An evaluation of the role of the cultural-heritage industry in the economy of South Africa

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Abstract

Globally, societies have several things that is regarded as vital to reserve for upcoming generations. Cultural heritage resources are important due to their contribution to the current economic value and there is some indication that the future generations might benefit from it. Furthermore, it is vital because they generate a certain feeling or excitement within the society, or because they make the society feel different from other nations. In South Africa, cultural heritage includes several structures such as art and crafts products, traditional food and houses, statues, temples, traditional festival, military museums, history museums and events amongst others. In the past years, the National Department of Arts and Culture has instigated numerous legacy projects to honour noticeable liberation struggle icons through either monuments, statues, museums, or naming of buildings and areas with their names. While the national department of Arts and Culture plays such imminent role, on other hand, the role of municipalities in promoting the cultural heritage is not clear. Therefore, the aim of this study was to establish the economic value of promotion and preservation of the heritage industry in South Africa. This desktop study underlines that cultural heritage can be powerful tool to improve the tourism sector at large. The findings suggest that the tourism-heritage is an important industry towards tourism, and it is not prioritised enough in South Africa. This is due to the lack of strategies to promote the tourism-heritage industry, and promote local economic development. Thus, the study recommends an integrative approach among the tourism stakeholders for working together in promoting and developing the tourism-heritage industry.

Keywords: heritage, tourism, legislation, local economic development.

Introduction and background

The cultural and historical heritage is crucial in any country because they serve as tourist attractions. Thus, the heritage becomes a vital aspect of the national wealth of the state (Abankina, 2013; Mitsche, Vogt, Knox, Lombardi & Ciaffi, 2013). According to Safiullin, Gafurov, Shaidullin & Safiullin (2014), heritage is an important factor of modern sociocultural and economic development, making use of specific historical and cultural and natural resources.

When the tourists visit areas or places that are a noteworthy part of the past or present cultural identity of the society, this is called cultural heritage tourism (Jimura, 2011). Cultural heritage tourism does not only offer an opportunity for local people to experience their culture in depth, but it also gives tourists an opportunity to better understand why a certain society behaves in a certain way as they visit their attractions, historical or culturally relevant places, or cultural activities. In other words, tourists learn about the beliefs, values and practices of that particular

community or nation. The notion of culture and heritage tourism has been achieving greater importance due to economic aspects related to it as well as, and more importantly, to a sustainable approach. Tourism development necessitates community participation and will eventually improve the quality of life in the community in a way which is quantifiable by both individual and impartial pointers (Sonwabile Henama, Jansen van Rensburg, & Nicolaides, 2016).

Promoting and preserving the heritage is important because it shows at a glance whether the entire nation has been taken care of. In the context of growing and developing domestic tourism, it is crucial that the values of respect of culture and heritage within the country are emphasised. According to the National Heritage Resources Act (1999), the "heritage resources form an important part of the history and beliefs of communities and must be managed in a way that acknowledges the right of affected communities to be consulted and to participate in the management thereof". In essence, heritage sites can only be efficiently conserved if they are economically feasible investments for government and/or business. Consequently by increasing a sites tourism business value, government and/or businesses may be influenced to invest in its future. Heritage tourism tends to encourage a sense of community and it generally gives people pride in their culture and its uniqueness. It also allows people to work together to augment economic and cultural development through what become idiosyncratic community prospects. Research clearly shows that cultural heritage tourists enjoy visiting destinations in which there is a strong community identity (Sonwabile Henama, Jansen van Rensburg, & Nicolaides, 2016).

This article presents a theoretical discussion of the structural adjustment required to develop and promote the tourism-heritage industry in South Africa through an exploration of the roles that tourism stakeholders play. Furthermore, the article assesses the potential of the tourism-heritage industry for promoting local economic development and its contribution to the national economy. The above points of discussion are critical in ensuring that the country's development is improved through the tourism sector, thus generating a great deal of wealth for the nation (Abankina, 2013; Mitsche, Vogt, Knox, Lombardi and Ciaffi, 2013; Nicolaides, 2015; Farinha & Ferreira, 2013; Ranga & Etzkowitz, 2013; Rennkamp & Boyd, 2015).

Literature Review

Legislation is important in the preservation of heritage in South Africa, as prescribed in the constitution of the Republic of South Africa. This section describes this framework.

Constitution of the RSA of 1996

The Constitution of the Republic of South Africa (RSA) of 1996 is the supreme law of the country. This means that there is no other law that is above the Constitution. Therefore, any policies that are drafted by the national, provincial and local government must not contradict the Constitution of the country. The Constitution of the RSA protects and supports peoples' culture and heritage. Furthermore, Chapter Two of the Constitution of the RSA of 1996, the Bill of Rights, section 30 states that "everyone has the right to use the language and to participate in the cultural life of their choice".

The Bill of Rights ss 31(1) further stipulates that "persons belonging to a cultural, religious or linguistic community may not be denied the right, with other members of that community— (a) to enjoy their culture, practise their religion and use their language; and (b) to form, join and maintain cultural, religious and linguistic associations and other organs of civil society". The Constitution of the RSA of 1996 does not clearly talk about the term heritage, but culture is part of heritage. Hence, any community members within South Africa can promote and preserve their own cultural/ heritage resources.

The National Heritage Council Act of 1999

The National Heritage Council Act of 1999 clearly provides the objectives of the Council. The objectives of the Council, according to the Act are to: "develop, promote and protect the national heritage for present and future generations; coordinate heritage management; protect, promote and preserve the content and heritage which reside in nature in order to make it accessible and dynamic; integrate living heritage with the functions and activities of the Council and other heritage authorities and institutions at national, provincial and local level; promote and protect indigenous knowledge systems; intensify support for the promotion of the history and culture of all our people". The main aim of the National Heritage Council Act of 1999 was to establish the National Heritage Council, its method of work and functions and how it would be governed and managed.

The Cultural Institutions Act of 1998

The Cultural Institutions Act of 1998 provides for the "payment of subsidies to certain cultural institutions; to provide for the establishment of certain institutions as declared cultural institutions under the control of councils; to establish a National Museums Division; and to provide for matters connected therewith". This Act provides detailed information on Declared institution to be corporate body, Establishment and constitution of a council, Establishment of Flagship institutions, Chairperson of council and functions of council, National Museums Division.

The National Heritage Resources Act of 1999

The main aim of The National Heritage Resources Act is to introduce an incorporated and collaborative system to ensure effective management of national heritage resources. Furthermore, this Act aims to encourage good governance at national, provincial and local levels as well as to "empower civil society to nurture and conserve their heritage resources so that they may be bequeathed to future generations" (National Heritage Resources Act, 1999). The National Heritage Resources Act of 1999 provides detailed information on the importance of the heritage that the nation must promote and preserve. It also provides an emphasis that there should be education on the heritage resources so that the members of the community do not destroy them. The following heritage resources are important in South African communities: museums, monuments and nature reserves/ parks. These resources not only attract tourists but also play a critical role in preserving the history of the country.

The Revised White Paper on Arts, Culture and Heritage, Third draft 2017

The revision of the White Paper on Arts, Culture and Heritage of 1996 was done as it was seen that it no longer comprehensively covered what South Africans would like to see happening. Furthermore, The National Department of Arts and Culture wanted to align the White Paper with the plans contained in the National Development Plan. In other words, the White Paper had to address the issues of unemployment, poverty, inequalities and tenacious division based on gender, culture, race, and other elements of rejection. Therefore, the revision of the White Paper was to ensure a unified society in which everyone has access to heritage, culture, arts, facilities, and resources.

The tourism industry in South Africa

It is a known fact that South Africa is a top travel destination on the continent of Africa because of factors such as cultural diversity, economic development, landscapes, and investment

opportunities. Tourism contributes significantly to the economy of South Africa, it contributed 1.5 million jobs and R425.8 billion to the economy in 2018, making it the largest tourism economy in Africa, according to the World Travel and Tourism Council (WTTC). The significance of tourism is confirmed by its economic impact and social importance that South Africa enjoys today.

A study shows that the concept of cultural landscapes relates to the multifaceted links between people, place and identity (Rassool, 2000). The people, places, and identities can be a treasure to a nation. South Africa is framed as a rainbow nation characterising its diversity. The current government has the responsibility of constructing, packaging and transmitting the images and representation of the new nation to the world (Ndlovu, 2011). This practice has proven to be economically beneficial to a number of nations (Cocks, et al., 2018). A study that explains cultural heritage moved from universal proposes to a cultural diversity perspective of heritage that does not only recognises the inextricable relationship between nature and culture, but it also "gives prominence to the beliefs, values and practices of local people, and to strengthening their agency to safeguard their heritage in ways and forms that are relevant to them" (Boonzaaier & Wels 2018: 55). Even military museums have role to play in cultural and heritage tourism promotion which attracts numerous international tourists to South Africa annually and bolsters foreign currency inflows (Nicolaides, 2011; Venter, 2017).

The current legislation does not fully recognize the indigenous means of management and has ignored the fact that heritage sites existed prior to the scramble for the continent (Boonzaaier & Wels 2018). Heritage management and cultural legislation have always existed in the African continent, even before the days of written laws (Ndlovu 2011). Thus, the preservation of African heritage is important for the people of South Africa.

The tourism-heritage industry

Across the globe, there are numerous possessions that are regarded as being vital to preserve for upcoming generations. The tourism-heritage resources are important due to their contribution to the current economy and their potential benefits for future generations. They bring a certain feeling of excitement within the society that differentiate them from others. These feelings are preserved in stories, songs, and buildings that define people's ways of life. It is therefore critical to call for active effort from the society to safeguard the heritage. According to UNESCO (n-d, 3), cultural heritage "includes the living expressions or traditions hereditary from the ancestors and passed on to the generations through monuments, collections of objects". These traditions or living expressions may include the performing arts, oral traditions, rituals, social practices, festive events, practices and knowledge regarding the universe and nature, or the skills and knowledge to make customary crafts (Radzuan, Fukami & Ahmad, 2014). Cultural heritage is separated into tangible cultural heritage and intangible cultural heritage. Tangible cultural heritage includes historical buildings, declared heritage sites, artefacts and craft, fine art, cultural landscapes, geological evidence, sacred and spiritual sites, and archaeological evidence. On other hand, intangible cultural heritage includes belief systems, cultural festivals, popular memory, skills and techniques, art performances and creative arts, rituals and cultural performances, oral history and traditions, indigenous knowledge systems.

The existence of huge attractions in numerous local communities in both developed and developing countries creates both costs and benefits (Hampton, 2005). The benefit that come with cultural heritage is that it develops the economy of the localities if the communities have been included to participate in the strategies aiming to improve and promote cultural heritage. As the community lives within and near the attractions of cultural heritage, it becomes important that the local authorities and any other departments dealing with cultural heritage engage the citizens in order to get their views (Abankina, 2013). Taking into consideration the

views or input of the local communities when drawing plans and strategies might assist to increase the level of their participation in heritage-related activities (Rahmawati, Supriharjo, Setiawan & Pradinie, 2014).

Creating partnerships with the host communities and the government could be one of the ways in which the local citizens can feel that their heritage site is their own attraction, as well as the tourists' (Hampton, 2005). Listening to the views expressed by the local communities could also assist the small businesses and the informal sector within the localities to be integrated with the tourism system. This could lead to the development of routes and networks whereby the tourists can enjoy their travel by experiencing something that is new which comes from the local communities (Moulin & Boniface, 2001). Safiullin, Gafurov, Shaidullin and Safiullin (2014: 402) note that the realities of the last decade make historical and cultural heritage more and more noticeable and significant to the economy. Furthermore, the authors stipulate that heritage plays an important role in the development of culture and education. The heritage industry could offer three critical values within the communities. These the educational value through awareness campaigns to preserve and protect heritage resources, and research on how the heritage industry could be promoted; the social value through moral, spiritual and cultural support; and the economic value through tourism, accommodation, local tour guides, art and craft, traditional dance/ historic telling.

Local economic development, tourism and heritage

In South Africa, issues such as poverty, unemployment and inequalities are arguably the major development challenges facing the country. These issues largely affect the people within the rural areas. In order to tackle these challenges, the government has emphasised the importance of rural development, and the tourism sector is seen as one of the sectors that can contribute towards the reduction of these challenges, especially poverty and unemployment. According to Rivett-Carnac (2009: 5), the "tourism sector, with particular reference to sustainable development, can protect biodiversity and conserve natural resources. It can also protect and promote local cultures in a responsible and sensitive manner". In addition, for these challenges to be addressed and to ensure sustainable development, the wellbeing of the individuals must be improved. This could happen by ensuring access to infrastructure and services, providing decent health care and welfare support, as well as high quality education and enhanced skills.

Promoting sustainable development and ensuring local economic development requires the collaboration or partnership between all stakeholders (government, members of the local community, as well as the private sector). Small-scale businesses are diverse within local communities. Some businesses deal with tourism/ cultural based products while others deal with perishable products (smallholder agricultural producers), or non-perishable products. Nowadays, societies are highly connected at local, national and international levels (Fenton, 2013). The flow of production, people, money, and information becomes the critical element of local economic development (Walo, 2016). Creating an environment where local people work together is important in achieving sustainable development and improving local economic growth. When local people utilise their local resources effectively money will circulate within the localities. This means that economic benefits and improvement in quality of life of the citizens could be achieved. Like any other industries, the "cultural-products industries are therefore significantly on the rise of late, and they are notably visible as drivers of local economic development" (Scott, 2004:465).

There is no doubt that tourism, as it is noted in the literature, can be a strong driver of local economic development. The tourism sector, particularly the tourism-heritage sub-sector, can create job opportunities within the local community and enable local businesses to benefit by

bringing tourists into their areas to buy their tourism/ cultural products (Rogerson, 2006). Tourism is one of the sectors that brands the area and increases its attractiveness to investors and tourists. According to Virginija (2016: 138), cultural tourism is similarly crucial in aiming to "preserve cultural and historical heritage: the higher number of tourists interested in cultural heritage, the more financial support it attracts". The heritage or cultural tourism continues to be the industry that create a positive image of a country or society on a worldwide scale. The values (cultural) of the nation or society play a critical role on the scale of both cultural tourism and the whole tourism industry at large.

Heritage sites or resources are one of the crucial sources for tourism. Authors such as Ashworth (2000), Prentice (1993), Garrod and Fyall (2000) have shown or documented that there is a relationship between tourism and heritage, and it is "generally assumed that culture and tourism are interdependent" (Aas, Ladkin & Fletcher, 2005:32). As mentioned earlier, the involvement of the local communities in the planning processes for tourism is important because it a fundamental approach to creating successful interdependent relationships between heritage and tourism. The heritage resources of the country also play an important role as tools to show the attractiveness of a nation. According to Arezki, Cherif and Piotrowski (2009:5), the existence of "cultural or natural sites or resources that are valued by tourists is likely to affect local economic growth only through tourism activity". For natural sites or resources, the protecting role of government towards natural resources becomes critical. This is because protected areas with biodiversity conservation zones could have a positive impact on the economy (Sequeira & Paulo 2008).

The tourism-heritage industry can be classified as market-oriented or non-market-oriented. According to de la Torre (2012), numerous tourism-heritage resources, both tangible and intangible are traded within markets. The value that is generated from the tourism-heritage industry is sometimes based on its offering and producing of services and functions that are able to contribute to both the public and the private good (Mazzanti, 2002). Authors such as Rogerson and van der Merwe (2016); Timothy (2014); and de la Torre (2002) mention that these resources include cultural economic goods and services such as performing arts productions, antiques and books as well as the large markets for cultural and heritage-related tourism. Furthermore, authors such as Timothy (2014) and Mazzanti (2012) stipulate that the value that these resources produce should be viewed as multi-dimensional because their value within society includes both a monetary value and the intrinsic values placed on them by society on a range of scales. On the other hand, authors such as de la Torre (2002); Timothy (2014); Marschall (2008); and Sharfman et al., (2012) state that it is not easy to produce a precise economic evaluation of tourism-heritage resources when this must be partly related with non-use values and the consideration of inter-generational values.

Methodology

This article presents a theoretical discussion of the structural adjustment required to develop and promote the tourism-heritage industry in South Africa through an exploration of the roles that tourism stakeholders play in developing and promoting the tourism-heritage industry. Furthermore, the article assesses the potential of the tourism-heritage industry to promoting local economic development and its economic value within the national economy. This was a desktop study, which utilised an exploratory research design. The study used current and past books and academic and popular journal articles, government documents and reports for the purpose of conducting a literature review and analysing the collected secondary data. The focus of the study was the tourism-heritage sector within South Africa. The thematic analysis was used to analyse the collected data and the collection of data adopted a non-systematic review of the available evidence.

Results, discussion and interpretation of findings

The findings of the study signify the importance of the tourism-heritage industry in the South African economy. The researchers found that the tourism-heritage industry plays an important role in protection the values and beliefs of the society or nation, it is interconnected, it attracts tourists, boosts local economies, and is a source of income.

The findings also suggest that involvement of the local communities or host communities when constructing strategies or plans about tourism-heritage or tourism in general is crucial. It is vital because the local communities tend to support or have the buy-in when the strategy is being implemented. However, there is a lack of funding, support and emphasis on the role that can be played by the tourism-heritage industry to promote the local and national economic growth and hence, a lack of government strategies for the development and promotion of the tourism-heritage industry.

Support of local small enterprises

All localities have small enterprises that operate and promote the traditional products of the area. In most cases, high numbers of women are involved in the production of cultural heritage products. For instance, women dominate the arts and craft sector and even through preparing tasty traditional food (food sector). The focus in the O.R. Tambo District in terms of job creation is on the agricultural sector. There is little to no information regarding the contribution of cultural heritage within the area. This issue is not only experienced within the O.R. Tambo District Municipality. Numerous district municipalities do not concentrate on cultural heritage or tourism as it is seen by both politicians and officials as a sector that cannot contribute very much to job creation. This kind of thinking overlooks the important role that cultural heritage or tourism can play in portraying a good image of the society or nation at the global scale. The inability of government to develop rural areas has led to the situation where rural local municipalities experience the following challenges in the tourism sector: lack of infrastructure, poor intergovernmental relations, and poor access to roads that may lead to cultural heritage and nature reserves.

The Integrated Development Plan of the district does not stipulate anything regarding cultural heritage but only highlights the natural resources such as the Wild Coast, that ensures biodiversity. In most cases, the government claims that support is provided to small enterprises through the programmes called Small Medium and Micro Enterprises (SMMEs). The majority of municipalities fail to clearly categorise the sectors and sub-sectors that benefit from the SMMEs programmes. For instance, the tourism sector includes numerous sub-sectors that fall under it. Thus, without a clear explanation and identification, numerous sub-sectors are left behind in the planning process. Hence, the role of cultural heritage in terms of social and economic development of the society tends to be omitted during the planning and reporting stages.

Township Tourism

Due to the past experience of the country, townships and rural areas in South Africa are at the heartbeat of the heritage-tourism industry. The apartheid system created township areas where only black African people were allowed to live. In other words, non-white people were not permitted to own or stay in the whites-only residential areas. Post-1994, when the country moved into the democratic system, the township areas were not eradicated but the areas have

been developed and upgraded. Today, there are numerous areas within the townships that are filled with entrepreneurial tourism. However, the majority of people, especially in the rural and township areas, are extremely poor and are living in poor conditions. We should bear in mind that value for customers is created through a succession of processes that support the total tourism experience including CSR initiatives -customers including all stakeholders such as those dwelling in townships that are desirous of a life quality enhancement through tourism. The emotions of township folk need to be carefully considered before embarking on any tourism project (Nicolaides, 2015).

Although numerous people in these areas are poor, some of the areas have been developed and used as critical resources for the tourism industry. Visiting the areas that have been or are disadvantaged within these localities forms an essential part of this tourism. The tour guides normally play an important role in organising the tours to these areas where tourists can experience the life of that particular society. When municipalities fail to integrate or introduce township tourism into their development plans this affects the promotion of cultural-heritage industry. The tourism stakeholders in synergy with organizations, thus have a very significant role to play in the development process of a tourism destination and their buy-in is critical to success (Nicolaides, 2015). In numerous areas of South Africa, especially in the rural areas and townships, there is not much information about the tourism-heritage resources available locally. Insufficient detailed information about heritage sites or resources within the numerous provinces in South Africa shows lack of commitment and support from the government to promote the tourism-heritage industry. It can be said that the tourism-heritage industry is currently under-utilised as a basis for, and component of, local economic development. This is because tourism-heritage is not recognised as the core focus for local economic development by both provincial and local municipalities, as their main focus is tends to be placed on small businesses, the provision of services and agriculture. Hence, a limited interconnection is being promoted between tourism and heritage and the size of the tourism sector relative to the industry is very small.

Participation and collaboration

Community engagement or participation and information provision or sharing are two important aspects of the tourism heritage industry.

Community engagement or participation in Tourism-Heritage

When a local community, group or individual recognises heritage or culture as cultural heritage then other groups or individuals can also begin to see it as heritage because the local community maintains and transmits the understanding of it. Local communities also possess knowledge of the history and culture within that particular space, so it is crucial that they are given the opportunity to express their views regarding the development and promotion of cultural heritage.

It is the responsibility of government to formulate policies or develop strategies associated with heritage development and conservation and to implement measures that are related to cultural heritage. In order to allow for the participation of the public in related heritage activities, various methods such as public education should be adopted by government in order to promote public understanding of government policy directions. Therefore, the participation of all stakeholders is crucial so that the government can formulate plans, strategies and policies for the effective promotion and revitalisation of the heritage industry. Engagement with all

relevant stakeholders ensures that there is a shared understanding of the values and actions that need to taken to preserve the heritage.

Information provision or sharing about the tourism-heritage industry

Through the organised activities such as *Izimbizo* (community gatherings), guided tours, and seminars, the level of understanding of the public heritage can be increased. Sharing the heritage information with the tourism sector could also assist in terms of attracting tourists to visit these areas. Hence, spreading reliable information that has been sourced from the local elders could assist not only the nation or society to understand the values behind the heritage, but also to distinguish the nation amongst others. In South African society, it has been noted in the literature that numerous individuals are unaware of what heritage-tourism resources are available to them or are in existence within their localities. In most cases, community members are often unaware that they are provided with a list of sites and activities available in their areas, and they often cite a lack of awareness of available tourism-heritage resources as the reason. The lack of direct engagement with and awareness of the tourism-heritage resources by the local communities further affects the role that the public and other stakeholders can play in promoting and developing this industry. Furthermore, while the stakeholders, especially the governance sector, can identify the heritage resources, there is very little focus on the economic value of the economic use of tourism-heritage resources. It becomes critical that the government conduct an extensive programme for marketing, awareness and education regarding the tourism-heritage industry in order to advance the interest and understanding of the inherent value of heritage resources, and encourage positive engagement with these resources.

Governmental strategies for the tourism-heritage industry

Governmental strategies for the tourism-heritage industry should align with funding activities and government should plan for implementation.

Funding cultural heritage activities

In South Africa, the tourism industry falls under the jurisdiction of the national and provincial governments. However, the local spheres of government also play a role in ensuring that they promote tourism industry in their own geographical areas. In most cases, the municipal officials find it difficult to persuade the municipal councillors that the tourism-heritage industry can be a strong contributor towards the economy. This is because, in most cases, the focus point of the municipalities is on service delivery and industrial development. This also applies to both national and provincial governments where they do not consider tourism-heritage industry as a priority feature. In order to ensure that the economic potential of cultural heritage and tourism is unlocked, it is vital that government at all levels also prioritises and supports heritage activities. Allocating an appropriate budget for the tourism-heritage industry is crucial for the economic development of the tourism sector. Furthermore, proper allocation of budget towards the heritage industry could enable the government to properly coordinate and integrate heritage into the mainstream of tourism. Within the municipal level, funding for the promotion of the tourism-heritage industry is largely received from the provincial government. On the other hand, the government is failing to create innovative ways of generating revenue directly from the heritage resources that are currently available. This creates numerous challenges for the heritage sites or resources such as a shortage of human resources, a lack of maintenance of these sites or resources, and minimal provision for operational costs and security costs.

Alignment of governmental plans

The national and provincial governments (National Department of Arts and Culture and Provincial Department of Arts, Sport, Recreation and Culture) are responsible for arts and culture promotion and development within the country. It is not the duty of the local sphere of government to ensure the management of heritage within their jurisdictions. However, because most municipalities have a tourism section, they sometimes promote the arts and culture within the area.

In addition to the national and provincial governments, other institutions have been created to ensure the promotion, management and preservation of the heritage industry within the country. This includes the South African Human Rights Commission (SAHRC); the Culture, Religion, and Languages Commission (CRL); the Pan South African Language Board (PanSALB); the National Heritage Council, the South African Heritage Resources Agency and the Provincial Heritage Resource Authority. However, the strategies and plans of all these institutions are not sufficiently integrated and co-ordinated to ensure the success of the tourism-heritage industry. The priorities across these institutions are not the same.

Conclusion and recommendations

This study emphasise the importance of managing heritage resources as they are part of a community's beliefs and history. The management of heritage resources requires the inclusion of the affected people so that they are consulted and given an opportunity to participate in the process. In terms of heritage, South Africa has a diverse wealth of cultural and heritage products in the form of heritage sites, crafts, oral history, arts, festivals, historic buildings, indigenous knowledge systems, geological and archaeological evidence, and cultural festivals. Good preservation, packaging, and presentation of South African heritage is needed in order for the industry to remain viable. The current economic outlook confirms that cultural and heritage products contribute towards the country's economy if managed and promoted accordingly.

The South African local government sphere is situated at the grassroots where the community is given an opportunity to participate in government matters. Clarification about the functions of government at the different levels might lead to a situation where local citizens afe able to raise their frustrations to the local sphere of government about the matters falling either under national or provincial government. The citizens will then have access to the information they need, and the departments will perform their activities in a transparent manner. To ensure the promotion of the cultural heritage industry by the municipalities in South Africa, the following is recommended:

- Educational and promotional activities
- Local community members to be used because they possess knowledge about their cultural heritage.
- The municipality should promote cultural heritage with limited budget
- seminars inviting local members (organised within their areas that are rich with heritage) together with non-local members. This could also help the young generation to better understand and be better informed about their cultural heritage.
- An integrative approach to promote the heritage- tourism sector is needed as it plays an important role in the economic development of the localities and of the nation as whole.
- It is thus vital that the provisional and municipal levels integrate the tourism sector with the cultural heritage. This can be done by ensuring that routes and networks to the

heritage sites are developed as well as the infrastructure (proper roads) to the heritage sites.   There should be commitment from the government if the cultural heritage industry has to be integrated and improved.   Currently, the cultural and heritage resources in the country is not been effectively integrated and aligned into the mainstream of tourism.

- Proper support for small heritage enterprises- municipalities must clearly determine the small businesses that deals with the heritage products. After the identification, the municipalities must design the strategy on how those small business can be supported in so that they will continue exposing our cultural heritage products to other nations.

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