THE POTENTIAL OF CULTURAL HERITAGE TOURISM AS A DRIVER OF RURAL DEVELOPMENT IN THE ZULULAND

DISTRICT MUNICIPALITY

BY

NKWANYANA MILDRED SAMUKELISIWE

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University of Zululand

APPROVAL

SUPERVISOR: _____

PROF A.T. NZAMA

Department for Recreation and Tourism

University of Zululand

DECLARATION

I declare that this research study: **THE POTENTIAL OF CULTURAL HERITAGE TOURISM AS A DRIVER OF RURAL DEVELOPMENT IN THE ZULULAND DISTRICT MUNICIPALITY** is my own work in both concepts and execution. All the sources that have been used or quoted have been duly acknowledged by means of references.

Signed by   _____

                   Mildred Samukelisiwe Nkwanyana

ACKNOWLEDGEMENTS

DEDICATION

This dissertation is dedicated to the following persons:

- My family as a whole, mothers (oMaNcube) in particular, for offering support at all times, motivating me and always believing in what I do. Without hesitation, I thank you for the support. "**Ngiyabonga bo Mah".**

- My daughter **Lungelo "Vanessa"** and sister **Futhie** who have been by my side all the time and gave me strength to complete this study. Thank you for the love and support.

- My late uncle **Rev. Fr. Vitus Sipho Ncube**, who always wanted to see the best out of me, "May his soul rest in peace"

ABSTRACT

Cultural heritage tourism refers to travelling to experience the places and activities that authentically represent the stories and people of the past and present, such activities are found in living communities, these are signs that the past and present spoken of is authentic and rooted in the experience of the people.

The importance of this study was to help create cultural heritage awareness among the people of the Zululand District Municipality. This was to be achieved by focusing on establishing the potential of cultural heritage tourism and finding out if cultural heritage tourism can be a driver of rural development. Cultural heritage tourism can be used to generate financial and social benefits using resources within the communities.

The intention was to find out if the study area does have such cultural heritage resources, if so, how these resources could contribute to the development of the study area.

The key objectives of this research study were achieved as reflected in Chapter 4. The objectives of this study are as follows:

- To identify cultural heritage resources available in the study area.
- To view local communities perception towards cultural heritage tourism development.
- To assess the level of participation by the local community in cultural heritage development.
- To discover strategies used by the Zululand District Municipality to transform cultural heritage assets into tourism products.
- To establish the contribution of cultural heritage tourism resources towards the economic upliftment of the community in the study area.

The findings of the research study revealed that, the study area has cultural heritage resources which are available but are not utilised to the benefit of the community as yet. The level of the community participation in the development of cultural heritage tourism is therefore limited. The major problem with participation is caused by the lack of involvement in decision making of the respondents; the findings indicate that they are willing to learn more about cultural heritage tourism which will enhance their capacity to participate in tourism development.

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CHAPTER 1

ORIENTATION TO THE STUDY

1.1   INTRODUCTION

The role of tourism in the socio-economic development of the country and in the achievement of rural development is getting more and more important. Tourism development is declared a priority in almost all integrated development plans [IDP's] of the municipalities. In the IDP of the Zululand District Municipality, tourism also has a potential for cultural heritage tourism development that can lead to the development of the rural communities. Cultural heritage is unique and irreplaceable, it is the legacy of physical artifacts, intangible or tangible attributes of a group of society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations (Smith 2009).

Tourism has proved worldwide that it can be used to generate financial and social benefits using cultural heritage resources available within the communities, hence there is a need for the Zululand District Municipality to implement various approaches to identify areas with cultural heritage potential to make the visitation to the district more attractive. The focus of this study is to discover the potential of cultural heritage tourism; examine how cultural heritage can be used as a driver to rural development.

1.2   BACKGROUND TO THE PROBLEM

The main concern of this study is that the Zululand District Municipality has cultural heritage sites that have a potential to drive the development of the municipality and local communities. The Zululand district has five municipalities but development is almost non-existent in some of these particularly around Ulundi, Nongoma and eDumbe municipalities. The responsibility of these municipalities is to co-ordinate cultural heritage tourism activities. The population information indicates that there is a high rate of unemployment, most people lack skills that are needed in a workplace and unemployment has caused poverty, crime and disease (Ulundi IDP 2011/2012).

These problems are directly linked to the lack of job opportunities addressed through using cultural heritage resources as a route to development. Development would be achieved by

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developing tourism infrastructure in rural communities, identifying cultural heritage resources and making more job opportunities available to the people. Tourism Development would be achieved by involving the community in tourism decision making in the area, sharing the benefits with the local people, by training and educating the local community to learn and use the skills needed in the workplace. The concern in this study is about how cultural heritage tourism can be used to sustain the lives of the community by bringing development to rural areas.

The biggest challenge facing the Zululand District is that of developing cultural heritage sites, finding necessary funding and engaging different stakeholders in improving the existing tourism resources and facilities. Improving cultural heritage areas will increase economic benefits and tourism desire for tourists to visit the district, thus enabling the local communities to enjoy quality life. As indicated in the IDP, tourism has to be regarded as a major driver of economic development and cultural heritage tourism has the economic potential of the district. The district offers cultural, historical as well as natural resources which can be used as the backbone of the tourism experience.

1.3   STATEMENT OF THE PROBLEM

Development in rural areas is still very slow issue in South Africa, yet rural development is central to government policies and is identified as priority to raise the standard of living for rural population (Gabriel 1991).

Tourism has been classified by (Viljoen 2007) as one of the opportunities of bringing about rural development in terms of the employment and economic development. Tourism is seen as a key driver of growth and development in South Africa. This thinking is based on the competitive advantages that the country has on its natural and cultural heritage tourism resources.

Tourism also can be used as a tool for poverty reduction; various approaches can be used to stimulate tourism development such as pro-poor tourism development (Smith 2009). Local communities have considerable natural endowments such as rich cultures, game parks, all of which can stimulate tourism and with the right environment and cultural heritage management; these could become a powerful force of bringing development to rural areas in future.

The Zululand District Municipality as the heart of the Zulu Kingdom includes large communities which are impoverished, disadvantaged and living in undeveloped settlements. Very few people benefit with the availability of cultural heritage tourism in the area. The challenge facing the district is to identify cultural heritage tourism resources available in the area, manage the existing ones properly and to come up with a strategy of promoting cultural heritage tourism to make the Zululand District one of the important destinations for Kwa-Zulu Natal. This study focuses on how cultural heritage tourism can assist in improving the quality of life of the community and also focus on how areas with cultural heritage potential or emerging potential can be promoted.

1.4 DELIMITATION OF THE STUDY

In the delimitation of the study, the researcher specifies the boundaries within which the research was conducted.

The Zululand District Municipality is located in the north west of Kwa-Zulu Natal, branded and marketed as the heart of the Zulu kingdom by the Tourism KwaZulu-Natal. The District is also enriched with the wealth of natural beauty, the wildlife and the exotic culture and heritage of its people.

The study will be based at the Zululand District Municipality which encompasses five municipalities namely:

- Ulundi

- Nongoma

- Phongolo

- eDumbe (Paulpietersburg)

- Abaqulusi (Vryheid)

For the purpose of achieving the objectives of the study, special reference was on three local municipalities, **Ulundi, Nongoma** and **Abaqulus**i. These three municipalities are under the traditional authority where some cultural heritage sites are located and historical routes are herewith located. e.g. the Zululand District tourism route.

The Zululand District tourism route provides the basis of the rich Zulu history and is a countryside route. Many tourists spend their holidays in the country side, seeking tranquility and relaxation that is offered by the pristine rural environment. Rural areas not only encompass agricultural areas where food is produced but also those areas that have remained in the relatively pristine wilderness, forests, riverine areas and mountains (Keyser 2002).The history of the Zulu people and other socio-cultural features enhance the potential for tourism development.

1.5   AIM AND OBJECTIVES OF THE STUDY

The aims and objectives are the guidelines of this study which will assist in the assessment of the study's outcome.

1.5.1   Aim

The broad aim for this study is:

To detect the potential of the cultural heritage tourism as a driver of rural development in the Zululand District Municipality.

1.5.2   Objectives

The objectives for this research are:

Objective 1:   To identify cultural heritage resources available in the study area.

Objective 2:   To view local communities' perception towards cultural heritage tourism development.

Objective 3:   To assess the level of participation by the local community in cultural heritage tourism development.

Objective 4:   To discover strategies used by the Zululand District Municipality to transform cultural heritage assets into tourism products.

Objective 5:   To establish the contribution of cultural heritage tourism resources towards the economic upliftment of the communities in the study area.

1.6   STATEMENT OF HYPOTHESIS

Hypothesis in any research is a tentative answer to the problem which is under investigation.

The hypothesis for this research study is that

Hypothesis 1: Members of the community are able to identify cultural heritage resources available in the Zululand District Municipality.

Hypothesis 2: The local community has a positive attitude towards cultural heritage development.

Hypothesis 3:   The local community does not participate actively in cultural heritage tourism development.

Hypothesis 4: The Zululand District Municipality does not have adequate strategies in place to transform cultural heritage assets into tourism products.

Hypothesis 5: Cultural heritage tourism resources have a potential of uplifting the economy of the communities of the study area.

With the proposed study, the researcher hopes to show the potential of cultural heritage tourism towards bringing development in rural areas. It is hoped that the findings of the study will indicate that cultural heritage tourism can improve the lives of the community by creating job opportunities.

1.7   THE IMPORTANCE OF THE STUDY

It is hoped that the findings of this study will help create awareness of the potential of cultural heritage tourism amongst the people of the Zululand District Municipality. Different stakeholders will be provided with information of how natural and cultural heritage resources can be of benefit if well promoted in order to attract visitors to come to the area.

The findings of the study will hopefully prove that cultural heritage resources can bring development to rural areas. Studies indicate that tourism can provide direct and indirect benefits for any local community; hence it is necessary that communities should be educated so that they benefit more from tourism (Cooper et al 1999).

Tourism knowledge acquired in this district would help in revealing different skills that are needed in the tourism industry. The study is intended to bring information towards cultural heritage development and how communities can get maximum benefit from cultural heritage tourism.

1.8   DEFINITION OF TERMS

An operational definition is a definition that is based on observable characteristics of an object or phenomenon in question and being studied.

The terms explained for this study include Cultural Heritage, Culture, Heritage, Tourism, Potential of Tourism, Development, Rural Development, Tourism Resources and Rural areas.

1.8.1   Culture

A culture is a way of life of a group of people, the behaviours, beliefs, values and symbols that they accept, generally without thinking about them and are passed along by communication and imitation from one generation to the next. Culture is the sum total of the learned behaviour of a group of people that are generally considered to be the tradition of that people and are transmitted from generation to generation. Culture is a collective programming of the mind that distinguishes the members of one group or category of people from another. (Griswold 1994: 3)

1.8.2   Heritage

According to Smith (2009: 79) heritage has been associated traditionally with that which is inherited or handed on from one generation to the next. Heritage is the art, buildings and beliefs that a society considers important to its history and culture.

Heritage is linked to the past that it presents, the inheritance to be passed down to current and future generations, both in terms of cultural traditions and physical artifacts.

Heritage can be classified as tangible immovable resources e.g. buildings, natural areas etc or it can be classified as movable goods e.g. objects like museums, documents archives etc, or heritage can be classified as a type of attraction (Timothy and Boyd 2003).

1.8.3   Cultural heritage

Cultural heritage means the practices, representation, knowledge, skills as well as the instruments, objects, artifacts and cultural spaces associated therewith, that communities, groups and in some cases individuals recognized as part of their cultural heritage.

Cultural heritage transmitted from generation to generation, it was created by communities and groups in response to their environment, their interaction with nature and their history. This provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creation (George 2010).

According to the papers presented at the Department of Arts, Culture, Science and Technology (1997:17) cultural heritage refers to the things, places and practices that determine who we are as individuals, as communities, as a nation and as species. Cultural heritage is the legacy of physical artifacts that are inherited from past generations.

1.8.4   Tourism

The White Paper (DEAT 1996) defines tourism as all travel for whatever purpose that results in one or more nights spent away from home. According to Smith (2009: 22) Tourism is defined as a set of activities of a person travelling to a place outside his/her usual environment for less than a year and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.

Goeldner and McIntosh (2000) define tourism as a science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants, whereas as cited by (Gunn 1994: 77 in Timothy et al 2009) tourism is a time of great expectations and disappointments, tourism a way to define what it means to live life.

Tourism in rural areas is regarded as a wish to give visitors personal contact with, or a taste of, the physical and human environment of the countryside and as far as possible allowing them to participate in activities, traditions and lifestyles of the local people. Therefore for the purpose of this study this definition cited in the book by the Department of Arts, Culture and Technology (1997) is adopted as the driving force of this study.

1.8.5 Cultural heritage tourism

Cultural heritage tourism is travelling to experience the places and activities that authentically represent the stories and people of the past and the present (Ivanovic 2008:258) Culture and heritage are irreplaceable sources of inspiration.

According to Sethi (2005) cultural heritage is taken to mean history, culture, and the land on which people live. It therefore includes:

- Historic buildings and monuments
- The sites of important past events like battlefields
- Traditional landscapes and indigenous wildlife
- Language, literature, music and art
- Traditional events and folklore practices
- Traditional lifestyles including food and drink and sports.

Cultural heritage is not homogenous but it exists at different levels, globally, nationally, regionally and locally, it means different things to various sectors of the tourism industry.

1.8.6 Rural areas

According to Woods (2011:11) rural areas are spaces where human settlement and infrastructure occupy only small patches of landscapes, most of which is dominated by fields and pastures, woods and forests, water, mountain and desert, places where most people spend most of their time working on farms.

1.8.7 Rural development

Rural development refers to the processes of change in the rural societies, processes which include planned interventions from NGOs or from other sources which include field study or examining which rural developments are planned for economics and which are substantially determined for the changes that occur within the society (Gabriel 1991).

(Swanepoel 2002) states that initiating improvement or change in communities is a learning process and the community needs to be guided and helped to take the initiative of developing their areas.

1.8.8   Development

Development is generally conceptualized as a process of directed change to economic growth, political autonomy and a broad basis of social reconstruction (Department of Arts, Culture, Science and Technology 1997).

1.8.9   Tourism Resources

Tourism resources can be tangible or intangible, and can be available to different countries consisting of space, goods and values. These resources cannot be left to an uncontrolled use without the risk of degradation. The satisfaction of tourists needs should not be a threat to social and economic interest of the people of the tourist region, the environmental, especially for natural resources, key tourism attractions and for historical and cultural sites (Goeldner and Ritchie 2009).

Tourism resources belong to the heritage humanity and it is the responsibility of the community to deploy the necessary efforts for preservation of resources. Tourism resources are elements of attraction, modified by man and have a clear interest either by nature or by the use to which they were designed, archeological sites, ancient architecture, landmarks, historic and monumental. Resources are original sites and phenomenon that attract tourist flow to a given destination.

The concept tourism resources refer to any natural element, any human activity or any product that that is usable and integrated into a comprehensive tourism product (Goeldner and Ritchie 2009).

1.8.10   Tourism Potential

Tourism potential can be defined as the ability of an area (territory) to form a complete tourism product that provides satisfaction of needs and benefits offered for consumption (Smith 2009).

The ability depends on the attraction of the territory and it must interest potential visitors. The resources alone are not enough to prove that a territory has tourism potential or the ability of forming a tourism product but a tourist must be able to reach it comparatively easy and must get at least elementary service needed for his staying which requires serving installations such as food and accommodation facilities.

Tourism potential of an area means, areas with an ability for tourism development. Areas that are expected to have attractions, (things to see and do) local communities (settlements) to provide services, goods, facilities and attractions as well as transportation to secure access to the area.

Places with tourism potential must have tourism resources, allowing the attraction of considerable amounts of tourists flow, securing a short term or medium term economically effective development of tourism. The place must be situated relatively close to important centres so that it allows the distributing of tourism demand. Tourism potential can be viewed as primary (resources) or potential in a broad meaning of the word including the position and accessibility of the area (territory) the availability of ecological problems and the contemporary level of development and cultivation (Smith 2009)

1.9   RESEARCH METHODOLOGY

Research methodology is the selection of the type of methods that would be used and the description of the entire research and tactics to be used (Maree 2009).

1.9.1   Research design

A quantitative research is a process that is systematic and objective in its way of using numerical data from only selected subgroups of population, findings are generalized to the population that is being studied (Maree 2009:145).

For this research both quantitative and qualitative methods were used. This methodology corresponds with the aim and objectives of the study because the researcher dealt with real people as individuals, their socio-economic level, skills level and the attitudes as well as the level of participation.

1.9.2   The target population

The targeted group was the local community who are residents, members employed within the culture and heritage sites. The three tourism officers of the local municipalities

within the Zululand district were targets, two district tourism officials who are engaged with the districts tourism development, this is for the pilot study.

The population targeted for this study is basically the males and females aged between18-62 years. This age grouping is experienced, they can display their skills, the young youth and young adults that can still be educated, and therefore development is possible with such an age group.

1.9.3 Pilot Study

According to Maree (2009:172) a sample is a selected finite set of persons, objects or things that the researcher employs in his/her study. The probability sampling was used for this study. Cluster random sampling was used as procedure, where the population will not be sampled as individuals but rather in clusters or groups especially with the community members of rural settlements.

The following formula was used for the random selection of the sample.

S=   X (NP) (1-P)

            D (N-1) + XP (1-P)

S=   (3,941)2 (1147, 391 X 1147, 391) (1-1147, 391)

            (1, 96)2 (1147, 391-1) + (3, 941)2 X 1147, 391(1-1147, 391)

S=   131854 X 10

S=   132

Respondents differed widely with regards to personal attributes, such as age, gender, educational background and socio-economic status. The study will be sampled with 10 people who will be part of the sample; this will be done to determine the possible difficulties with the questions when conducting the pilot study.

1.9.4   Instrumentation

A questionnaire is the type of instrument that the researcher intends to use for this research. The questionnaire was chosen because it is cheap and can be conducted by a

single researcher. It is a direct method of collecting data and a questionnaire can be sent to wide geographical areas.

The objectives of the study were considered for this type of instrument. Open ended and closed ended questions were asked. A questionnaire was supplied to the target population

1.9.5 Collection of Data

A number of different methods can be used to collect data from the sample of respondents (Maree 2009:156). In this study face to face interviews were done. Two types of interviews were conducted, the semi-structured and the structured interview.

Secondary and primary research was used; secondary research meaning the reviewing of unpublished and published literature. Primary research meaning data obtained on firsthand account.

1.9.6 Data analysis and interpretation

According to Magi (2010: 126) the purpose of analysis is to reduce data into intelligible and interpretable form. The ultimate aim is for the researcher to lay out analysis paradigms or models which would indicate to him/her whether the data analyzed will answer the research question.

The objectives require statistical information; hence responses were processed as frequency tables and graphs. Data was analyzed using a computer programme the (SPSS) Statistical Package for Social Sciences.

1.10 STRUCTURE OF THE STUDY

This study is organized into five chapters:

- Chapter one: The Orientation to the study

- Chapter two: Theoretical Framework.

- Chapter three: The physical settings of the study area.

- Chapter four: Data analysis and interpretation.

- Chapter five: Summary conclusion and recommendations.

Chapter one servers as a guide to the whole research. It gives an orientation to the study, revealing the problem to study and the educated guesses, the outcomes of the study. In this chapter terminology is prevalent, it is explained and contextualized. Furthermore it introduces concepts that are central to the study; these terms are defined and contextualized. Chapter one is important because it projects how the study is going to be conducted and it projects the possible outcomes of the study.

Chapter two, the theoretical framework, reflects what the scholars or researchers in the tourism field have written in relation to cultural heritage. Chapter two provides conceptual ideas for the study. It actually looks at existing literature works and other investigations related to the topic. It is upon the basis of this literature work that authentic generalizations can be concluded.

Chapter three relates to the physical setting of the research study. It provides the actual map location of the study area which is the Zululand District Municipality. Geographical features, climatic conditions, infrastructures have been highlighted and discussed in this chapter. Chapter three is bridging the gap between the theory discussed in chapter two and combining it with the investigations on the ground.

Chapter four is the core of the study; it gives the detailed analysis and interpretation of the data gathered from the subjects through appropriate methods. Hypotheses are either accepted or rejected in this chapter.

Chapter five is the final section of this study, providing the summary conclusions and recommendations based on the information collected, analyzed and interpreted. Chapter five also attempts to make careful generalizations on some of the findings. A proposed way forward of the study is suggested in this chapter.

1.11   CONCLUSION

The researcher hopes the study will be effective with investigating whether cultural heritage tourism has the potential to bring about development in rural areas. This section of the study has attempted to outline the motivations, problems, objectives, hypotheses and methodology

of the study. This orientation chapter also gives a plan of action that has been devised and followed in resolving the main problems of the study.

Cultural heritage whether built or living is one of the elements of the global tourism system. Basic perspectives of the research on the potential of cultural heritage as a driver of rural development within the Zululand District Municipality have been given. This chapter helps provide proper and effective planning. It is therefore up to the Zululand District Municipality to begin realizing cultural heritage tourism as a potential tool for diversifying their tourism economies.

CHAPTER 2

THEORETICAL FRAMEWORK

2.1   INTRODUCTION

This chapter focuses on the theoretical framework which forms the basis for this study. Cultural heritage tourism appears to be growing much faster than all forms of tourism and is viewed as an important potential tool for poverty alleviation and economic development (UNWTO 2005). Visiting cultural and historical resources is one of the largest, most pervasive and fast growing sectors of the tourism industry.

Cultural heritage is an accumulation of daily details and large traditions, social, racial and religious. When tourists travel they are interested in something different whether it is flora, fauna or architectural items, history, customs, food, language and expression. If they wanted what they get at home then they would not bother leaving home. Heritage tourism is based on living and built elements of culture and refers to the use of the tangible and intangible past as a tourism resource (Timothy 2009).

The given characteristics of travelling are visible and recognizable signs of a living community. These signs are authentic, original and firmly rooted in the experience of the people, hence this chapter is about revealing the in- depth of cultural heritage tourism and the value such resources can have towards rural development or community development. Every place has heritage, although not all heritage resources appeal to tourists, even if they are important for the local residents.

Cultural heritage resources are especially vulnerable to being damaged and transformed through time. It is therefore important to undertake a study of this nature in order to assist in discovering different strategies that can be used to promote the available cultural heritage tourism resources and facilities within the Zululand District Municipality.

2.2   THE STATUS OF TOURISM IN THE ZULULAND DISTRICT MUNICIPALITY

Tourism is one of the components of the IDP of the study area. This indicates that the municipality has an intention of promoting tourism within the Zululand District Municipality.

The researcher has realized that there has been inconsistent usage and visitation to available tourism facilities in particular accommodation facilities and to the cultural heritage tourism attractions.

The Table 2.1 and figure 2.1 below are an indication of inconsistency in visitation and subsequently the use of accommodation facilities in some of the municipalities of the Zululand District.

Table 2.1 The rate of accommodation usage in the Zululand District Municipality

ACCOMODATION SECTORS	YEAR	NO. OF NIGHTS SPENT	Municipality
1. ACCOMODATION A	2009	561	**Ulundi**
	2010	445	
	2011	219	
2. ACCOMODATION B	2009	1752	**Pongola**
	2010	1959	
	2011	1942	
3. ACCOMODATION C	2009	11596	**Vryheid**
	2010	14964	
	2011	11025	

Source: www.ztourism.org.za

Figure 2.1 Nights spent at some of the accommodation facilities of the Zululand

District Municipality
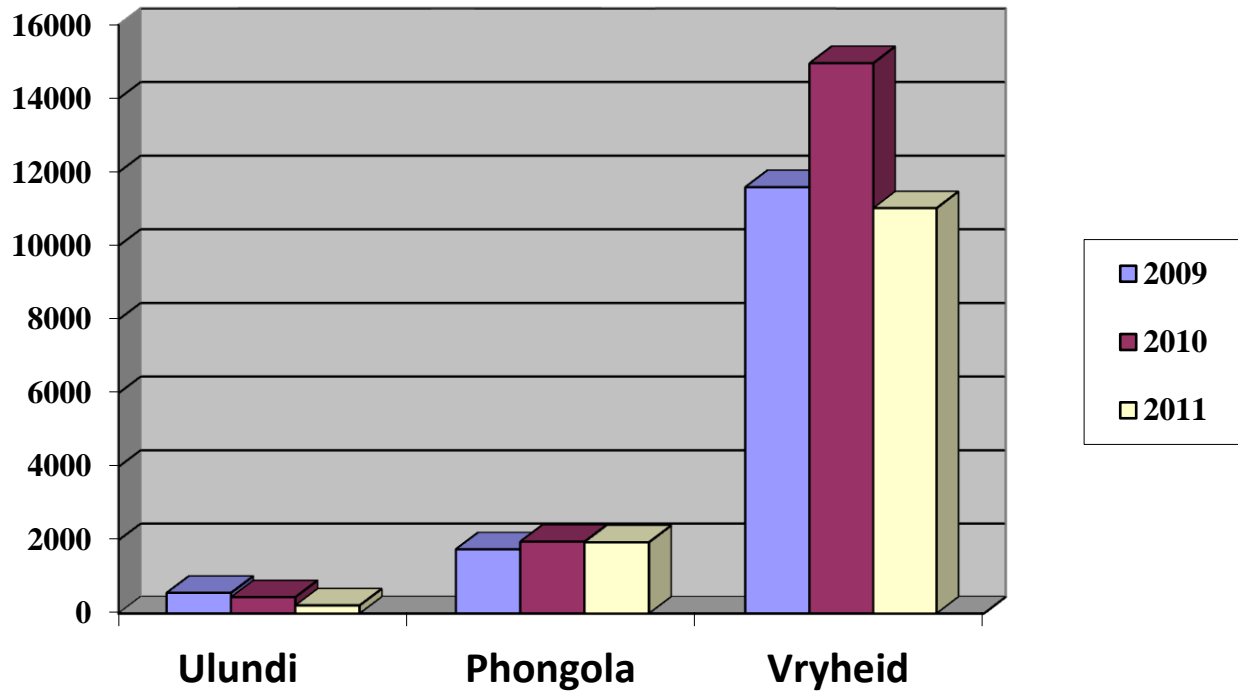
Source: www.ztourism.org.za

Table 2.2 The rate of visitations

MUNICIPALITY	YEAR	NO.OF TOURISTS
1. VRYHEID	2009	2875
	2010	2677
	2011	3434
2. ULUNDI	2009	113
	2010	04
	2011	None
3. NONGOMA	2009	2200
	2010	2668
	2011	1847
4. EDUMBE	2009	1335

	2010	994
	2011	2658
5. PHONGOLA	2009	2114
	2010	2235
	2011	3134

Source:www.ztourism.org.za

The given statistics are a clear indication that there is inconsistency with the tourism status in the Zululand District Municipality. It is for that reason that the objectives of this study require that attention be given to cultural heritage tourism which can be a driver to development in the area.

2.3   CULTURAL TOURISM DEFINED

Cultural tourism is sometimes used to refer to people visiting or participating in living cultures, contemporary art and music or other elements of modern culture. Cultural tourism is dominate in urban areas and is less place bound. (Timothy 2011).

George (2009) defines culture as those socially transmitted and distinct patterns of behavioral characteristics belonging to a particular social group, the complex whole including knowledge, belief, art, morals, law, customs and any other capabilities and habits acquired by man as a member of a society.

According to (Smith 2009) Culture tourism can be defined in a number of ways such as:

- A form of special interest tourism where culture forms the basis of either attracting tourists or motivating people to travel.
- From a business perspective, culture tourism is involving the development and marketing of various tourist sites and attractions.
- From a motivational perspective, culture tourism is whereby visitors travel as a result of their interest in cultural activities.
- Cultural tourism can be defined as an experiential activity where engagement with culture can be unique, intense and tourists are educated as well as entertained.

Generally, cultural tourism can be defined as passive, active and interactive engagement with cultures and communities, whereby the visitor gains new experience of an educational, creative and entertaining nature (Smith 2009).

According to (Smith 2009) cultural tourism is often cited as being a growth industry and a sector of tourism which is becoming more diverse. Culture is perceived as a way of life where tourists engage with specific ethnic or indigenous groups, experience the artistic and intellectual activities of a society and visiting specific heritage attractions or art venues.

The following features are linked to cultural tourism and these concepts cannot be deduced from culture tourism

Table 2.3 The topology of cultural heritage sites

Category/ Concept	Example of attractions
• Heritage tourism	• Visit to castles, palaces, country houses • Archaeological sites • Monuments • Museums • Religious sites
• Arts tourism	• Visit to theatre • Concerts and Galleries • Festivals, Carnivals, Events • Literary sites
• Rural Cultural tourism	• Village tourism • Agro or Farm tourism • Cultural landscapes • National parks • Wine trails
• Indigenous tourism	• Tribal village • Arts and crafts • Cultural performances • Festivals

[Source: Smith 2009:18]

2.4   HERITAGE TOURISM DEFINED

Heritage, the "buzz" word of the 1990's is regarded as one of the most significant and fast growing components of tourism. Heritage tourism is based upon antiquated relics, it tends to occur in rural areas and is more place bound. (Timothy 2011) Heritage tourism is concerned largely with the interpretation and representation of the past. According to (Smith 2009) study of history is always disjointed and distorted in some way. The quest for absolute truth and the depiction of reality is ultimately a friendliness quest as evidence is often hard to come by and its interpretation is subjective and biased.

Smith (2009: 19) indicated that "grand narratives" of the past have often been refused because of their patriarchal and ethnocentric bias. Instead the social histories of the working classes, women ethnic minorities and indigenous groups have gradually become subject of considerable academic and public interest. The existence of plural histories is being increasingly recognized and there seems to be gaps existing in histories of marginal groups. This may be because such groups were often unable to record their own history or were disinherited and their heritage displaced or destroyed and this is true of ethnic groups and indigenous peoples.

Interpretation of heritage is often sensitive and controversial. Some forms of heritage are dissonant to certain groups. Tourism has shown an increasing support for minority and therefore care must be taken not to deprive groups for whom such collective events are sensitive of the right to interpret and represent the heritage of others. Interpretation as per definition can or should have an impact on visitors in such that they react to the stimuli in the desired form. It should be a source of social good, and then it must recognize the continuity of history and alert us to the future through the past. Interpretation should be interesting, engaging, enjoyable, informative and entertaining but now and again it has to be shocking, moving and provide a desired experience (Smith 2009).

The focus of the study in one of the objectives is to identify cultural heritage sites, once identified they should be in a position to be developed, well managed and to be made exciting places for tourist to gain the desired experience.

2.5 ROLE PLAYERS IN CULTURAL HERITAGE TOURISM

Cultural heritage tourism refers to travelling to experience the places and activities that authentically represent the stories and people of the past and present, such activities are found in living communities, these are signs that the past and present spoken of is authentic and rooted in the experience of the people.There are many role players whose input is required for the development and sustainability of cultural heritage tourism.

Cultural heritage tourism is perceived by people as a way of trying to edify their cultural selves and to satisfy their cultural needs by visiting historical areas that have been served. Cultural heritage tourism encompasses built patrimony, living lifestyles ancient artifacts and modern culture (Timothy 2011.) Cultural tourists are the role players and the reasons behind travelling to cultural heritage, tourism sites will be discussed below

2.5.1 Cultural heritage tourist

According to (Timothy 2009) cultural and heritage tourists are regarded favorably as they are affluent tourists, well educated, broadly travelled and in more mature age groupings. Cultural tourists seek the authentic, the inmate, the human scale and the immersion experience. They want to go where the locals go and experience their daily living. Basically cultural tourists come to a destination in search of authenticity and meaningful experience.

Essentially cultural tourist see themselves as voyagers, adventurers, they want to be visually satisfied, the deeper and denser the experience of the moment, the greater the experience. People travel in pursuit of the perfect moment which can be glorious when visiting any of the world heritage sites in our country South Africa. The moment might be from the rhythm and dancing, from the appraisal of history expressed in different cultural heritage sites and perfect moments are also when a tourist finally comes to experience the truth that has shaped our history. Perfect moments will only work if they are authentic and driven by people within the community who can ensure that long term community benefits and environmental factors respected.

2.5.2 The role of the communities

Communities in South Africa are expected to play a vital role in the development of cultural heritage tourism. Many communities and previously neglected groups, particularly those in

rural areas such as in the Zululand district municipalities have not yet participated in the tourism industry development.

In order to promote cultural heritage tourism as a driver to rural development, various stakeholders such as the tourists, government, private sectors and communities have to participate in the improvement of cultural heritage tourism activities.

The people who mainly enjoy and suffer the impact of cultural heritage tourism are the local community in the tourist destination. Cultural heritage tourism should allow and involve communities in the participation of the development and assurance should be that the communities are given a fair opportunity. Cultural heritage tourism depends greatly on the goodwill and cooperation of the host community, there is no amount of attraction that can compensate for the rudeness or hostility that tourist can experience from the host community.

In order to develop this goodwill, host communities need to be involved in decision making. The community must be able to identify tangible benefits from the arrival of tourist in their area or environment. Local communities must practice responsible cultural heritage tourism so as to attain sustainability. The involvement of local community in cultural heritage tourism can lead to community development. Involvement is an important benefit because it accommodates the interest and needs of the local community. Furthermore involvement also encourages local community to practice and participate in cultural heritage activities just like tourists. This will mean that the value of cultural heritage tourism would be better in the Zululand district municipalities

2.5.3. The role of the government

The government has a major role to play in the development of cultural heritage tourism. For the cultural heritage tourism to flourish, the government must establish a safe and stable political environment which addresses the indirect demands of the tourists and enhances cultural heritage tourism development (Timothy 2007).

According to Timothy et al 2009:220 successful cultural heritage tourism depends on the construction of partnership between government, private sector and local communities who play a hosting role to tourists. It is the responsibility of the government to provide a range of infrastructure support, such as road, water and sewerage disposal facilities to the community. The infrastructure does not only benefit the tourists but the local communities as well benefit in a sense that they make use of the facilities provided. This is one of the key intentions of

this study. Through governments' involvement in cultural heritage tourism, development can become a sustainable phenomenon in rural areas.

2.5.4 The nongovernmental organizations (NGOs)

The nongovernmental sector has become a major stakeholder in cultural heritage tourism development. The functions of the nongovernmental sector are as follows.

- To develop policies and plans for cultural heritage tourism, this binds the government, local communities and private sector.
- To assist the community groups in organizing themselves, preparing them to implement cultural heritage tourism.
- To educate, train, facilitate and bridge the knowledge gap of the community on the content of cultural heritage conservation and sustainability.

The above mentioned functions are rendered by the NGOs to develop, spread and facilitate the development of cultural heritage tourism. The NGOs also assists the local community by attracting as donor agencies to boost the projects that are developed by the community. The NGO does also help the local community by providing the skills such as bookkeeping, management procedures and project development cycles. These management techniques are vitally important and needed by various stakeholders in the Zululand District Municipalities.

2.5.5. The private sector

There is no business that can function properly without capital and that it is common knowledge. The private sector therefore is expected to contribute towards the development of cultural heritage tourism. The private sector plays a vital role in the development and promotion of the cultural heritage tourism. The private sector provides amenities that are required in order to satisfy the tourist. The delivery of quality service and providing customer care with value for money is largely the responsibility of the private sector. The private sector plays a role of being both the donor and the profit maker agent.

2.6 REASONS FOR TRAVELLING TO CULTURAL AND HERITAGE SITES

Tourists travel because they want to satisfy their needs and because they are motivated to do so. When travelling, the need is a push factor which is a desire for a tourist to travel and a motivation is a pull factor which is product specific a factor to travel and that product becomes a driving force for the tourist to travel.

Figure 2.2.The interplay between push and pull factor in cultural tourism

Needs, wants and Cultural Motivation — Travel From to / Travel to — **Push** / **Pull** — Cultural Heritage Attraction
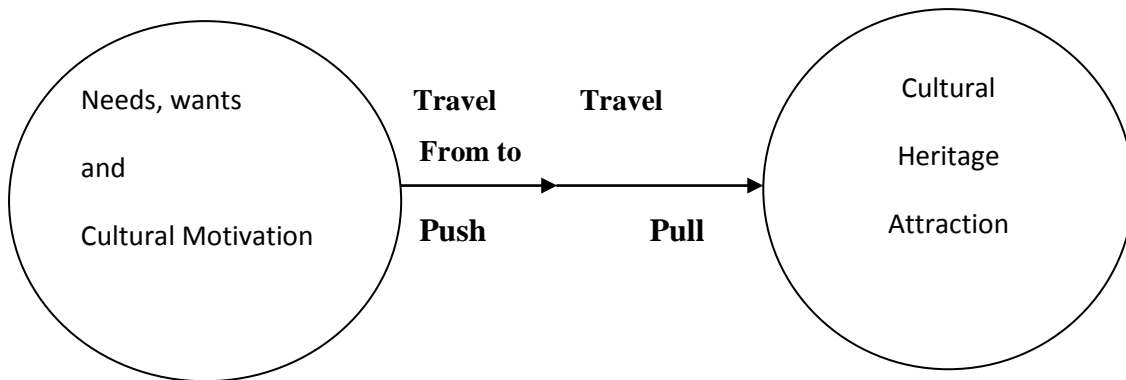
Source: Ivanovic (2011: 269)

According to Maslow's pyramid of needs, tourism travel can arise from any type of need at each level of the pyramid. The pyramid indicates different motivators for many types of tourism travel.

Figure 2.3   Maslow's model

Self Actualisation
Esteem
Belonging
Safety
Physiologically
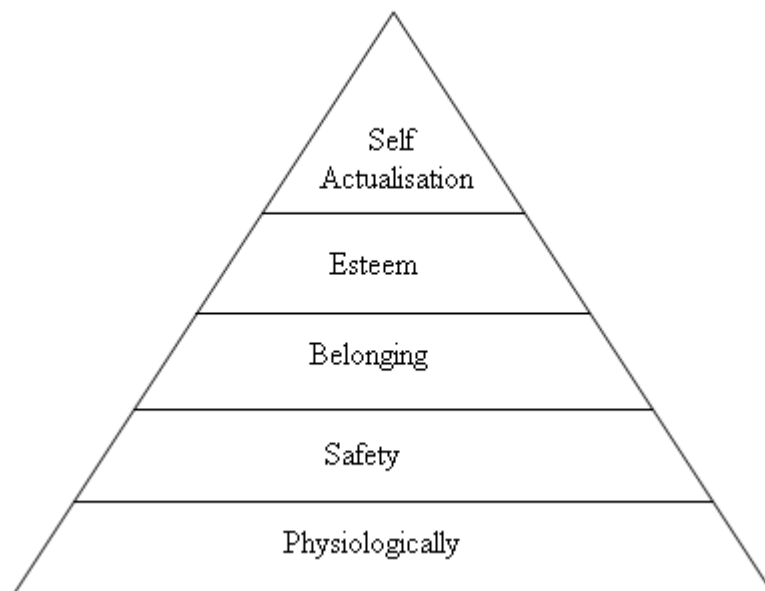
Source Ivanovic (2011:270)

McIntosh as cited in (Ivanovic 2011: 271) suggests four main intrinsic motivational categories of needs which motivate tourist to travel

Table 2.4   Motivational categories for travelling

Motivational category	Activity
Physical	• Refreshment of body and mind • Improving one's health • Taking part in sport • Pleasure motivated travel
Cultural	• Experiencing & knowing other people and places. • Interest in art, music, folklore • Interest in history & visiting historical places.(battlefields, churches, monuments) • Experiencing different types of events (traditional, culture)
Personal	• Visiting Friends & Relatives • Meeting people and making new friends • Seeking new experiences in new environment. (desire for cultural change)
Prestige & Status	• Continuation of education and learning • Attending conferences and meetings • Seeking business contacts & achieving professional goals.

Source: Ivanovic (2011: 271)

2.7   THE IMPACTS OF CULTURAL HERITAGE TOURISM

According to Nyanpane et al (2009) many developing countries have focused on tourism to promote economic growth in economically depressed regions and to enhance the socio-economic well being of their people.

Although these regions are economically poor, they are characterized as culturally rich destinations with many ethnic groups, traditions, religions and languages which constitutes a

major attraction for millions of tourists. However when people's private community and sacred space are open to masses of tourists these places may experience negative consequences and most of the consequences or impacts associated with culture heritage based tourism are the same in developing and developed worlds and such consequences and managing strategies will be focused on in the next coming subtopics.

The impacts associated with cultural heritage tourism have been divided into physical or environmental, socio-cultural and economic. Cultural heritage tourism basically affects all these three environmental divisions both positively and negatively.

2.7.1 The physical impact

The physical environment refers to most elements of the physical world; built structures, rocks and bed rocks, soil, vegetation, water and air comprise this segment of the environment.

One of the most serious effects of tourism on physical heritage environment is wear and tear. Excessive or careless visitor use of historic artifacts and ancient monuments causes serious damage; historic human environments are non renewable resources that cannot be regenerated organically. The deterioration of the built environment occurs when visitors touch, climb on, or rub historic structures and artifacts.

Tourists' physical contact has caused so much damage to the Egyptian pyramids such that site managers have had to restrict visitor access in order to save the relics from further deterioration (Nyanpane et al 2009). Similarly to the valley of kings near Luxor, Egypt, the tombs were opened to tourists, millions visited and this resulted to altered air conditions inside the tombs and there was rapid deterioration of wall paintings and carvings. Litter is another problem associated with heritage places. Garbage is a major problem everywhere not only are these unsightly but this also reduces the esthetical appeal of a place.

 Air pollution contributes to the dilapidation of cultural heritage sites. Exhaust from buses and cars also causes chemical reaction in buildings and materials; an example being India, the physical composition of the Taj Mahal one of the world's best beloved monuments, has suffered grossly from the pollution discharge associated with factories and heavy industrial developments in Agra and Delhi. Human beings have an innate desire to take mementos home from their travels and they leave marks of themselves in places visited. Frequently the result is vandalism which is a salient concern for all cultural heritage sites. Disastrous

behaviours are witnessed in heritage sites, spray paintings over sculpted reliefs, carving of names or slogans or burnings, breaking pieces of buildings or statues (Timothy et al 1994).

It is important to teach visitors about the importance of cultural heritage sites, interpretation is the best form of education in the context of heritage. In addition, interpretation can alleviate some of the physical pressures of tourism at monuments and sites by simply directing visitors away from sensitive and crowded areas and also encouraging the visitors to refrain from climbing and touching.

2.7.2   The socio-cultural impacts

The socio-cultural heritage is synonymous with intangibles such as music, dance, traditions, religious beliefs, education and social moves. Other examples of socio cultural realms are cultural artifacts such as artworks, handcrafts, apparel and food production.

Not all impacts of cultural heritage based tourism are physical or environmental in nature. Socio-cultural impacts emerge when tourists arrive at the destination and interact with local population. The most significant problem related to socio-cultural impacts on the deplorable social outcomes of tourism is forcing displacement of local populations. Heritage conservation and tourism have a major role to play in the forced relocation of indigenous and powerless population; example of such is the Borobudur and Prambanan temple complexes in Indonesia which were forcefully removed to make way for the development of these sites for tourism. Timothy (1994, 1999) in most cases no compensation is offered.

The multitudinous Buddhist and Hindu temples of South and South East Asia, the churches and cathedrals of Latin America, the mosques and, temples of North Africa and South west Asia. Visits to these sites are another source of discontent in tourism dependent communities while on the surface it seems logical that religious based heritage tourism would spawn peaceful or benevolent relations (Timothy 2006), however the same sacred spaces and objects attract large numbers of non believers. This can be a side effect of tourism resulting to co-modification of cultures. Culture as a tourism resource is controlled by outsiders, because of the lack of true ownership of culture which most often is cited as frustration among indigenous peoples and local community members in cultural tourism destination.

Too many tourists in a small area can be overwhelming to local people resulting in a negative effect to the cultural heritage sites in the communities. The sites may be mass marketed in order to appeal to a wide range of visitors, thus detracting from the sites' uniqueness. For example, international fasts food chains cater to tourists who prefer a familiar menu in their foreign surroundings, however the presence of these chains reduces the integrity of the areas' cultural identity by substituting local cuisine with generic, mass produced food more familiar to the tourists. Next follows the false selling of culture in order to accommodate the tourists.

2.7.3 The Economic impacts

The economic environment is the most intangible; it includes economic systems, fiscal policies, taxation, employment and funding.

Most of the economic outcomes of cultural heritage tourism are the same or similar to those of other forms of tourism. The most direct form of economic impact in heritage tourism is revenue generated through entrance fees. Although entrance fees are a viable source of funding, many countries in the developing world do not have adequate policies directing entrance fees to heritage sites.

Tourism activities in and around heritage sites stimulate the economies of neighbouring communities through employment and private businesses. Local residents often lack the skills and investments abilities needed to establish tourism related businesses thus often ending up with low investments businesses and low paying jobs. This may be the case with the Zululand Municipality Cultural Heritage sites.

2.7.4 The authenticificating of cultural heritage tourism

In this study cultural heritage tourism is perceived to have the potential to bring change to the rural community, therefore it is important to authenticate this kind of tourism because it involves the conferment of status. Authenticificating gives allowance to assess what is appropriate. The same concept is to be adopted in this study.

Swain (1989) cited in Timothy (2007:449) states that authenticity may be assessed according to five different positions. None of these positions are superior to the other; it depends on the circumstances and priorities of each evaluator.

- *Spontaneity versus commercialization,* this is essential to indicate the degree of commofidication.

- *Economic development versus cultural preservation*, development implies change, many changes may be desired but not all changes are desirable and this suggest a possible tension between economic enhancement and cultural maintenance.

- *Cultural heritage evolution versus museumification*, a more 'situational' view of culture with ethnicity should be negotiated.

- *Ethnicity autonomy versus state regulation*, this dimension calls for a desire of minority people to control their own destinies in the face of power which is the state.

- *Mass tourism versus sustainable cultural development*, tourism is seen as one possible means of contributing to the well being of communities economically, environmentally and socially.

2.8   RULES FOR SUSTAINING CULTURAL HERITAGE TOURISM

Girard and Njikamp (2009: 20) have come up with three golden rules for the sustaining of cultural heritage tourism. These rules according to them can assist in the policy making in respect of tourism and cultural heritage such rules need to be observed in considering tourist development in the area.

2.8.1   Rule 1: Getting the values right

Girard and Njikamp (2009) state that there is no standard metric of expressing the multidimensional concept 'value'. In this context getting right means evaluating a tourist project or process where heritage is involved, the analyst needs to be clear about the types of the values the project creates.

The following values should be identified, the *aesthetic value*: the beauty of the building, site etc, the *spiritual value*: the significance of the asset in enlighten, proving understanding in representing a particular religion or religious tradition, the *social value*: the role of the site in forming cultural identity or connection to the past, *symbolic values:* considering objects or sites as repositories and lastly the *authenticity value*: the uniqueness of visiting the real thing.

2.8.2   Getting the sustainability principles right

Sustainability is defined in multiplicity but for convieniciety of the golden rules sustainability principles means there should be continuity, meaning the capacity of a project to maintain a flow of its benefits into the future.

- Intergenerational equity, there should be dynamic efficiency in the allocation of resources or fairness in the treatment of future generations.

- Intragenerational equity, which means fairness in the distribution of benefits or the incidence of costs within the present generation.

- There should be diversity, recognition of the values attributable to diversity and observances of the precautionary.

- There should be balance in nature and cultural ecosystems, ensuring that the conditions are met for maintaining the interrelationships between components of systems and lastly there should be

- Interdependency, recognition of the fact that economic, ecological, social and cultural systems do not exist in isolation and hence that a holistic approach is necessary.

2.8.3   Getting the analytical methods right

Girard and Njikamp (2009) state that a correct or appropriate method for assessment needs to be chosen. The choice of method indeed is determined by the purpose of analysis, for instance, if the task is to appraise a cultural heritage project where tourism is a relevant consideration, the simple analysis of cost benefit analysis is appropriate.

For broader ranging tasks where it requires impacts evaluation of tourism development etc. Social accounting metrics (SAMs) have to be used or powerful techniques such as Compatible General Equilibrium (CGE) models can be appropriate. Rule three requires a data collection otherwise analytical methods can be of little use if data is not available.

The observing of the three golden rules is of great assistance during the policy formulation for cultural heritage tourism. Such rules if well observed in the Zululand district can assist in sustaining the existing cultural heritage tourism areas, this means that rural communities will be developed and lives improved.

2.9   THE HUMAN IMPACT ON CULTURAL HERITAGE TOURISM

Cultural heritage tourism falls somewhere on the boundary of mass tourism, mass tourism being figured as a primary culprit of the ecological and social damage (Timothy 2011).

Socio-cultural nature is one of the mostly cited sets of tourism impacts. What is mostly desired by the community is jobs, but what they fear the most about tourism are the negative social and cultural elements it brings with, such as conflicting use of space, cultural change, cultural commodification, cultural theft, forced displacement.

Conflicts in the use of social space are manifest in various forms and situations. When a large number of tourists descend upon small towns and villages, or hundreds of visitors at individual historic sites, overcrowding becomes a serious problem. Not only does it have ecological impacts but it also deteriorates the social environment within which heritage is located. At peak times, village residents have little access to public space, such as supermarkets, restaurants or post offices because they are crowded out by outsiders. This congestion is not only experienced by residents, the sheer number of visitors in these communities can depreciate their own experiences. Same with the historic cores, they become overcrowded on weekends, holidays, and summer months. This is a challenge because cars and pedestrians block the view of the heritage buildings and other resources that have made the villagers popular thus creating frustrated visitors and stressed residents.

 Sites of religious significance are especially prone to congestion. Religious settings are among the most impacted by crowdedness, religious gatherings tend to be the largest tourist gatherings, they are somehow different from other forms of heritage tourism in the sense that the crowds sometimes enhances religious experience. Tourists are not known for being the most sensitive people to local cultures and social mores and therefore much disrespect is shown like making too much noise, sometimes refusal to take off their shoes to enter holy temples or taking photographs of them while praying.

Cultural change is the second social impact. It is believed that as tourists come to towns bringing their own values and behaviours, they influence the values and behaviours of destination residents. Not all cultural changes brought by tourism or partially by tourism are bad but many cultural observers suggest that heritage tourism is in fact partly responsible for destination cultures undergoing some permanent changes and cultural modifications. This includes the deteriorating of traditional values, a modification of ceremonies and rituals and decreased appreciation for one's ancestors and indigenous past. This translates into people mainly the youth, copying the consumption patterns and behaviours of the tourists, which has the potential to result into permanent changes to lifestyle, dress, food, family relations and other elements of culture. Culture commodification occurs as another aspect of social impact

is caused by the demand of tourists for tangible and intangible cultures. The problem with this is that in the process of commoditization, the traditional values and meanings associated with music, dance, ceremonies, handcrafts and other artworks are lost as they are performed as merchandise for mass consumptions. While many of dances are based on original scores and celebrations, they are now viewed in strobe-lighted theatres' in hotels and resorts which somehow diminishes their credibility and authenticity.

Cultural theft is one of the important outcomes of cultural heritage tourism. History remnants are stolen every day all over the world (Timothy 2011.) Tourists travel to their source regions to purchase stock from excavators or middle people, then return home to sell their products. Tourists themselves can find artifacts on the ground or conduct their own digs at historic places. Many indigenous groups have lost ownership over certain elements of their heritage as foreigners and tourism promoters have misused them, usually without acquiescence. The misappropriation of living culture is a significant aspect of theft, this happens most often in traditional societies, where outsiders come in and borrow aspects of culture by the natives, the main concern here is the loss of true ownership over culture by the people whose culture it is.

Forced displacement occurs when villages and neighborhoods are moved to make way for tourism development. Residents have little say in the matter and compensation offered is miniscule and hardly compensatory for trauma of being uprooted from ancestral lands and having to build a new home in an unfamiliar region or area (Timothy 2011). This results into the exclusion of native peoples from their lands while foreign tourists are welcomed openly and yet the original inhabitants are shunned out.

2.10 MANAGING CULTURAL HERITAGE RESOURCES

Cultural heritage places need to be preserved and conserved because what is considered cultural heritage by one generation may be rejected by the next generation. Timothy (2007:103) explains that managing of cultural heritage places is compared with natural area management. Cultural heritage resources are non-renewable therefore conservation involves an inherent dilemma, and it embraces both use and preservation.

Management of non renewable resources like cultural heritage, there is no alternative of renewal but options are to preserve including total protection and zero usage of the resources if needs be, a relocation of the elements to a new setting or making the item or sites available

only to the knowledgeable and appreciate. The main reason for managing cultural heritage resources is to maintain the integrity of a place through community based development as the community is the owner and interpreter of cultures. Managing can be done through conservation, preservation, sustainable use and responsible management of such attractions. Conservation is a process of maintaining the authenticity of cultural heritage verified value.

Ivanovic (2008: 127) describes conservation and authenticity as interrelated concepts and says understanding of authenticity plays a fundamental role in all scientific studies of the cultural heritage, in conservation and restoration planning, as well as within the inscription procedures used for world heritage sites convention and other cultural heritage inventions. The (SAHRA) South African Heritage Resources Agency is the organization responsible for the protection of places of cultural significance in South Africa. The organization has formulated principles which are essential for the development of a sound conservation ethnic and practice, these principles have been based on various conservation characters including international characters and these principles are applicable to all places of cultural significance which are protected in terms of the National Heritage Resources Act 25 of 1999.

2.10.1   The SAHRA fundamental principles of heritage conservation

- Heritage is a valuable, finite, non- renewable and irreplaceable resource, which must be carefully managed to ensure its survival.
- Every generation has a moral responsibility to act as a trustee of the natural and cultural heritage for succeeding generations.
- South Africa has a rich heritage, both natural and man-made which is unique and worthy of conservation.
- Numerous cultures both past and present, have contributed to that heritage and all have the right to be protected. Conservation of our heritage is in the interest of all South Africans.
- Every person, community and institution has an obligation to ensure that significant elements of the natural and cultural heritage are not damaged or destroyed.

Managing entails management of the site and controlling of visitors. Below is an example of tools for heritage site management by (Timothy 2007). Tools for heritage management fall into three categories, development, controls and communication.

2.10.2 FORMS OF CULTURAL HERITAGE MANAGEMENT

Cultural heritage assets need to be transformed into something that can be used by tourist. It is important for this study to identify such assets, value their existence and have these assets transformed to be usable to tourist. For a cultural heritage asset to be transformed it needs to be standardized, modified and comodified into a cultural tourism product. This product should have qualities that describe it as potentially successful. The following are some of the descriptions of a quality cultural asset as described by Ivanovic (2011: 216).

- The cultural asset should tell a story, be interpreted in such a way that it reveals its meaning in a historical context.
- The asset should be made to come alive, make the story interesting and real, make tourist engage meaningfully with the asset.
- Make tourist participants in the culture experience, provide an opportunity for tourist to view and walk around substantially.
- Make the asset relevant to tourist, cultural heritage assets should project a correct image, meaning of cultural assets should appeal to tourist.
- Focus should be quality and authenticity of cultural heritage products, distinguished clearly from other tourism resources.

Du Cros (2002:128) as cited in Ivanovic (2011:217) proposed the most effective strategies used to transform cultural heritage assets into tourism products.

- Build a story around the asset.
- Mythologize the asset.
- Show a direct link from the past to the present.
- Make it triumphant.
- Make it spectable.
- Make it fantasy, fun, light and entertaining.

The same methods of transforming cultural heritage sites can be used in the Zululand District Municipality so that cultural heritage tourism can be promoted and the development of cultures can bring development to the communities of this district.

Table 2.5 Tools for heritage site management

Management	Action	Example
• Development	Facilities	Toilets
	Access	Board walks
	Technological enhancement	Structural reinforcement
• Controls	Barriers	Glass cases, rails
	Law and guidelines	Burra charter
		Heritage legislation
	Surveillance/ enforcement	Security cameras, patrol staff
• Communication	Education	School programmes
	Extension	Conferences and workshops
	Interpretation	Role play, re endorsement

Source: Timothy 2009: 48

Each tool is appropriate depending on the circumstances. The extent of development and control implies a degree of value and appropriate visit or user behaviour. Only communication offers the opportunity directly to indicate and explain that significance. The Zululand District Municipality will benefit with managing the cultural heritage sites if these tools management strategies can be adopted

2.10.3 MANAGING CULTURAL HERITAGE SITES.

Managing strategies that would assist in managing the cultural heritage would be to create 'Community Cultural Heritage Fund'. Such a fund will enable better management and preservation of cultural assets. This strategy will empower and give control to the community in protecting the integrity of its own assets, regarding how its cultural heritage gets interpreted to visitors through marketing materials and during activities. This fund can help in educating the community about the importance of protecting local heritage assets and ensuring authentic local experience for visitors.

Such a strategy would ensure authentic heritage products and cultural experiences for the customers, provide cultural products that are carefully maintained, protected and reproduced under the jurisdiction of the community and this will mean (genuinely local) this will give a

value added element to existing cultural heritage products. This strategy will also ensure a long term and sustainable supply of authentic cultural and heritage components. Such a fund will have to include tactics like:

- Having a visitation fee for every customer, fees paid to the community personnel responsible.
- A fee to capture exclusive on-site photos of local cultural heritage assets, e.g. from inside the local museum, churches schools and heritage architectures. This will imply no photos no charge.
- Entrance fee to local cemeteries, heritage buildings or sites and museums.
- Licensing fees for outsiders to take and use the local cultural images for their own commercial promotional and marketing purposes.
- Create a heritage preservation donation box, placed in strategic locations around the host community.

Numerous creative and innovative strategies could be developed and implemented to generate funds which will be aimed at community heritage conservation. Conserving heritage has its own challenges which have been identified (Timothy 2003). Challenges being,

- Lack of funds, maintaining historic sites in whatever form is an expensive task, and lack of adequate financial resources for heritage conservation is one of the most profound difficulties facing heritage managers. As a result of inadequate funding, there is lack of effective training leading to insufficient numbers of skilled staff and inability to monitor, manage and mend historic properties.
- Modernization, sometimes the cost of maintaining historic sites to keep them up to standard and modernized is so high that government sees heritage buildings as an unaffordable luxury, so buildings are torn down in favour of new construction that will generate economic benefits. (Timothy 2003) states that, very often, community members, developers and government leaders view the protection of ancient monuments and historic buildings as an obstruction to modern development, and opinions are usually divided regarding the priority of each. In places where traditional societies wandered through mountains, forests or deserts, little material culture is left, particularly dwellings and other community structures to inform modern-day science about their lifestyles.

- Environmental pressures is also one of the challenges of conserving, the flow of tourists intensely during high seasons becomes a problem, such that heritage mangers have to resort to ways of limiting access as a means of preventing wear and tear. Large numbers of tourists crowded into relatively small spaces can have significant implications for conservation of both built and natural heritage. The second environmental pressure is that of residents' use of heritage features. e.g. where residents establish their homes and villages inside historic sites/ancient ruins immediately adjacent the sites

Deterioration of the physical fabric of ancient sites becomes problematic, and this is further accentuated when artifacts are removed and utilized in other ways round negatively. Pollution can be problematic as well though tourism is not directly the cause factor, but rather the heavy industries, high volumes of traffic and inadequate waste disposal systems etc, have created conditions wherein chemicals and other pollutants released into the air have begun to deteriorate the monuments. Finally, on environmental pressures will be the issue of theft as a major problem, many archaeological sites are faced with a problem of having material stolen from historic sites and is sold illegally, perpetrators are usually local people who attempt to earn money.

Heritage conservation faces many challenges, from economic, political, environmental and sociocultural. Though these challenges are there, nonetheless, there is a real need to educate local people about the value of conserving historic structures and environments. These conservation challenges should be regarded as a learning curve in the Zululand District Municipality and should not be overlooked and only referred to other countries or affecting other municipalities but regarded as factors that are educating and dealt with accordingly for the sake of conserving the available heritage in the district.

2.11 CULTURAL HERITAGE TOURISM AND SUSTAINABILITY IN SOUTH AFRICA

Ivonovic (2008: 258) shows that the study continues to reveal the importance of preserving cultures and shows the potential cultural heritage can have on the development of the country and also reveals the value of cultural heritage on rural communities.

Cultural heritage tourism can encourage and results into sustainable economies especially in rural communities if the cultural historic and natural resources are managed, protected,

preserved authentically and the needs of the communities be balanced with those of tourists. Cultural heritage tourism can be seen as an experience which is produced by the interaction of the visitor with the resource and it also includes the travelling to experience the places and activities that authentically represent the stories and people of the past and present. Our cultural as well as natural heritages are both irreplaceable sources of inspiration (South Africa's World Heritage Sites, 2007). Peoples motivation to travel appears to be changing, more people visit heritage sites, those with genuine interest in history and a good education understanding the significance of cultural heritage attractions. Heritage attractions have developed a niche in the industry and are now regarded as a contemporary commodity created for the purpose of satisfying contemporary consumption. (Saarinen et al 2009).

World Heritage Sites can boost local economies by encouraging tourism. For this reason, heritage sites need to be preserved for future generations. A large amount of prestige is brought to a site which has world heritage sites status as it may promote the sites both locally and internationally as well as to attract the visitors. The Cradle of Humankind was nominated by South Africa as a World Heritage Site in 1998 and was declared a World Heritage Site of cultural significance by the (UNESCO) United Nations Educational Scientific and Cultural Organization on 2 December 1999. The Cradle of Humankind is situated mainly in the North West province. The site has been described as the place where humankind began. The significance of this area lies in the fact that the Cradle of Humankind is a chest of information on human and cultural evolution. The Cradle of Humankind is a site that has developed its potential for cultural heritage in order to create new opportunities for tourist to gain an understanding of an unfamiliar place, people and time.

A positive collaboration can occur between tourism, heritage and culture and can go on a long way in promoting local economies with the focus of cultural heritage tourism working towards sharing heritage and culture with visitors. This also promotes community pride as people work towards common goal in establishing a thriving cultural heritage tourism industry in South Africa. According to (Timothy 2003) the key principles to ensure sustainability of culture, is to ensure authenticity, interpretation, access and equity. There is a need to ensure that authenticity is not staged and that it remains real. Authenticity is sometimes compromised by interpretation in a form of detailed on-site literature, displays and guided tours. Moreover cultural heritage tourism requires management that ensures acceptable limits of use, encourages zoning and is participatory. Limits will vary according to the type of tourism, in the case of cultural heritage tourism, access relates to the level of

intrusion that is considered acceptable, access can and should be granted, and privacy of certain aspects of that host culture should be respected. The integrity of culture heritage should be protected against abuse and overuse. Sustaining cultural heritage requires a community-based perspective, where the community that owns the culture collectively decides the extent to which it is open to visitors. Tourists levels are less easily managed for culture, visitors should be taught to respect sites and other attractions. Heritage tourists are more willing to learn and be educated on site, this makes sustainability more feasible.

2.12   BENEFITS OF CULTURAL HERITAGE TOURISM

Cultural heritage tourism is seen as a strong contributor of poverty alleviation, tourism generates net benefits for the poor.

Cultural heritage tourism has a good potential to deliver benefits for the rural communities, working as means of poverty reduction. Giving emphasis on cultural heritage tourism products, it is felt that it would help to promote a distinct brand of tourism to reflect values consonant with the South African image and identity. Cultural heritage tourism also enhances local communities esteem and provides the opportunity for greater understanding and communication between people of diverse backgrounds.

Other benefits associated with cultural heritage tourism include:

- 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.
- Assisting in minimizing negative social impacts and potential community backlash by decreasing social distance between tourist and hosts.
- Rarely requiring of massive infrastructure as it is organized around existing resources.
- Creation of wide range of jobs from full-time to part-time, from semi-skilled to unskilled within the tourism industry and outside.
- Development of infrastructure, roads, telephones, water, power etc.
- Improvement of general living standards for all communities.
- Gaining of usable skills by local people.

- Community / Individual awareness of cultural heritage tourism.

- Encouragement of the regenerated and restoration of historical sites, degraded sites and museums.

Benefits such as these will only work within the Zululand District Municipality areas if only they are authentic and are driven by people within the community who can ensure that long term community benefits are retained and cultural heritage aspects also respected. For tourism to be a truly beneficial economic strategy for any community, it must also be dedicated to improving the quality of life of the people who live and work there. (Timothy 2009: 187)

2.13   TOURISM DEVELOPMENT AND COMMUNITY PARTICIPATION

It is important to understand that local residents are part of cultural heritage tourism, so they should be treated with respect, and their concerns and ideas have to be addressed. Participation in decision making means residents have opportunities to voice their own hopes, desires and fears for cultural heritage development and contribute to the planning process from their own experiences and own expertise, thereby gaining a meaningful voice in the organization and administration of cultural heritage tourism. Having said so, it is important for cultural heritage managers by all means to stay close to the' grass roots' where history is made and remade. Involving residents and other stakeholders is not a simple task, but it is the most sustainable approach that can be taken. These participatory techniques are important in developing cultural heritage tourism.

Tourism development has forces of social change that drive sustainability, aiming at promoting a tourism industry that satisfies the needs of future generations without compromising the ability of future generations from benefiting using the same resources. It is important for this study to consider tourism developments, taking into account the wide scale of cultural heritage available in the area of the Zululand District. Tourism as part of sustainability development should be able to follow these conditions. According to (Saarinen 2009)

- Contribute to the satisfaction of basic and felt needs of those hitherto excluded in local tourist destinations.

- Contribute to the emergency of necessary conditions in tourist destinations which will lead local people to gain self-esteem and to feel free from the evils of want, ignorance and squalor.

- Help host communities to be free on emancipated from alienating material conditions of life and from social servitude to nature, ignorance, other people, misery, institution and dogmatic beliefs.

- Accelerate not only national economic growth which must be shared fairly across the social spectrum.

- Achieve the above principles indefinitely without compromising the ability of future generations to meet their own needs.

Community participation in tourism development has long become an established practice. Community participation is of course at the heart of any approach that aims to disperse economic benefits of tourism to marginalized rural communities. Studies on impacts of tourism have confirmed the importance of involving local communities at various stages of tourism development, from planning right through to implementation up to its evaluation; failure to involve the local community has resulted in resentment and negative social and environmental impacts. Involving the community breeds success and the involvement is based on a number of assumptions that:

- There is decentralization of decision making to the community
- The community acquires managerial skills
- The user group is homogenous and small and that the benefits derived from resource management should benefit communities mostly affected by their proximity to the resources or because they have to change their lifestyle and be accommodative.

The local community is the key participant in tourism development, community participant in the interpretation of heritage and development offers the potential to create a unique and authentic culture that is carried by all involved and thus giving development a greater chance to succeed. Moreover participation can give the community an opportunity to voice their concerns and this to the community gives them pride and a sense of ownership of the culture and heritage. It helps them reclaim their own cultural history and allows them to decide how it will be portrayed to the broader society.

2.14 POLITICS AND THE DEVELOPMENT OF CULTURAL HERITAGE TOURISM

The usage of heritage for tourism is a controversial and highly politicized matter, because choices have to be made based on what elements of the past will be shown to tourists and which ones to be ignored. Tourism and politics have shown that there is a relation to each other in Southern Africa. This relation occurs because of the effects that the government has on the actions in the image of the country. Tourism is used as means of economic and social development (Hall 1994).

Cultural heritage appears to be a potentially important form of development such as being a source for national identity, political communication and socialization. It also goes to the core of what constitutes our collective political memory cited by (Richter in Pearce 1999). Cultural heritage tourism is intentionally disregarded, meaning, some elements and features of the past would not be selected, and instead they will be ignored or written out of official history. Some segments of the society become disinherited during this process and this happens because the society and leaders were uncomfortable with certain aspects or they were embarrassed by the situation. At times the past is purposefully excluded because they believe that they can achieve an ideological goal, which in most cases is structured on racism as the most powerful amnesia of the society.

One of the most politicized aspect of the is the nature of heritage, which can range from disagreements about what should be included or marked as heritage, and hostilities over whose heritage belongs to whom, and this is regarded as heritage dissonance referring to dissenting views of the past, including conflicting accounts of 'real', 'authentic' or 'accurate' history and heritage. It has now become virtually impossible to know the truth about history because every perception of the past is subjected to muffled interpretations which obviously affect the way it is presented. (Timothy 2011). Another form of heritage politics and dissonance is the disagreement within a single group, including nationalities or religious orders. This is a diverging factor within a large social network having different views of heritage, each claiming to be the rightful interpreter of the past.

Cultural heritage assets are often politicized when utilized in creation of new national identities. If any culture is to be understood, historians must read it by judging what it chose to honor, a heritage is a political construction of what is remembered, different for many groups in a society. Cultural heritage tourism destinations may convey political messages

intended and unintended. Historically, cultural heritages have reflected do active participant in tourism development even though the policy is characterized by a laissez faire approach (Sofield 2003). Heritage and tourism are both manipulated in many political situations in order to achieve nationalistic purpose, ideological goal or security. Government usually at the national level uses heritage tourism to promote political ideals to their own people as well as to foreign visitors or through the media to the entire world (Kim et al 2007).

One most significant purpose for the politicizing of heritage tourism by the government is when travelling alerts are issued, travel warnings or out-and out travel bans. Warnings are issued to alert citizens to potential risks (e.g. terrorism, kidnappings, natural disasters, crime and general instabilities) mainly associated with travelling to a certain destination, these warnings are sometimes employed with political undertones to determine where people should travel and to retaliate against or pressure other countries to submit to the will of the state issuing the warning (Kim 2007).

2.15   RURAL DEVELOPMENT AND TOURISM

There has been an increasing significance of tourism in the rural economy such that tourism has been theorized as a powerful component of the restructuring contemporary economic, social and cultural world (Cloke et al 2006).

According to (Cloke et al 2006) discourses on tourism and the rural have prioritized the power of co modification, marketing and of mediated cultural semiotics in the production of 'the rural' for tourism and have emphasized the power of visual cues in the gaze consumption of rural as well as the power of the diverse components of the tourism industry to appropriate space. Rural space is embedded in the visual components of tourism sites and meaning of rural is conveyed in tourism through visual components of landscape, nature and wilderness.

Figure 2.4   **The three fold model of rural space**

Rural Locality

RURAL SPACE

Representation of the rural   Lives of the rural
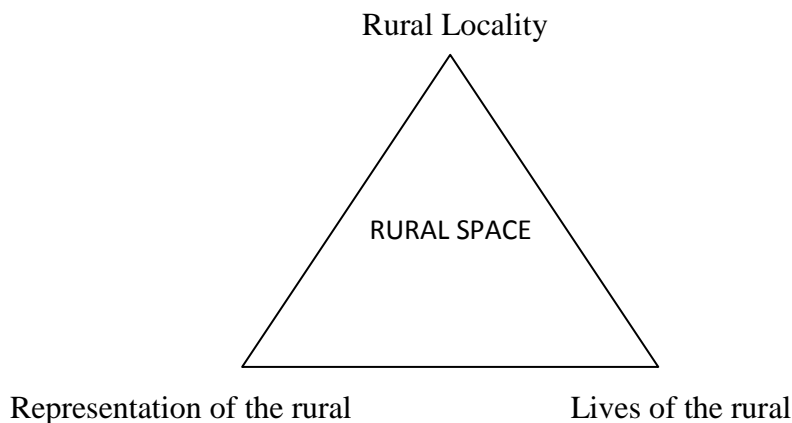
Source: Woods (2011: 11)

Rural is defined as areas which are dominated by extensive land uses, areas that engender a way of life which is characterized by cohesive identity based on respect for the environment and behavioral qualities of living as part of an extensive landscape (Cloke 2006: 20). Historically, rural areas have provided society with fibre for clothing, stone and timber for building. Rural areas have also become a place to walk, ride, cycle, sightseeing or an area to simply escape in search of tranquility (Woods 2011: 1).

Basically rural areas are valued for their scenic landscape and for their natural environment; they are also a home to diverse indigenous cultures. The main aim for rural development is to sustain the economic growth and improve the living conditions, bringing rural areas up to national standards of development and to ensure that rural regions are attractive places to live and be able to contribute to the national economy.

The objective needed to sustain rural development is to evaluate the capacities in the Zululand District Municipality like the unexploited natural resources and the distinctive cultural heritage sites. Other objectives for rural development are:

- To improve the living standards of people by ensuring that they have security and that their basic needs such as food, shelter, clothing and employments are met.
- To make rural areas more productive and less vulnerable to natural hazards, poverty and exploitation.
- To ensure that any development is self-sustaining.
- To ensure that much local autonomy and little disruption to tradition and custom.

In this study cultural heritage tourism is perceived as a driver to rural development, therefore cultural heritage tourism can be integrated with rural development taking into consideration the total human needs, values and standards of good life and the good of society. It is important for the Zululand District Municipality to plan and involve local communities in order to ensure successful development in this area.

2.16   CONCLUSION

In conclusion of this chapter, it is questionable to the researcher whether the community does really own its distinctive cultural heritage resources. It is a fact that the tourism industry receives significant economic benefits from local cultural heritage. If communities are the creators and owners of their cultural assets, they are therefore entitled to a rightful share of the economic benefits that the tourism industry generates.

It has been clear in the readings based on cultural heritage tourism that a lot still needs to be done in terms of managing, sustaining and promoting cultural heritage tourism especially in rural areas. Cultural heritage should be preserved and events related to culture should be celebrated and politics minimized because it can only hinder development in rural areas.

Local municipalities are faced with a challenge of providing necessary infrastructure, resources and indeed marketing and promoting the cultural heritage sites available in destinations. Therefore, conclusion can be made with this study that the potential of cultural heritage tourism can be the driver to rural development.

CHAPTER 3

THE PHYSICAL SETTING OF THE STUDY AREA

3.1 INTRODUCTION

The previous chapter gave a theoretical background based on cultural heritage tourism. Cultural heritage tourism has a potential of bringing development in rural areas if well managed and sustained.

The Zululand district municipality largely comprises of rural communities which are predominately characterized by poverty and underdevelopment. It is therefore vital at this stage to explore the geographical information of this study area. The geographic information will help in making the reader understand the physical features and realize the cultural heritage sites and attractions within the study area.

In this chapter a description of the study area including the historical background, the location, the topography, climatic conditions, the transport network the tourism recourses and cultural heritage sites of the area will be discussed.

3.2 THE BRIEF HISTORY OF THE ZULULAND DISTRICT MUNICIPALITY

The Zululand is named after the inhabitants of the area, the Zulus. Zulu means heaven in the Zulu language. It is branded the Heart of the Zulu Kingdom; this is the place where many clans and tribes came together hundreds of years ago to be built into a great nation. This is where the seven kings lie buried.

Zululand is being part of the province of Kwa-Zulu Natal. Kwa-Zulu gives some indications of the history of this province, Natal referring to the name given by the early white explorers when they sailed close to the coastline on Christmas day in 1400s (Derwent 2000). Zululand is peaceful with green hills of rich soil, waving grasslands, abundant forests and unhurried lifestyle.

Zululand is primarily a rural district, half of the area falls under jurisdiction of traditional authorities and the other half remains privately owned commercial farms or protected areas. The district experiences high levels of poverty and there is poor accessibility to basic facilities and services.

3.3 THE LOCATION AND PHYSICAL PROFILE OF THE STUDY AREA

The Zululand district is located on the North East part of Kwa-Zulu Natal. It has two major towns Vryheid and Ulundi. Both towns are well located in relation to the national road and rail networks. Vryheid is a commercial and business centre, while Ulundi is an administrative centre with the seat of the district municipality.

The area of jurisdiction of the Zululand district municipality is divided into five municipal areas which are to be discussed later in the study.

- eDumbe
- Phongolo
- Abaqulusi (Vryheid)
- Nongoma
- Ulundi

EDumbe municipality is situated in the North West part of Kwa-Zulu Natal; it covers an area of 1947km2. Only 23% of the municipality's population lives in urban areas while 77% lives in rural hinterland of the municipality. Abaqulusi municipality is located in the northern part of Kwa-Zulu Natal and is approximately 4185 km2. Abaqulusi serves a large rural community with low income.

The Phongolo municipality is mainly located along the N2 and it provides regional access to wide tourist activities, it is approximately 3200km2. Ulundi is found in the northern part of Kwa-Zulu Natal, 265 kms from Durban, 127kms from Richards Bay and Nongoma is 56 km away from Ulundi.

Figure 3.1   The relative map of the study area
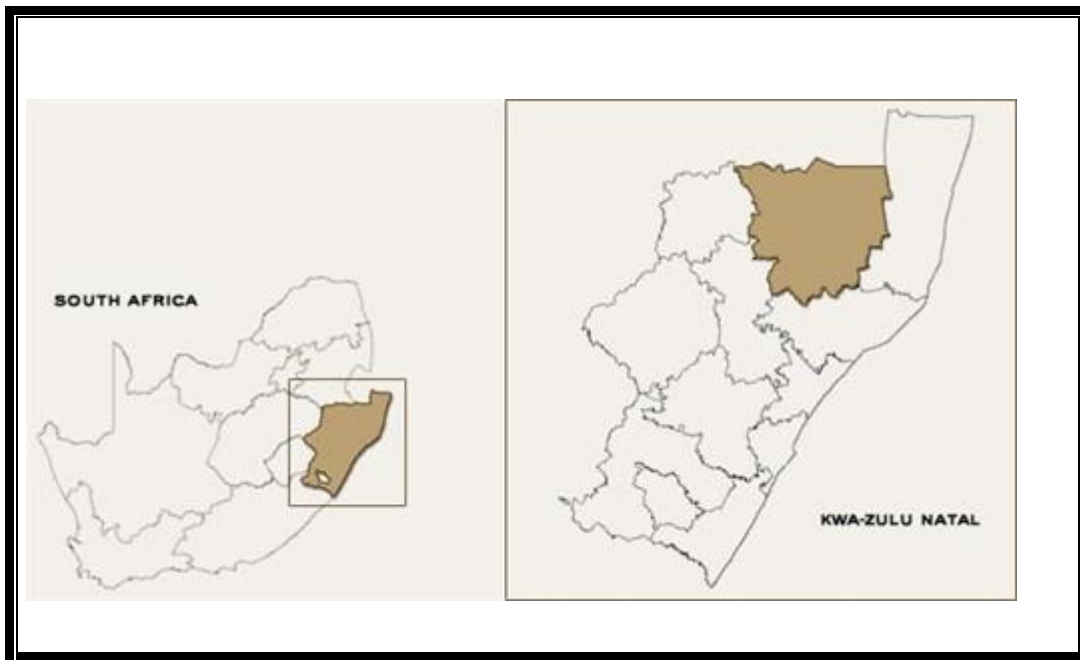
Source: Zululandtourism.org.za (Accessed date: 18April 2012)

FIGURE 3.2   THE ABSOLUTE LOCATION OF THE STUDY AREA
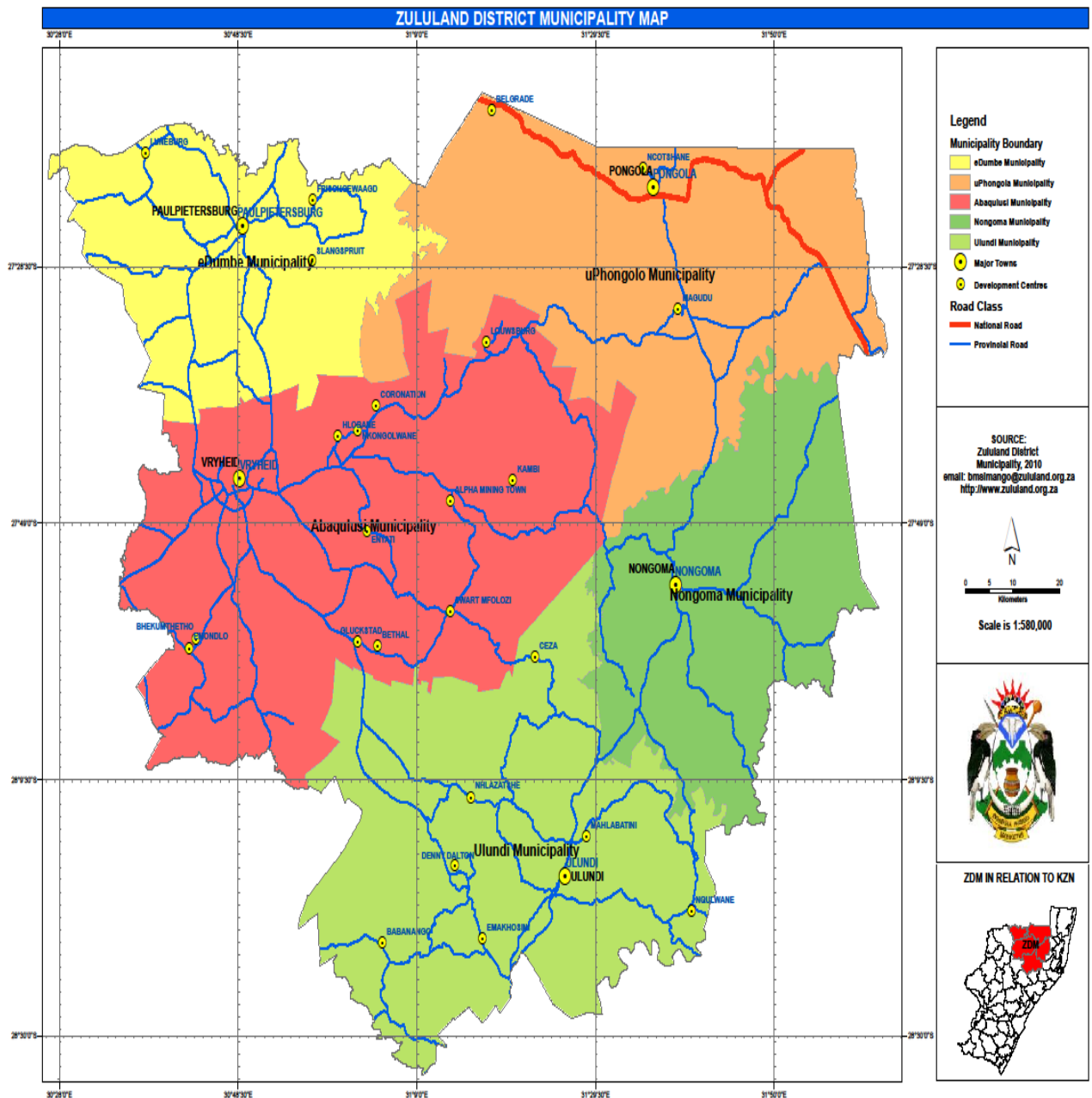
Source: Zululandtourism.org.za (Accessed date: 18 April 2012)

The Zululand District Municipality covers an area of 14 808 km. The district is predominately rural with commercial farmland interspersed by protected areas, towns and dense to scattered rural settlements within traditional authority areas.

The majority of these settlements are small, it comprises of 1 022 settlements divided into fifteen urban areas, sixty four dense settlements, two hundred and ninety villages, five hundred and forty seven scattered settlements and one hundred and six farm settlements.

Table 3.1 SETTLEMENTS CLASSIFICATION

Settlement	Description	Number of settlements
Urban	Built-up areas, towns & formal settlements with less than 2,500m2	15
Dense	Formal or informal settlements with a population of at least 5,000 and a household density of five or more households per hectare.	64
Village	Formal or informal settlements with a population of between 500 and 5,000 and a household density between 0,5 households per hectare	290
Scattered	Any settlement that has a population of less than 500 and a density around 0,5 households per hectare	547
Farmlands	Communities living outside traditional authority areas on private farmlands.	106

Source: Zululand District Municipality Development Plan 2012

Land in the Zululand is primarily to tenure and the land width highest agricultural potential. Private farmlands constitute a large portion of the Zululand district municipality. Agriculture activities are mainly forestry (eDumbe, and Abaqulusi) sugarcane (Phongolo) and livestock throughout the district. Maize, soya beans, wheat, groundnuts, sorghum, vegetables and subtropical fruits are found in the Zululand district.

3.4   TOPOGRAPHY AND CLIMATIC CONDITIONS OF THE STUDY AREA

The Zululand area forms part of the Phongolo, Mkuze and Umfolozi river catchments of the uSuthu and Mhlatuze areas. The northern and western edges of the Zululand district municipality are characterized by the steep terrain. The Skurweberg and Elandsberg mountains on the western side of the Zululand district municipality are approximately 1,700m above sea level. In the north east are the Lebombo Mountains.

In   general, the topography slopes gets less from the west to the east, as well as from the north to the south and consequently all the main rivers flow in the same direction of the slopes. There are some large relatively flat areas between 200m and 300m around Phongolo and the lower reaches of the Umfolozi River which runs through Ulundi.

Climatic conditions vary significantly from the northern highlands to the eastern low lying areas. Rainfall is strongly seasonal with more than 80% occurring as thunderstorms during October and March. The rainfall peak months being December to February in the inland. Rainfall varies from over 1,000mm in the north and west, dropping to below 600m in the central area.

In accordance with the rainfall pattern, the relative humidity is higher in summer than in winter. Potential mean annual gross evaporation ranges from 1400mm in the west to 1600mm in the lowveld. The highest mean monthly evaporation is in December and the lowest mean monthly evaporation in June. (Zululand District Municipality water services development plan, 2012)

3.5   THE   TRANSPORT   NETWORKS   OF   THE   ZULULAND   DISTRICT MUNICIPALITY

Zululand's main internal road network is dominated by three routes which form a triangle linking Vryheid, Ulundi and Phongolo, this route is known as the "coal lines". The routes R34, R66, R33 and N2 connect the district's main centres to adjacent districts and urban centres. The given routes are having a disadvantage or weakness because the R66 between Nongoma and Phongolo is not tarred and the N2 between Phongolo and Piet Retief does not have national road status.

An important link is the road from Ulundi to the Cengeni Gate of the Umfolozi game reserve. This link is vital in order to realize the tourism potential of the Zululand district. There is also

a train (freight) that transports goods. These goods consist of ferrochrome, granite, chrome, steel and timber. Most of this is loaded from the Northern part and Mpumalanga.

In the Zululand district there is also the Ulundi Mangosuthu Airport which is currently undergoing renovations. It used to have scheduled flights from Ulundi, Durban and Pietermaritzburg. After renovation Johannesburg will also be linked. The road P700 linking Ulundi to Umfolozi has been recently tarred, this road has made the movement of tourists easy and this route has shown the potential of economic growth that lies in tourism and agriculture in the Zululand district.

3.6 CULTURAL AND HERITAGE TOURISM ATTRACTIONS OF THE STUDY AREA

Sites of cultural significance to the Zulu nation are abound in what is generally referred to as Zululand. No culture is said to be static, especially in Africa where traditional life is constantly under threat of modernization (Derwent 2000).

Despite this threat many cultural practices remain intact in rural Zululand; the cultural experience can be experienced by using one of the many cultural or what many people prefer to call the living museums.

The Zululand is not only known for its culture and heritage but is also home to some of the finest game reserves and birding routes

3.6.1 Tourism routes in the Zululand District Municipality

Some of the tourism routes found in the study area will be discussed and are:

- **Zululand birding route**

The Zululand birding route is having more than 600 species recorded in the birding route in South Africa's birding diversity hot spot. A network of self driven routes has been designed for tourist to use.

- **Kwa-Zulu Natal battlefields route**

One third of the formal battlefields sites in Kwa-Zulu Natal are around the Zululand district municipality.

- **The Zululand heritage route- R66**

This route focuses mainly on the Zulu culture and heritage, on battlefields and on key events such as the annual Zulu Royal Reed Dance and the Mona market found outside of Nongoma.

3.6.2   The battlefields and historical sites

The battles and wars focus mainly on the early Zulu battles and historical sites around the Zululand District Municipality and such battles and sites will be discussed below. Ulundi as one of the local municipalities of the Zululand district is an ideal stepping off point for a visit or an exploration of the battlefields of Kwa-Zulu Natal.

Figure3.3   Ulundi battlefield monument

Source: Researcher's digital camera. (date captured: 19 April 2012)

The Ulundi battlefield monument marks the site of the last battle of the Anglo-Zulu War of July 1879 the cream of the Zulu Nation faced the classic British infantry square, supported by

artillery and cavalry. Ulundi proudly retains its cultural heritage and visitors find an exploration of the royal city and surroundings areas a fascinating experience. (Ulundi Tourism Association 2012)

The historical sites include the Fort Nolela (refer to Figure 3.4.) Fort Nolela is where the British camped before crossing the White Umfolozi River to engage the Zulu in the final battle of the Anglo-Zulu War of 1879. The Nolela Fort is located close to the hostels of James Nxumalo Agricultural High School. It is one site that is frequently visited by international tourists.

Figure 3.4   Fort
**   Nolela**

Source: Researcher's digital camera. (date capture: 19 April 2012)

The Ondini Museum is also located at Ulundi. Another important attraction of historical importance is the Ondini museum, (refer to Figure 3.5.) The Ondini museum is built at the reconstructed royal residence of the King Cetshwayo. The museum houses a magnificent collection of bead work and exhibits of various sub-cultures of the Zulu people.

Figure 3.5 Ondini Cultural Museum

The visit of tourists to the museum provides insight into traditional life style of the Zulu people. At the site of the museum a statue of **King Cetshwayo** who became king of the Zulus, is placed. The figure below shows the statue of King Cetshwayo **Figure 3.6 King Cetshwayo**

Source: researcher's digital camera. (date captured: 19 April 2012)

Figure 3.7   Some of the displays at the Ondini museum

These displays are without doubt an indication that cultural heritage tourism is viewed positively and can bring development to local communities who are, with these displays showing pride of their art work.

Source: researcher's digital camera. (date captured 19 April 2012)

Some of the great kings' stories make the tourist desire to see the Emakhosini cultural heritage park, the legendary Valley of the Kings. The park combines a beautiful and historical Zululand valley with very rich culture and historic sites. The Emakhosini valley is a birth place of the Zulu nation. It was here that the legendary King Shaka grew up and established his royal residence.

Figure 3.8   The spirit of eMakhosini

Source: researcher's digital camera (date captured: 18 April 2012)

The Emakhosini memorial stands on the lookout hill, kwaNkomba and has a huge bronze beer pot as the center, the pot is surrounded by friezes depicting everyday Zulu life. On the outer edge of the memorial are seven large animals horns, symbolizing the seven kings who lie buried in the valley. The memorial is a symbol of pride and living heritage of the Zulu people.

UMgungundlovu is the royal homestead of King Dingane; it is located in the eMakhosini valley. The centre is intended to be the hub from which to explore the diverse culture, historic and natural attractions of the eMakhosini heritage park. This area is already a draw card for foreign and local tourists.

Figure 3.9   The uMgungundlovu multimedia center

Source: researcher's digital camera. (date captured: 18 April 2012)

3.7   OTHER CULTURAL AND HERITAGE ATTRACTIONS OF THE STUDY AREA

Nongoma is known as a royal city of Zululand, it is home of the Zulu king. The Kings Royal palaces are among the main tourist attractions in Nongoma.

Nongoma is a very rural and traditional part of the Zululand. It is here in Nongoma where the most spectacular event the Annual Royal Reed dance takes place. The Royal Reed dance is held at the king's royal residence e-Nyokeni palace and this event is attended by people from all over the world. It is here in Nongoma where the Ngome forest and Shrine are found. Ngome has indigenous forest with history and tea plantation around. The area is known as the

Ntendeka wilderness area, a very special and spiritual place. The Shrine was built on rocks; the place attracts pilgrims from international countries

Figure 3.10   The Ngome shrine

Source: http//www.heritagetkzn.co.za (date accessed: 20 April 2012)

The shrine is in the heart of Kwa-Zulu Natal in the picturesque area of the Zulu Royal family. It is situated the heritage site of the Ngome Marian Shrine. It is 87km south of Vryheid; it is situated in the tea plantation which in turn is surrounded by timber forest.

At the shrine it is where the Catholics come for mass celebrations and praying. There are seven water springs which never run dry and are strongly believed to have been pointed out by the Virgin 'Lady Mother' Mary. The local people live in close proximity to the shrine and are themselves connected to the shrine through their work or through their practices with the Catholic faith.

The Abaqulusi municipality has many historical buildings and sites. The area is surrounded with rich natural attractions like the Hlobane Mountain which was used by the Zulus during their war against the British.

Thirty kilometers away from Vryheid town is the Ncome Blood River heritage site where a major confrontation took place between the Voortrekkers and the Zulus on 16 December 1838. Vryheid town is the largest in the district; it was founded in 1884 by the Voortrekkers settlers who were granted land by King Dinuzulu.

3.8   POVERTY ALLEVIATION AND SOCIAL DEVELOPMENT INITIATIVES OF THE STUDY AREA

The Zululand district municipality is experiencing high levels of unemployment; the district is considering poverty alleviation initiatives. The Kwa-Zulu Natal Provincial government has initiated a programme known as the 'Flagship' programme, targeted at the reduction and improvement of the livelihoods of households that are steeped in poverty. This programme has been dubbed the 'War on poverty'.

The Department of Social development has also facilitated a number of projects aimed at alleviation of poverty. The department has provided funding and currently 52 projects have been listed, three of those which are for the functioning of the community care center and three others are to promote the development of a sustainable livelihood (IDP 2011/2012).

The whole intention of this study is to assist the Zululand District Municipality to make use of the cultural heritage tourism resources in the area to reduce poverty by creating jobs in the local communities which can bring development and a better life to the local people without waiting for the hand out given by the government.

3.9   CONCLUSION

The above discussion concentrated on the physical features and cultural heritage tourism attractions in the study area. It was intended to give a reader a clear perspective of the area, where it is located and what can be found in the Zululand District Municipality.

Because of the unique cultural heritage found in the Zululand District Municipalities, there is potential of cultural heritage tourism. These attractions can be a drawing point for tourist to visit thus empowering the local community economically and socially. The Zululand District Municipality is the heart of the Zulu culture and a historic area. The district has been eyed for huge development plans which include the current renovation of the Ulundi Mangosuthu Airport as one of the tourism boosting infrastructures to happen linking tourists to the Hluhluwe-Umfolozi game park.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

The purpose of this chapter is to analyze and present data that was collected during the research process conducted in July 2012. Analysis and interpretation are important components of the research process.

The responses are analyzed and interpreted so as to give meaning to the objectives of the study. During the analyses and interpretation of data one is able to see whether the objectives of the study have been met and through assessing the responses, one can also be able to accept or reject the hypotheses as proposed in the orientation of the study. Data analysis is an ethical issue because it exposes power and privilege in relationships, decision makings around maintaining curbing relationships with research subjects. Data analysis processes are theoretical and are methods that embrace both methodological and epistemological assumption (Walliman 2005).

According to Magi (2010), analysis in research refers to the breakdown, categorizing, ordering and summarizing of the data so as to get answers to research questions. Answers to research questions cannot only be provided through analysis but interpretation of data is also required hence Magi (2010) explains that to interpret the results of data is to explain and find meaning to the results of the analysis. Interpretation of results aims at achieving what the meaning and implications of the analysis are and then conclusion can be drawn.

It is therefore important to note that interpretation is important and vital for this study as it helps the researcher to find answers to research questions and enables the researcher to make evaluations and conclusions deduced from the responses. Interpretation therefore means attaching meaning to data collected.

The findings reported and presented in this study are not in any way conclusive, but represent some emerging patterns of a research. To keep the discussion focused and as reminder of what was presented in Chapter One, it is imperative that at this juncture the objectives and hypothesis are restated.

4.2   RESTATEMENT OF THE OBJECTIVES AND HYPOTHESES

Research objectives refer to what the researcher wants to achieve at the end of the research study, on the other hand, research hypothesis refers to the statement of what the researcher deems to be the most probable answer to the research questions. It is important then at this stage to restate the objectives and hypotheses because these provide direction for the analysis and interpretation of data as well lay as springboard for conclusions and recommendation for the study.

 Objectives and hypotheses are both guidelines to what is to be analyzed and interpreted for this chapter. The objectives and hypotheses of this study are restated below:

Objective 1: To identify cultural heritage resources available in the study area.

Hypothesis 1: Members of the community are able to identify cultural heritage resources available in the Zululand district municipality.

Objective 2:   To view local communities' perception towards cultural heritage tourism development.

Hypothesis 2: The local community has a positive attitude towards cultural heritage development.

Objective 3: To assess the level of participation by the local community in cultural heritage tourism development.

Hypothesis 3: The local community does not participate actively in cultural heritage tourism activities.

Objective 4: To discover strategies used by the Zululand District Municipality to transform cultural heritage assets into tourism products.

Hypothesis 4: The Zululand District Municipality does not have adequate strategies in place to transform cultural heritage assets into tourism products.

Objective 5: To establish the contribution of cultural heritage tourism resources towards the economic upliftment of the communities in the study area.

Hypothesis 5: Cultural heritage tourism resources have a potential of uplifting the economy of the communities of the study area.

Restating of the objectives and hypothesis makes it easier for the researcher to refocus on what is to be analyzed and interpreted in this chapter.

4.3   GENERAL RESPONSES TO THE QUESTIONNAIRES

The data presented in this chapter was collected from respondents in the study area. Three municipalities that were targeted for this study were Nongoma, Ulundi and Abaqulusi (Vryheid). Due to unforeseen circumstances like the unpredicted weather pattern, limited time for the research and socio-political factors, data collection was interrupted at Abaqulusi, and therefore, the research was not conducted as effectively as at Nongoma and Ulundi local municipalities. It is important to indicate that some of the circumstances which disturbed data collection and hindered the researcher from reaching the targeted sample size at Abaqulusi Municipality were the racial distribution of respondents.

Nongoma municipality and Ulundi local municipality were dominated by the same racial group, blacks, but Abaqulusi was predominantly White and respondents were reluctant to co-operate with the researchers and therefore Abaqulusi had a very low number of respondents.

Questionnaires were distributed to school learners, FET College, educators, employees in the private and public sector and to the community during organized community meetings. The reason for having such a distribution was to try reach a variety of community members as far as possible, especially those who are currently studying tourism or working in the tourism industry.

Responses were different, some of the respondents expressed their anger, and particularly community members who argued that they were not included in the decision making process that involved heritage resources that exist in their local areas. It is for this reason that some of them refused to respond to the questionnaires; rather they gave their own version of the history that is provided around the local area.

This lack of co-operation resulted in a very unsatisfactory return rate of questionnaires, some of which were incomplete and 11% non-response rate. This implies that out of 160 questionnaires distributed; only a 143 were returned and this is 89% response rate. Below is the distribution of respondents by local municipalities.

Table 4.1   Distribution by local municipalities

Respondents Variable	Frequency	Percentage %
Nongoma	57	40%
Ulundi	76	53%
Abaqulusi	10	07%
N=	143	100%

Table 4.1 above is an indication of how the municipalities responded, with Ulundi having the highest number of respondents. The reason for this distribution of responses is that most of the newly erected cultural heritage sites are located at Ulundi municipality. Ulundi municipality, is centrally located compared to Nongoma and Vryheid municipalities therefore, it has become the first stop for tourists who are traveling out of the Hluhluwe Umfolozi game reserve using the Cengeni gate.

The Zululand District Municipality offices and the Districts' tourism office are conveniently situated along the way to the airport facilities which are located at Ulundi. In order to understand the composition of the respondents the questionnaire had a section that related to the demographic information which is presented below.

4.4   THE DEMOGRAPHIC INFORMATION

Demographic information of the respondents is divided in gender, age, race, education, employment and income. Information on these variables is presented in graphs and frequency percentage for analysis purposes.

4.4.1   Gender of respondents

Sixty percent (60%) of the respondents were females and forty (40%) were males. The reason why there were more females than males is that females are more active members in the community projects and it was realized that females are more eager to receive and see development in their communities. Males are more passive, rather they go seek employment

in urban areas therefore show less commitment to the development of their communities. Another remarkable reason for this difference with a larger number of females would be regarded as a rural phenomenon, having a high ratio of females than males.

It is also important to note that the number of females is more dominant even in the IDP of the Zululand District Municipality of 2011/2012

Figure 4.1 Gender of the respondents
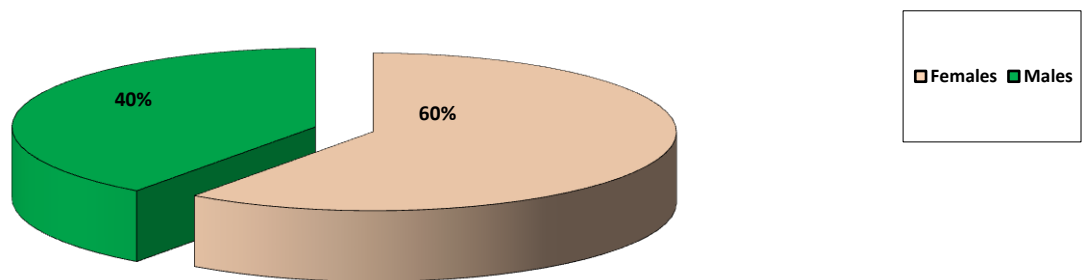
4.4.2   The Age of the respondents

The distribution of the age was categorized as follows: 18-28, 29-39, 40-50, 51-61, 62 and above. This distribution was designed to represent the age levels of the youth, the young youth, the mature adults and the aged respectively.

The researcher acknowledges that the promotion and development of tourism in any area is highly dependent on the age of the people particularly those who are in the tourism industry. Cultural heritage tourists are regarded favourably as they are affluent tourists, well educated, broadly travelled and in more mature age groups (Timothy 2009).

The findings of the study have indicated that the majority of respondents (68%) were from the youth within the 18-29 age categories. If these young people are showing such interest in the development of cultural heritage tourism one can anticipate that there is a future to the development of cultural heritage tourism in the Zululand District Municipality.

The positive attitude of the youth towards cultural heritage development can be attributed to the schools and colleges that are offering tourism as a subject. This implies that development

and promotion of cultural heritage tourism in the area can be of benefit to the community in the future.

Figure 4.2 Distribution by age
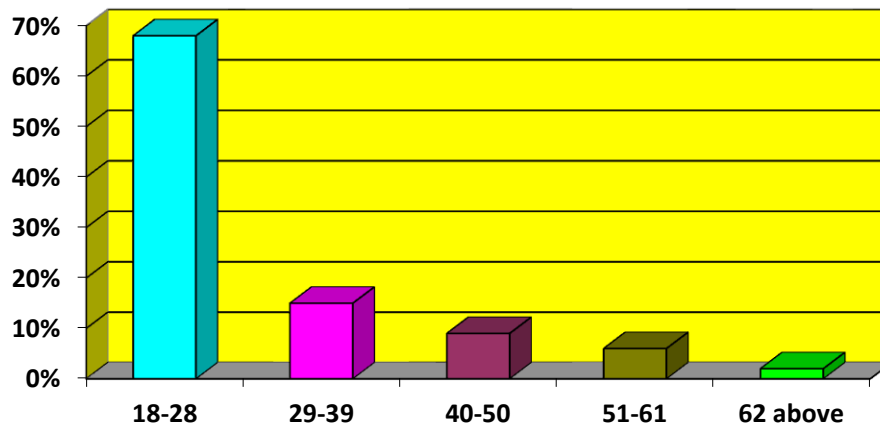
Most responses were from the youth who are at schools and FET institution studying tourism; aged between (18-28) amongst which are the former tertiary students who are unemployed and eager to get employed in the tourism industry. The second highest number of responses was from the category of young adults (29-39). Some of the respondents in this category are employed while others are unemployed. The third highest number of responses was from the matured adults category (40-50) mainly being homestead owners and leaders of the community. Some of these respondents are active participants in cultural heritage tourism development in communities. The fourth highest number of responses was from the elders in the (51-61) category who provided more information on cultural heritage sites available within their local communities and the fifth category (62 and above) respondents were elders that have aged, who gave an extended version of the history of the study area.

4.4.3   Level of education

The level of education in any society significantly influences the provision and usage, promotion and development of that community (Ivanovic 2008: 127). The more educated the community is about cultural heritage tourism the more the need and usage of cultural heritage facilities will be required and sustained.

Education can impact on the social well-being of the community. Previously, females were expected to head households and their chances of education would be disadvantaged; but findings of this study have indicated a massive change to this stereotypical belief because

females have been identified in this study as engaged in education programmes and show active roles in community organizations

Figure 4.3   Level of education
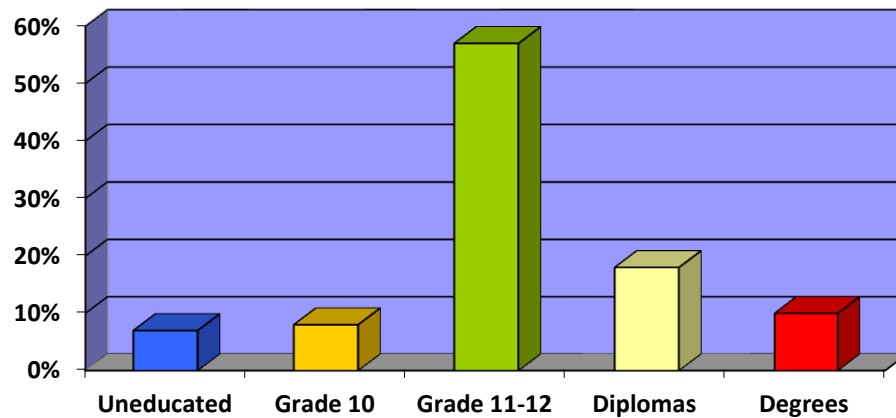
Findings indicate that 57% of the respondents are in possession of secondary education which indicates that the level of education in the Zululand District Municipality is increasing compared to what was stated in the (IDP 2011/2012) stating that the level of education is low in the Zululand District. There was also a higher number of respondents 28% who indicated that they had college and university education than 57% respondents who indicated that they are still at high school doing grade eleven and twelve. This implies that development and promotion of cultural heritage tourism in the area can therefore be of help in terms of job opportunities for the community in local areas.

Only 7% of the respondents indicated that they had no formal education (illiterate) and an 8% indicated that that they had gone through to Grade 10 but did not continue thereafter. The education level of the community is gradually improving in the Zululand district, this is therefore increasing opportunities for the community in terms of job opportunities and this being educated will also bring a better understanding to the community. The community will be able to understand what cultural heritage is, and how it should be sustained so that them as the community can eventually benefit. The sustaining of cultural heritage tourism will create jobs even for people who are illiterate.

4.4.4 The employment distribution

The findings indicate that the majority of the people (61%) in the study area are unemployed and findings also indicate that 30% of the respondents are employed in both the private and public sector. About 09% of respondents are indicated as self employed which indicates that the government is contributing towards the unemployment crisis and promotes self employment.

Unemployment is still a challenge in rural areas and semi-rural areas of Kwa-Zulu Natal such as in the Zululand District Municipality. The development of cultural heritage tourism and the sustaining of the available resources can assist in reducing the unemployment rate which is currently indicated as the highest percentage. Cultural heritage tourism has the potential of creating employment opportunities and can be the driver of rural development.

Table 4.2   Distribution by employment

Category variable	Frequency	Frequency %
Self Employment	13	9%
Unemployment	87	61%
Public Sector (Government employed)	30	21%
Private sector	13	9%
N=	143	100%

Table 4.2 is further evidence that a large portion of the respondents is unemployed with 61% this percentage is caused by graduated students who are not employed currently and by a large number of students doing tourism at high school level. The Zululand District Municipality is challenged with this situation.

Tourism can improve the economic status of the community and with this large number of students doing tourism and graduates reflected in the education level, this can be a turning point for the Zululand District Municipality in the future. These students can contribute to the

community in the near future by using the skills gained in promoting and developing cultural heritage tourism for economic benefit.

4.4.5   Distribution of Income

This section reflects on the earning power of the respondents. The analysis in this category is restricted to employment and income levels. As indicated in the employment section that a majority of 61% of the respondents are unemployed, that was impacting on the income level of the community. Unemployment is a serious concern in South Africa, particularly affecting the rural communities, unskilled and illiterate people; therefore the Zululand District Municipality is no exception. This means that the respondents are not engaged in gainful income. If people are unemployed, opportunities of having an income are limited for people.

The education level has a huge impact on the income state of the community. In the education distribution; a 57% of the respondents were learners and students who are without any fixed income but with some gaining a very limited income on a part-time basis. Findings of the study indicated that only a 43% of public and private sector respondents are in a month earning between Three thousand and five hundred rands up to ten thousand rands (R3 500-R10 000) compared to a fifty seven percent (57%) of respondents who are self employed and part-time workers in the tourism sectors who earn between one thousand rands up to three thousand rands a month (R1000-R3000)

Figure 4.4   Distribution of Income
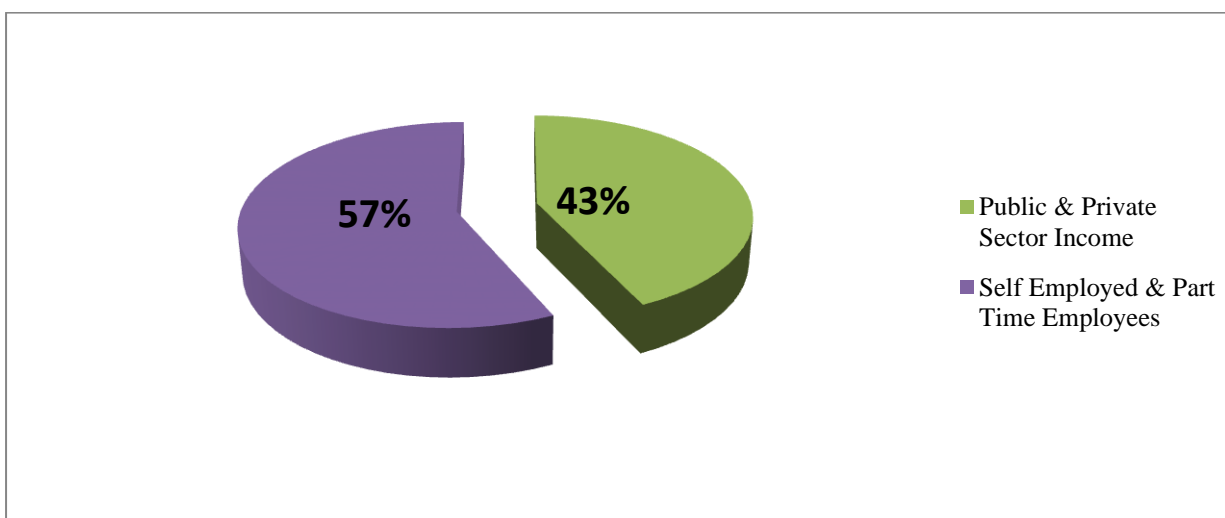
The income status of the Zululand District Municipality clearly indicates that it is constituted with low income individuals. Such low monthly income is indicative of the fact that most respondents are unskilled and many of them are unemployed.

4.4.6 Distribution by Race

The main intention of this study is to establish the notions of cultural heritage tourism resources available in the study area particularly in rural communities.

The majority of respondents were blacks with a high percentage of 97% and only a limited number of respondents 3% were white. This is an indication that the Zululand District Municipality is mainly in the rural areas, the whites in the area are mainly conducting businesses and amongst them, some are being municipal employees.

Figure 4.5   Distribution by Race
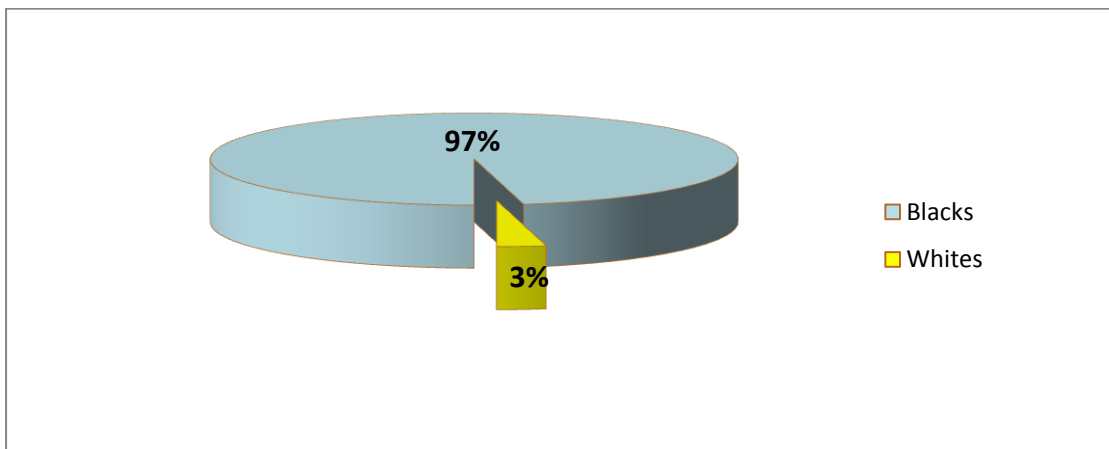
4.5 IDENTIFICATION AND THE UNDERSTANDING OF CULTURAL HERITAGE TOURISM.

The first objective of the study was to identify the available cultural resources; the intention was to reveal the level of understanding of cultural heritage tourism. Respondents were asked to indicate their understanding by being requested to identify cultural heritage resource sin

the areas. From the analysis of the responses, the understanding of the concept cultural heritage tourism was well understood by respondents.

Most of the cultural heritage resources in this study area are within the rural community areas; hence the respondents were asked if they were able to identify cultural heritage resources or activities in their area. Cultural heritage tourism awareness means being conscious, interested and to be knowledgeable about cultural heritage resources in the study area.

Eighty eight percent (88%) of the respondents said 'yes' to the question which required them to indicate whether they understood what cultural heritage tourism is and only 4% of the respondents said 'no' only a eight 8% of the respondents were not sure what cultural heritage tourism was.

Figure 4.6   Understanding of cultural heritage tourism
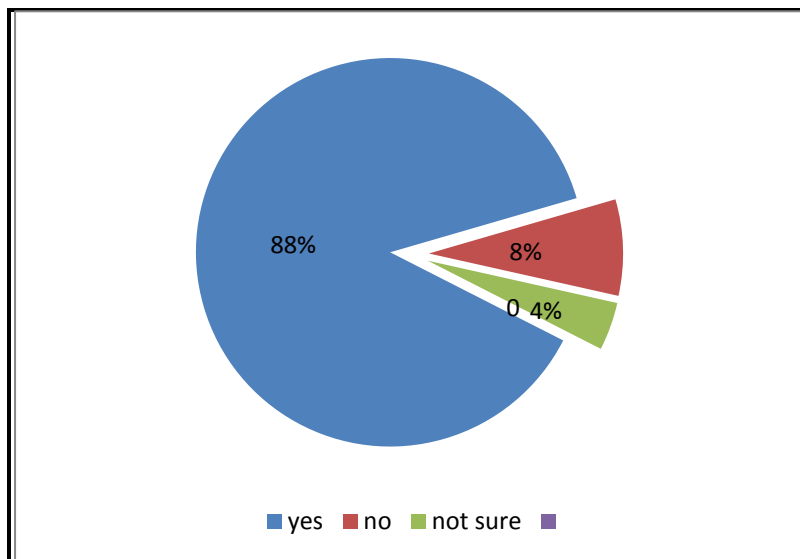
In this context respondents showed that they were informed of what cultural heritage tourism was and were able to identify cultural heritage resources and activities related. To display their understanding of the potential of cultural heritage tourism, respondents were able to give various resources that can be utilized for tourism development.

This was an indication that the respondents were no longer in the dark with regards to cultural heritage tourism. It is anticipated that the community understands the value of cultural heritage tourism and would embrace any development initiative that would create employment for them.

Table 4.3   Tourism resources and activities by local Municipalities

Ulundi	Freq	%	Nongoma	Freq	%	Vryheid	Freq	%
Sprit of Emakhosini	35	46%	Reed dance	30	52%	Blood River	2	20%
Ondini Museum	21	28%	Mona Market	18	32%	Isandlwana	6	60%
Dingaan Stad	20	26%	Uselwa	9	16%	Ncome	2	20%
N= 143	76	100		57	100		10	100%

As shown in Figure 4.6 and Table 4.2 a significant majority (88%) of the respondents understood what cultural heritage was. Respondents were able to identify cultural heritage resource and an activity which is *objective 1* of this study, a few resources were mentioned in table 4.5 amongst those are the most popular for each municipality. Therefore, **Hypothesis 1** which says '**Members of the community will be able to identify cultural heritage resources available in the Zululand district municipality** is accepted, this being supported by the findings which indicate that 88% of the respondents were able to indicate their understanding of cultural heritage tourism and thus identified some of the most popular resources in their local municipalities.

4.6   PERCEPTION OF RESPONDENTS TOWARDS CULTURAL HERITAGE TOURISM DEVELOPMENT

Community participation in cultural heritage tourism development is at the heart of any approach that aims to disperse economic benefits of tourism to marginalized communities.

Studies on impacts of cultural heritage tourism have confirmed the importance of involving local communities at various stages of cultural heritage tourism development, from planning right to the implementation up to its evaluation (Saarinen et al 2009).

Tourism development is one of the most commonly used concepts but the least understood expressions in the tourism lexicon. Development means different things to people. The term development is one of the slippery terms spoken of; it is associated with words such as under or over, either too much or too little. Development has a structure suggested to it and a lot is related to development hence the respondents were requested to give their opinions with regards to development (Hall 1994).

Studies have indicated that for people to have a positive perception towards cultural heritage tourism development, it calls for them to see the benefits brought to them through cultural heritage tourism. It therefore was important for this study to get the communities' perception towards the development of cultural heritage tourism (Smith 2009).

The respondents were asked to give their perceptions towards cultural heritage development. On questioned who they think should take the most initiative in educating the community about cultural heritage tourism development, a majority of (43%) of the respondents indicated that it is the responsibility of the tourism officers to reach to them as the community and teach them on cultural heritage tourism development.

Forty two percent (42%) of the respondents indicated that it is the responsibility of the community organizations that have been selected to work in the communities to assist the community, by informing them as community members about development strategies in the area. Only a fourteen percent (14%) of the respondents thought it a responsibility of the government officials to assist in teaching the community about cultural heritage tourism development. One percent (1%) indicating that it is a responsibility of the private sector.

These findings are an indication that the community is aware of cultural heritage tourism developments and benefits thereof. It is for this reason that they showed interest in being trained or educated on how to be responsible towards the available tourism resources. The community believed that cultural heritage tourism resources can bring them development of infrastructures such as; roads, telephones, water, power etc. to improve their living conditions and other benefits.

The Zululand District Municipality should therefore be clear with its priorities of enriching the community and it should be well known to the community whom they deal with regarding cultural heritage developmental matters. Involving the community breeds success.

Below is Figure 4.7 which gives the distribution by respondents towards cultural heritage tourism development.

Figure 4.7   Perceptions towards cultural heritage development
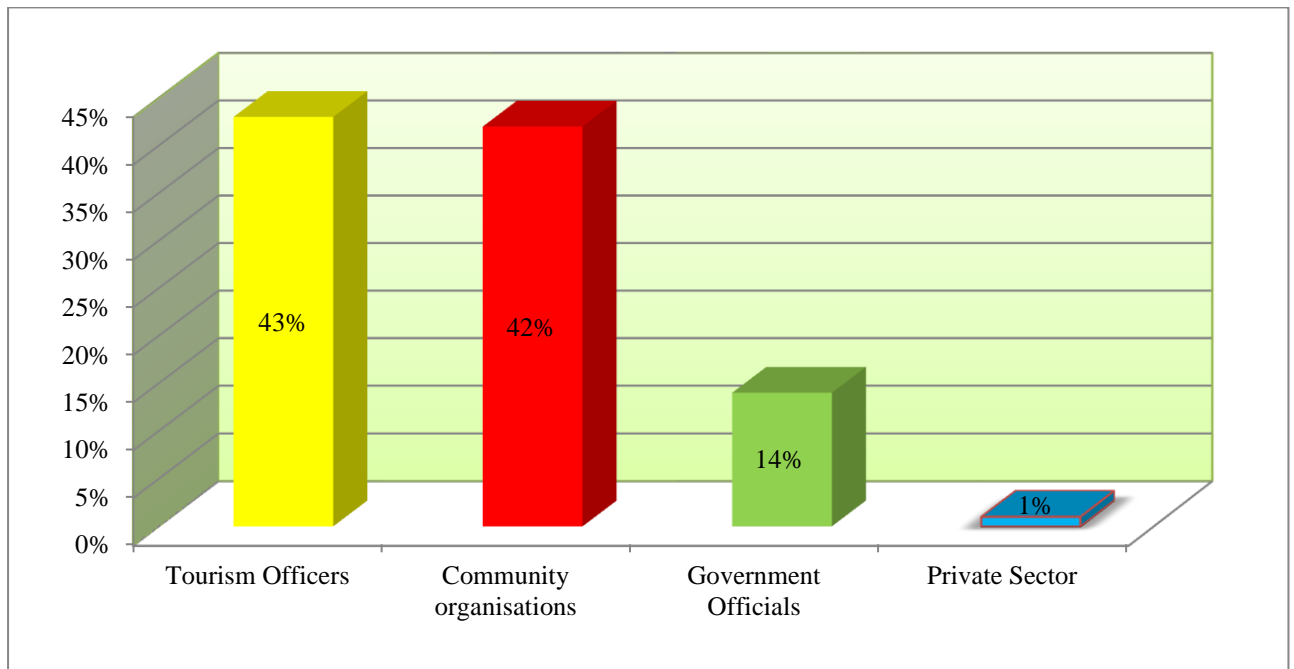
Furthermore with regards to cultural heritage tourism development, the respondents were asked to express their degree of agreement or disagreement with the statements on five categories, with nine statements used to determine their level of perception on cultural heritage tourism developments.

A Likert scale was used in analyzing the perceptions of the communities' responses towards what they expect to gain from promoting cultural heritage tourism development in their local communities.

A scale of 1-5 was used. **1=strongly agree, 2= agree, 3= neither agree nor disagree, 4= disagree, 5=strongly disagree**.

Table 4.4   Perception towards cultural heritage tourism development

Variable	1	2	3	4	5
Creation of a wide range of job opportunities	78	38	23	00	04
Individual cultural awareness	37	55	46	01	04
Income generation (Economic growth)	49	42	42	04	06
Infrastructure development	49	37	45	08	04
Restoration of historical sites	62	24	39	14	04
Tourists visitation	68	41	26	05	03
Usable skills developed e.g. Business skills	55	43	36	04	05
Upliftment of living standards	31	52	46	06	08
Sustainability of cultural heritage sites	59	42	31	07	04

N= 143

Considering the responses, a majority of the community is positive towards the development of cultural heritage tourism. With variable no.1 which says cultural heritage tourism can be a creation of a wide range of job opportunities, a 55% strongly agrees that the development of cultural heritage can bring about job opportunities with only an exception of 03% who strongly disagrees to this notion. The majority of (41%) again agrees to the fact that cultural heritage sites need to be sustained for development to occur; and only 03% strongly disagreeing.

Therefore with Table 4.3 it is evident that the community has hope that they will benefit from the development of cultural heritage tourism if well educated, therefore **Hypothesis No.2 which says: The local community does not perceive the development of cultural heritage resources an importance** is totally rejected.

4.7 PERCEPTION OF RESPONDENTS TOWARDS THE PRESERVING AND CONSERVING OF CULTURAL HERITAGE TOURISM.

(Timothy 2007) states that cultural heritage places need to be preserved because they are non-renewable.

(Ivanovic 2008) further states that cultural heritage tourism can encourage and results into sustainable economies especially in rural communities if the cultural historic and natural resources are managed, protected, preserved authentically and the needs of the communities be balanced with those of tourists. It was therefore important for this study to include a question on preserving and conserving of cultural heritage resources.

Respondents were asked to give their perceptions towards the importance of conserving and preserving available cultural heritage tourism resources and sites within their areas. The majority of the (97%) respondents displayed a positive perception towards the importance of preserving of the cultural heritage tourism resources. That indicated an understanding of the potential that cultural heritage tourism has on sustaining and benefiting of rural communities.

Table 4.4   Perception towards preserving and conserving of cultural heritage sites

Perception towards preserving cultural heritage tourism	Freq	%	Perception towards conserving cultural heritage tourism	Frequency	Percentage
YES	139	97%	YES	128	90%
NO	00	00	NO	04	03%
NOT SURE	04	3%	NOT SURE	07	05%
N=143		100%			100%

Following from the responses above it is clear that respondents have a positive perception with regards to preserving and conserving of cultural heritage tourism. The notion of preserving and conserving, aims at meeting the community's needs without compromising the ability of future generations to meet their own needs entailed in cultural heritage tourism.

There was a link between these two concepts preserving and conserving, which indeed the respondents could not differentiate. This lead to a ninety percent (90%) of the community agreeing to that the cultural heritage tourism should be conserved as compared to a 97% who say it should be preserved. A three percent (3%) said no to conserving compared to a (0%) indication to preserving of cultural heritage tourism.

That negative attitude was indicated as a result of not seeing any benefit from cultural heritage tourism and a five percent (5%) were not sure about conserving compared to a three percent (3%) indicating a not sure for preserving.

Respondents did recognize the importance of conserving and preserving. It is a fact that tourists seek authentic cultural heritage products. Preserving and conserving would restore the sense of pride amongst the community. The community would feel a particular attachment which would be more meaningful and maintained.

More than half of the respondents agreed that there could be benefits such as infrastructure development and socio-economic improvement which can be acquired from cultural heritage tourism in the study area, should it be well managed, preserved, conserved and protected. Managing entails management of the sites and the controlling of visitors.

Without proper management it can really be impossible for cultural heritage tourism to prosper. Proper management of cultural heritage resources is meant to maintain the integrity of the place. The community is the owner and interpreter of cultures. It is indeed the duty of the municipality to provide the necessary management principles in their areas which would enable cultural heritage tourism practices to take place successfully.

The challenge for the Zululand District Municipality was to restore this hope to the community and to keep the community positive about the future prospect of cultural heritage tourism.

4.8   LEVEL OF PARTICIPATION IN CULTURAL HERITAGE TOURISM ACTIVITIES

The community should be the key participants in cultural heritage tourism development. Community participation in the interpretation of heritage and development offers the

potential to create a unique and authentic culture, thus giving development a greater chance to succeed (Saarinen et al 2009).

Failure to involve the community has resulted in resentment and negative social and environmental impacts. Therefore it is no doubt that, for people to have a positive perception about something, it calls for them to see the benefits thereof. There are many factors that can limit the meaningful participation of the community in cultural heritage activities. Some of these limitations can be a serious lack of knowledge and the misunderstanding of what cultural heritage tourism was, or lack of involvement in planning and decision making.

There is a need therefore to involve the local community in cultural heritage tourism activities. The third objective of this study was to find out whether the community of the Zululand District Municipality does participate in cultural heritage tourism activities. The respondents were asked if there were any cultural heritage activities that take place on annual basis in their local communities.

Findings of the study indicated that seventy eight (78%) of the community agreed that there are cultural activities taking place within their communities annually and 14% of the respondents seemed not to know what those activities were and they disagreed to having annual cultural activities in their local communities, with a 09% not being sure whether this does happen.

Table 4.6   Distribution of cultural heritage activities knowledge

Variable based on cultural heritage activities knowledge	Frequency	Percentage
Yes	110	78%
No	20	14%
Not Sure	13	09%
N=	143	100%

Referring to Table 4.5 the majority of the community 78% showed that they knew about cultural heritage activities that take place in and around their local communities annually

14% of the respondents said no, they do not know of any activities and 09% of the respondents were not sure if there were such activities going on in their local areas.

Surprisingly, when questioned on their level of participation in these activities, the respondents showed a poor level of participation. Only respondents that work within the tourism related business indicated to participate actively because it is mainly work-related roles that they play.

The community as such showed little interest in participating, indicating that during such activities, opportunities are given to strangers and they are not involved in the planning of these activities. These findings were an indication that, the community does not lack knowledge of what cultural heritage tourism activities were, but the lack of participation was caused by the lack of being involved in planning and decision making. The lack of being involved was mentioned in the introductory statement as limitation of participation.

Figure 4.6   Participation level of the community in cultural heritage activities
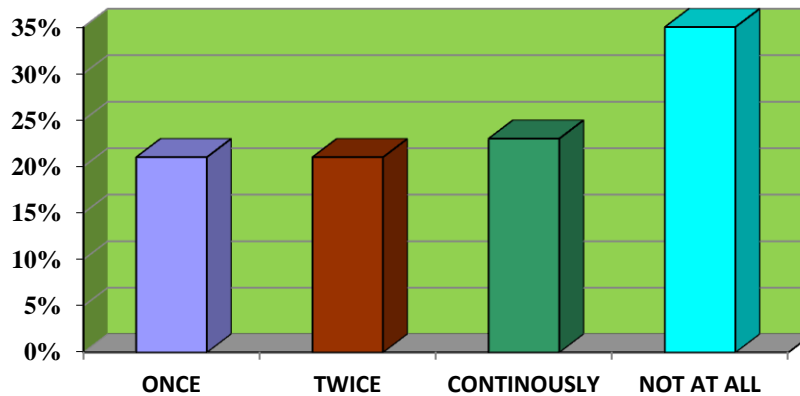
From Figure 4.6 it is clear that the community is not actively participating in cultural heritage activities. Thirty five percent (35%) of the respondents do not participate at all and only a twenty three percent (23%) participating frequently and this is because of work related roles. **Hypothesis no.3** is therefore confirmed and accepted that, **The community does not actively participate in cultural heritage tourism development.**

These results reflect that the Zululand District Municipality still has a challenge of involving the community in decision making in particular with activities involving them and in activities to be performed as the community and especially to consider giving community members' first preference when it comes to job opportunities and skills development.

The fundamental aspect of promoting tourism development as stated in the White Paper on Development and Promoting of Tourism (DEAT 1996) states that the community must be involved. It is reasonable therefore to agree or support hypothesis no.3 if the community is not active because of being left out, it is a lesson to the Zululand District Municipal officials, in particular tourism officers, to make it their responsibility to work hand in glove with community members to promote cultural heritage activities

4.9 STRATEGIES OF PROMOTING CULTURAL HERITAGE TOURISM

Cultural heritage tourism resources need to be promoted into something that can be used by tourists. It is important for the Zululand District Municipality to identify cultural heritage resources, value their existence and have these resources transformed to be usable to tourists. Promoting such cultural heritage tourism resources will ensure community pride. There will be working together towards achieving a common goal which is to promote a distinct brand of cultural heritage tourism. This will help in enhancing local communities esteem and a better understanding be gained.

4.9.1 The desirability of cultural heritage resources to tourists

Cultural heritage tourists seek authentic, the inmate, the human scale, the immersion experience (Smith 2009). Tourists want to visit or go to local places and experience the community's daily living. The tourists basically come to the destination to search for authenticity and meaningful experience.

It was therefore important for this study to find out if the Zululand District Municipality does take the tourists needs into consideration. One of the questions asked to the respondents was to find out if the available cultural heritage tourism resources are desirable products to be visited by tourists and the follow up question was to find out if these resources portray the correct image to tourists without false selling of culture.

A relatively high number seventy one percent (71%) of the respondents were positive with the availability and desirability of the cultural heritage resources; agreeing that the resources are desirable resources to tourists. Seventy nine percent (79%) of the respondents agreed that these resources do portray the correct image which is irreplaceable and such information needs to be preserved. Table 4.6 is indicating the figures as given by respondents

Table 4.7   The desirability and image portraying of cultural heritage resources

The desirability of the cultural sites	Frequency	%	Image of the cultural heritage sites	Freque ncy	%
Yes	101	**71%**	Yes	113	**79%**
No	11	**08%**	No	04	**03%**
Not Sure	31	**21%**	Not Sure	26	**18%**
N= 143		**100%**			**100%**

4.9.2   Cultural heritage promotion strategies

This section deals with different strategies used by the Zululand District Municipality to promote tourism in general and cultural heritage tourism. From the given responses it is conclusive evidence to say that the Zululand municipality is not having sufficient strategies to advertise and promote tourism in the area. Figure 4.7 will show more details from the respondents' perception.

Majority of 66% respondents do not agree that enough is done to promote cultural heritage tourism in the Zululand district. Therefore the statement in the questionnaire saying that the Zululand District municipality is not doing sufficient to promote cultural heritage tourism was supported by the respondents as correct.

Figure 4.7 Promotion distribution strategies
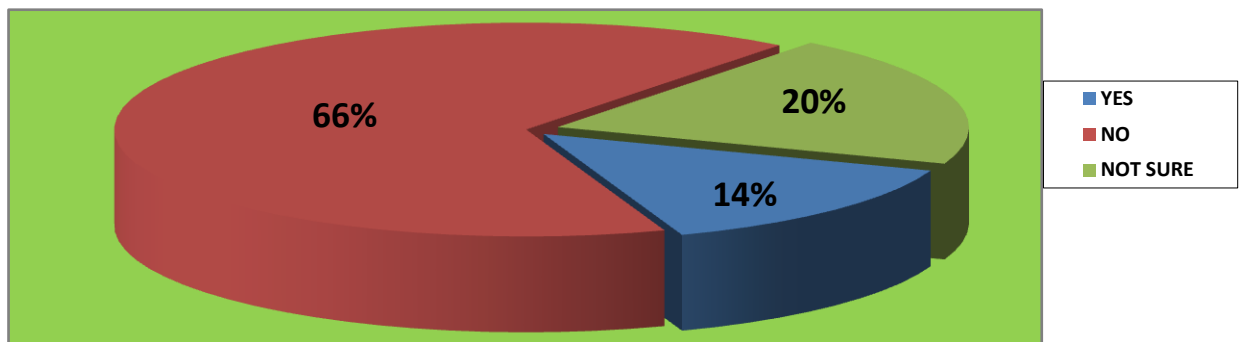
Giving emphasis and importance on cultural heritage tourism will help in promoting the District brand of tourism; this will reflect values of South Africa's true image and identity in promoting cultural heritage tourism. This will again provide an opportunity for greater understanding and enhancing of communication between diverse groups.

It is therefore crucial for the Zululand District Municipality to provide a variety of strategies towards the promotion of cultural heritage tourism as off course the district is known as the heart of the Zulu Culture.

Respondents indicated that promotion is not well done and the marketing is not yet drawing the attention of tourists, therefore this supports the statement of **hypothesis no4: The Zululand District Municipality does not have adequate strategies in place to transform cultural heritage assets into useful tourism products.** The hypothesis is accepted.

4.10 THE CONTRIBUTION OF CULTURAL HERITAGE TOURISM TOWARDS THE ECONOMY OF THE LOCAL COMMUNITY

Cultural heritage tourism is as much based on experience as it is on seeing. Providing experience for visitors has become a more important element recently and that has led to the growth of 'experience economy'. Experiences are a distinct economic offering (Smith 2009).

Cultural heritage tourism like any other tourism sector is one of the sectors that have a rare income. Most of the economic outcomes of cultural heritage tourism are similar or the same

to those of all other forms of tourism. The most direct form of economic impact in cultural heritage tourism is revenue regenerated through entrance fees.

Cultural heritage tourism has the potential to improve the living conditions of the rural communities with the regenerated revenue and indeed by also applying activities in and around the heritage sites that can stimulate the economies of neighboring communities through employment and private businesses.

The economic status of the Zululand District Municipality can only be improved if the community is motivated and encouraged to be active participants, engage in promoting cultural activities, engage in programs of cultural sustainability and development. Such initiatives can assist in uplifting the economy and hopefully the unemployment situation in the Zululand District Municipality can be reversed.

Tourism in general is an important source of foreign exchange; cultural heritage tourism has the potential to bring change that is desired to the rural community, therefore it is important to authenticate this kind of tourism (cultural heritage tourism) which is seen as one possible means of contributing to the well being of the communities economically.

The respondents were asked to rate the potential of cultural heritage tourism towards uplifting the local area and bringing about development in the community hence all the variables are potential related. The following rates were used **1= strongly agree, 2= agree, 3=neither agree nor disagree, 4= disagree, 5= strongly disagree.**

Table 4.8   The **communities' expectations on cultural heritage tourism**

Variable	1	2	3	4	5
Cultural heritage tourism has reduced the rate of unemployment	28	16	23	18	15
Many jobs have become available in the Zululand district municipality because of cultural heritage tourism	24	27	33	10	06
There are no tangible benefits of cultural heritage tourism development	07	11	49	25	08
Cultural heritage tourism can reduce poverty in rural areas	33	28	30	03	06
Cultural heritage resources are irreplaceable	27	20	37	12	04
Cultural heritage resources can boost the local economy	40	31	26	01	02
Cultural heritage tourism can be a driver of rural development	30	32	30	04	04
Cultural heritage tourism has a potential to uplift the standard of living of the community	32	37	24	04	03

N= 100 figures have been given in percentage %

The respondents indicated to be reluctant; other respondents do not believe that cultural heritage tourism can bring change in their lives. A (44%)forty four percent of the respondents agreed strongly to the first variable of table 4.7, which states that a minimum number of jobs have been created; these findings support the figures given in the demographic information of this study under employment variable which indicates that 30% of the respondents are employed.

Thirty three percent (33%) of the respondents disagreed and strongly disagreed that cultural heritage tourism has created jobs, which again was supported in the employment variable in the demographic section that 61% of the respondents are unemployed. This implies that,

85

these respondents have not benefitted and there is no difference to them with regards to jobs creation.

The Zululand District Municipality is believed to be having a good potential for cultural heritage tourism due to the availability of cultural heritage resources. In general when talking to the respondents, they believed that cultural heritage tourism is a tool of economic development. Varieties of expectations were indicated by the community and such responses were showing willingness to engage in cultural heritage development for the sake of their economy upliftment.

Having said so, this means that **hypothesis no5**: is accepted when stating that, **cultural heritage tourism resources have a potential of uplifting the economy in the communities of the Zululand District Municipality.** The respondents have shown a positive attitude and do believe that cultural heritage tourism resources in their local areas can bring change in their living conditions.

4.11   CONCLUSION

It has been really interesting to do this analysis as well as the interpretation of data in this section. The researcher was expecting to see the importance of cultural heritage tourism being valued and understood amongst the community of the Zululand District Municipality; this seems to have been actually achieved.

The objectives and hypothesis of the study have really helped in giving direction to the analysis and interpretation. Guidance throughout the whole researching, questions that were raised have been answered and attended to.

From the findings it can be concluded that there are positive signs towards embracing cultural heritage tourism as having the potential to bring development in rural communities.

In concluding the majority of the community is positive with the development of cultural heritage tourism which can be a beneficial potential to their lives. Cultural heritage tourism awareness campaigns need to be recommended and thus encouraged from the Zululand District Municipality officials.

Most importantly the community must be involved in all decision makings. This will minimize the cry or complain from the community leaders that they are not part of the decision making in some of the resources which are available in their local communities.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1   INTRODUCTION

In this last chapter of this research study, it is where the summary, conclusion and recommendations are made. This chapter concentrates on the findings that have arisen from the analysis and interpretation of the data. The questions used during the research investigation were basically structured in relation to the objectives of the study as stipulated in chapter one and in chapter four of the study.

This chapter intends giving a summary of the whole study. The outcomes of the study are revisited and turned into conclusions and recommendations. The outcomes are of great value to this study because they provide valuable information needed about the potential of cultural heritage tourism in rural areas especially in the Zululand District Municipality.

Some valid conclusions have been drawn from the findings and recommendations were suggested as a way of casting some light on how the Zululand District Municipality should plan and manage the available cultural heritage resources, how they should develop their promotion strategies. Recommendations also formed the basis for the future involvement of the community in cultural heritage tourism activities.

5.2   SUMMARY OF THE STUDY

The study has attempted to give a reasonable well formulated presentation of the research problem, chapters of this study range from one to five.

Chapter one (1) highlights the orientation of the study. The core concepts related to the study were defined and contextualized in relation to the proposed study. Such concepts amongst some included heritage, cultural heritage, cultural heritage tourism, rural development, and tourism potential and tourism resources.

This chapter also presented objectives of the study which served as guidelines of how the study should be conducted; this included the statements of hypotheses formulation. The objectives are related to the findings. Objectives establish outcomes hence the recommendations are based on the outcomes of these objectives which were presented earlier

in the research study. Chapter one also revealed the methodology that was to be used for this research, it was stated how data was to be collected and a work schedule was displayed in this first chapter.

The main theoretical framework section was presented in chapter two (2), that section reviewed literature studied, and the educated work of scholars was shown there. The theoretical framework was giving more light to what cultural heritage tourism was and it was explained by (Smith 2009) and a variety of other definitions were given in this chapter. The perceptions of different scholars towards cultural heritage tourism were shown in this chapter.

The link of heritage to culture was explored; perspectives were given on cultural heritage tourism. Such information was relevant to this study because the Zululand District Municipality needs to be informed and knowledgeable about cultural heritage tourism. There is a need to know that cultural heritage tourism depends greatly on the goodwill and cooperation of the host community. The local communities must practice responsible heritage tourism so that sustainability is attained. It is important for the local community to be involved in cultural heritage tourism activities; that can lead to community development.

It was noticeable from the responses that involvement of the participants in the Zululand District Municipality were ignored; the respondents were not part of the decision- making in particular with cultural heritage resources that are erected in communities, the respondents were not part of the planning and decision making.

Findings of the study indicate that a majority of the participants do not take part in organized cultural activities which take place annually; this is because of this lack of being involved. It is therefore recommended that the Zululand District Municipality begins to note that cultural heritage resources maintain the integrity of a place, therefore the community is the owner and interpreter of cultures, so there is a great need to involve the communities, the community should be participants in all planning and decision making.

The physical setting of the study area in chapter 3 (three) gave a brief history and profile of the study area. The Zululand District is a rural district and is under the jurisdiction of traditional authorities. It is located in the north east part of KwaZulu-Natal and it has five municipal areas. Amongst the studied municipalities, findings indicate that Ulundi

municipality and Nongoma municipality are popular with cultural heritage tourism attractions.

Respondents for these municipalities were able to identify available cultural heritage resources and understood what cultural heritage tourism resources were. Chapter three further gives information on battlefields found in the study area and gave information on other heritage sites available in this study area. Photos used for this chapter were captured using the researchers' digital camera and it was done on site.

Chapter four (4) has been one of the most important chapters of this study. It dealt with the presentation of data collection, data analysis and data interpretation. Tables and figures in a form of graphs were used to clarify data collected. Data presented was a variety of personal attributes, respondents did differ with regards to personal attributes, and this is evident with different perceptions and expectations towards cultural heritage tourism as a benefit to rural communities. Basically what was evident in this chapter was that the community is awaiting tangible improvements such as job creation opportunities and indeed more infrastructure development. This far the communities expectations were not fully met; it would be proper to reason it as a fact that this matter is still a challenge to the Zululand District Municipality.

5.3   OBJECTIVES RELATED TO FINDINGS

As indicated earlier that objectives are related to the findings and that the objectives establish outcomes, this is to be examined.

The first objective was to identify heritage resources available in the study area. On the whole a significant majority of the respondents were able to identify cultural heritage resources; this implied that the community understands the meaning of cultural heritage tourism. When the community was asked if they were aware or knew of any of those cultural heritage resources? They showed no difficulty in doing so. The identification of these resources was an indication that the Zululand District Municipality was the heart of the Zulu culture, implying that the area was endowed with cultural heritage resources.

With regards to whether respondents are aware of cultural heritage tourism, eighty eight (88%) of the respondents understood the concept and it was interesting to note that females were the active participants' whiles males were passive. The community strongly believes

that they should be taught how to conserve cultural heritage tourism if it is to bring development within their areas and if they are to benefit to from such tourism as the community. These were findings of objective two which was to view the local community's perception towards cultural heritage tourism development.

The third objective was to assess the level of participation by the participants in cultural heritage tourism development. It was a disappointment for the researcher to realize that a majority of the participants do not participate actively in activities organized annually, for those who seemed to be participants of these organized activities; it was because of job related roles that they mainly performed.

With regards to tourism development the respondents were positive and do adherer to the importance of developing cultural heritage tourism. Surprisingly there was lack of participation and this was justified as caused by the lack of involvement by the organizing officials. That poses a challenge for the Zululand District Municipality which they need to consider and work on.

The fourth objective was to discover whether the Zululand District Municipality does have strategies to transform cultural heritage. This was a denied statement by the majority of 65% respondents. It was evident that tourism promotion is insufficiently done; respondents mentioned that tourism officers are not available for assistance. This again is a challenge for the Zululand District Municipality. Tourism officers should be available, be seen in communities. It is important to note that promotional strategies need to be revised, cultural heritage tourism needs to be promoted throughout the year not only when there is an annual event then thereafter advertising disappears.

The last objective, objective five was to establish the contribution of cultural heritage tourism resources towards the economic upliftment of the community. A majority of the respondents revealed that cultural heritage tourism can benefit the community economically. There can be unemployment reduction. This is an indication that something needs to be reviewed in policies and procedures relating to the promotion of cultural heritage tourism and the municipalities need to adjust their priorities.

The objectives as a guideline for this section of the study were attended with success that made it easier for the researcher to focus on what was to be analyzed and interpreted.

5.4   GENERAL CONCLUSIONS

The research findings of this study made it possible to draw general conclusions. The fact that a majority of the respondents were able to identify cultural heritage resources and understood the meaning of cultural heritage tourism implies that these available resources should be well conserved and sustained so that the Zululand District Municipality recognizes these facilities and uses them as attractions to promote tourism within the municipality.

The more these resources are well promoted, the more the intake of tourists will be in the Zululand District. That was one chance to be taken, to create job opportunities for local communities, not only will it be job creation related but it will also mean infrastructure improvement or development; that was a great possibility considering that the Zululand District is losing most of its tourist because of bad roads linking to the district.

It was not a surprise at all to witness that females were the active participants when it came to development requiring. It is common occurrence ever since in rural communities, that females become active participants not only with agriculture practices in some instances but also with tourism in this case as revealed by the study. These findings were revealed during community meetings; females showed a high number of being participants and they had pro-active roles to perform, such a positive habit of active females again is revealed in the demographic study of this research which indicated a 60% of females who were active respondents; compared to a forty percent (40%) of males who were active respondents.

Regarding the community's perception towards cultural heritage tourism development, there seemed to be a positive response from the respondents. The concept was well understood as shown by the results of the study. Though there was dissatisfaction from some of the community members, that dissatisfaction was partially understood. The participants were dissatisfied for not being involved in planning and decision -making as community members; such lack of being involved has caused a negative attitude when it comes to participating in cultural heritage activities.

That situation was resting on the Zululand District Municipality to try transform the situation, by being supportive to the local community. Support can be in given in different forms, like having money available to fund small projects like handcrafts, tradition groups etc, training is also a form of support, educating the community is support and many more support system can be thought off.

Should the municipality therefore be supportive to the local community, the rate of participation can increase, and participation can be in a variety of activities which are intended to promote tourism. That surely could lead to development.

The study has revealed that the respondents were well aware of tourism benefits which are possible, but the key limitation was that the respondents have been excluded from these benefits in a sense that they had not been involved in planning and decision-making processes. As a result that exclusion had caused a lay back for the respondents. Based on the findings of the study it was reasonable to support the hypothesis that the community does not participate actively in cultural activities that are organized annually.

The researcher believes that with proper advertising and promotion of cultural heritage tourism done, the community can begin seeing the benefits of hosting these valuable resources. Good strategies should be applied which was not yet the case with the Zululand District Municipality. The Zululand district is rich in cultural heritage resources and sites and it can be a "Must see" destination when it comes to cultural heritage tourism. The researcher also feels that it's important to teach the community, train them so that they have the required skills of managing the resources and that they feel accommodated and part of developments that are still to happen.

5.5   RECOMMENDATIONS

The findings of the study were related to the objectives, the researcher has made conclusions using the findings of the objectives therefore the researcher had to come up with the following recommendations:

Firstly: The researcher recommends that for each local municipality a local community tourism organization should be formulated. These organizations or committees should include community members, counselors, and traditional authorities. If these members are part of committee they would know exactly what is anticipated by the local community with regards to tourism development in the area. The researcher feels that establishment of such an organization will help the respondents to be part of the decision making and be involved in planning of activities in which respondents as members can be part of.

Secondly: The researcher recommends that the Zululand District Municipality works closely with the community in preserving the available and identified resource that are cultural heritage resources; that would ensure that vandalizing of these resources is avoided at all costs, and the participants will see the need of preserving and have them well managed.

The researcher recommends that tourism officers in local municipalities should not work full time in offices but also have field session whereby they work closely with schools including FET so that learners and students get exposure earlier on field trips and tourism attractions, such activities should be encouraged especially for local tourism attractions.

Thirdly the researcher recommends that employment in local tourism sections be given to local people who happen to have the interest of the community at heart, that again will be saving rent and sometimes transport issues for locals who will simple walk to the sites as guides and return home for accommodation, which would be giving jobs to the community.

The researcher recommends that the Zululand District Municipality reviews the availability of tourism offices to the community. Respondents indicated that they are not aware of the tourism offices. The researcher recommends that tourism offices be constructed centrally in CDBs so that they can be easily accessed by the community and even to tourists, legible letters or signage should be done, that was one of the marketing strategies that can be used.

Fourthly: the researcher recommends that the Zululand District Municipality reviews their promotion of cultural heritage tourism strategies because the current strategies are not promoting tourism as suppose to be, the respondents reveal that promotion is not sufficiently done, this maybe because of lack of funds or proper strategies are not applied, but it remains a recommendation that the Zululand District Municipality works on promotion strategies, again the researcher recommends that the Tourism officers work closely with tourism related business where entrepreneur become part of the local municipality tourism committee. This would imply exposure to tourism attractions, businesses etc. Such a move would assist in identifying shortages which are skills related and should a need arise, training centresbe developed then teaching of the community becomes priority.

Fifthly: The researcher recommends that the Zululand District Municipality should take note of tourism events those which are celebrated annually and then start engaging the community giving them first preference when it comes to preparations of such events. This was a concern again from the community that they are left out during such annual activities.

The researcher recommends again that local talents in communities be exposed, talents such as traditional dances, handcrafts etc. This will happen if the previously given recommendations of having community members in tourism committees and tourism officers working in communities rather than in offices is absorbed and implemented. The researcher recommends that funding for such talents are made available for such groups and assistance should be given in any possible way when approaching the Municipal offices.

Lastly the researcher recommends that the Zululand District Municipality works harder on the infrastructure development since it propped up that the standard of roads linking to the Zululand are poor, in that case tourists from the Golela border gate and other entrances to the district are always avoided and alternative routes taken, missing the cultural heritage tourism destination which is the heart of the Zulu culture.

5.6   CONCLUSION

The study revealed a substantial amount of evidence about the potential of cultural heritage tourism in local communities, although this kind of tourism is not that popular and well promoted in the Zululand District Municipality, the participants still expect to see greater improvement, and employment has featured to be prominent amongst the residents' expectations.

Relating the objectives of the study with the findings really played a big role with this research, which therefore made it easier for the researcher to draw conclusion and give recommendations. It was from the findings of the study that the research could tell what was lacking in the study and the participants perceptions assisted in giving light to what cultural heritage tourism future was in rural communities. Although there was lack of participation by the participants in cultural heritage activities the main outcry was lack of involvement in decision making.

The researcher has serious concerns with this situation and more needs to be done to bring awareness to the Zululand District Municipality. There should be awareness that cultural heritage tourism is found mainly in rural communities therefore, the local community should form a greater part and assist in decision making which will eventually affect the community in future. Should the participants concerns of not being involved be not given enough respect, participants will surely begin applying vandalizing measures; such initiatives would be

difficult to manage and such state will not bring prosperity in the Zululand District Municipality.

The Zululand District Municipality is undoubtedly one of the best cultural heritage tourism destinations imbued with potential. The Zululand District Municipality needs to handle these resources with care, conserve them, and manage them accordingly. This can ensure benefit and development achieved in this district through cultural heritage tourism promotion.

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APPENDIX A

An interview questionnaire on:

THE POTENTIAL OF CULTURAL HERITAGE TOURISM AS A DRIVER OF RURAL DEVELOPMENT AT THE ZULULAND DISTRICT MUNICIPALITY

_____

- Kindly respond by putting a cross next to the response that is most applicable to you.
- The questions asked are for study purposes, you do not have to provide your name and identity.
- All information provided will be kept confidential.

SECTION A

PERSONAL DETAILS

1. Gender

01	Female	
02	Male	

2. Age

01	18-28	
02	29- 39	
03	40-50	
04	51- 61	
05	62 and above	

3. Race

01	Black	
02	White	
03	Asian	
04	Coloured	
05	Other(Specify)	

4. Level of education

01	Uneducated	
02	Grade 10	
03	Grade 11 – 12	
04	Diploma	
05	Degree	

5. Employment

01	Self-employed	
02	Public Sector	
03	Private Sector	
04	Unemployed	
05	Pensioner	
06	Student	

6. Income Level

01	Less than R1000.00	
02	R1500.00 – R3000.00	
03	R3001.00 – R8000.00	
04	R8001.00 – R10 000.00	
05	More than R10 000.00	

SECTION B

CULTURAL HERITAGE TOURISM UNDERSTANDING

7. Do you understand what cultural heritage tourism is?

01	Yes	
02	No	
03	Not sure	

8. To me (respondent) cultural heritage tourism means : "Rank the statements in order of preference using 1 – 4"

01	Most activities related to heritage	
02	Travelling to religious and related facilities	
03	Travelling to experience activities representing people	
04	Observing all historical and irreplaceable resources	

9. Are you aware of any cultural heritage resource in or near your area?

01	Yes	
02	No	
03	Not sure	

10. If your answer to number 1 is yes, mention those you are aware of.

01	
02	
03	
04	
05	

11. Do you think that it is important to preserve cultural heritage sites?

01	Yes	
02	No	
03	Not sure	

12. Do you think it is important to conserve cultural heritage sites?

01	Yes	
02	No	
03	Not sure	

13. If yes, please give a reason why?

_____

_____

_____

_____

_____

14. Who should be responsible for educating the local community about cultural heritage tourism development?

01	Tourism officers	
02	Community organisations	
03	Government officials	
04	Private sector	
05	Other (specify)	

15. Is there any training done to provide necessary skills for cultural heritage tourism development?

01	Yes	
02	No	
03	Not sure	

16. Do you think the local community of your area should be educated about cultural heritage tourism?

01	Yes	
02	No	
03	Not sure	

17. Use the following ratings to evaluate your responses, **[tick on the suitable column**]

1. **Strongly agree, 2. Agree, 3.Neither agree nor disagree, 4. Disagree, 5. Strongly disagree**

What do you think the community is to gain by promoting the cultural heritage tourism development in local areas?

	1	2	3	4	5
Creation of a wide range of job opportunities					
Individual cultural awareness					
Income generation(Economic growth)					
Infrastructure development					
Restoration of historical sites					
Tourist visitation					
Usable skills developed e.g. (Business skills)					
Upliftment of living standards					
Sustainability of cultural heritage sites					

18. Are there any annual cultural heritage activities that take place around your area?

01	Yes	
02	No	
03	Not sure	

19. If yes, please specify the type of activities.

_____

_____

_____

_____

20. How often do you participate in these activities?

01	Once	
02	Twice	
03	Continuously	
04	Not at all	

21. What is your role as a participant in these activities?

_____

_____

_____

_____

22. As a community member have you visited any of the available cultural heritage sites in your area?

01	Yes	
02	No	

23. If yes, what were the purposes/reasons of your visit?

_____

_____

24. Do you think it's important for the community to participate in cultural heritage tourism activities?

_____

_____

_____

_____

25. Are the cultural heritage assets (resources) of your area showing desirable to tourists?

01	Yes	
02	No	
03	Not sure	

26. Are these cultural heritage assets relevant to tourists by projecting the correct image?

01	Yes	
02	No	
03	Not sure	

27. Is there a direct link of these cultural heritage assets with the past and present?

01	Yes	
02	No	
03	Not sure	

28. Are tourism officers in the municipality promoting cultural heritage tourism sufficiently?

01	Yes	
02	No	
03	Not sure	

29. Are tourism offices easily accessible and providing informative information?

01	Yes	
02	No	
03	Not sure	

30. Are there any strategies you are aware of to transform the cultural heritage tourism products in your community?

01	Yes	
02	No	
02	Not sure	

31. If yes, what transformation or development has been done?

_____

_____

_____

_____

32. **Use the ratings to evaluate the statements given below:**

   1= Strongly Agree, 2= agree, 3=Neither agree nor disagree, 4=disagree, 5=strongly disagree

	1	2	3	4	5
Cultural heritage tourism has reduced the rate of unemployment					
Many jobs have become available in the Zululand district municipality because of cultural heritage tourism					
There are no tangible benefits of cultural heritage tourism development					
Cultural heritage tourism can reduce poverty in rural areas					
Cultural heritage resources are irreplaceable.					
Cultural heritage resources can boost the					

local economy.					
Cultural heritage tourism can be a driver of rural development					
Cultural heritage tourism has a potential to uplift the standard of living of local community.					

33. What do you think is the future of cultural heritage tourism resources in the Zululand district municipality?

_____

_____

_____

_____

_____

34. General Comments

_____

_____

_____

_____

Thank you for responding.