], create jobs and improve the redistribution and transformation of our economy and society (SAT, 2004; DEAT, 2006; GPI, 2008).

(d)   Provincial Growth and Development Strategy

Based on the National Growth Strategy, the Provincial Growth and Development Strategy seek to achieve the following goals (GPI, 2008):

- The creation of opportunities for earning a sustainable living.
- The creation of a competitive economic environment.
- The improvement of standards of living as well as service delivery.

The fundamental aim of the strategy is to achieve general redressing of social inequalities and creating new areas for economic development, as well as balancing the integration of growth and redistribution of tourism resources.

(e)   Integrated Rural Development Strategy

The integrated rural development strategy in its approach builds on and complements the Provincial Growth and Development Strategy. It promotes equitable balance between urban and rural development. It contains strategies for the alleviation of rural poverty (GPI, 2008).

(f)   Tourism Strategy of KZN [2006-2011]

The KwaZulu-Natal Tourism Authority in its endeavour to facilitate tourism development has its own localised tourism strategy. Its strategic plan is focusing on tourism delivery and places emphasis on principles of co-operatives governance, partnerships, leverage of resources and continued transformation of the tourism industry (GPI, 2008).

(g)   Domestic Tourism Growth Strategy

The Domestic Tourism Growth Strategy seeks to stimulate and spread the awareness of South Africans about their country and tourism. It encourages

provinces and local government to exploit their potential by creating tourism awareness, develop touristic experiences, distribute appropriate information, develop marketing approaches and distribution channels, as well as good product development and promotion of tourism programmes (GPI, 2008).

(h)   KZN Community Based Tourism Development Strategy

This development strategy is primarily intended to increase the involvement of communities in the tourism industry. The involvement of communities can only be assured if there are tourism opportunities and benefits opened up for local members of community (GPI, 2008).

(i)   Environmental Conservation Act of 1989

The Environmental Conservation Act has a number of provisions relating to land use and development of various features (GPI, 2008). For example, community-based tourism largely relies on the Conservation Act to achieve sustainable development and conservation of natural resources in communal areas. It should therefore be noted that the Act also plays a supportive and integrative role in matters associated with environmental development, conservation and impact analysis, which are important and complement each other in this process (DEAT, 2006).

(j)   Integrated Sustainable Rural Development Strategy

Somewhat similar to the integrated rural development strategy, this one introduces the notion of 'sustainable development'. In other words it suggests that all activities need to be integrated and co-ordinated at the local level, ensuring that community needs are focussed on. The rural based development initiatives seek to not only to create a balance between urban and rural

development, but also emphasise and improve economic opportunities for the marginalised people in rural areas (GPI, 2008).

(k)   National Environmental Management Act (NEMA)

National Environmental Management Act of 1998 (Act 107 of 1998) (NEMA), as well as associated Acts such as the Environmental Conservation Act 73 of 1989 (ECA), the National Water Act 36 of 1998 and the National Heritage Resources Act 25 of 1999, the National Environmental Management Protected Area Act 57, of 2003 (NEMPAA) and the National Environmental Management Biodiversity Act 10, of 2004 (NEMBA) are all intended to protect natural environment, maintain the quality of our resources and ensure that the rights of South African communities are protected (DEAT, 2006; GPI, 2008).

Through all these policies the government has attempted to institute good management processes, which would in the long run benefit the South African communities, as well as for enhancement of tourism development. Not listed above there are also a few strategies which have been used to promote tourism. These include the following: (a) Growth, Employment and Redistribution Strategy (GEAR) (1986-1998); (b) The National Small Business Act 102 of 1996; (c) Employment Equity Act No 55 of 1998; (d) The Transformation Strategy for SA Tourism (2000); (e) The Responsible Tourism Guidelines (2002); (f) The Skills Development Act 23 of 2003; and (g) The Tourism BEE Charter (2003), (Hall & Lew, 1998; Wahab, 2000; Rogerson & Visser, 2004); http://www.nda.agric.za/docs/asgisa.pdf. (2007). All these strategies related to the legislative and policy framework cited earlier have been intended to bring about a cultural and heritage tourism developmental situation, not only in South Africa, but in the rest of KwaZulu-Natal.

3.8   INFRASTRUCTURE OF THE NDWEDWE MUNICIPALITY

The Ndwedwe Municipal environment is typically rural in character and has poorly developed infrastructure, with relatively few tarred roads, clean water pipe-system and electricity grid.   According to the Mayor of the Ndwedwe Local Municipality, Councillor Madlala, reporting in the Ndwedwe Local Municipality – Annual Report [2007], the Municipality has to focus on the following issues:

(a)   Achieving the organisational goals and strategic direction of the municipality.

(b)   Accomplishing good planning, budgeting, and management and implementation of policies.

(c)   Attaining organisational compliance and effective service delivery to the community.

(d)   Realising good or improved resource allocation to all areas on Ndwedwe.

The general climate that is reported to be existing in many of the municipalities in KwaZulu-Natal, is that which is characterised by maladministration and mismanagement of financial resources.   In this regard Councillor Madlala has observed that (Madlala, 2007: 3):

> Our primary challenge is to now meet the needs of all our people. To do this, we need to continually ensure that our structure of government has the capacity to respond to community demands in a sustainable manner.   Hence there is a need for using our limited resources cautiously for effective service delivery and development.   Our experience in local government has taught us to be more focussed, concentrating on specific interventions that will impact at a macro level.

Described in the next few paragraphs are some of the infrastructural attributes and related challenges that the Ndwedwe Local Municipality has to contend with.

3.8.1 The Infrastructure

Many components of the physical infrastructure such as land-settlement, road access, education and health facilities, water and electricity, are being gradually developed, but need some acceleration. As mentioned earlier, many of the access roads, particularly the district road network, within the interior of Ndwedwe need to be developed and tarred in a sustainable manner. Some of these roads: D889, D1514, and D1653, are gravel roads, traverse difficult terrain [See Figure 3.5], and are in poor condition for distances up to 30 kilometres.

FIGURE 3.5:   THE TYPICAL NDWEDWE LANDSCAPE

There are much more access roads within the municipal area, estimated to be forty [40] and are generally in very bad condition. Moreover a major constraint to upgrading these roads is the limited financial resource base and technical skills. What is important to indicate is that each local community has to be linked to the outside world through access roads, which should always be passable or travelable whether it is raining or not. The report on Ndwedwe Tourism Development Projects has indicated that some roads to potential tourist attractions such as Kwaloshe Forest, Mdibini Caves, Gudwini Caves and Mlwandle Camp are in a bad state of repair or not passable [http://www. ndwedwelm. gov.za/portals/0/ndwedwe/htm. (2007)].

FIGURE 3.6:   REPAIR OF THE NHLANGAKAZI ACCESS ROAD

What is shown in Figure 3.6 is the needed repair of the Nhlangakazi access road. Whereas what is reflected in the figure above is the construction of only 2.7

kilometres of the gravel road to Nhlangakazi, what is really needed is the construction of a tarred road, which would serve the community and tourists for a much longer time.

3.8.2   <u>Other Elements of the Infrastructure</u>

On the whole, existing infrastructural components, such as health facilities, electricity, water reticulation, transportation and educational facilities, around the Ndwedwe Local Municipality are not developed to the extent that many people would be pleased. Not all these components are discussed in this section.

There are few **health clinic facilities** in the Ndwedwe area, that are in a viable state, yet they have to deal with diseases such as HIV/AIDS, tuberculosis, respiratory infections, hypertension, diabetes, diarrhoea, and so on. Most of these clinics, depend on the services offered at the Montobello Hospital. Unfortunately, the hospital is located a long distance away from some of the clinic health facilities. Another viable proposition would be to expand the idea of the mobile clinic, which is existing in some areas next to the major urban centres such as Ethekwini. The clinics which are in existence are servicing the community members properly, because they are able to keep records on file about each patient as well as the statistical information for the area (GPI, 2007); [http://www.ndwedwelm.gov.za/portals/idp.pdf. (2009)].

According to the Ndwedwe IDP document access to **electricity** by many of the households still remains the major challenge for the Ndwedwe Municipality. The undulating, steep and rough topography poses a serious difficult for the Municipality. Furthermore the dispersed settlement patterns and the lack of bulk infrastructure pose a challenge for the authorities, in terms of electricity

provision. In some smaller dispersed rural environments or villages the usage of solar energy has been found to be a meaningful alternative for the conventional electricity used in the Ndwedwe area [http://www.ndwedwelm. gov.za/ portals/ idp.pdf. (2009)].

It has been argued in the Ndwedwe IDP document, that notwithstanding the fact that **water and sanitation** are important components of infrastructural development if a health community and environment is to be established. The Ndwedwe Municipality has major backlogs in terms of water and sanitation, with water standing at 42% and sanitation at 63% backlog. The leading constraints towards eliminating the backlogs, are the scarcity or lack of adequate funding. What perhaps is not mentioned as an important constraint is the lack of managerial capacity, as has been reported for many municipalities in the Province of KwaZulu-Natal (GPI, 2007).

3.9   POPULATION OF THE NDWEDWE LOCAL MUNICIPALITY

The distribution of population plays a vital role in planning and managing the affairs of the community or municipality. In other words, the distribution also plays an important role in the provision of social and economic facilities to the total population of Ndwedwe. This situation therefore places an enormous amount of pressure on the Municipal area for the delivery of services (http://www.kzntopbusiness.co.za/2005/kzn/municipalities/index.htm). (2008)]. For a rural area, the Ndwedwe area contains a relatively large population, approximated to be 152 500 inhabitants, with a population density of 115 people per square kilometre, it therefore has to planned carefully. In terms of gender distribution, there are more females [54%] in the Ndwedwe Local Municipality

than males [46%]. Furthermore, in terms of race or ethnic categorisation, there are 99% percent Black Africans and 1% Indians, there are negligible numbers of Coloureds and Whites.

Ndwedwe Local Municipality consists of a predominantly rural population (83%) and the urban settlement population (17%) settled in a relatively small area. The latter suggests that a high concentration of people is in and around the Town of Ndwedwe. Nearly half the area of the Town of Ndwedwe consists of commercial activities and small holding farms that are sparsely populated. While the Ndwedwe Municipality is located in relative close proximity of major urban and economic developments, such as Durban and Stanger, it has remained substantially underdeveloped and poverty stricken. However the Municipality has some unique features which could be explored for economic growth [http://www.ndwedwelm. gov.za/ portals/ idp.pdf. (2009)]. The rural areas are the most severely affected by poverty. Unemployment rate is at 26% with approximately 33% of households with no income whatsoever, and 47% of the households getting R1600 per households. The rural communities have lower income levels and are more severely affected by circumstances of poverty than the urban community. The low levels of education have an impact on the types of job opportunities that can be obtained and therefore also potential income generation.

3.10 POTENTIAL TOURISM FACILITIES AND ATTRACTIONS

According to the Ndwedwe Local Economic Development Strategy there are a number of opportunities and potential for ecotourism, conservation as well as cultural and heritage development. According to GPI (2008) the Ndwedwe

Municipality will in the next five year focus on developing its tourism potential. It is therefore worth noting that the Ndwedwe area has a number of undeveloped tourism resources, including facilities and activities or programmes. These are listed in Table 3.2 for observation.

TABLE 3.2: POTENTIAL NATURE-BASED TOURISM PRODUCTS

Tourism Product	Ownership	Opportunity	Limitation
1. Nhlangakazi Game Reserve	iNgonyama Trust	Game reserve, trails Cottage accommo	Needs private funds N0 infrastructure
2. Nhlangakazi Mountain	iNgonyama Trust	Cultural heritage and tourist attraction	No infrastructure Church conflict
3. Mdibini Cave	iNgonyama Trust	Cave exploration Adventure tourism	Needs private funds Somewhat isolated
4. Gudwini Valley	iNgonyama Trust	Cave exploration Adventure tourism	Needs private funds Somewhat isolated
5. Kwaloshe Forest	iNgonyama Trust	View of species Cable car potential	No infrastructure Needs private funds
6. Nsuze Battlefield	iNgonyama Trust	Cultural heritage Battle history & Site	Needs private funds Somewhat isolated
7. Ozwathini Cave	iNgonyama Trust	Cave exploration Adventure tourism	Needs private funds Somewhat isolated
8. Isanguphe Rock	iNgonyama Trust	Rock climbing Adventure tourism	Needs private funds Somewhat isolated
9. Umsilili/Ubende Waterfall	iNgonyama Trust	Waterfall viewing Adventure tourism	Needs private funds Somewhat isolated
10. Echameni/Isiphethu source	iNgonyama Trust	Stream viewing Adventure tourism	Needs private funds Somewhat isolated

It was preliminarily observed that the Ndwedwe Local Municipality does not have adequate recreation and tourism facilities for all its inhabitants, however it does seem to have unexploited natural resources, which could be developed for tourists. From Table 3.2, it is evident that natural resources such as the game reserve at Nhlangakazi, the Nhlangakazi mountain, the caves at Mdibini and Ozwathini, the Gudwini valley, Kwaloshe forest, waterfalls and river sources at

Echameni are ideal features of tourism attraction. All these resources have potential and need state and private funding, infrastructural improvement, accessibility and a good and viable implementation strategy. It needs to be mentioned that to boost tourism, the Ndwedwe Municipality in partnership with the surrounding communities is developing the Nhlangakazi Project, where the Nazareth Baptist Church members assemble on pilgrimage in January every year. This is a significant event for the many tourists who come to witness this spectacular occasion. The Ndwedwe Municipality is engaging consultants to do a feasibility study around the provision of public accommodation [http://www.topbusiness.co.za /site/ ndwedwelm. (2009)].

Regarding the inadequacy of recreation and tourism facilities for the local communities and tourists, it was also observed, for example, that there were several informal soccer grounds that were smaller in size when compared to ordinary official-size soccer grounds. There are few official soccer grounds and most of the existing grounds are in bad shape, none have a lawn or grass finish. Soccer is the most popular sport, yet it is poorly provided for. It seems to be a remote possibility to have other sports facilities such basketball and tennis courts, swimming pools and community halls [http://www.southafrica. info/stlucia.htm. (2008)].

3.11 CONCLUSION

In concluding this chapter, it is appropriate to cite the "Ndwedwe Municipal Manager, Mr BV Thabethe, when he argued that the issues that are serious impediments to sustainable service delivery are budgetary constraints, shortage of home-grown skills, poverty and unemployment, housing that is below the

RDP standards; as well as high and unaffordable service delivery cost due to the rural character of the municipality.

In acknowledging the existence of the various and serious impediments listed above by the Ndwedwe Municipal Manager (Thabethe, 2008), he further states that:

> The shortage of home-grown skills in the Ndwedwe Municipality cannot be underestimated. The shortage of skills in a municipality is one of the most critical factors that impact negatively on business and growth in any field. Unskilled or semi-skilled workers with their lack of knowledge and understanding of the municipal processes and functions often affect the high performance levels and different functions the municipality is expected to perform.

His final observation and recommendation is that the Ndwedwe Local Municipality must invest heavily in the coming years in the training of its own people in the skills that are most needed and produce as many artisans, technical expects, etc. as possible to keep up with the growing economy around it, especially in the Ballito area and the proposed King Shaka International Airport (Thabethe, 2008).

This chapter has attempted to describe the historical, geographical, biological, socio-political and socio-cultural attributes of the study area, which would promote the development of cultural and heritage tourism. The chapter also sought and succeeded to relate these important features to the potential development of study area that would become a viable tourist destination.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

The research process is highly dependent on the analysis and interpretation of research data, through which research findings can be achieved. According to Magi (2007), on the one hand, analysis means the breakdown, categorisation and ordering of data so as to get answers to research questions. In other words analysis is to reduce data into intelligible and interpretable results chunks, which can be achieved through the process of description, explanation and prediction. On the other hand, interpretation of data suggests the explanation of the outcome of analysis so as to find meaning in the data. Essentially, interpretation converts the results of analysis, and makes inferences about the various sections of research design, that is, research objectives, hypotheses, theory and the actual research experiment (Magi, 2007).

The purpose of this chapter is to analyse and present data that were acquired between July and August 2009 in the Ndwedwe Local Municipality area. In other words, the chapter focuses on analysing and interpreting data which was collected by means of interviews. The interviews were based on 133 questionnaires that were distributed to the stakeholders of the Ndwedwe Local Municipality. These stakeholders were categorised into tourism and municipal officials, tourists, tour operators, and the local community. The data are also

interpreted in order to assess the hypotheses, which are a driving instrument towards giving clarity of issues regarding the topic under discussion (Magi, 2007). The analysis of cultural and heritage tourism in this study, whether experienced or anticipated, refers to the way in which respondents conceive or 'make judgements' about cultural tourism. The findings reported in this study are not in anyway conclusive, but represent some emerging patterns of on-going research.

4.2   RESTATEMENT OF OBJECTIVES AND HYPOTHESES

It is important at this stage to restate objectives and hypotheses, as these provide direction for the analysis and eventual conclusions of the study. Objectives give guidelines and focus to the interpretation of the data process. To achieve its targets, the study, therefore has been narrowed down into the following objectives and hypotheses:

Objective 1:   To determine the level of understanding that the Ndwedwe stakeholders have towards the meaning of cultural tourism.

Hypothesis 1:   *That the Ndwedwe stakeholders have a good level of understanding the meaning of cultural tourism within the study area.*

Objective 2:   To examine the importance and value of developing and conserving culture for future generations in the study area.

Hypothesis 2:   *That the value of developing and conserving culture for future generations in the study area is regarded as very important.*

Objective 3:   To investigate the provision and maintenance of cultural and heritage tourism facilities in the study area.

Hypothesis 3:   *That the provision and maintenance of cultural and heritage tourism facilities in the study area is inadequate.*

Objective 4:   To establish the levels of stakeholders participation in cultural and heritage tourism activities in the Ndwedwe Municipal Area.

Hypothesis 4:   *That the stakeholders' participation in cultural and heritage tourism activities in the Ndwedwe Area is inadequately performed.*

Objective 5:   To indicate how stakeholders perceive the existence and effectiveness of tourism policies and practices in the study area.

Hypothesis 5:   *That the existence of tourism policies and practices in the study area are perceived as being effectively executed.*

Objective 6:   To assess the extent to which cultural and heritage tourism benefits are perceived by Ndwedwe stakeholders within the study area.

Hypothesis 6:   *That the Ndwedwe stakeholders perceive the cultural and heritage tourism benefits to be good for the local community.*

It is anticipated that all these objectives and hypotheses will go a long way in finding answers to the research question, which has been presented in some detail in chapter one. Since the study concentrated on finding out whether

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cultural and heritage tourism is a development domain operating from a base of credible policies and practices, the outcomes are expected to reveal the situation in the Ndwedwe Local Municipality.

4.3 ANALYSIS OF DEMOGRAPHIC AND SOCIO-ECONOMIC VARIABLES

The collected data relating to demographic and socio-economic variables from respondents plays an important role in reflecting the personal attributes of the Ndwedwe Local Municipality. These responses of respondents varied widely in respect of personal attributes ranging from, gender, age, marital status, level of education, employment status and levels of income. It is anticipated that the analysis of these demographic variables and socio-economic attributes would offer better understanding of the role they play in influencing the various research statements and questions. In dealing with this section, the analysis is subdivided into two parts, the demographic related information, and socio-economic variables of the people of Ndwedwe.

4.3.1 Demographic Variables

In this section the data is presented in the same order as it appears in the attached questionnaires (Appendix-A), which respondents were asked to complete. The section has therefore, investigated the personal background and characteristics of the respondents interviewed in the study area. The demographic variables considered include the list shown in Table 4.1. These variables were analysed in terms of absolute frequency and frequency percentage. It was expected that these demographic variable would be cross-tabulated with statements pertaining to understanding, development, promotion,

provision, maintenance, participation, policies and practices, as well as benefits from cultural and heritage tourism.

TABLE 4.1: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS [n=133]

VARIABLE	SUB-VARIABLE	ABSOLUTE FREQUENCY	FREQUENCY PERCENTAGE
Age	18-25	25	19%
	26-35	72	54%
	36-55	28	21%
	56-80	08	06%
	TOTAL	133	100%
Gender	Male	60	45%
	Female	73	55%
	TOTAL	133	100%
Education	Uneducated	11	08%
	Primary Level	24	18%
	Secondary Level	62	47%
	Tertiary Level.	36	27%
	TOTAL	133	100%
Marital Status	Single	63	48%
	Married	52	39%
	Widowed	14	10%
	Divorced	04	03%
	TOTAL	133	100%

The demographics related information gathered here was instrumental in the interpretation of the data as a whole. The total number of respondents was 133. Responding to the questionnaire, about age, a majority [54%] of respondents were between the ages 26 to 35 years, while 21 percent fall into the age group of 36 to 55 years. The 26-35 age-category was the majority probably because it was the age-group that was available and willing to respond to the questionnaires. One observes an enormous contribution of tourism to human

resource development as many of these young adults can contribute greatly in the development of the country in their life-time.

With regard to the distribution of respondents by gender, approximately 45 percent of the respondents were males, and 55 percent were females. In Table 4.1, female respondents make the majority of respondents and males [45%] the minority. A possible reason why there were more female respondents, is that the area is largely rural; the ratio of more females versus males could be viewed as a typical rural phenomenon. Many males work far away in urban areas. This socio-economic status could impact on the social wellbeing of the area because of the increased burden on women to head households, because of being disadvantaged in terms of education and income level.

What is also shown in Table 4.1 is that the largest percentage of respondents [47%] has some form of secondary education, whilst a fewer number [27%] has formal tertiary training. This could also be attributed to the fact that high school going learners are currently doing tourism as a subject, therefore were willing to respond to the questionnaire. Most significant is the fact that eight [8] percent are illiterate. The latter implies that respondents in the study area lack the means of furthering their studies because of the high unemployment rate in the area. So the development and promotion of cultural and heritage tourism in the area can therefore be of help in creating job opportunities for the community of Ndwedwe Local Municipality.

Respondents were asked to reveal their marital status. From Table 4.1, it is evident that the largest percentage [48%] of respondents was single. It is important to note that the majority of respondents were in high school which

also confirms their 'single' marital status. The respondents who were married constituted 39 percent while, a significant number [10%] reported that they were widowed, and only 3 percent were divorced.

4.3.2 Socio-Economic Variables

The social, cultural and economic related information is important because it influences the respondents' perceptions and participation in cultural and heritage tourism activities. In this situation the respondents differed widely with respect to personal attributes such as demographic characteristics. The analysis in this category was restricted to the employment characteristics and income levels of respondents within the study area.

A relatively large number of respondents, who are working, belong to the public sector. Most of them work either as teachers, government personnel or artisans. The respondents from this sector constituted about 35 percent. The respondents, who are self-employed, are either street-vendors, selling anything from cultural artefacts, fruits and vegetables to second-hand goods, they constituted 16 percent. A value of 16 percent of respondents were unemployed, and 21 percent is employed in the private sector (Refer to Table 4.2). This shows that cultural and heritage tourism can create opportunities for those who are unemployed and it can also develop the Ndwedwe Local Municipality as a cultural tourist destination.

Unemployment is a serious problem in South Africa, particularly affecting rural areas, unskilled and illiterate people, and Ndwedwe Local Municipality is no exception. This implies that the respondents are not engaged in gainful employment. If many people are not educated, employment opportunities are

limited for them. In other words the education level of the community influences the rate of employment. Another contributing factor to this unemployment standard in the area is that there are no factories or industries where locals can be employed. There are also no training centres, and no large-scale empowerment programmes that are designed for the community members.

TABLE 4.2 : SOCIO-ECONOMIC CHARACTERISTICS OF RESPONDENTS

VARIABLE	SUB-VARIABLE	ABSOLUTE FREQUENCY	FREQUENCY PERCENTAGE
Employment Status	Self employed	21	16%
	Public sector	47	35%
	Private sector	19	14%
	Unemployed	21	16%
	Student	16	12%
	Pensioner	09	07%
	TOTAL	133	100%
Level of Monthly Income	<R1000	28	21%
	R1001-R5000	40	30%
	R5001-R10000	49	37%
	R10001-R25000	13	10%
	>R25000	03	02%
	TOTAL	133	100%

It is evident that the unemployment is clearly very high in the area of Ndwedwe Local Municipality. This can be ascribed to the fact that the community in the study area has inadequate information about cultural tourism and how it can help towards improving their socio-economic status. The employment status of respondents clearly indicates that the Ndwedwe Local Municipality community is largely constituted of low-income individuals. Given the high rate of unemployment in the area, it can be concluded that the Ndwedwe Local Municipality community needs tangible socio-economic improvements to

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stabilise the prevailing situation. To the local community, tourism is one of the rare income earners that are likely to improve their living conditions. Although this community has very limited information about cultural tourism, they still hope for the better life which was promised.

As indicated in Table 4.2 above, one can notice that the level of income is consonant with the level of employment which reflects that 16 percent of the sample is unemployed and about 35 percent is employed in the public sector while 12 percent are students. In terms of income, a significant percentage (37%) of respondents, earn more than R1001 per month. General observation from this minimum was that respondents depended on social grants and informal trading or vending (self-employment) as their source of income hence this low income.

This seems to be consistent with the level of unemployment reflected earlier on. This high level of unemployment shows that the population of the area under study is adversely affected by poverty. It is upon these issues that objective 6 is going to be explored: *To assess the extent to which cultural and heritage tourism benefits are perceived by Ndwedwe stakeholders within the study area.* The unemployment issue is also aggravated by the fact that a significant number of respondents are self-employed, high school students and pensioners [35%], all of them do not add anything significant to the economy.

Such low monthly income [51%] is also indicative of the fact that most respondents are unskilled and many of them are unemployed. A further 30 percent of respondents earns between R1001 and R5000. Only 2% of respondents earn more than R 25000. The latter amount is unreliable because it

is mostly based on the monthly remuneration from the public and private sector. From this information, it emerged that the community of the Ndwedwe Local Municipality is undoubtedly a low-income society and tourism has not yet improved the social condition of people.

4.4   UNDERSTANDING THE MEANING OF CULTURAL TOURISM

In order that the prospects of cultural and heritage tourism development and promotion should benefit the local community of the Ndwedwe Municipal area, it is necessary to understand the feelings of the local people.   One of the objectives of the study was to reveal the level of understanding of cultural and heritage tourism within the study area.

The Ndwedwe stakeholders or respondents were asked to determine the level of understanding that they have towards the meaning of the concept cultural tourism.   On the basis of a standard definition of cultural tourism emphasising "travel to experience art and crafts, music, literature, dance, and theatre", it emerged that 52 percent of respondents displayed a clearer understanding of the concept cultural tourism.   Less than a quarter (22%) of respondents had an incorrect or narrow understanding of the concept.

From the analysis of respondents' understanding of the concept 'cultural tourism', it seemed to be in agreement with the level of education of the respondents, which indicated that the largest percentage of respondents had some form of secondary education (47%), whilst few have formal tertiary training (27%) therefore, were able to display a clearer understanding of the concept.   Therefore hypothesis 1, which states: *"That the Ndwedwe stakeholders*

have a good level of understanding the meaning of cultural tourism within the study area", should be supported and thus accepted.

To further reveal the respondents' understanding of the cultural tourism, they were asked to rank statements on the meaning of cultural and heritage tourism, in the order of preference using a three-point. The responses were found to be interesting as indicated in Table 4.3**.**

TABLE 4:3   UNDERSTANDING CULTURAL AND HERITAGE TOURISM STATEMENTS

RANK	STATEMENTS	FREQ.	%
1	It is when tourists visit the facilities that have been built by the local community.	191	40%
2	It has to do with all those man-made structures which have been around for centuries in your area.	139	29%
3	It is when tourists visit the game reserve, beaches and God created resources in any area.	91	19%
4	It is when you go to school and learn about what geography and economics are about.	57	12%
TOTAL		478	100%

[n = 133   Some respondents selected more than one statements in response].

The statements in Table 4.3 are ranked in order of correctness and the majority of the respondents were correct in the assessment of the meaning of cultural and heritage tourism. The ranked statements revealed that 40% of the respondents showed an accurate understanding of what cultural and heritage tourism is all about. This viewpoint is in agreement with earlier findings identifying the respondents' level of education. Majority (74%) of the respondents were better able to relate to the concept cultural tourism because of their higher educational level. In Table 4.3, about 19 percent and 12 percent indicated that they were not clear about what cultural and heritage tourism really means. In several

instances, the reasons for the lack of understanding were attributed to the history of apartheid, inaccessibility of tourism facilities, absence of tourism education, and financial constraints.

From the analysis and interpretation given above, it is reasonable to conclude that hypothesis 1, which states: *"That the Ndwedwe stakeholders have a good level of understanding the meaning of cultural tourism within the study area"*, should be supported and thus accepted. Nonetheless about 68 percent of the respondents thought that education and training were vital for the development of cultural and heritage tourism in the area. In the case of the Ndwedwe Local Municipality it is important to ensure that there is adequate education and training towards improving cultural and heritage tourism issues and opportunities.

4.5   IMPORTANCE AND VALUE OF CONSERVING CULTURE AND HERITAGE

One of the key objectives of this study was to investigate the importance and value of developing and conserving culture for future generations in the study area. However, before doing that the respondents were asked to reveal their perceptions about the importance of cultural and heritage tourism for the Ndwedwe Municipal area and community. According to McIntosh *et al,* (2002) tourism as an industry brings both economic and non-economic benefits and costs to host communities. The benefits include, provision of employment opportunities as it is a labour-intensive industry; generating a supply of needed foreign exchange; increases incomes; develops an infrastructure that would also help stimulate local commerce and industry, helps to diversify the economy;

spreads development; improves the quality of life related to a higher level of income and improved standard of living. What is important is whether the people of Ndwedwe Municipality are aware of such important attributes of the cultural and heritage attributes.

In this regard, as shown in Figure 4.1 the majority of respondents [54%] indicated that they regarded cultural and heritage tourism to be highly important for their area. Similarly about 25 percent of the respondents showed that they regarded cultural and heritage tourism to be fairly important. On the other hand, a significant number of respondents [21%] felt that cultural and heritage tourism was not important.

FIGURE 4.1   IMPORTANCE OF CULTURAL TOURISM
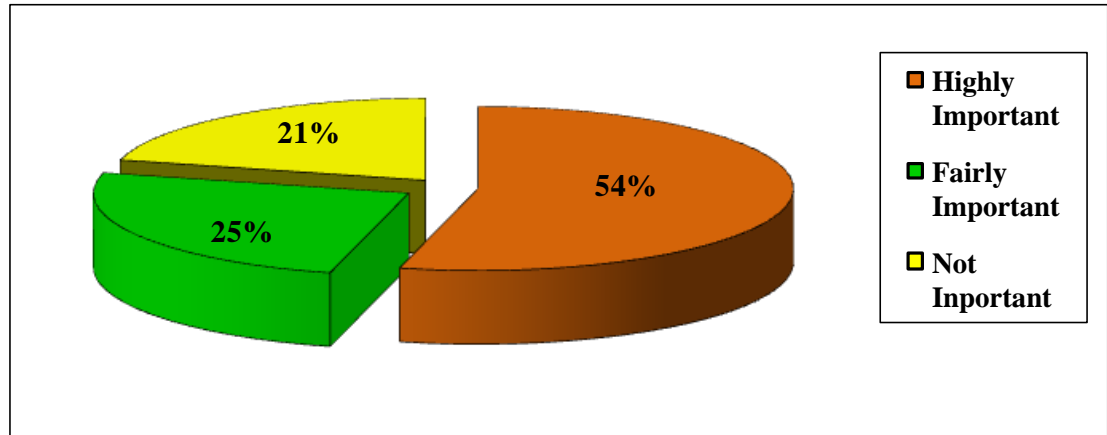
A significantly large percentage of the positive response [79%] may be accounted for in that the majority of the respondents were from fairly educated as well as that other respondents were expecting positive things about the benefits of cultural and heritage tourism in the Ndwedwe Municipality. In view of these outcomes it is reasonable to conclude that hypothesis 2, which states:

That the value of developing and conserving culture for future generations in the study area is regarded as very important, should be fundamentally supported, even if the importance notion is indirect in this instance.

The encouragement of the community to sustain the conservation of culture and heritage tourism, as an aspect of sustainable development is a well recognised tourism practice. The notion of sustainable development, aims at meeting the needs of the present communities "without compromising the ability of future generations to meet their own needs" (WCED, 1987:8). Responding to the question of sustainable development of culture as well as the importance of cultural conservation, respondents were asked to express their views on the sustainability of cultural and heritage tourism in the study area (Figure 4.2).

FIGURE 4.2   PERCEIVED DEVELOPMENT AND CONSERVATION OF CULTURE AMONG RESPONDENTS
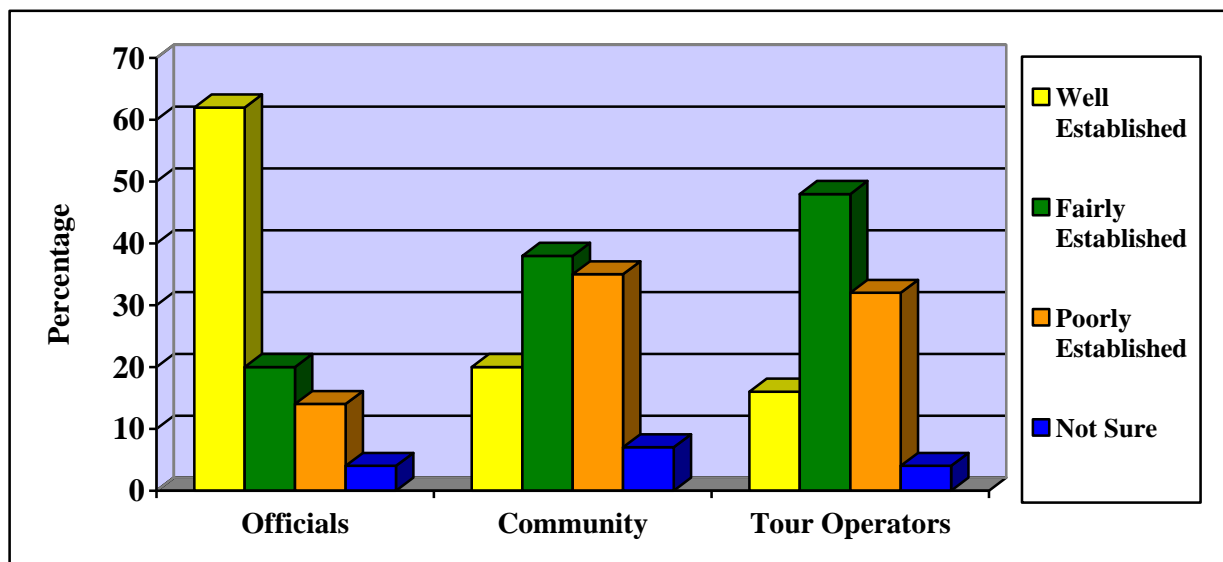
[n = 133. Some of the subjects gave more than one response for each sub-variable]

The majority of the respondents consisting of 62 percent of the officials, 38 percent of the community and 48 percent of the tour operators revealed that they thought the development and conservation of culture and heritage were either well or fairly established in the study area. This view is mainly the stakeholders' perception of the conservation of cultural and heritage facilities in the study area. It is significant to note that a substantial number of community members [35%] indicated that development and conservation of culture were poorly established in the study area. On the whole, the officials were more positive about the development and conservation of culture than anyone else. The community members were the least positive about conservation and development of cultural heritage resources.

Arising from the analysis given above it may be concluded that hypothesis 2, which states: "*That the value of developing and conserving culture for future generations in the study area is regarded as very important,* should be supported. The possible reasons for this generally positive perspective about conservation and development of culture and heritage, is that many Black South Africans are becoming conscious about the value of traditional culture and heritage. In an effort to reinforce this trend, some respondents have proposed that cultural tourism programmes must be put in place to promote the arts, culture and tourism in the Ndwedwe Local Municipality area.

Recognising the importance of conserving cultural and heritage tourism, respondents further stated that the Ndwedwe local communities would also have a strong sense of place. A sense of place arises where people feel a particular attachment or personal relationship to an area in which local knowledge and human contacts are meaningfully maintained. According to Hall (1998) people

have the inclination of demonstrating their sense of place when they apply their moral or aesthetic discernment to sites and locations. Hall further argues that people may only consciously notice the unique qualities of their place when they are away from it or when it is being rapidly altered. It is without doubt that traditional communities in the study area have an intense attachment to the Ndwedwe cultural and heritage environment, which is symbolised the Holy Mountain of Nhlangakazi, the Nhlangakazi Game Reserve and, the Gudwini and Mdibini Caves. The community is attached to the Ndwedwe Local Municipality because it is the home of their ancestors, and bears unchanging aspects of historical significance to the local communities (GPI, 2008).

4.6 PROVISION AND MAINTENANCE OF CULTURAL AND HERITAGE TOURISM FACILITIES

The provision and maintenance of the cultural and heritage tourism facilities in the Ndwedwe Local Municipality goes hand in hand with tourism participation, and management, wherein tourism authorities are usually responsible for the supply and maintenance of these facilities. As such, the third objective of this study sought to investigate the provision and maintenance of cultural and heritage tourism facilities in the study area.

In responding to this objective the respondents were asked whether the cultural and heritage facilities were adequately provided as well professionally maintained. The outcomes of this analysis, is reflected in Figure 4.3 and indicates interesting results. The outcomes are based on three types of responses: 'adequate', 'inadequate', and 'not sure' about the supply of cultural and heritage facilities.

FIGURE 4.3   ADEQUATE SUPPLY OF CULTURAL AND HERITAGE TOURISM FACILITIES
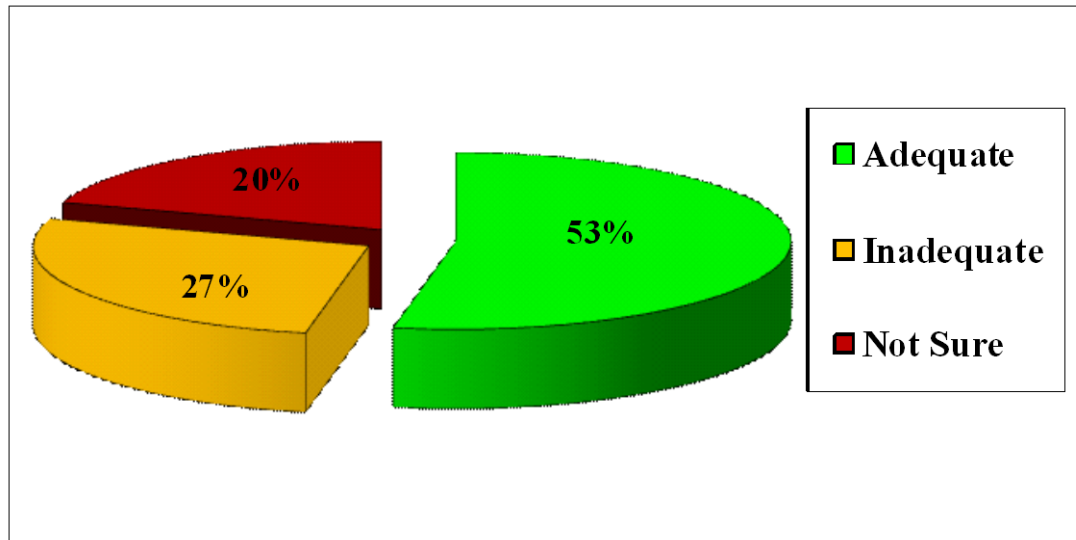
About 53 percent of the respondents in the Ndwedwe Local Municipality believe that the cultural and heritage tourism facilities are adequately provided. Whereas only 27 percent of the respondents felt that the provision was inadequate. A significant number of respondents [20%] were not sure whether the tourism facilities were adequate or not. It is can inferred that the few cultural and heritage tourism facilities that were perceived to be adequate, had a strong influence and presence in the minds of the respondents. The latter view is expressed because there are not too many cultural and heritage tourism facilities in the study area [Refer to Chapter 3].

On the basis of the outcomes of these analyses, it may be concluded that Hypothesis 3, of the study which states: *That the provision and maintenance of cultural and heritage tourism facilities in the study area is inadequate,* should not be supported. The basis of this decision is that the majority of respondents

were significantly positive about the adequacy of provision and maintenance of cultural and heritage tourism facilities in the study area.

4.6.1 Types of Cultural and Heritage Tourism Facilities

The types of outdoor recreation facilities available in any study area, usually determine the additional provision of recreation facilities. In this context, the respondents were required to identify the types of outdoor recreation facilities they were aware of and regarded as important in the study area. In addition, factors such accessibility, quality and management of the facilities usually influence how these are perceived by the recreators and host communities.

TABLE 4.4 TYPE OF CULTURE AND HERITAGE TOURISM FACILITIES PERCEIVED AS IMPORTANT

CULTURE/HERITAGE FACILITIES	FREQ	%
Mountains	272	68%
Traditional Events & Facilities	248	62%
Lakes and Rivers	242	60%
Indigenous Forest	223	58%
Religious Structures	219	54%
Cultural Village	208	52%
Archaeological Sites	156	39%
Caves and physical features	148	37%
Wildlife & Game Parks	109	27%
Monuments	76	19%
TOTAL	**402**	**100%**

[n = 133   Some respondents selected more than one cultural facility].

What is shown in Table 4.4 is that the majority of respondents [60% to 68%] regarded the mountains, traditional events and facilities, as well as lakes and rivers as the most important cultural and heritage tourism facilities in the study

area. The next group of cultural and heritage facilities that respondents perceived as important were in the 50 percentile range, and included the indigenous forest [58%], religious structures [54%] and cultural village [52%]. These three facilities were seen as important but less so to the mountains, rivers, lakes and traditional events, which were represented by the Holy Mountain of Nhlangakazi and the various rivers in the area such, the iNsuze, uMdloti and uThongathi Rivers. The least group of cultural facilities that considered to be important included the archaeological sites [39%], caves and physical features [29%], wildlife and game parks [27%], and monuments [19%].

In the context of looking at the analysis and importance of the provision of cultural and heritage tourism facilities in the study area, it may be concluded that Hypothesis 3, which states: *That the provision and maintenance of cultural and heritage tourism facilities in the study area is inadequate,* needs to be rejected. The basis for rejecting this hypothesis is that many of the facilities that were strongly selected, such as the mountains, traditional events and facilities, as well as lakes and rivers were mostly tied to the respondents in terms of religious attachments.

4.6.2   Conditions of Cultural and Heritage Tourism Facilities
The provision of cultural and heritage tourism facilities highly depends on good maintenance of facilities. The poor the maintenance of resources, the poor is the provision of cultural tourism facilities. The analysis of the conditions of cultural tourism facilities is reflected in Figure 4.4. The outcomes of the analysis show that the majority of respondents [53%] perceived that the conditions and maintenance of outdoor recreation facilities within the study area to be in a poor state or condition.

FIGURE 4.4: CONDITIONS AND MAINTENANCE OF CULTURAL AND HERITAGE TOURISM FACILITIES
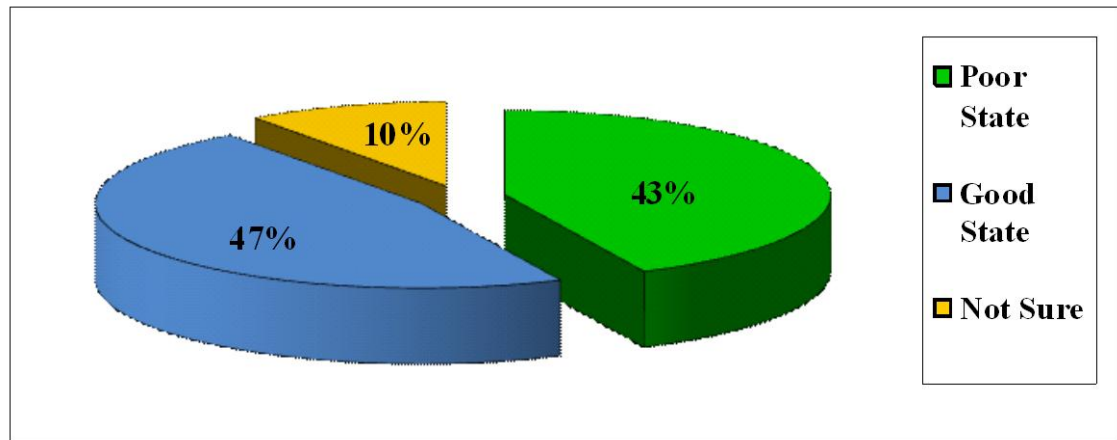
A smaller number of respondents [43%], indicated that the condition of facilities in the study area were relatively in a poor state. Furthermore, about 10 percent of the respondents indicated that they were not sure about the condition of facilities. It is evident that most of these negative responses [53%] about the conditions and maintenance of cultural facilities, were driven by the fact that many Blacks do not participate substantially in the management of these facilities, as well as that they were affected by levels of cost, accessibility and tourism knowledge in general.

Following on the condition and maintenance of cultural and heritage tourism facilities, as analysed in Figure 4.4 above, it is reasonable to conclude that Hypothesis 3, which states: *That the provision and maintenance of cultural and heritage tourism facilities in the study area is inadequately carried out,* needs to be rejected. The basis for this finding is that the majority of respondents had indicated that the conditions and maintenance of cultural and heritage tourism facilities were in a poor state of affairs. Notwithstanding, it is worth mentioning

that the poor conditions of cultural and heritage tourism facilities and activities are some of the things that discourage participation at Ndwedwe Local Municipality. One of the policies used by Ndwedwe Local Municipality is to sustain cultural and heritage tourism facilities by keeping them into a good state for the community and also for future generations.

4.7   STAKEHOLDERS   PARTICIPATION   IN   CULTURAL   AND HERITAGE TOURISM ACTIVITIES

Relatively little information is available relating to cultural and heritage participation by communities in the Ndwedwe Local Municipality. Save for the study by Ndwedwe Local Municipality (GPI, 2008), there is a lack of local market research, such that no comprehensive data had been collected on domestic tourist attendance at cultural and heritage facilities. In order to correct this situation in the area, it is recommended that municipality tourism authorities in the area have the responsibility of collecting the statistics on products and services provided by the culture-leisure industry in the Ndwedwe Local Municipality environment.

There are many factors that can limit the meaningful involvement of communities in cultural and heritage tourism related activities. Some of these factors are stated in the White Paper on tourism (DEAT, 1996). These include a complete lack of knowledge and misunderstanding of what tourism really is, past inequalities, and lack of involvement in planning, decision-making, promotion and development of tourism. These factors have also emerged and supported by the respondents' responses in the study area.

FIGURE 4.5   PARTICIPATION IN CULTURAL AND HERITAGE TOURISM ACTIVITIES
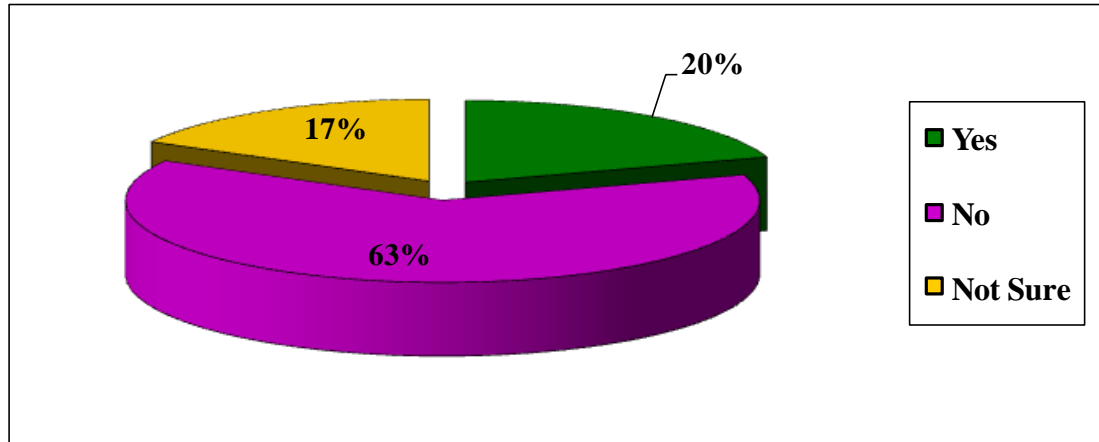
Respondents were asked to indicate the extent to which they participate in cultural and heritage activities in the Ndwedwe area. In other words, the stakeholders were to state and rate their participation in local cultural tourism activities**.**   The majority of the respondents (63%) disagreed that they participated actively in cultural and heritage tourism activities. Possible reason for this viewpoint lies in the fact that during apartheid days most tourism facilities and activities in Black areas were not supported by the authorities. Only 20 percent of the respondents agreed that they participated in cultural and heritage tourism activities. A significant 17 percent of the respondents were not sure whether they participated or not in cultural and heritage tourism related activities.

Based on the findings given above, it may be concluded that Hypothesis 4, which states: *That the stakeholders' participation in cultural and heritage tourism activities in the Ndwedwe Area is inadequate*, should be supported.

This finding is supported by the outcomes that the majority of respondents felt that there was poor participation in cultural and heritage tourism activities in the study area.

Considering that the active participation of stakeholders in cultural and heritage tourism was on the whole negative, and the suspect reason being lack of knowledge about these activities, the respondents were asked to indicate who they thought should be responsible for educating the local community about cultural tourism. The responses to this question are shown in Figure 4.9, where the majority of respondents [42%] indicated that the community should be held responsible for its education. Surprisingly, the government was perceived as assuming the second-best level of responsibility for education [See Figure 4.6].

FIGURE 4.6   WHO SHOULD BE RESPONSIBLE FOR EDUCATING THE COMMUNITY ABOUT CULTURAL TOURISM
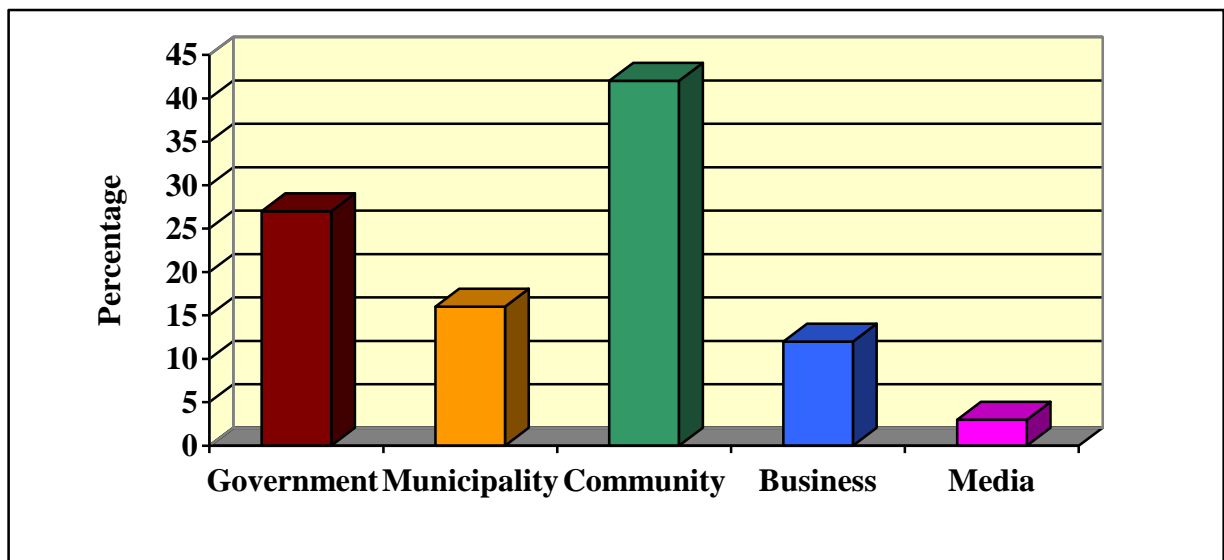
[n = 133. Some of the subjects gave more than one response for each sub-variable]

About 27 percent of the respondents felt that the government should be held responsible for educating the community. Similarly only 16 percent of the respondents thought the municipality should do it. A few respondents felt that the business sector [12%] and the media [3%] should give the responsibility. The possible reason for selecting the community rather than the government and municipality is that some respondents claimed that there is too much corruption in the government, as well as that education is under the state and is not working very well.

From the above findings it should be concluded that Hypothesis 4, which states: *That the stakeholders' participation in cultural and heritage tourism activities in the Ndwedwe Area is inadequately performed*, should be supported and the hypothesis rejected.

4.8   PERCEIVED EXISTENCE AND EFFECTIVENESS OF TOURISM POLICIES AND PRACTICES

Literature presented in Chapter Two suggests that policy can be regarded as a course of action taken by government towards planning, implementing and managing elements of cultural and heritage tourism (Rodney & Toalson, 1981; Calista, 1994). It was argued that policy intervention or implementation is now recognised for its influence on policy formation. This means that today's policy is the basis for stimulating recreation development in any country, and more specifically in KwaZulu-Natal, South Africa. In this regard, the respondents in the Ndewdwe Local Municipality were asked to reveal their perceptions towards the types of policies existing in the study area, as well as their level of implementation.

Consequently, the analysis of stakeholders' responses, shown in Figure 4.7 suggest that that there was no coherent link or follow through process, between policy formulation and policy implementation. On the one hand, the majority of officials [36%] perceived that the existence of policies and their implementation was fair. A mere 28 percent of these officials felt the relationship between policy and practice was good. The possible reason for this response was that the officials were intimately involved in policy matters, acknowledged their existence and also understood the difficulty of implementing existing policy.

FIGURE 4.7   PERCEIVED EXISTING POLICIES AND THEIR IMPLEMENTATION
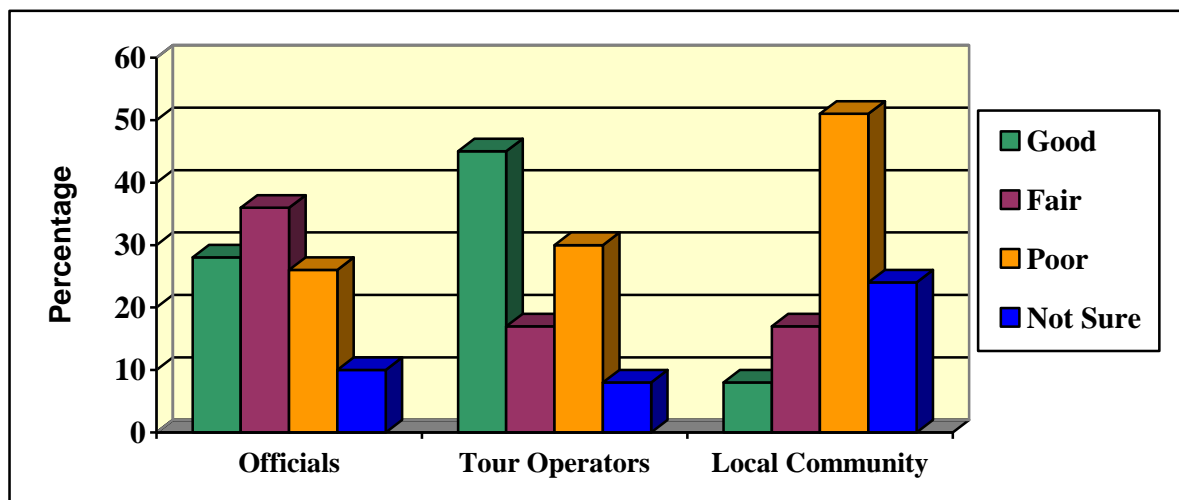
[n = 133. Some of the subjects gave more than one response for each statement]

On the other hand, a majority of the tour operators [45%] thought that the existence of policies and their implementation was good. Notwithstanding, a significant number of tour operators [30%] indicated that the policy formulation and implementation matter was poor. It should be understood that tour operators are business people, and only see and participate in the finished

product without bothering much about the question of policy formulation in cultural and heritage tourism.

Notwithstanding the theoretical arguments stated earlier, some of the cultural and heritage tourism officials have indirectly stated to the researcher that the Ndwedwe Local Municipality does not seem to have a comprehensive strategy on policy formulation and implementation. This statement supports the views expressed by some officials and tour operators.

The members of the local community were quite explicit in their response. An aggregated response of 75 percent of the community suggested that the practice of policy formulation and implementation is ranging from poor to 'not sure'. Consequently, 51 percent of the community suggested that policy formulation and implementation was poor. Only a meagre number [8%] of the community felt that the policy situation was good. The main reasons for these responses were perhaps that most community members had either experienced some difficulties in trying to access cultural and heritage tourism facilities and activities, or that their poverty status and poor educational qualifications influenced their negative responses. These negative responses are also stimulated by the lack of disposable income, inadequate small business opportunities, poor skills development and unemployment (Spykes, 2002; Sikhakhane, 2006; Peacock 2007).

When considering the outcome of these analyses it stands to reason that Hypothesis 5, which states: "*That the existence of tourism policies and practices in the study area are perceived as being effectively executed*, should not be supported and thus rejected. The basis for rejection of this hypothesis is that, as

earlier argued, the respondents were consistently revealing that there is lack of a coherent link or alignment between policy formulation and policy implementation in the study area.

4.9 PERCEIVED CULTURAL AND HERITAGE TOURISM BENEFITS IN NDWEDWE

The purpose of this research study, among other things, sought to discover the extent to which the stakeholders benefit from cultural and heritage tourism facilities and activities, in Ndwedwe Local Municipality. According to Torkildsen (2007) views benefiting from recreation participation as the core of experience, the times of encounter with resources and activity opportunities offered to the community members or visitors. In other words, in this context participation may be used to determine the extent to which community benefits and the way in which they share certain activities offered by the Ndwedwe Local Municipality.

The perceived cultural and heritage tourism benefits are usually the expected benefits that the communities anticipate from the recreation industry. These may come in various forms: financial, employment, education resources and infrastructural development. As a starting point respondents were asked to indicate the extent to which the local community perceives recreation benefits in the study area. In this regard, Figure 4.8 given below shows the responses on what stakeholders essentially gain from outdoor recreation activities and facilities.

The question such as "Do you think cultural and heritage tourism facilities and activities offer you any benefits in your study area", [Refer to Appendix- A] was posed to the stakeholders. The main responses are given in Figure 4.8, and on

the whole, a significant number of respondents [24%] indicated that they were 'not sure' about the benefits of cultural tourism. Furthermore that a medium number of respondents [37%] indicated that outdoor recreation activities offered some benefits for the local communities in the study area. It should be noted that such a response should rather be associated with the availability of outdoor recreation facilities in the study area, rather than the actual understanding and participation of stakeholders in cultural and heritage tourism activities. Good understanding of cultural and heritage tourism facilities and activities, actually implies benefiting from psychological, emotional and physiological rewards of tourism participation. In another sense, Torkildsen (2007) views participation benefits as the core of the experience, the times of encounter with the resource and activity opportunities offered to the local community members or visitors. Participation may in this regard be used to determine the level of community engagement and the manner in which they benefit and share certain activities offered at the Ndwedwe Local Municipality.

FIGURE 4.8: STAKEHOLDER BENEFITS FROM CULTURAL AND HERITAGE ACTIVITIES AND FACILITIES.
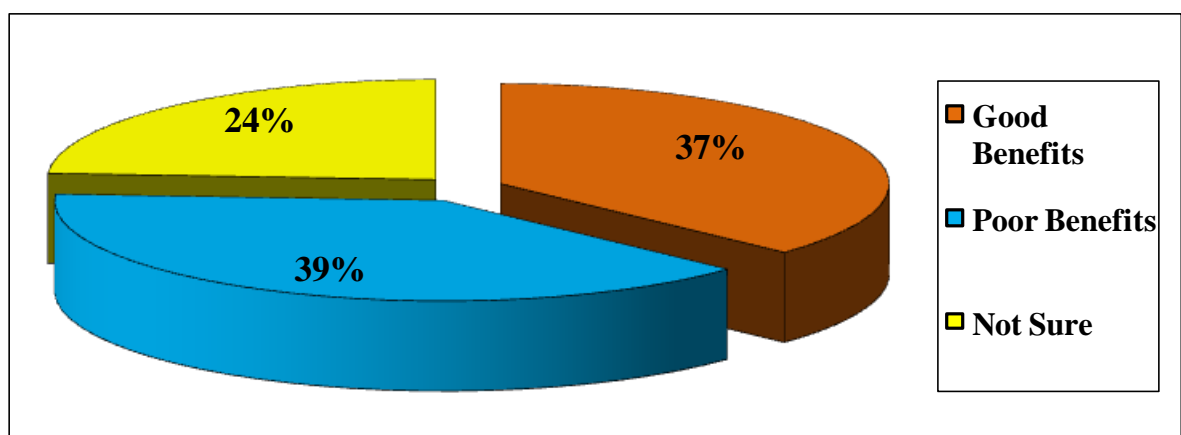
Meanwhile, an aggregated majority [63%] of the respondents, 39% reflecting that there were poor benefits and 24% being not sure, generally indicated a negative response. This sizeable negative response of 63 percent may be accounted for in that the majority of the respondents were confused about the manner in which activity-opportunities offered themselves to the community, as well as the times of encounter with the recreation facilities and activities.

Based on the outcomes of the above-mentioned analyses, it is reasonable to conclude that Hypothesis 6, which states: *That the Ndwedwe stakeholders perceive the cultural and heritage tourism benefits to be good for the local community,* should not be supported. It should be noted that this rejection of the hypothesis is outright, simply because the negative responses were also significantly perceived by the respondents.

The research study further investigated the status of cultural and heritage tourism activities and facilities, as benefitting the local communities in the study area. The stakeholders were asked to respond to the question "What do you expect to gain from cultural and heritage tourism related activities and facilities in your area?" In other words respondents were to reveal their perceptions on the basis of a number of beneficial variables in the study area. These variables included: (a) Job creation and employment opportunities; (b) Skills development; (c) Infrastructural development; (d) Cultural business acquisitions; and (e) Conservation of culture and heritage. In other words, the benefits were in this instance associated with what the tourism operators and officials felt, as well as what the local communities felt. As such Figure 4.12 shows an analysis of what these stakeholders purport to benefit from the cultural and heritage tourism related activities and facilities.

In the analysis and interpretation of cultural and heritage benefits [See Figure 4.12], the majority of stakeholders, such as officials [33%], tour operators [35%] and local community [34%] perceived the infrastructure, cultural business opportunities and skills development, respectively, as highly attainable. The officials also saw the cultural business opportunities [21%] and conservation of culture [20%] as important benefit. The reasons for these selections were that officials were more interested in spatial development rather than the personal development in the study area.

FIGURE 4.9   BENEFITS OF STAKEHOLDERS FROM CULTURAL AND HERITAGE TOURISM
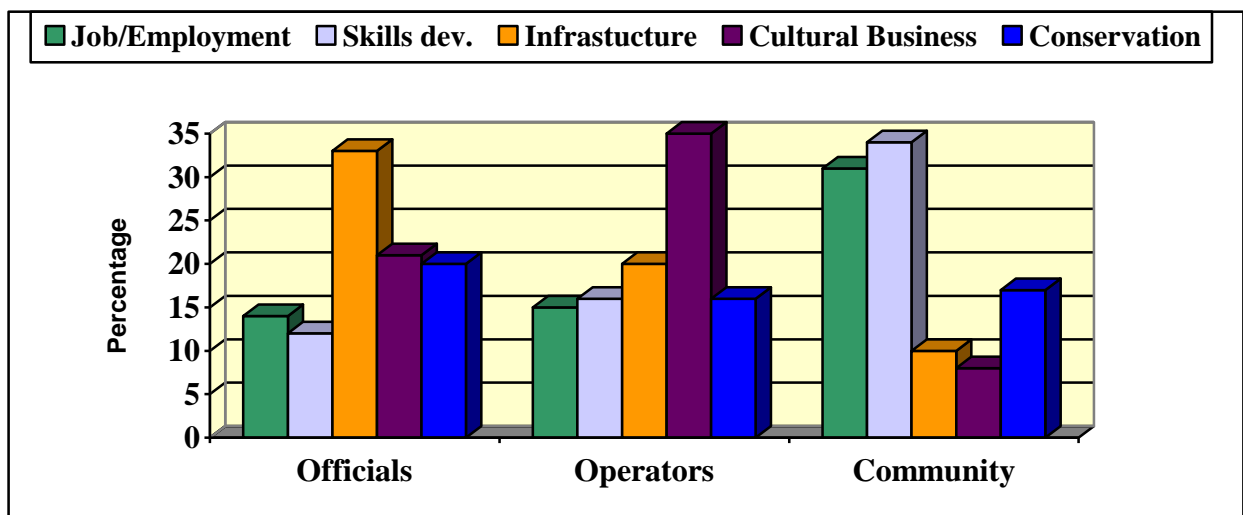
[n = 133. Some of the subjects gave more than one response for each statement]

For their own benefit, the tour operators perceived the cultural business opportunities [35%] as a leading opportunity, followed by infrastructural development [20%], conservation of culture and heritage [16%] and skills development [16%], as the leading opportunities. The operators are more

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interested in business development and less of about skills and employment opportunities.

The majority of community members prominently favoured the skills development [34%] and job creation [31%] as the most vital opportunities and benefits. Admittedly, the question of unemployment in the Ndwedwe Municipality is the troubling matter, and as such the local community is more concerned about such immediate personal matters than the infrastructure, which is the government's concern. The main reason for the three categories of stakeholders to select these variables: skills development, employment, infrastructural development and conservation of culture and heritage were that these tourism facilities and activities or benefits were the most needed in the study area of Ndwedwe.

Understandably, the local communities have been denied access to such natural and cultural resources and facilities in the pre-democracy period (Goodman, 2003). In view of these outcomes that the majority of the officials, tour operators and local community members have attested to, it is reasonable to see these opportunities as translatable to tourism benefits for all. In this regard it is therefore realistic to deduce that Hypothesis 6, which states: *That the Ndwedwe stakeholders perceive the cultural and heritage tourism benefits to be good for the local community,* should not be supported. These outcomes are based on the finding that the selection of variables such as: skills development, employment, infrastructural development and conservation of culture and heritage were the most favoured and needed tourism related facilities and activities in the study area.

4.10   CONCLUSION

This chapter has attempted to analyse and interpret cultural and heritage tourism as perceived by the various stakeholders, consisting of tourism and municipal officials, tour operators, tourists and recreators, as well as local communities of the Ndwedwe Local Municipality.   From the reported findings it can be concluded that whereas there are some negative vibes or feelings about cultural and heritage tourism facilities and activities, these are also positive signs towards embracing cultural and heritage tourism as a development and promotion framework in policy making and its implementation.

The findings have indicated that the local communities have somehow been exposed to the notion of 'cultural tourism', more specifically at the Holy Nhlangakazi Mountain and related activities, however, there are some indications that other tourism activities have been narrowly understood to constitute cultural and heritage tourism.   The main culprit in this instance is associating failure with the history of apartheid in South Africa.   Majority of respondents recommended that tourism education and training would help in creating awareness and understanding about the development and promotion of cultural and heritage tourism in the study area.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   INTRODUCTION

The essence of previous chapters was basically to provide the theoretical framework of research materials, the physical setting of the study and the analysis and interpretation of data collected from the Ndwedwe Local Municipality. This chapter therefore seeks to report on the findings relating to the objectives and hypotheses of the study. In other words, the chapter presents some of the summary of conclusions, recommendations and the final conclusion of the study based on all chapters. Under summary the chapter reflects on the existing relationship between the stakeholders and their perceptions of development and promotion of cultural and heritage tourism. The summary is also built around the objectives and hypotheses of the study.

From the conclusions of the study, recommendations have been structured and presented in this chapter as a possible contribution towards the pattern of policy formulation and implementation in the study area. The recommendations are also presented with a view of improving the cultural tourism facilities, activities and practices in the Ndwedwe Local Municipality. It is also hoped that the suggestions put forward will help to get the local community to be more involved in the cultural and heritage tourism activities within the study area.

5.2   SUMMARY OF THE STUDY

In summary, the study has attempted to give a reasonably well-argued presentation of the research problem. The study is summarized on the basis of the study objectives presented, the assessment of the hypotheses and reaching some conclusions grounded on the outcomes of the analysis and interpretation of data. The summary of these chapters is presented below:

(a)   The first objective of the study sought:
    To determine the level of understanding that the Ndwedwe stakeholders have towards the meaning of cultural tourism.

In order to achieve this objective an analysis into what the stakeholders understand about the meaning of the importance of cultural tourism was undertaken. A well-understood cultural and heritage tourism activity usually has many social and economic spin-offs. In this regard, and after this analysis, the respondents were able to reveal their level of comprehension regarding the importance of tourism in the context of the Ndwedwe Local Municipality. The results of the analysis were, on the whole, positive in that it was clear that the local community has a good level of understanding the meaning of cultural tourism within the study. The community expressed a positive attitude towards the objective. Further, that in the Ndwedwe Local Municipality, it was important to ensure that there was adequate education and training towards improving cultural and heritage tourism issues and opportunities. Notwithstanding, the community also expressed a view that the reasons for the lack of understanding were attributed to the history of apartheid, inaccessibility of tourism facilities, absence of tourism education, and financial constraints.

(b)   The second objective of the study sought:

To examine the importance and value of developing and conserving culture for future generations in the study area.

One of the key objectives of this study was to investigate the importance and value of developing and conserving culture for future generations in the study area.   The respondents were asked to reveal their perceptions about the importance of cultural and heritage tourism for the Ndwedwe Municipal area and community.

The encouragement of the community to sustain the conservation of culture and heritage tourism, as a form of sustainable development, was a well recognised tourism practice.   Responding to the question of sustainable development of culture as well as the importance of cultural conservation, respondents revealed a positive response towards the sustainability of cultural and heritage tourism in the study area.   The Ndwedwe cultural and heritage environment, was found to be symbolised by the Holy Mountain of Nhlangakazi, the Nhlangakazi Game Reserve as well as the Gudwini and Mdibini Caves as the area that needed cultural conservation and development.

(c)   The third objective of the study sought:

To investigate the provision and maintenance of cultural and heritage tourism facilities in the study area.

A thorough investigation of the provision and maintenance of cultural and heritage tourism facilities in the study area, was undertaken and found to be

largely influenced by the actions of the tourism authorities. The objective of this study was to investigate the provision and maintenance of cultural and heritage tourism facilities in the study area. Interestingly, the majority of the respondents believed that cultural and heritage tourism facilities were adequately provided in the study area. Similarly, the main 'cultural' facility that was seen as adequately provided was the mountain and other related natural features. The Holy Mountain of Nhangakazi was the key cultural and heritage feature associated with the Shembe Church, a religious group predominantly found in the Ndwedwe area.

In the context of the mountain-based religion pursuit, the provision of cultural and heritage tourism facilities in the study area were viewed as adequately provided. The basis for support of this view was on the perception that many of the facilities that were strongly selected, such as the mountains, traditional events and facilities, as well as lakes and rivers were mostly tied to the respondents in terms of religious attachments.

(d) The fourth objective of the study sought:
To establish the levels of stakeholders-participation in cultural and heritage tourism activities in the Ndwedwe Municipal Area.

One of the intentions of this research study was to address the question of stakeholder-participation in cultural and heritage tourism. In this regard, participation was seen as relating to those activities in which members of the community could share in the selection of personnel who directly or indirectly implement public policy which would channel their involvement in recreation and tourism activities. In this context participation was used to determine the

level of community involvement and the way in which local members shared in the cultural activities offered by the Ndwedwe authorities and community members.

What was interesting was that active participation of stakeholders in cultural and heritage tourism in the study area was on the whole negative. The reasons advanced for the outcomes were that there was lack of knowledge about these cultural activities. When the respondents were asked to indicate who should be responsible for providing cultural and heritage resources, respondents selected the community over government. The possible reason for selecting the community was that some respondents felt that there is too much corruption in the government, as well as that education is under the state and is not working very well.

(e)   The fifth objective of the study sought:
       To indicate how stakeholders perceive the existence and effectiveness of tourism policies and practices in the study area.

Departing from the premise that many of the authorities engage in the tourism facilities and activities with the intention of fulfilling national tourism priorities, they have put up strategies for successful implementation of cultural and heritage tourism development initiatives (Njobe & Botha, 2003). The policies and management practices used by the Ndwedwe Local Municipality have sought to encourage local communities to be involved in cultural and heritage tourism in the study area.

An analysis of the findings has indicated that the majority of tourism officials were of the view that tourism policies and practices in the study area were good and well implemented. Mwanwhile, the members of the local community were quite explicit in their negative response. A majority of the community indicated that policy formulation and implementation was perceived as ranging from poor to 'not sure'. The main reasons for these responses were perhaps that most community members had either experienced some difficulties in trying to access cultural and heritage tourism facilities and activities, or that their poverty status and poor educational qualifications influenced their negative responses. On the whole, it was concluded that the existence of tourism policies and practices in the study area is not effective. The basis for the negative response was that, as was earlier argued, the respondents were consistently revealing that there is lack of a coherent link or alignment between policy formulation and policy implementation in the study area. These negative responses were stimulated by the lack of disposable income, inadequate small business opportunities, poor skills development and unemployment (Spykes, 2002; Sikhakhane, 2006; Peacock 2007).

(f)   The sixth objective of the study sought:

To assess the extent to which cultural and heritage tourism benefits are perceived by Ndwedwe stakeholders within the study area.

Based on the notion that the benefits from recreation and tourism participation are the core of experience and the resources and activity opportunities offered to community members (Torkildsen, 2007). In this regard the perceived cultural and heritage tourism benefits are usually expected from viable and well-managed cultural and heritage tourism in any area. These benefits are expected

to come in various forms. This study had established that community members favoured the skills development, job creation, and conservation of culture as the most vital opportunities and benefits. The deduction is that unemployment in the Ndwedwe Municipality is the most troublesome matter, and as such the local community is more concerned about it rather than the infrastructure, which is what the government is concerned with.

5.3   GENERAL CONCLUSIONS

In order to make an educated foundation for the analysis and conclusive interpretation of this investigation, it is necessary to state the final results of the research based on the proven hypotheses of the study. All the hypotheses in this study sought to establish or examine the level of understanding of the meaning of cultural tourism, importance developing and conserving culture, the provision and maintenance of cultural and heritage tourism facilities, participation in cultural tourism, the existence of tourism policies and practices, and the benefits of cultural and heritage tourism.

(a)   The stakeholders in the Ndwedwe Local Municipality were asked to determine the level of understanding that they had towards the meaning of cultural tourism. A variety of analyses revealed that hypothesis 1, which states: *"That the Ndwedwe stakeholders have a good level of understanding the meaning of cultural tourism within the study area"*, should be supported and thus accepted. In this regard the people of Ndwedwe, influenced by the relatively fair level of education, were better able to relate to the concept cultural tourism.

(b)   The second objective of the study sought to examine the importance and value of developing and conserving culture for future generations in the study area. In this regard and after varied analyses, it was concluded that hypothesis 2, which states: *That the value of developing and conserving culture for future generations in the study area is regarded as very important,* should be supported. The notion of conserving culture in a sustainable manner has the intention of meeting the needs of the present communities, without compromising the ability of future generations to meet their own needs.

(c)   The third objective of the study sought to investigate the provision and maintenance of cultural and heritage tourism facilities in the study area. The analysis of data showed that the majority of the respondents consisting of officials, the community and tour operators, revealed that they thought the development and conservation of culture and heritage were either well or fairly established in the study area. From the analysis undertaken, it was concluded that hypothesis 2, which states: "*That the value of developing and conserving culture for future generations in the study area is regarded as very important*", should be supported. In other words, the Ndwedwe stakeholders were positive about the conservation and development of culture and heritage in the study area.

(d)   The fourth objective of the study sought to establish the levels of stakeholder participation in cultural and heritage tourism activities in the Ndwedwe Municipal Area. A significant number of respondents indicated that they did not participate well in cultural and heritage activities in the Ndwedwe area.   In other words, the majority of the respondents disagreed that they participated actively in cultural and heritage tourism activities. Therefore in

conclusion, hypothesis 4, which states: *"That the stakeholders' participation in cultural and heritage tourism activities in the Ndwedwe Area is inadequate"*, should be supported. This finding holds a view that the majority of respondents felt that there was poor participation in cultural and heritage tourism activities in the study area.

(e)   The fifth objective of the study sought to reveal how stakeholders perceive the existence and effectiveness of tourism policies and practices in the study area.   The members of the local community were quite explicit in their negative response about the effectiveness of policy formulation and its related implementation. The response ranged from poor to 'not sure'. Based on these findings it was concluded that hypothesis 5, which states: *"That the existence of tourism policies and practices in the study area are perceived as being effectively executed*, should not be supported. The basis for not supporting this hypothesis was that, there was lack of knowledge and a coherent link or alignment between policy formulation and policy implementation in the study area.

(f)   The sixth objective of the study sought to assess the extent to which cultural and heritage tourism benefits are perceived by Ndwedwe stakeholders within the study area. On the whole the majority of the respondents have indicated that there were relatively poor opportunities and benefits for the people within the study area. It has been argued that in some way the respondents were confused about the manner in which activity-opportunities became available to the community, as well as the times of encounter with the tourism facilities and activities. Based on the analyses, it was found reasonable to conclude that hypothesis 6, which states: *"That the Ndwedwe stakeholders*

perceive the cultural and heritage tourism benefits to be good for the local community", should not be supported. The rejection of this hypothesis indicates that the people of Ndwedwe are not aware of the benefits and opportunities associated with cultural and heritage tourism activities and facilities.

5.4 CONCLUSION

On the whole, this research investigation has revealed that a substantial amount of evidence about policy formulation and implementation in the realm of cultural and heritage tourism development, is still virgin territory. Although the cultural and heritage tourism concept is still growing within the tourism industry and more specifically in the study area, this study has attempted to give it more focus regarding meaning and interpretation. The analysis of variables and principles such as understanding of cultural tourism, development and conservation of culture, provision cultural facilities, participation in cultural tourism, application of tourism policies and practices, and the benefits of cultural and heritage tourism, were given much examination.   In this regard the final chapter has offered a summary of the findings of this research study. These findings, based on the above mentioned variables and principles, and explained in the summary, were the ones that formed the core of the study. They focus on the relationship between policy formulation and implementation as against cultural and heritage tourism.

What is important to note about the study is that the participation of the community in local cultural and heritage tourism was found to be minimal. A significant number of respondents indicated that they did not participate well in cultural and heritage activities in the Ndwedwe area. What is likely to change

the situation in Ndwedwe, is positive intervention by municipal authorities. Another point of interest to note is that the majority of the respondents saw that there were relatively poor tourism opportunities and benefits in the study area. The latter suggest that there is need a relook at existing policies and their implementation, with a view to correcting the benefits issue. Despite the theoretical availability of opportunities in culture and heritage, as cited in some studies, many factors seem to be limiting the meaningful involvement of the Ndwedwe community in cultural and heritage tourism activities. In this regard, the future prospects in cultural and heritage tourism cannot be taken for granted. So a great deal of work still needs to be done by local tourism authorities, municipal authorities and local communities, to avail wider opportunities in cultural tourism development, for all.

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APPENDICES

Appendix-A: A questionnaire to the local communities

Appendix-B   Transmittal Letter

APPENDIX- A

QUESTIONNAIRE

Cultural and Heritage Tourism Development in the Ndwedwe Municipal Area: Perceived Policy and Practice.

This Questionnaire is to be answered by the (a) Tourism & Municipal Officials, (b) Tourists, (c) Tour Operators and (d) Local Community. Please mark an (X) in appropriate places.

A.   DEMOGRAPHIC VARIABLES

1. Gender

Female	01	
Male	02	

2. Age

18-25		01		
26-35		02		
36-55		03		
56-80		04		

3. Marital Status

Married		01		
Single		02		
Divorced		03		

4. Level of Education

Primary Level		01		
Secondary Level		02		
Matric plus Diploma		03		
University Degree		04		

5. Occupation

Unskilled		01		
Skilled		02		
Semi-Skilled		03		
Professional		04		

B. UNDERSTANDING THE MEANING OF CULTURAL TOURISM

6. What do you understand to be the meaning of tourism?..........................
…………………………………………………………………………………
…………………………………………………………………………………
…………………………………………..………………………………………

7   Do you think the development of cultural and heritage tourism is important for your local area?

Yes		01		
No		02		
Not Sure		03		

8. If yes, why is it so?

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9.   Rank the statements describing Cultural and Heritage Tourism in order
      of their correctness as you see them.

(a) It is when tourists visit the facilities that have been built by the local community.	01	
(b) It is when tourists visit the game reserve, beaches and God created resources in any area.	02	
(c) It has to do with all those man-made structures which have been around for centuries in your area.	03	
(d) It is when you go to school and learn about what geography and economics is about.	04	

C.   VALUE OF DEVELOPING AND CONSERVING CULTURE

10.   Do you think it is important for the local community to develop and
      conserve cultural and heritage tourism?

Yes	01	
No	02	
Not Sure	03	

11.   Please give a reason for your response.

……………………………………………………………………………………………

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……………………………………………………………………………………………

12.   What do you think is the value of developing and conserving cultural
      and heritage resources?

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13.   What do you expect to gain from cultural and heritage tourism related
       activities in your area?

Employment	01	
Infrastructural development	02	
Cultural awareness	03	
Education	04	
Other	05	

14. Who do you think should be responsible for educating the local community about cultural tourism?

Government officials	01	
Community organisations	02	
Business Sector	03	
Media	04	
Other	05	

15 Is there any cultural and heritage tourism development initiatives or strategy you know is taking place in your area?

Yes		01	
No		02	
Not Sure		03	

16. Please give a reason for your response.

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D. DEVELOPMENT OF CULTURAL AND HERITAGE TOURISM FACILITIES OR ATTRACTIONS

17. Do you think that there are adequate cultural and heritage tourism facilities developed in the Ndwedwe Area?

Yes		01	
No		02	
Not Sure		03	

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18. Kindly list those facilities you think are existing in Ndwedwe:

(a)	01		(f)	6	
(b)	02		(g)	7	
(c)	03		(h)	8	
(d)	04		(i)	9	

19. Of the cultural tourism facilities listed below, tick those you are aware of in your area, Ndwedwe.

Nature-made Attractions			Man-made Attractions		
(e) Wildlife	01		(f) Monuments	6	
(f) Mountains	02		(g) Cultural Village	7	
(g) Forest (Indigenous)	03		(h) Religious Structures	8	
(h) Caves	04		(i) Archaeological Sites	9	
(j) Lakes & Rivers	05		(j) Traditional Events	10	

20. Kindly give examples of the attraction given above.

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E.   STAKEHOLDER PARTICIPATION IN CULTURAL ACTIVITIES

21. Do stakeholders participate adequately in cultural activities in the Ndwedwe area?

Yes		01		
No		02		
Not Sure		03		

22. How is the involvement of stakeholders cultural tourism activities?

Poor	01	
Satisfactory	02	
Good	03	
Excellent	04	

23. How often do you engage yourself in cultural tourism activities?

Daily	01	
Weekly	02	
Monthly	03	
Annually	04	
Never	05	
Other	06	

F. EXISTING CULTURAL TOURISM POLICIES & PRACTICES

24. Are you aware of any policies and practices that promote and develop cultural tourism in your area?

Yes		01	
No		02	
Not Sure		03	

25. Please give a reason for your response. ....
…………………………………………………………………………………………
…………………………………………………………………………………………
…………………………………………………………………………………………

26. What type of cultural practices do you engage in?

Cultural dances and Music	01	
Traditional activities	02	
Arts and Craft practices	03	
Cultural Rituals	04	
Cultural cuisine	05	
Cultural Festivals	06	

27. Of the cultural tourism development strategies or elements listed below, tick those you would associate with the existing policies and practices in your area.

(a)	Cultural Business Acquisition	01	
(b)	Development of new facilities	02	
(c)	Infrastructural Development	03	
(d)	Skills Development	04	
(e)	Job Creation & Poverty Reduction	05	
(f)	New Cultural Events (e.g. Festival & Celebrations)	06	

G. CULTURAL & HERITAGE TOURISM BENEFITS

28. Do you think Cultural and Heritage Tourism offers you any benefits?

Yes		01	
No		02	
Not Sure		03	

29. Please give a reason for your response.

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30. Kindly list those Benefits you think are available in the Ndwedwe Area

(a)	01		(e)	05	
(b)	02		(f)	06	
(c)	03		(g)	07	
(d)	04		(h)	08	

Any Additional Comments: …………………………………………………………...

……………………………………………………………………………………………

……………………………………………………………………………………………

APPENDIX- B

University of Zululand:

DEPT. OF RECREATION
    & TOURISM

02 March 2008

To whom it may concern

Private Bag X1001

KwaDlangezwa 3886
South Africa
Tel: 035 902 6719
Fax: 035-902 6073
Ref:

Dear Sir /Madam

RE: REQUEST TO CONDUCT RESEARCH

The students Mr E.Z. Ximba [Reg: 20023782] is a part-time postgraduate student in the Department of Recreation and Tourism at the University of Zululand. He is busy doing the Masters of Recreation and Tourism [MRT] degree. The MRT students are required to undertake a research study as part of their degree work. The attached questionnaire is part of his research project seeking to establish how stakeholders view the translation of cultural and heritage tourism policy towards development of the Ndwedwe area. The title of the research project is:

Cultural and Heritage Tourism Development and Promotion
in the Ndwedwe Municipal Area: Perceived Policy and Practice.

This research is undertaken mainly for academics purposes in the study area. It is hoped that the findings will make a meaningful contribution to the field of tourism as well as the understanding of tourism among local communities in KwaZulu-Natal as a whole.

All information collected from you through the interviews or questionnaire will be kept in strict confidence.

Your assistance in this regard will be highly appreciated.

Yours faithfully

_____

Prof. L.M Magi

Professor: MRT-PDRT Programme
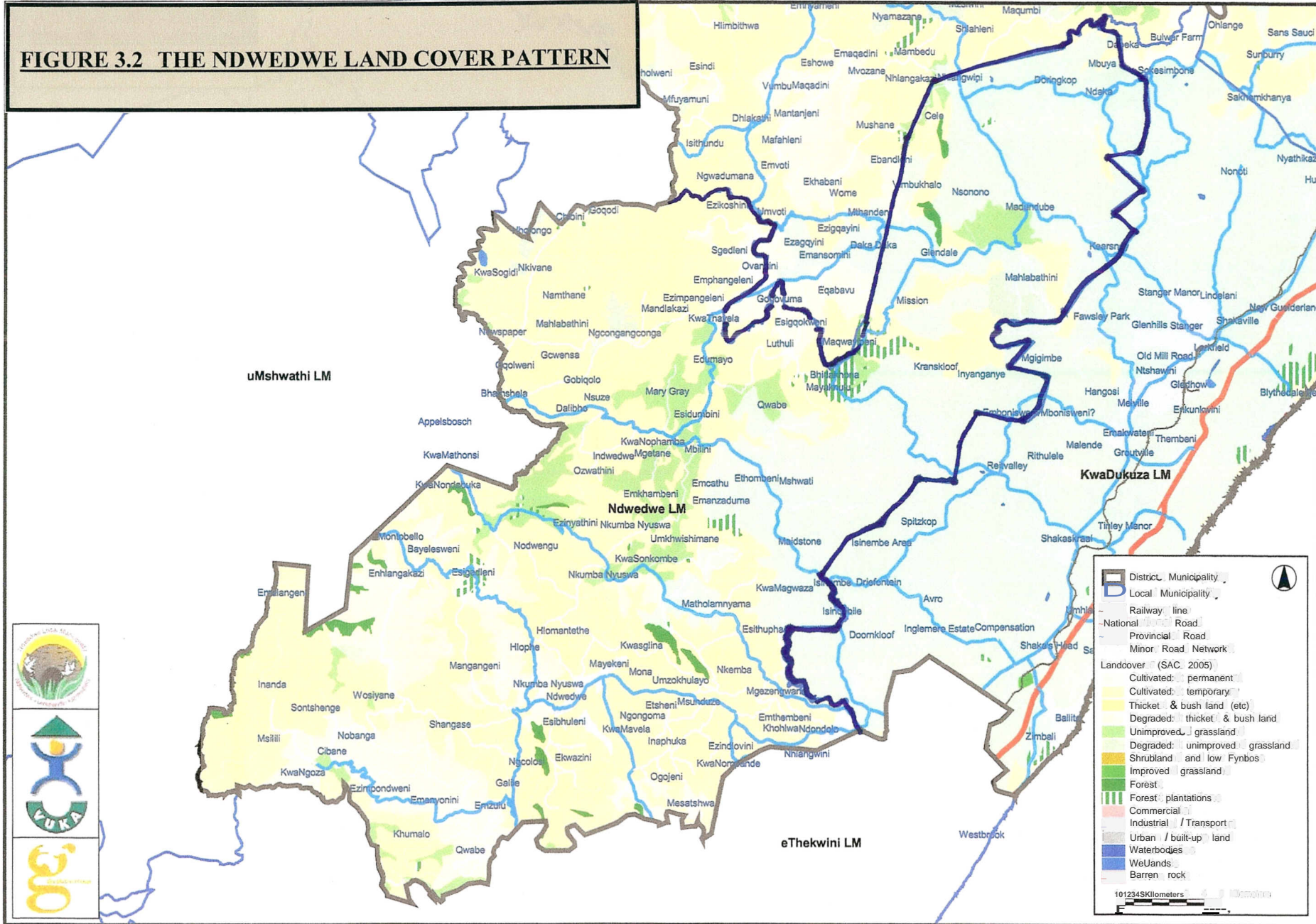Department of Recreation and Tourism
University of Zululand

FIGURE 3.2   THE NDWEDWE LAND COVER PATTERN

FIGURE 3.4 NDWEDWE NODES AND CORRIDORS

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