Perceived impacts of political legends on Eastern Cape tourism growth: A case study of King Sabata Dalindyebo Local Municipality, Eastern Cape, South Africa

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Abstract

This paper scrutinises residents' perceptions of political legends on tourism growth in the Eastern Cape (EC) Province, South Africa (SA). The paper specifically focuses on the King Sabata Dalindyebo Local Municipality (KSDLM) which covers Mthatha and Mqanduli. Furthermore, it needs to be borne in mind that the EC Province is home to political legends. These legends include some famous South African personalities inter alia, Nelson Mandela, Govan and Thabo Mbeki, Oliver Tambo, Walter Sisulu, Chris Hani, Griffiths Mxenge, Steve Biko, and several other luminaries. Interestingly, these legends waged a protracted war of liberation against the apartheid regime. On the other hand, the EC province is one of the poorest in the country and poverty has reached unprecedented levels in the region. This paper employed a stratified random sampling approach. Moreover, face-to-face surveys were applied among the residents in the area of KSDLM. Additionally, a total of one hundred and fifteen (n=115) questionnaires were completed. The Statistical Package for the Social Sciences (SPSS) software was used to capture and analyse the quantitative data. Whereas the qualitative data were analysed by means of categorising and conceptualising the terms and concepts used. Lastly, the key findings reveal that the vast majority of the respondents were aware of the political legends who had been raised in the area, and that there was a general development of local infrastructure resulting from the political legends' influence in the area.

Keywords: Perceptions, tourism growth, legends, Eastern Cape, impacts

Introduction

According to Acheampong (2011), SA has become a prime African tourist destination, since the demise of apartheid in April 1994. The United Nations World Tourism Organisation (2007) defines tourism as the activities of travellers taking a trip to a main destination outside their usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country, or place, visited. However, Ivanovic, Khunou, Reynish, Pawson, Tseane and Wassung (2009) argue that this definition fails to recognise that some visitors can travel in a region, or country, for more than a year, while contributing to their income, and to that which is received from tourists. Tourism has become the most vibrant industry in the economy, due to it having experienced phenomenal growth, with the number of tourists doubling every four years (Acheampong, 2009).

The tourism industry generally has reoriented itself towards the marketing of the country as a business, sports, cultural, and event destination (Tassiopoulos, 2010). The EC Province is home to a diverse range of natural attractions, from pristine coastlines to mountains, through semi-deserts and world-renowned nature reserves, to untouched wilderness areas. Likewise, the province, which has a diverse cultural and historical heritage, is the birthplace of many apartheid era struggle heroes. The rich cultural heritage, and the exceptional natural assets, such as Hole in the Wall, pristine beaches to me mention a few of the EC Province set it apart from the rest of SA as a world-class tourist destination. The unique brands of tourism products in the province expose exciting opportunities for investors, since there is far-reaching and massive growth potential in both the local, and the international, markets (Acheampong, 2011).

Despite the fact that the EC Province is endowed with natural and cultural resources, with a high tourism potential, it has not yet been optimally exploited to generate a significant impact on the economic growth and development in the region. This could be attributed to issues of governance more especially in relation to tourism. Specifically, the province receives a fairly small number of international visitors, when it is compared to its provincial counterparts. In 2006, for example, it received only 7.6% of foreign visitors, which decreased by 1.0% in 2008 (Eastern Cape Tourism Master Plan, 2009/2014). The EC Province has the potential to become a destination for many more international tourists than it currently attracts, because of its rich combination of beautiful landscapes, relatively unspoiled beaches, natural resources, and protected flora and fauna (Acheampong, 2009). The ECTMP (2009/2014) reports that the EC Province has yet to make use of the competitive advantage that it has in terms of cultural heritage, and, more importantly, in terms of its historical, and political, heritage. In particular, the marketing of the province focuses on its natural heritage, with no iconic products being available based on its cultural heritage. In contrast, the Western Cape province, and the KwaZulu-Natal province, have continuously made use of their iconic products, such as Robben Island, and Shaka and the Zulu nation, to attract tourists to the provinces concerned, and so as to enjoy a flourishing international, and domestic, market (ECTMP, 2009/2014).

In addition, the above is particularly relevant, in that the development of cultural and heritage product can contribute significantly to the inclusion of more rural areas and previously disadvantaged persons into the tourism industry than there are a present. The EC Province is the birthplace of many apartheid era struggle heroes, as has been stated above, including SA's first democratically elected president, Nelson Mandela, and the later president Thabo Mbeki. However, relatively little development has taken place in the EC Province in regard to the celebration of the efforts that they made in the struggle for freedom (ECTMP, 2009/2014).

Literature review

Once an area that was shunned by the apartheid government, and eschewed by tourists, the former Transkei in the EC Province, where Nelson Mandela was born and grew up, is on the cusp of becoming a global tourism destination, thanks, in large part, to Mandela's iconic status, and to worldwide interest in his past (Hayward, 2013). Page and Connell (2006) allege that tourism has emerged as a major element in the economy of the refurbished SA, making it the leading country for tourism on the African continent. Sethi (2010) expresses the opinion that, on the basis of a statistical analysis, among other research, SA is one of the world´s undisputed hotspots for tourists, as well as for business travellers. This is despite the fact that country is going through numerous challenges ranging from untenable crime, Eskom (state-owned entity) with its load shedding. Despite that SA continues to be of one of the most exciting destinations to visit worldwide (Sethi, 2010).

Cultural heritage in SA

The emergence of cultural tourism as the "new type of mass tourism" (McKercher & du Cross, 2002) went largely undetected by both South African scholars, and by the national government. Notwithstanding the number of programmes being developed to benefit the poor, the strategic focus on cultural heritage tourism as the most effective pro-poor strategy was absent for almost two decades. It was only in 2010 that the government National Tourism Development finally acknowledged the need for the national cultural heritage tourism strategy to be put in place in order to unlock the economic potential of the cultural heritage resources that could benefit both rural and urban development. The main cultural heritage deployment strategies involved are job creation (Massyn & Koch, 2004) and poverty alleviation (Ndlovu & Rogerson, 2004), as well as local economic development and urban regeneration (Rogerson, 2009; Rogerson & Visser, 2007).

Ferhan and Ebru (2010) assert that tourism provides an important means of reinforcing cultural identity that can both support, and strengthen, cultural promotion and creativity. This is done through cultural and heritage tourism. For instance, the cultural villages situate in the KSLDM region serve as an important platform in attracting tourists. These tourists more especially foreign cohort is fascinated by the rich culture and heritage.

The *Mandela factor* is mostly responsible for the irresistible allure of SA throughout the world and, as his life story was linked to the Robben Island World Heritage Site, it immediately raised the profile of, and heightened the amount of interest shown in, SA's political cultural heritage. Consequently, a whole array of new post-apartheid attractions sprang up all over the country, but especially in Gauteng. The Hector Peterson Memorial in Soweto, the Apartheid Museum, and the Constitution Hill prison site all "serve as a beacon of hope while also aiming to promote greater understanding of the tragic events" (Ivanovic, 2011; Ramutsindela, 2007) that formed part of SA's history of apartheid.

The EC province

The indescribable natural beauty of the province has been the greatest secret behind the Province's tourism potential. In addition, the rich cultural heritage, and the exceptional natural assets, of the EC Province set it apart from the rest of SA as a world-class tourist destination. Furthermore, unique brands of tourism products in the province expose exciting opportunities for investors, since there is far-reaching, and massive, growth potential in both the local, and the international, markets. The potential for economic expansion in the tourism industry of the EC Province still remains to be grasped (Acheampong, 2011).

Part of the heritage of the EC Province is the fact that it is the birthplace of apartheid resistance movement leaders, the African National Congress (ANC), the Pan Africanist Congress (PAC), and the Black Consciousness Movement (BCM) (Acheampong, 2011). In addition to such diversity, the province has a rich and varied history and culture (Republic of South Africa, 2002). Duncan (2008) concurs with the fact that the EC has a wide range of wonderful attractions and places to visit, of which many tourists have not yet heard. Due to the consequent lack of organised tourism, the poor infrastructure, and the prevailing poverty in the region, Heyns, Boekstein and Spencer (2000) argue that a great deal of development is still required in the region.

Tourism development in the EC Province

Acheampong (2009) maintains that in the Northern Region districts of Bizana, Lusikisiki, and Port St. Johns, for example, archival records indicate that few communities were aware of the full tourism potential of their localities during the pre-1976 period. The tourism activities in the Central Region districts of Ngqeleni, Mqanduli, and Elliotdale, in contrast, were limited to such aquatic activities as fish cultures, aquatic sport, whale-watching, and hiking. In contrast, the Southern Region, which is made up of Centane and Willowvale, has had the prime advantage of having access to traditional African technology, due to the rich cultural heritage of the indigenous Xhosa people who reside in the region (Acheampong, 2009).

Acheampong (2011) describes the situation from 1976 to 1994 as being a phase during which the Transkei government began to take local tourism development issues seriously. The government of the day made it imperative for the tourism service providers to include environmental, cultural, and local community development issues into consideration within the broader tourism development process (Acheampong, 2009).

In contemporary times, cultural heritage tourism has been used as a tool for development. As such, it is often used by governments to mobilise domestic business interests, and to encourage infrastructural development and improvements (Tichaawa, 2014a). Acheampong (2009) offers a convincing argument that, since 1994, the South African government has also embarked on aggressive marketing, in terms of investment opportunities in all sectors of the economy, with the tourism sector enjoying a favoured position in this regard. By 1996, there was a marked increase of over 60% from the 1994 figures, in terms of the number of tourists visiting the country (Acheampong, 2009).

Home of legend branding

According to the Organisation for Economic Co-operation and Development OECD (2009a), cultural elements are being employed to brand, and to market, regions, in the hope of differentiating a region within the global arena. According to Algoa FM (2013), the EC Province has taken the first tangible step in the journey to placing heritage and cultural tourism at the centre of the provincial economy. This was announced during the unveiling of an exhibition entitled 'Nelson Mandela' (Algoa FM, 2013). Likewise, the exhibition forms part of the roll-out of the Eastern Cape Parks and Tourism Agency's (ECPTA's) Home of Legends campaign, which seeks to rebrand the province as that which bred many of the country's sporting, political, and cultural legends (Algoa FM, 2013).

Furthermore, the campaign seeks to honour, and to leverage off, the contributions that have been made by the EC legends. According to Media Online (2013), EC residents were asked to nominate heroes from their province who have made an impact on their lives, in an interactive campaign that was aimed at obtaining public involvement in celebrating their heritage, and in promoting the province (Media Online, 2013).

Figure 1.1 Billboard in East London inviting nominations of legends during September (Heritage Month), 2013

Source: **Researcher's own digital camera**

Ndletyana (2013) expresses the opinion that the 'Home of Legends' brand can reshape the, as yet, relatively poor image of the Eastern Cape province. Sicwetsha (2013) contends that, in its current form, the campaign has still a long way to go in terms of branding, positioning, and marketing the EC Province. Mancotywa (2013) seems inclined towards the idea that merely listing the names of well-known persons from the EC Province does not explain how the challenge of overcoming the low ranking of the province's image and reputation can be achieved (Mancotywa, 2013).

Ndletyana (2013) proposes that looking back on the history of the region is likely to yield some benefits such as exposure, economic spin-offs etc. As such this will result in unearthing of a rich heritage that will lend itself to easy marketing. Doing so will have inevitable commercial benefits for the province. Heritage is a major tourist attraction, as can be seen in the case of KwaZulu-Natal, for example, which is a major beneficiary of heritage tourism. KwaZulu-Natal's status has come about as a result of the superb marketing job that has been done in relation to the province, which has centred on its history, and especially on the wars of conquest that were fought against the European settlers in the area. However, the Eastern Cape province is even richer in heritage, so that there is no reason why the province should not reap similar benefits. In fact, the province's proximity to the internationally renowned, popular city of Cape Town gives it an edge over KZN (Ndletyana, 2013).

As Sicwetsha (2013) argues, KwaZulu-Natal uses its heritage as a marketing and branding point to boost its tourism in general, and its travel and leisure in particular. As a result, the province has the enviable status of being a global player in tourism, events hosting, and the facilitating of business meetings (Sicwetsha, 2013). Ndletyana (2010) bewails seeing the legacies of Robert Sobukwe and Beyers Naudé fall into disrepair, especially when the places concerned, including the town of Graaff Reinet, stand the chance of become important tourist attractions (Ndletyana,

2010). In addition, the branding campaign relating to the 'Home of Legends' is commendable, while inviting even deeper reflection than before. As a brand is self-defining, it prefigures how others perceive the destination in question. Molakeng (2012) points out that South Western Townships (Soweto) boasts special attractions, as it is home to people who, despite being unarmed, resisted the mighty apartheid system. Among popular sites are the Hector Pieterson Memorial Square, the Nelson Mandela Museum, and Winnie Mandela's house in Orlando West (Molakeng, 2012).

The erection of struggle hero monuments around South Africa has resulted in extensive tourism development (Grobler, 2008). Such monuments include the Nelson Mandela statue in Mvezo, Eastern Cape, and the Desmond Tutu and Steve Bantu Biko statues in East London, Eastern Cape. In addition, the Ekurhuleni Metropolitan Municipality has spent up to R10 million on a monument and wall of remembrance for the slain struggle icon, Chris Hani (Blignaut, 2013). Although the first set of bronze sculptures was displayed in Bloemfontein, the city of Johannesburg is set to house the world's largest parade of sculptures. The parade in question will feature a sea of 400 realistic, life-size struggle heroes, who will be depicted in bronze, with all the figures being portrayed as though in motion, and forming a throng, as if they were taking part in a protest march. The project is being financed by both public and private funders, and is to be worth a market value of R100m, which translates into a major tourism boost for the area and its surroundings (Blignaut, 2013).

The role of the government in cultural heritage tourism development

The government has a major role to play in the development of cultural heritage tourism. For cultural heritage tourism to flourish, the government must establish a safe, and stable, political environment that addresses the indirect demands of the tourists, and that enhances the level of cultural heritage tourism development (Timothy, 2007). According to Timothy and Boyd (2009), successful cultural heritage tourism depends on the construction of partnerships between the government, the private sector, and the local communities, who play a hosting role towards tourists. It is the responsibility of the government to provide a range of infrastructure support, such as road, water, and sewerage disposal facilities, for the community. The infrastructure not only benefits the tourists, but the local communities, as well, benefit, in the sense that they make use of the facilities provided. Moreover, facilities and amenities such as shopping malls, effective and efficient transportation system to mention a few can help to satisfy tourist expectations, through the efficient provision of the required services (Tichaawa & Swart, 2010).

Research methodology

Research design

According to Kumar (2008), a research design entails the preparation of conditions for the compilation, and for the analysis, of data, in terms of a method that aims to combine relevance to the research purpose with economy in procedure. Furthermore, a research design, according to Monette, Sullivan and DeJong (2011), is a detailed plan outlining how observations will be made, which is followed by the researcher as the project is carried out. In this study, both qualitative and quantitative research methods were used to gather the information. Additionally, research designs always address certain key issues, such as who will be studied, how the people concerned will be studied, and what information will be gathered during the data collection (Monette, *et al*, 2011).

Sample procedure

Veal (2006) defines sampling as the process of choosing a section of the population for observation, and for study. The current study was carried out using stratified random sampling. Kumar (2008) confirms that the accuracy of the findings of a study largely depend upon the way in which the sample was selected in the first place. Therefore, stratified random sampling involves splitting up the population into subgroups, and then taking a simple random sample from each subgroup (Silverman, 2010). Furthermore, the basic objective of any sampling design is to minimise, within the limitation of permissible costs, the gap existing between the values obtained from the sample, and those that are prevalent in the population (Kumar, 2008).

Sample size

The size of a sample selection depends primarily on the desired accuracy of the collected data, and on the limits of time and money available for the survey (Kumar, 2008). According to StatsSA (2011), the municipality comprises two magisterial areas, namely Mthatha and Mqanduli, and their surrounding rural areas. The municipality is largely rural in character, with the urban areas being concentrated around the towns in the area. The estimated total population of KSDLM was approximately 451 710 at the time of the study. The major economic activities in the municipality were forestry and agriculture, although agriculture was of more of a subsistence nature (Stats SA, 2011). Based on the population size, and on Isaacs and Michael's (1981) table for determining how large a stratified random sampling should be, a sample size of *n*=381 was deemed appropriate for the current study.

Research instruments and data collection

Primary sources of data

The data that are collected by the investigator from their original source are called primary data (Pellisier, 2007). The primary data collected cannot be a discreet step in the research process, particularly in terms of qualitative research, which requires prolonged investigation in the field (Kothari, 2004). The most developed method of collecting data for purposes of quantitative research is the questionnaire. For the current study, the primary data was collected by the researcher by means of the administration of a questionnaire.

Secondary sources of data

According to Veal (2006), secondary sources of data comprise research that has already been compiled, collected, and completed on a research subject, or any related topic. Collins (2010) agrees that secondary data are data that have already been collected, and analysed, by someone else, and for some other purpose. Secondary research offers two important rewards. Firstly, it is almost as expensive to gather secondary data as it is to gather primary data. The second advantage of using secondary data is that the researchers usually spend less time locating, and using, former data that are related to their current study than they do in discovering the primary data pertaining to the study. Moreover, secondary data might be captured in a matter of days.

In the current study, literature focusing on the following topics was considered: the challenges faced by the EC Province; the role of local communities in tourism development; African tourism development; the state of tourism in SA; tourism development in the EC; politics and tourism; and the 'home of legends' discussion. The literature dealing especially with the benefits that are associated with political legends, which are accrued by the communities and by celebrity

marketers, were consulted. In this study, literature sources that were used include peer-reviewed articles, newspapers, online library, and etc.

Validity and reliability

Veal (2006) states that validity is the extent to which the data collected truly reflect the phenomenon being studied by the researcher. Thomas, Nelson and Silverman (2010) are of the view that the validity of a measurement indicates the degree to which the scores from tests or instruments measure what is supposed to be measured. Thus, validity refers to the soundness of the interpretation of scores from a test, which is the most important consideration, in terms of measurement (Thomas *et al.*, 2010). Therefore, it can be stated that validity implies the extent to which the collected data reflect the true meaning of the phenomenon under investigation.

According to Riordan (2005), reliability refers to the accuracy, the precision, and the stability of measurement, or data collection. In contrast, validity is defined by Burns and Burns (2008) as an indication of how well a test, or other assessment instrument, measures a given characteristic, under certain circumstances, and within a given set of subjects.

Reliability refers to the consistency, and to the stability, of findings that enables them to be replicated (Burns & Burns, 2008). The literature further suggests that reliability ensures the accurate presentation of certain characteristics of the total population under study, and whether similar results can be obtained at a later stage through the use of a similar methodology (Bapir, 2016; Tichaawa, 2014b). Reliability is defined as the extent to which the research findings, or the results obtained, are consistent over time (De Vos, Strydom, Fouché & Delport, 2005).

The procedures that are described below were followed to ensure that validity and reliability were achieved in this study:

The fieldworkers, who were adequately trained, were known to be capable in the administration of the questionnaires, as they were all postgraduate students, and had had previous experience in the field and Unambiguous words were used in the questionnaire, so as to enable the respondents to understand clearly what it was that they were being asked.

The questionnaires were designed on the basis of a framework that was obtained from previous studies on cultural and heritage tourism by Steyn (2007).

Ethical considerations

The following ethical consideration were observed in the study:
✓ Informed consent – all possible or adequate information on the goal of the investigation, procedures which would be followed during the investigation, the possible advantages, disadvantages and dangers to which the respondents may be exposed, and the credibility of the researcher be rendered to potential subjects or their legal representative;
✓ Voluntary participation – the participation from the respondents was of their free will, to take part in the research or not to take part; and
✓ Participants were informed about the study and its purpose.

Questionnaire design

Pellisier (2007) is of the view that, when large numbers of people require studying, it is most cost-effective to collect the data by means of a questionnaire. The researchers for the current study designed a questionnaire to collect the data sought. The questionnaires were administered by the researcher with the assistance from trained fieldworkers to all intended respondents. The respondents were given sufficient time to respond to the all the questions. This happened through their consent. The questionnaire predominantly consisted of close-ended questions, which allowed for a limited number of possible answers from which to choose. A few open-ended questions were included, in response to which the participants in the study were encouraged to communicate their views. Additionally, the questionnaire was designed so as to achieve the objectives of the study.

Data analysis

SPSS software was used for analysing the quantitative data of the current study. The software allows for statistical tests to be conducted, as a means of generating tables, bar graphs, and pie charts. The qualitative data obtained, in contrast, were analysed thematically by means of conceptualising, and categorising, the themes and concepts involved.

Findings of the study

The aim of this study was to gauge the perceived impacts of political legends on tourism growth in KSLDM, in the EC Province. The findings are explained below:

Figure 1.1 Political legends as part of tourism products
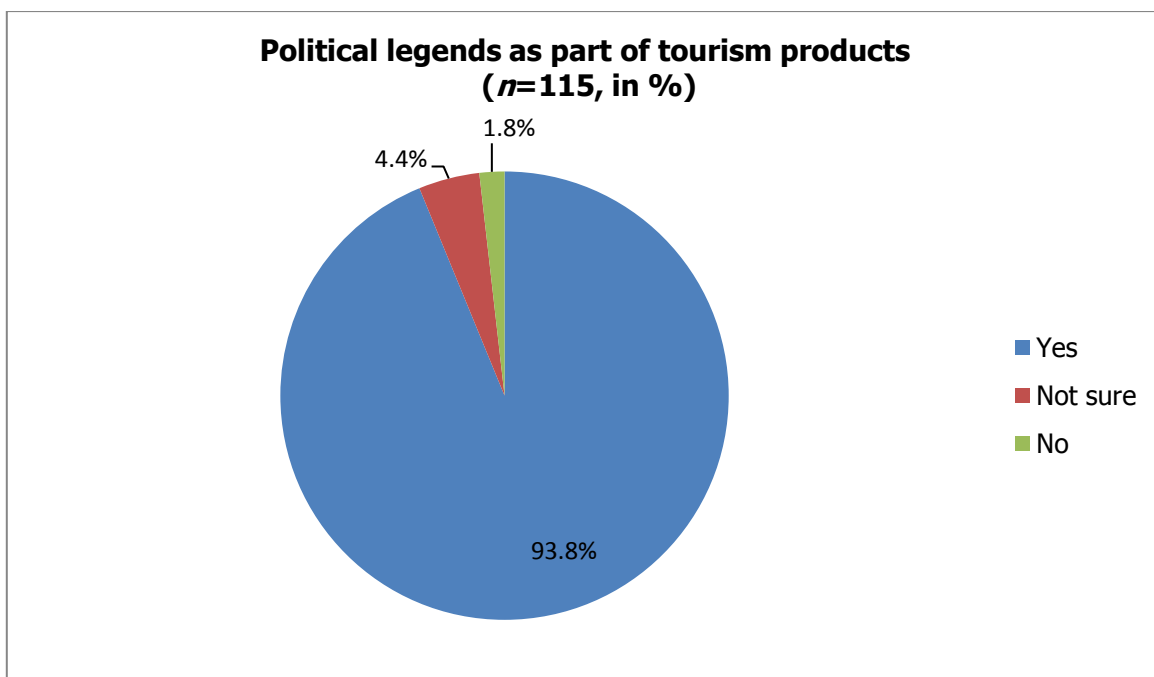
In Figure 1.1 above, the respondents were asked to indicate whether political legends can be considered as part of tourism product, considering their pull factor. As clearly depicted, the vast

majority (93.8) of the respondents responded in the affirmative to the question, followed by those who were not sure whether or not the statement was true (4.4%). A mere 1.8% denied the truth of the statement.

Table 1.1: General understanding of tourism (*n*=115, in %) (Multiple responses permitted)	
Statements	**Total (*n*=115, in %)**
Generally, tourism is the temporary movement away from home for a period of at least 24 hours, but for less than a year, as well as the discovering of, and the learning more about different places and attractions at a destination, including different cultures there.	79.1
It is the phenomenon that deals with social, economic and environment improvement and conservation.	19.1
I know nothing about tourism.	1.8

Respondents' general understanding of tourism

On Table 1.1 above, the respondents were asked what their general understanding of tourism was. The results obtained indicate that 79.1% of them stated that tourism is a general movement from home for at least 24 hours, but for less than a year, and that it involved discovering, and learning, more about the different places and attractions at a destination, including in regard to the different cultures of the people living there. Of the respondents, 19.1% stated that tourism is a phenomenon that deals with social, economic, and environmental improvement and conservation, whereas 1.8% stated that they know nothing about tourism. Overall, the residents of KSDLM displayed a solid understanding of the phenomenon of tourism.

Figure 1.2 Respondents' involvement in tourism

Are you involved in tourism?
(*n*=115, in %)
38.7%
61.3%
Yes
No
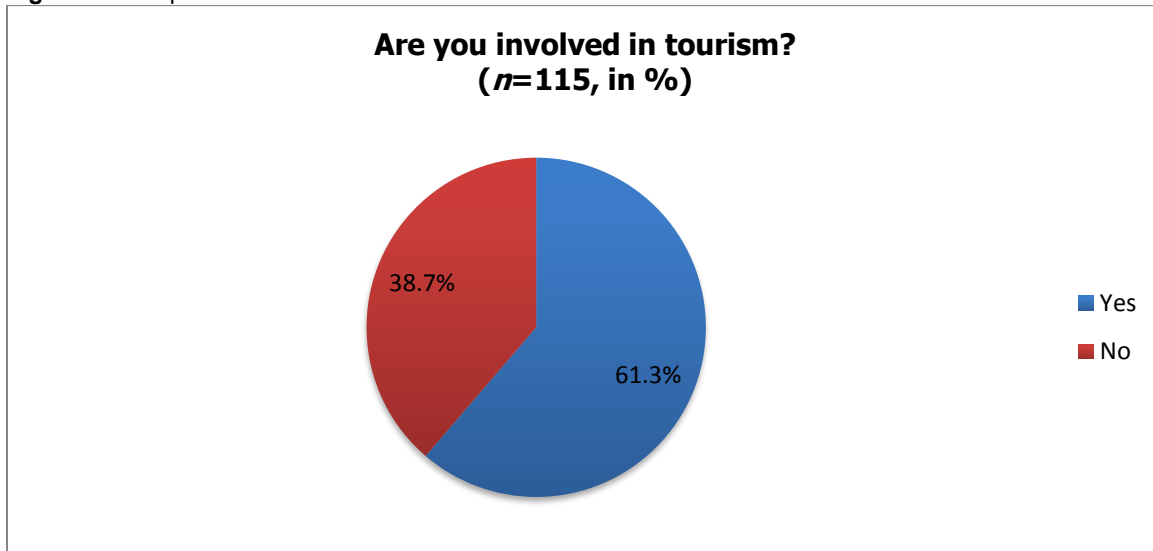
Respondents' involvement in tourism

In Figure 1.2 above shows the findings regarding the involvement of respondents in tourism-related activities in their area. The results clearly show that 61.3% of the respondents were involved in tourism, whereas 38.7% stated that they were not so involved. The findings above show a fair growth of community involvement in tourism in KSDLM. Moreover, it confirms Aref et al (2010) proposition that community involvement is one of the core elements in developing a viable tourism industry at a destination.

| Table 1.2: Respondents' type of involvement in sectors of tourism (*n*=115, in %)	
Statements	**Total (*n*=115, in %)**
Through attending the annual tourism conference	17.4
Through my involvement in a community tourism organisation	15.7
Through my ownership of a tourism-related business	1.7
Through the local chamber of commerce	0
Other (specify)	27.7

Respondents' type of involvement in the tourism sector

The results that are given in Table 1.2 above show how respondents are involved in the tourism industry and tourism economy. The results show that 17.4% of the respondents are attending annual tourism conferences held in the EC Province. A close percentage of 15.7% of the respondents were members of community tourism organisations. However, 1.7% owned tourism-related businesses.

Nonetheless, 11.6% of the respondents indicated that they were involved in environmental conservation projects, such as community cleaning projects. However, 8.9% of the respondents were employees in the tourism industry.

An additional 4.5% of the respondents were volunteers for tourism events, such as indabas, whereas 0.9% of respondents attended annual tourism career exhibition. A minority 0.9% of the respondents toured different countries, with another equal minority (0.9%) of the respondents stating that they were students in marketing. The involvement of the local residents in tourism was found to be quite encouraging, as community involvement is deemed to be vital for tourism activities (Mitchell & Ashley, 2010).

Figure 1.3. Respondents' awareness of any political legends in their area

Respondents' awareness of any political legends in their area (*n*=115, in %)

5.6%

94.4%

Yes
No
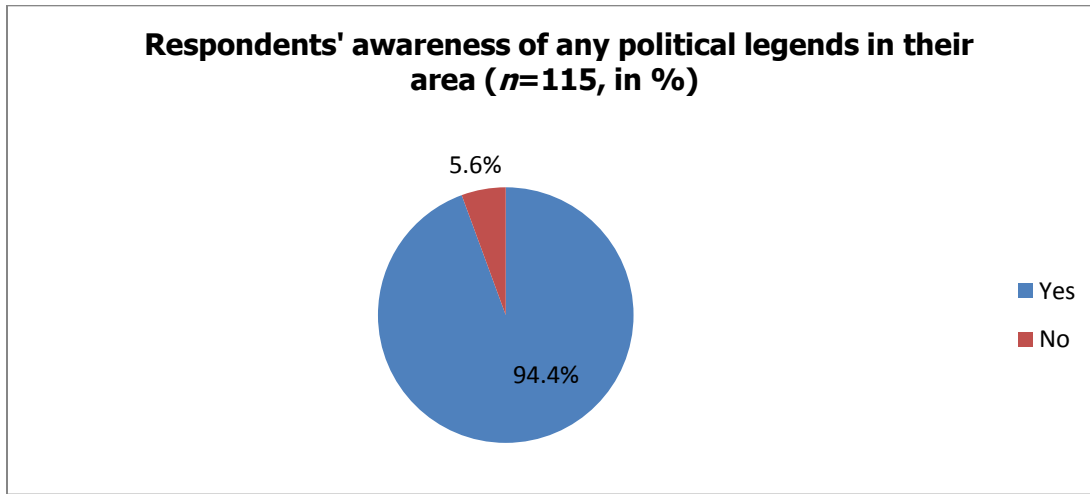
As is illustrated in Figure 1.3 above, the participants were requested to state whether they were aware of any political legends in their area. The vast majority (94.4%) were aware of such political legends. However, 5.4% of the respondents did not know of any political legends in their area. Political and cultural heritage tourism awareness means being conscious, interested, and knowledgeable about the cultural heritage resources in a study area (Nkwanyana, 2012).

The findings might have been influenced by the fact that the EC Province residents were asked a year before to nominate legends from their province who had made an impact on their lives, in an interactive campaign that was aimed at attaining public involvement in celebrating their heritage, and in promoting the province (Media Online, 2013).

Table 1.3: Respondents' perceptions of the management of tourism initiatives in KSDLM (n=115, in %) (Multiple responses permitted)	
Stakeholders	**Total (n=115, in %)**
Government	80.9
Community	18.3
Private sector	5.2
Other (specify)	0

Respondents' perceptions of the management of tourism initiatives in KSDLM

Table 1.3 clearly depicts that more than 80.9% of the initiatives were thought to be managed by the provincial government, together with the national government. In the same breath, 18.3% of the respondents indicated that the community was administering the initiatives, with a mere 5.2%

stating that the private sector was managing them. Such responses confirm Dieke's (2009) finding that most of the regional infrastructure is provided by governments.

Limitations of the study

The current study was limited to KSDLM. It was envisaged that the limitation allowed for accurate results to be obtained for the study, as well as for the addressing of the time and financial constraints that were imposed on the researchers.

Recommendations and conclusions

The current study could play a pivotal role in assisting the KSLDM, and the relevant stakeholders, capitalise on the rich political heritage and culture that has been bestowed on them by local icons, so that they can reap socio-economic benefits. The KSDLM has the potential to develop previously underdeveloped tourism products, such as iconic attractions and other struggle hero sites. The KSDLM requires greater investment in the promoting of its political heritage and culture, as well as of its nature, as its culture and natural tourism are expected to remain in demand. The involvement of previously disadvantaged communities and individuals should be further increased. Moreover, the KSDLM should develop more tourism linkages with other sectors of the economy, such as in terms of agrarian, and land reform. Tourism is multi-faceted industry. In other words, it does not operate in isolation from other industries. As such, roping in and strengthening ties with other industries which contribute immensely in the promotion and development of tourism in EC is of utmost importance.

A brand awareness communication plan should be developed by the KSDLM. This will ensure that KSDLM projects a common, desired, and unified visual message, with the consistency of the message being maintained. The communication plan should also promote cooperation between the various tourism stakeholders. For example, having an efficient and effective communication strategy with provincial tourism players such as the EC Tourism Parks Board, EC heritage council to mention a few would be viable. Marketing tourism in KSDLM should target specific markets, through coming to an understanding of what their demands are, and through developing a package of experiences to suit the target market concerned. This will encourage the expansion, and the broadening, of the range of tourism product offering, and it will elevate the status of those products that have not, as yet, received much publicity, particularly in terms of culture and heritage, which are predominantly situated in the under-marketed rural areas of KSDLM.

In the undertaking to gauge the degree of depth in the existing literature, the current study was aimed at investigating KSDLM, as well as at measuring, and examining, how the presence of birthplaces of struggle heroes impact on tourism growth, and the barriers that hinder associated developments. In this regard, the researcher was able to generate recommendations for the KSDLM, and for the relevant stakeholders, to consider.

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