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Proposed Approach to Developing a Culture Heritage and Tourism Strategy for South Africa in the context of Rural Development

Presentation to Parliamentary Portfolio Committee
Workshop
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Background

- The National Department of Tourism will develop a Culture, Heritage and Social History Tourism Strategy which is aimed at:
 - Identifying means for turning culture and heritage into sought after attractions
 - Taking advantage of country's unique culture, history and heritage by generating local, national and international awareness
 - Ensuring a coordinated approach to promoting cultural and heritage assets



Rationale

- Culture and Heritage Tourism offers:
 - Increased diversity of visitor experiences
 - Improved sustainability for cultural and heritage places through higher public profile and educational awareness
 - Allows more South Africans and visitors to share the rewarding and enormously varied opportunities for exploring the individual stories, communities, places and ideas that shaped our social and physical environment



Rationale

- Needs for the strategy emanated from:
 - White Paper on Sustainable Development and Promotion of Tourism in South Africa (1996)
 - Global Competitiveness Study (2003)
 - Draft National Tourism Sector Strategy (2010)
 - Draft cooperation agreement between NDT and Department of Arts and Culture (2010)



Primary benefits

- Long term economic value
- Most profitable tourist market segments
- High sustainable growth rates
- Generates investments for the development of heritage product
- Complements and engages other tourism product
- Rejuvenates communities
- Low impact, protective and expansionary way



Non Economic benefits

- Promotes, protects and sustains heritage base
- Address traditions and values that defines the nations and communities
- Recognize multicultural legacies linking nations
- Engages local, provincial and national governments
- Further important educational functions



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South Africa

- Culture and Heritage Tourism exists in many parts of South Africa
 - Potential under-realized
 - Profile largely absent
 - Opportunity exist to stimulate and nurture
 - Incorporate in relevant government policies
 - Gives attention it deserves



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What would the strategy do?

- Examine issues pertinent to culture and heritage such as:
 - Concept definition
 - Global trends and developments
 - Economic indicators
 - Leadership options
 - Key stakeholders and partners
 - Markets and products
 - Priorities and classification



Definitions

- **Culture** relates to:
 - Society's history, beliefs, values, traditions and icons as manifested in an artistic format
 - Embraces indigenous and natural heritage
- **Heritage** relates to:
 - Built structures and surrounds, cultural landscapes, historical sites, areas and precincts, ruins, archeological and maritime sites, sites associated with mining, industrial scientific, agricultural heritage, sites of important events and commemorations, collections and created landscapes (tangible)
 - Oral traditions, languages, rituals and beliefs, social practices, knowledge, human activities, multicultural interactions, events and festivals and stories and histories that shape the essence and character of South Africa and South Africans (intangible).
- **Cultural Heritage Tourism** relates to:
 - Sustainable tourism activity that is or can be aligned to culture, tangible and intangible heritage
 - Sustainable relates to it meeting the needs of current and future generations through an integration of environmental protection, social advancement and economic prosperity



Tourism in South Africa

- Tourism is a global industry that has enjoyed strong growth
 - 2009 there were 880 million international arrivals throughout the world
 - Number of international arrivals is forecasts to grow at around 3-5%
 - South Africa (2009) attracted 1.1% of international arrivals with around 9.9 million visitors
 - Long haul destination reliant on air, sea and land
 - 2015 the number is expected to reach 13.5 million visitors
 - International visitors represent 25% of tourists to SA with domestic tourists representing 75%
 - International visitors spent R79.2 billion (78%) and domestic tourists spent R22.4 billion (22%)
 - Expenditure is weighted towards international visitors in terms of tourists yields
 - Tourism represents about R189.4 billion (7.9%) GDP and direct and indirect employment of 919 000 people or 7% of the country's workforce



Cultural and Heritage Objectives

- Aligned in terms of
 - product development and marketing
 - Integrated rural tourism development strategy
- Rural tourism is useful for a country with a majority of people in rural areas



Rural Tourism

- Industrialization and development have had a urban-centric approach
- Urbanization led to falling income levels and lesser job opportunities
 - Provides solution
 - Shift in interest like awareness, growing interest in heritage and culture and improved accessibility and environmental consciousness
- Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefitting the local communities economically, socially as well as allowing interaction between the tourists and the locals for a more enriching tourism experience



Trends and issues (culture and heritage tourism)

- One of the rapidly expanding tourism segment in terms of visitor numbers globally
- Growth driven by discretionary income and personal interests
- Regardless of primacy of travel motivations there is strong propensity for tourists to visit culture and heritage attractions
- Identifies and presents the places where national or local values were created and continue to reside
- Can be integrated into other tourism experiences
- Changing travel patterns stimulate culture and heritage tourism
- Access to technology is critical to decision making
- Political championship is critical for culture and heritage tourism



Economic Benefits

- Highest yield, spend 38% more per day and stay 34% longer
- Stimulate retail sales
- Return on investment for government investment programmes
- Stimulate depth and breadth in tourism, creates new markets for local regional arts and crafts, extends tourism seasons, encourage adaptation of existing products
- Spread economic benefits across broader geographic area through themed routes rather than single locations
- Propensity to spend on accommodation
- Assets and sustainable and retain greater authenticity



- An OECD study on the economic importance of culture indicated that in several major economies, the value of cultural industries was between 3% and 6% of the total economy between 1998 and 2002;

Country	% of Total Economy
Australia	3.1%
Canada	3,5%
France	2,8%
United Kingdom	5,8%
United States	3,3%

- More than 50% of tourist activity in Europe is driven by cultural heritage and cultural tourism



Thailand Case Study

- Unique for fascinating culture, traditions and attitude towards the world and life
- Natural charm, hospitality and relaxed temperament adept to make visitors feel at home
- Royal Project to encourage hill tribe villagers to shift from the cultivation of opium poppies to alternative crops



Thailand Case Study

- Drug industry threatened not only the natural resources of the regions, but also cultural heritage of the area
- Royal projects combines agriculture and cultural elements
- Project supports more than 100 000 people in 36 rural projects in five provinces
- International tourists visit the project in increasing numbers



Thailand Case Study

- Thai people have found means to sustain themselves economically and preserve their unique cultural heritage
- Main focus is farming, but visitors also experience:
 - Way of life
 - Local culture of the villages through overnight stays, trekking, attending traditional ceremonies as well as insight in the important role of natural resources and management according the local wisdom



India Case Study

○ Rural Village project

- Each state requested to submit one proposal for the promotion of rural tourism
- Based on the merit 10 projects identified per annum for the implementation
- Assistance scheme provided for
 - Improvement of the surroundings of the village
 - Improvement to local roads
 - Illumination in the village
 - Solid waste and sewerage management
 - Construction of wayside amenities
 - Procurement of equipment related to tourism



India Case Study

- Assistance scheme provided for
 - Refurbishment of the monuments
 - Signage
 - Reception
 - Other activities related to tourism
 - Tourist accommodation
- Management of assets
- Prescription of schedule rates
- Submission of utilisation certificates



Singapore Case Study (Home stays)

○ Purpose

- Encourage Singaporeans friendly rural villages to open their homes to foreign guests so that they can have a taste of the village lifestyle to cherish for a lifetime
- Traditional villages positioned as the fastest and easiest way to get to know real locals

○ Visitors

- Establish a bond with their warm and welcoming families who will treat them like family
- Experience full spectrum of village life such as home cooking, traditional games, etc



Singapore Case Study (Home stays)

○ Visitors

- Enjoy cultural dances, music performances and participate at local weddings
- Live and be part of the family
- Return home with memorable cultural experiences and friendship of a family that will be happy to welcome them when they return

○ Participating families

- Commit to the programme and commit to welcome guests
- Carefully selected and conform to guidelines set by the national department



Singapore Case Study (Home stays)

- Marketing
 - Promotional material developed to market families
 - Mechanism put in place to monitor visitor satisfaction
 - Guidelines on how visitors should behave in place
 - Funding in place to support concept development, implementation and marketing



8. The South African Situation

- South Africa has a wealth of culture and heritage related tourism products that are of global significance;
- South Africa is a true melting point of a number of different cultures that provides something unique and exciting to the country as a tourist destination;
- In addition a number of World Heritage Sites (natural and cultural) have been declared;
- A number of key tourist attractions have already been developed



- Diverse Cultures





- Number of World Heritage Sites – cultural and natural



Robben Island



- A Number of well developed tourist attractions
Freedom Park



Maropeng



Who will deliver the strategy?

- Department of Tourism (National and Provincial Level)
 - Build culture and heritage into its objectives and structure as an integral part of the tourism mix
- Department of Arts and Culture (National and Provincial Level)
 - Foster support for tourism by leveraging links with government, private sector and communities
- Department of Rural Development and Land Affairs
 - Custodian for rural development and community empowerment
- Cooperative Governance and Traditional Affairs
 - Support economic development across the country and foster community initiatives
- Tour Operators
 - Packaging of attractions for tourist
- (Culture and Heritage Advisory Group) made up of all stakeholders to oversee finalization of the strategy



Key Elements of Action Plan

- Leadership, partnership and resources
- Product and market development
- Communication and profile raising



Low hanging fruits

- Finalization of cooperation agreement with the Department of Arts and Culture covering the following:
 - Cooperation in the:
 - Development of a strategy
 - Positioning festivals and events
 - Packaging and marketing of heritage sites
 - Integration of culture into marketing platforms
 - Integration of culture and heritage in mainstream tourism
 - Positioning of films and documentaries to tell the South African stories
 - Auditing and Mapping of cultural and heritage attractions
- Funding of Culture, Heritage and Rural Tourism projects through Social Responsibility Programme



Where to from here

- Culture and heritage tourism workshop to:
 - Map out and audit what exist in all provinces
 - Mechanism to lay foundation for a national strategy
 - International best practices
 - Marketing, packaging, technology
 - Sponsorship
 - Institutional arrangement



THANK YOU



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