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Tourism
REPUBLIC OF SOUTH AFRICA

Revitalisation of Heritage and Cultural Tourism in South Africa

Parliamentary briefing by NDT

29th May 2012



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INTRODUCTION - DEFINITIONS

Cultural Tourism:

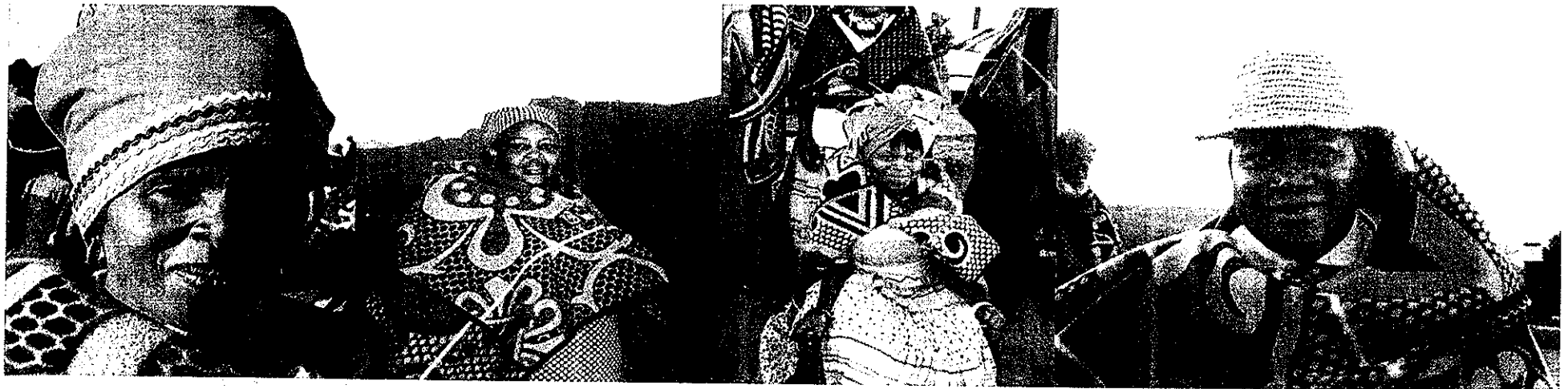
- Refers to cultural aspects which are of interest to the visitor and can be marked as such, including the customs and traditions of people, their heritage, history and way of life (White Paper on the Development and Promotion of Tourism in South Africa, 1996).

Culture:

- It is a set of distinctive spiritual, material, intellectual and emotional features of society or a social group. It encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs (UNESCO, 2001)

Heritage:

- According to the White Paper on Arts and Culture, heritage is the sum total of wildlife and scenic parks, sites of scientific and historical importance, national monuments, historic buildings, works of art, literature and music, oral traditions and museum collections and their documentation which provides the basis for a shared culture and creativity in the arts (White Paper on Arts and Culture, 1996).



BACKGROUND

- Heritage and Cultural Tourism is a rapidly and competitive emerging niche within the domestic and international markets;
- However this segment of tourism is still not well recognized and under - presented within the South Africa tourist markets;
- Traditionally , in South Africa the tourism marketing focused more on “Safari Type” or “Natural Environment type” of tourism initiatives;
- More than 50% of tourist activity in Europe is driven by cultural heritage and cultural tourism in particular (OECD,2009);
- UNWTO estimates that heritage and heritage and cultural tourism accounts for 40% of international tourism (UNWTO,2007);



BACKGROUND

- Trends illustrate that heritage and cultural tourism in particular, provides a unique opportunity for cultural exchange and the participation of both tourists and local communities in tourism activities and initiatives;
- Research also reveals that the domains of the arts, culture, heritage and tourism coexist, despite the inherent tensions between heritage conservation and tourism development.



COORDINATION & INTEGRATION

- Partnership between NDT and DAC;
- MOU to be finalised;
- Steering Committee established
- The DAC in consultation with NDT and other stakeholders has produced a strategy on '**Mzansi's Golden Economy**' towards unlocking the economic potential of the creative industries – Arts, Culture and Heritage – in South Africa;
- Both the Departments have joined forces to develop the '**National Heritage and Cultural Tourism Strategy(2012)**';





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NATIONAL HERITAGE AND CULTURAL TOURISM STRATEGY

MARCH 2012



VISION

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

MISSION

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

OBJECTIVE

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





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NATIONAL HERITAGE AND CULTURAL TOURISM STRATEGY

MARCH 2017

South Africa



Research and Information

Development and Management

Marketing and Promotion

Cooperation and Partnerships

Resource Mobilization

South Africa



MARKETING AND PROMOTION

The strategy recommendations include the following:-

- As a point of departure, the further development and active promotion of the eight World Heritage Sites, in South Africa, as anchor tourist attractions to stimulate domestic and international tourism;
- WHS are the “low hanging fruits” due to their globally significant status;
- Number of important issues to be solved in WHS;
- Important to pay attention to what is already in place before embarking on new products;
- Implementation started with Indaba as the following slides will explain



Clegg brings culture to life

Yesterday there was a buzz in the halls of Indaba as musical legend Johnny Clegg introduced the culture and heritage shongololo sessions.

This interesting sounding new addition to this year's programme, named after South Africa's many legged centipede, was designed to give local businesses legs by providing an opportunity for specialist product owners to present their offerings to a room filled with interested buyers in just one sitting.

The three sessions, held on Saturday, Sunday and Monday focused on three areas of tourism in which South Africa has the potential to really set itself apart: responsible tourism, adventure tourism and culture and heritage tourism.

Based on the concept of speed dating, a total of 25 products were selected to present at each session.

Those who attended the culture and heritage sessions were enticed with Clegg's story of immersion in the diverse cultures of this country and how his journey shaped the man and the legend that he is today.

After the shongololo sessions, Clegg held an Indaba media conference that was also attended by Department of Tourism Director General Kanyile Mahabeta, who was at Indaba to speak to dignitaries about the National Department of Tourism's Heritage and Culture Tourism Strategy.

"Mixing and matching just that for me is where the most interesting tourism and conversational energies, when cultures talk to each other," said Clegg.

"Cultural tourism as a personal journey should be an important part of the package that goes out to people overseas. Culture gives people an opportunity to share and redefine who they are. Showing your culture and your story is the most precious thing you can give



Making a case for culture and heritage tourism: from left, Department of Tourism Director General Kanyile Mahabeta, Johnny Clegg and South African Tourism Chief Executive Officer Thabane Mphahlele.

a window," said Clegg.

"Our destination is promoted largely around value-type experiences. The Heritage and Culture Tourism Strategy acknowledges that culture and heritage experiences are the fastest growing demand side offerings in the industry. And this applies to both domestic and international tourists. Globally, culture and heritage accounts for about 40 percent of all international tourism," said Mahabeta.

For buyers, the shongololo sessions were an opportunity to be exposed to a varied product offering in one sitting, and for the product owners they were an opportunity to be exposed to an array of buyers they

may otherwise not have had access to.

"Having these sessions at Indaba is great, especially for the smaller products, which may not have had the clout to exhibit at a show the size of Indaba," said Anne Lawrence of adventure travel agency company, Sakabula Safaris and Tours.

"These sessions were a great opportunity to present our products locally and internationally and also an excellent means for us to tighten our network," said Thomas Thabane of the Big Hole Brewery, one of the products that presented.



Clegg belted out: Indaba Daily News featured Clegg in front of the audience with the song 'The Wind' from his album 'The Wind'.

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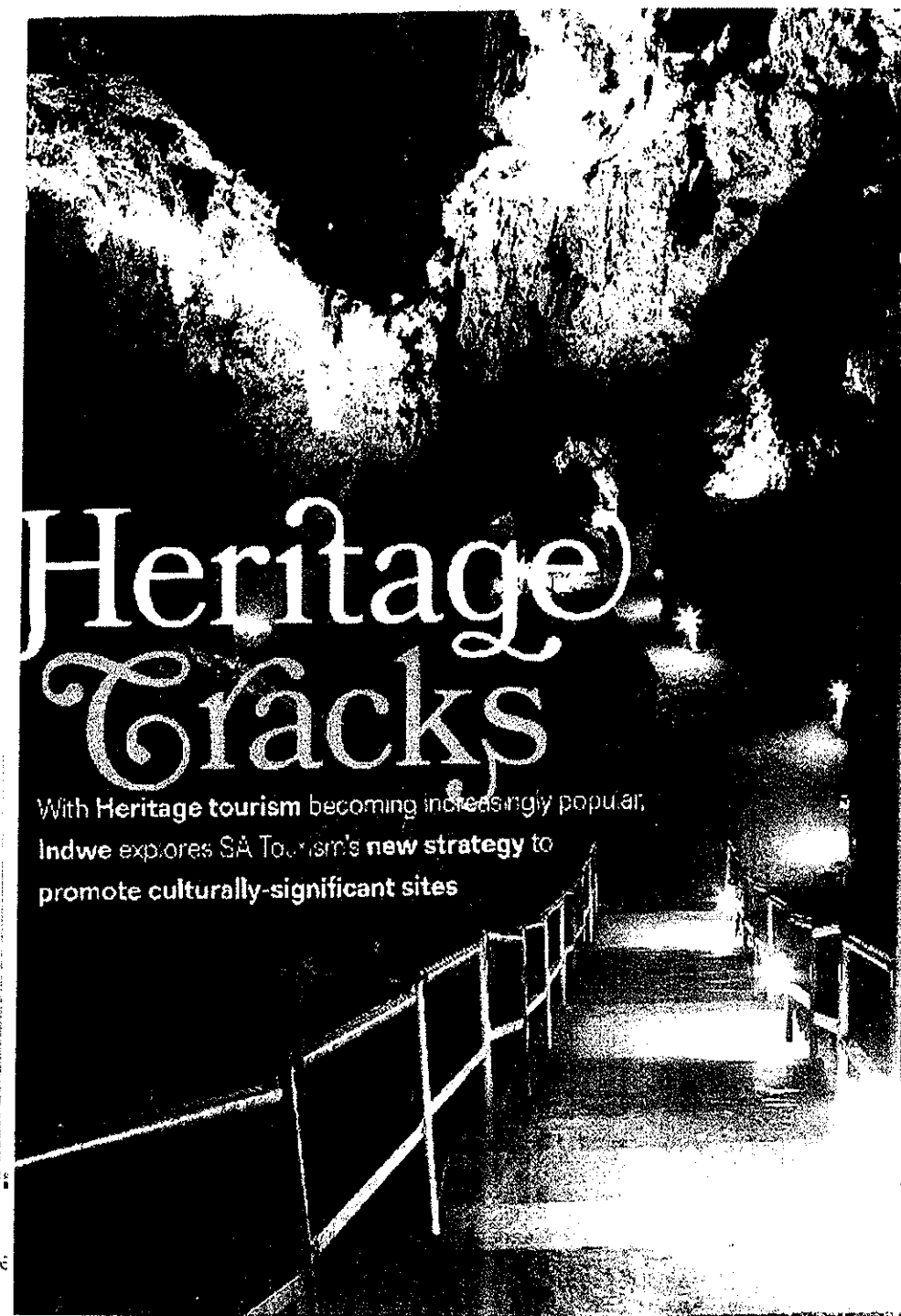
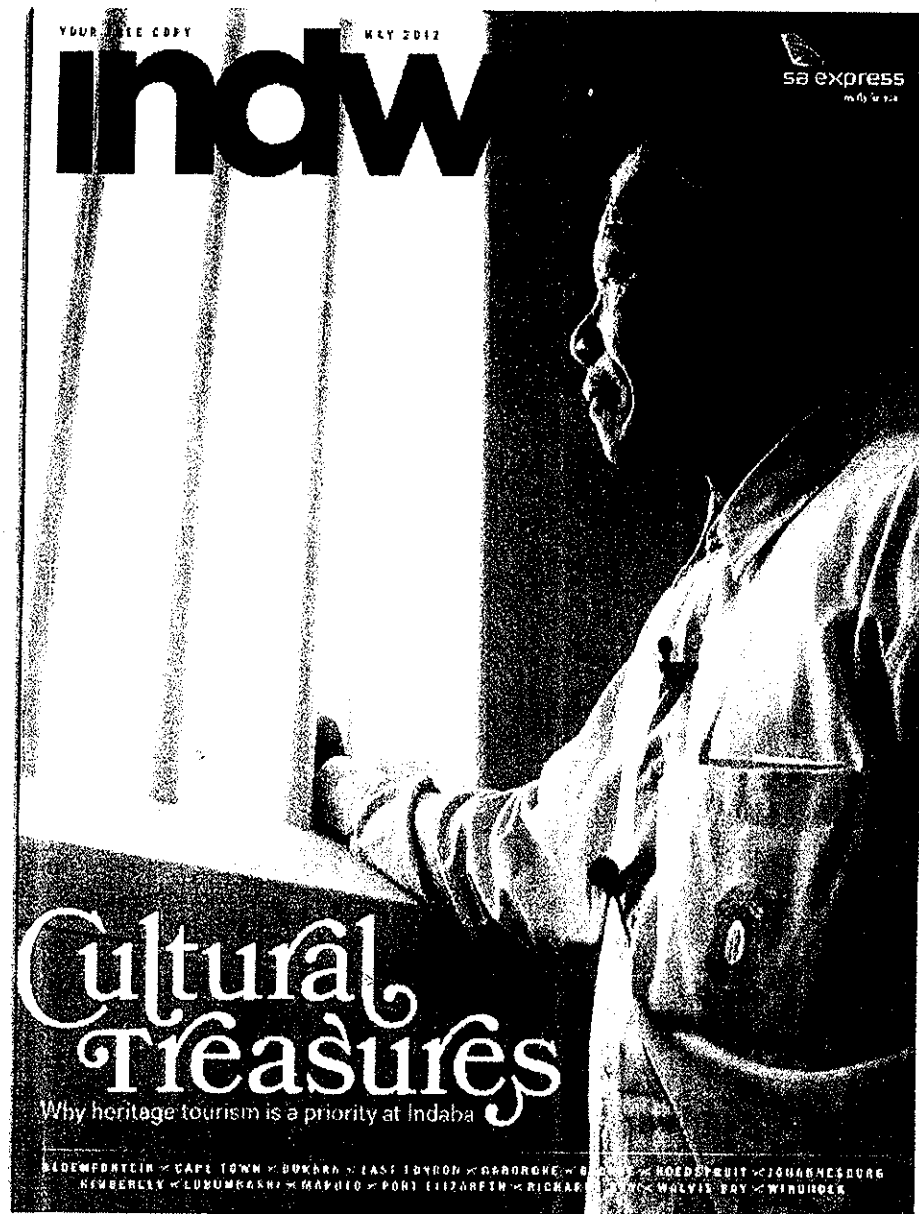
Shongololo Sessions at Indaba

190 hosted buyers

30 heritage and cultural tourism products

Johnny Clegg

South Africa



MARKETING AND PROMOTION

Going forward in promotion:-

- Production of a DVD (audiovisual material) on the promotion and marketing of World Heritage Sites in SA;
- For 2013 Tourism Indaba the NDT in partnership with SAT will organise a Heritage and Cultural Tourism Pavilion – focusing on the display of the 8 World Heritage Sites as well as national heritage sites and other heritage and cultural tourism products.



MARKETING AND PROMOTION



MOJA Heritage Collection

Initiative to promote heritage and cultural tourism products

SAT in process of signing MOU with MOJA to further heritage and cultural tourism products



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DEVELOPMENT AND MANAGEMENT

WHS

- Standing Committee of WHS Steering Committee
- Partnering with DAC, DEA on 40th Celebrations of UNESCO Conference in September

Current Projects

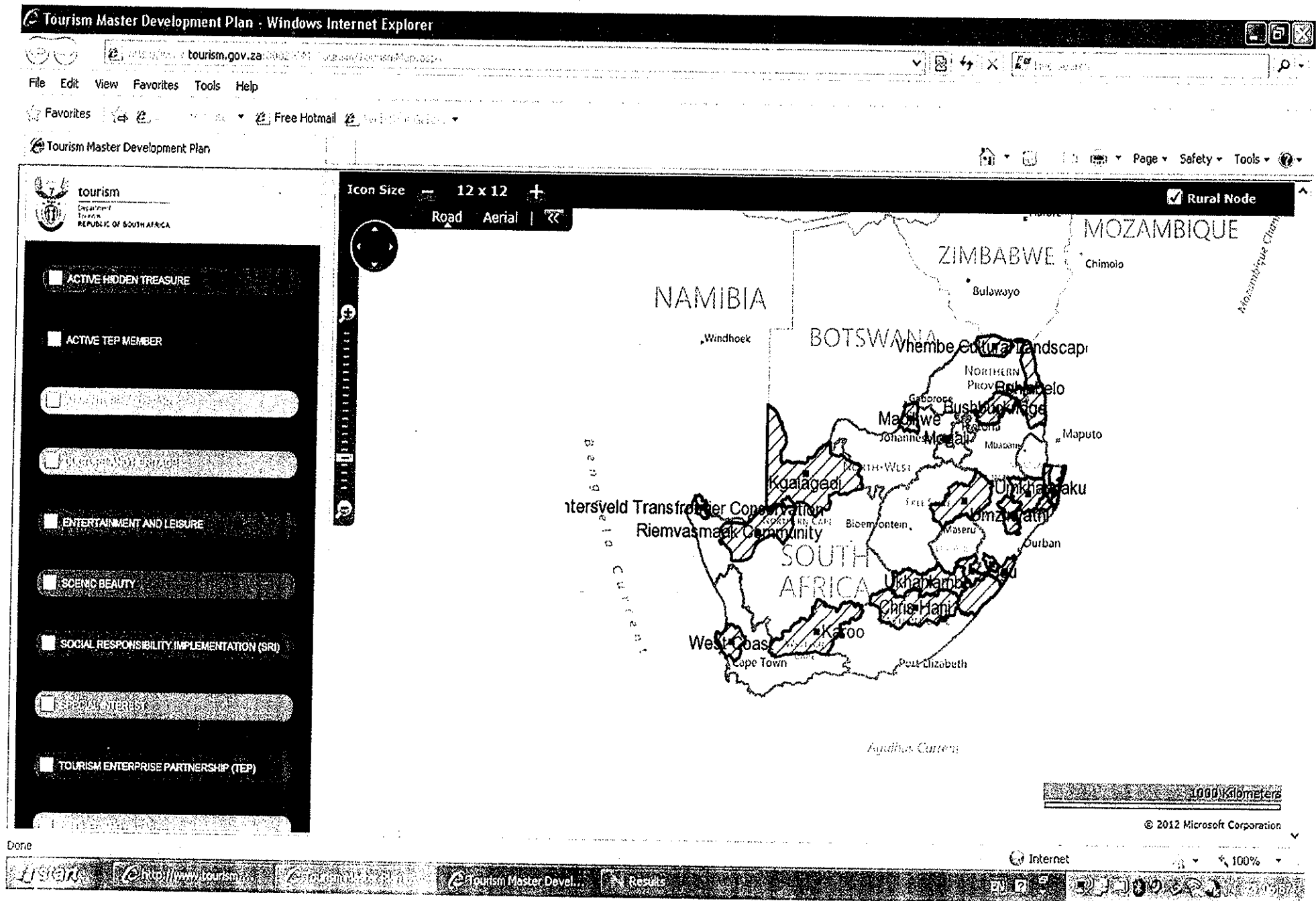
- National Liberation Monument
- Dinosaur Interpretative Centre in Golden Gate
- First People of the Planet Project in Graaf-Reinette

ID Projects

- Working with Provinces to identify other projects outside the scope of the above-mentioned projects



RURAL NODES



RURAL NODES & HERITAGE SITES

☒ ACTIVE HIDDEN TREASURE

☐ ACTIVE TEP MEMBER

☐

☐

☐ Accommodation
☐ Craft Centres
☒ Geological Heritage – Paleontology
☒ Interpretative Centre
☒ Museums and Monuments
☒ Rock Art
☐ Significant Architecture
☐ Theatres
☒ World Heritage Sites

☐ ENTERTAINMENT AND LEISURE

☐ SCENIC BEAUTY

☐ SOCIAL RESPONSIBILITY IMPLEMENTATION (SRI)

☐

☐ TOURISM ENTERPRISE PARTNERSHIP (TEP)

☐ Hidden Treasures

☐

Icon Size 12 x 12

☒ Rural Node

Road Aerial

100 Kilometers

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RURAL NODES & HERITAGE SITES & HIDDEN TREASURES

☒ ACTIVE HIDDEN TREASURE

☐ ACTIVE TEP MEMBER

☐ CULTURAL HERITAGE

- ☐ Accommodation
- ☐ Craft Centres
- ☒ Geological Heritage – Paleontology/Geological Heritu
- ☒ Interpretative Centre
- ☒ Museums and Monuments
- ☒ Rock Art
- ☐ Significant Architecture
- ☐ Theatres
- ☒ World Heritage Sites

☐ ENTERTAINMENT AND LEISURE

☐ SCENIC BEAUTY

☐ SOCIAL RESPONSIBILITY IMPLEMENTATION (SRI)

☐ ECONOMIC INTEREST

☐ TOURISM ENTERPRISE PARTNERSHIP (TEP)

- ☒ Hidden Treasures

Icon Size 12 x 12
 ☒ Rural Node

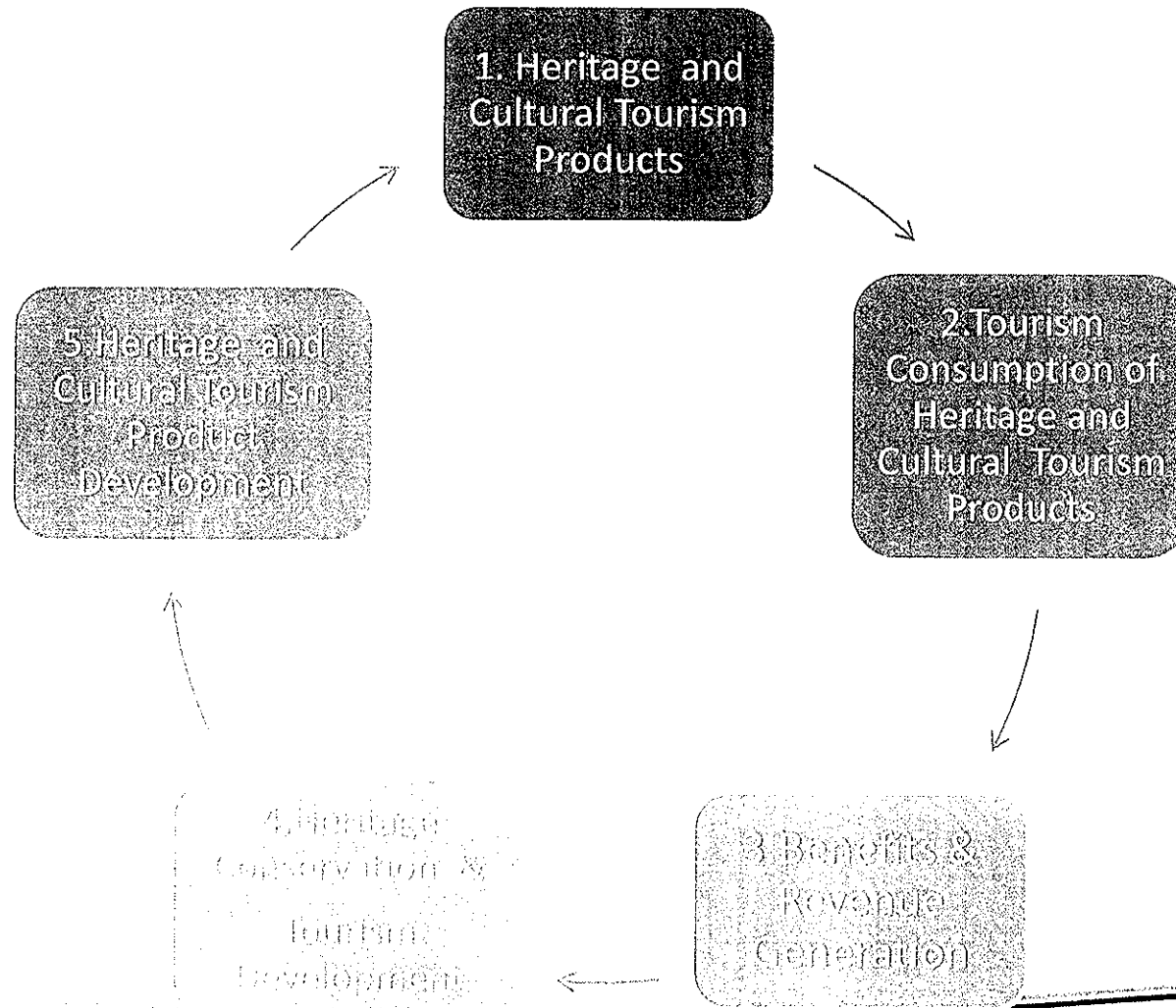
Road Aerial

1000 Kilometers

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CONCLUSION AND WAY FORWARD

An Integrated Approach to Sustainable Heritage and Cultural Tourism Management (Mutual Beneficiation Model)



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THANK YOU



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