



**Graduate School of Business and Leadership**

Leveraging cultural tourism for sustainable and participative local economic development in KwaZulu-Natal (KZN) province, South Africa

**BY**

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**AT THE**

**UNIVERSITY OF KWAZULU-NATAL**

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**JULY 2023**

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## **ABBREVIATIONS AND ACRONYMS**

<b>COGTA</b>	National Department of Cooperative Governance and Traditional Affairs
<b>CRL</b>	Commission for Protection and Promotion of Cultural, Religious and Communities
<b>DEA</b>	National Department of Rural Development and Land Reforms
<b>DRDLR</b>	National Department of Rural Development and Land Reforms
<b>DTI</b>	National Department of Trade and Industry
<b>EAP</b>	Economically Active Population
<b>KZN</b>	KwaZulu-Natal
<b>NDT</b>	National Department of Tourism
<b>NHC</b>	National Heritage Council
<b>NHCA</b>	National Heritage Council Act 1999
<b>NHTL</b>	National House of Traditional Leaders
<b>NTSS</b>	National Tourism Sector Strategy
<b>PHRA</b>	Provincial Heritage Resource Authority Act
<b>PHRA</b>	Provincial Heritage Resource Authority
<b>SAHRA</b>	South African Heritage Resources Agency
<b>SAT</b>	South African Tourism
<b>UNWTO</b>	United Nations World Tourism Organisation
<b>WTO</b>	World Tourism Organisation
<b>SMME</b>	Small Medium Macro Enterprises
<b>WTTC</b>	World Travel and Tourism Council

## **ABSTRACT**

This thesis examines the development of socio-economic opportunities in KwaZulu-Natal (KZN) within the cultural tourism sector and, questions if the sector can be advanced for sustainable tourism in the province. Recent tourism strategies in KZN have been aimed at recovery of tourism post Covid19 which left the sector and the overall economy devastated. KZN is still showing to be in the dire social ills and highly dependent on social grants as reflected by the province's dependency ratio. This thesis identified six key objectives necessary for creation of the sustainable tourism development that shall investigate the challenges impact growth of the industry, improve stakeholder involvement to identify the needs of the local communities, improve the socio-economic inclusivity.

The main purpose is to obtain knowledge that can be used as the bedrock for the development and advancement of the sector for the sustainable, participative socio economy. A broad assessment and understanding are deemed necessary for determining the realistic basis for the development of cultural tourism framework. A mixed research methods was employed in this study, albeit quantitative approach being predominant. The study had a population of 250 and targeted sample of 100. From the total sample that participated in both the quantitative and qualitative aspects of the study, 71 questionnaires were received, constituting a 71% response rate. Twelve (12) participants responded out of the targeted 15 for the qualitative aspect of the study. The quantitative data was analyzed using the Statistical Package of Social Sciences (SPSS) version 25 for Windows. In this study, the qualitative data was gathered and analyzed using QDA Miner Lite, with results in content and thematic analysis and the qualitative data was descriptively and content-analyzed using thematic analysis (TA), and the implications of the study highlighted the needs for the review of the South African tourism strategic planning process.

The study findings revealed that cultural tourism opportunities are available in the areas of traditional dance, music, and food. Various challenges were also identified including the lack of local participation in the sector, misaligned tourism packages, and the lack of women and youth participation in the industry.

**KEY TERMS:** Cultural Tourism, Participative economic development, Sustainability, Heritage, KwaZulu-Natal Province.

## **CHAPTER ONE: INTRODUCTION AND OVERVIEW OF THE STUDY**

### **1.1. Introduction**

The study's context is cultural tourism in the province of KwaZulu-Natal. The chapter moves forward by contextualizing the study's background, which shapes the research problem. The chapter matches the research problem with the study's aim, research objectives, and pertinent research questions based on the study's background in conjunction with the conceptualized theoretical contribution to the body of knowledge. The chapter clearly articulates the study's justification and importance. The chapter concludes with the organisation of chapters.

#### **1.1.1 Cultural tourism in KZN**

The province can expand its cultural tourism as an economic development strategy to improve the lives of the community, especially the youth and women. Through increased investment in participative cultural tourism and development trajectory, the province can improve employment opportunities for the youth, women, and all dwellers of the KwaZulu-Natal as well as opportunities for entrepreneurial engagement in tourism by the community, particularly women and the youth (Triegaardt, 2014).

Sustainable participation of the community in cultural tourism as means for local economic development inculcates and instils the culture of ownership of resources and assets and will sustain the community away from engaging in destructive behaviour and drug abuse. As the social and economic landscape of the province dramatically improves, so will be the province's contribution to the National Gross Domestic Product (GDP), (Saarinen & Rogerson, 2015).

Research indicates that many customers are looking for alternatives after growing weary of seeing the repeated duplication of culture in many locations. Therefore, newly discovered tourism attractions, cultural routes, and heritage centres are saturating the market as culture is increasingly used as a tool for social and economic growth and KZN have exactly what the market is interested into (Saarinen & Rogerson, 2015). "The use of creativity as an alternative to traditional cultural tourism is suggested by the rise of skilled consumption, the value of identity formation, and the acquisition of

cultural capital in (post)modern society”, (Saarinen & Rogerson, 2015). In this study, supply and demand are used to examine the growth of art, creative performances, and creative tourism. The ‘buzz’ word is creativity and the art and culture landscape of KZN have exactly what is sorted by the tourists. The issue is therefore, how the KZN regenerate its product by creating new items attractive to address the creative need for tourists? There is a serial repetition within the industry (Artal-Tur, et al., 2018) and the requirement for originality in product development. The sector have a duty to put in place the means to address the challenges of “serial reproduction” and develop a variety of creative tourism projects (Richards & Wilson, 2006). Examination of talent and creativity can be investigated among the youth throughout the province using art and cultural events presented by the Hilton annual art festival (KwaZulu-Natal, 2019/2020).

The recent years have shown spontaneous increase of cultural and heritage tourism as a special interest type of tourism and is currently identified as one of the major growth areas in demand for tourism at a global scale (Richards, 2013). It is recognized as a popular form of tourism for a destination since it avoids many of the disadvantages of mass tourism while gaining additional benefits from higher-spending guests who support cultural tourism (Richards, 2013). The case study conducted in Euromonitor International showed the extraordinary increase of value sales at cultural destinations by an astonishing 51% between the period 2000 and 2005 (Kelly, 2017). Many tourism destinations across the world have responded to this trend as cultural tourism became a buzzword for many other countries such as Zanzibar in Africa. The sector is seen to have great financial disposition that remains less exploited for economic development as well (Mgonja, et al., 2015). Cultural tourism accounts for the third of the international tourism business world which a large portion of economic disposition for other countries to contest is similar proportions (UNESCO, 2018). This phenomenon has great opportunity to contribute towards growing the economies and uplifting the poor countries through sustainable participative economic development strategies (Triegaardt, 2014).

“Active participation and involvement of different stakeholders and similar interest groups is a key to sustainable economic development at both local community development and national development levels” (Gibson, 2016; Hák, Moldan & Dahl,

2017). The common suggestion is, that the participatory approach in the development issues is the best-suited trajectory for definition of sustainability and development at grass root levels. Effective stakeholder involvement usually creates platforms for close assessment and monitoring of the progress of a society or community projects for sustainable development (Morse, McNamara, Acholo and Okwoli, 2011; Gibson 2016; Fraser, Dougill, Mabee, Reed & McAlpine, 2015; Franklin and Blyton, 2011). The bottom-up participatory model has become a powerful way to strengthen relationships between development experts and non-experts, decision-makers, and the public communities in general in African countries (Kasemir, Jaeger and Jager, 2013). Importantly, this approach can be seen as a way to enhance the understanding of communities about socio-economic development. The same approach if adopted and consistently applied, can improve the ecological systems for sustainable and participatory development at local and regional level (Fraser 2006; Gibson 2016).

The bottom-up participatory method, which is crucial, can help people better understand socioeconomic development and ecological systems for sound and sustainable participatory development and development evaluations for local and regional level implementation (Fraser 2006; Gibson 2016). The study aims to clarify the relative significance of using cultural tourism to foster sustainable, inclusive economic development in KZN. There is significant collection of resources both materially and symbolically that can be utilized and leveraged for the economic growth for the province of KZN from the everyday lives of the people. (Reed, Fraser & Dougill, 2016). The early years of travel and tourism saw a significant change in the cultural landscape. The range, accessibility, and creativity of culture have all increased to a greater level, Reed, Fraser and Dougill (2016). The researchers have also found that although the fundamentals of culture have changed over time but the fact still remains that culture will always be lived, experienced, shared, and therefore remained constant.

### **1.1.2 The overview of KwaZulu-Natal Province**

KZN is a second geographically large province in South Africa, with beautiful landscapes and rich cultural heritage but however found to be on the hind side of economic reception and socio-economic development (Africa, 2020). KwaZulu-Natal is regarded as the second large economic hub in the country ranked after the Gauteng

Province (KwaZulu-Natal Province, 2022). KZN is as colourful with the racial diversity, vibrant diverse culture, beautiful landscapes, favourable weather, rich history, and beautiful, warm Blue Ocean that can be leveraged for the social development of the people living in the province (Saarinen & Rogerson, 2015). The province can expand its cultural tourism as an economic development strategy to improve the lives of the community, especially the youth and women. Through increased investment in participative cultural tourism and development trajectory, the province can improve employment opportunities for the youth, women, and all dwellers of the KwaZulu-Natal as well as opportunities for entrepreneurial engagement in tourism by the community, particularly women and the youth (Triegaardt, 2014).

KwaZulu-Natal boasts of a geographic scenery along the Indian Ocean and inland, history of wars and trade, landmarks, and human talent and capacity. Among other notable events are that; the first President of the current ruling party (African National Congress) originates from KZN, a Nobel prize winner Albert Luthuli (Wikipedia, n.d.) , the kingdom that defeated the British at Isandlwana in 1879 (Wikipedia, n.d.)

The Drakensburg mountains are recorded as the highest mountains in the country (Encyclopedia, 2023), the biggest rivers, and dams, the iSimangaliso wetlands, history of uShaka the most renowned King of the Zulus in the world. Slave trades especially Indians, the role of the historical women who directly influenced and shaped the lives of women locally and internationally such as uMthaniya, uNandi, uMkabayi, Princess Magogo who made a unique igekle musical instrument, the only nation who conquered the British in Esandlwane and eNcome (Blood River) (KwaZulu-Natal Master Plan, 2021).

KZN remains the one of the most renowned provinces in South Africa, due to its unique beautiful landscapes and rich cultural heritage (KwaZulu-Natal Master Plan, 2014). Most renowned presidents and political figures such as Dr Mangosuthu Buthelezi, former SA former president Nelson Mandela, former Zimbabwean President Mugabe and others studied in KZN schools (Saayman & Saayman, 2009) during their youth, and they are proud to be associated with the province. The Ladysmith Black Mambazo that won many Grammy awards for traditional “isicathamiya” dance is home to KZN. Therefore, South Africa as a continent and KwaZulu-Natal Province have beautiful stories to tell the rest of the world in exchange of economic value and experience

benefits. Cultural tourism is said to be a large economy sector in the world Zulu speaking people predominantly populate KwaZulu-Natal's population but within Zulus are subcultures with their unique background and origins. Women are the most vulnerable and dependent on men to sustain them financially. The province currently has the negatively skewed economy as most of it is accounted for in the racial minority hands and mostly men. Women are the least employed and with low level of education. KwaZulu-Natal poverty rate statistics are as compelling at the acclaimed 27% unemployment rate of which 47% is attributed to the youth (KwaZulu-Natal Master Plan, 2014). Women of the Province are not effectively featuring in the economic activities, and highly underrepresented in the senior positions/jobs (Reed, Fraser & Dougill, 2016). Above facts are indicators of lack of inclusivity for other members of the society. The current youth graduation output numbers are not consistent with the employment rate.

## **1.2. Problem statement**

The United Nations Educational Scientific and Cultural Organisation (UNESCO, 2013) reported cultural tourism emergence globally with the fastest growing market segment within the tourism industry for developed and in some developing countries. This growth has seen cultural tourism's international leisure sector brand contributing 40% to the World economic growth, with its share of the market growing at 15% annually (Hoffman, 2013; Gladstone & Fainstein, 2001).

In the midst of so many economic opportunities recorded by UNESCO, KZN is still depicted to be in the dire social ills and poor socio-economic status shown by high dependency ratio to social grants (KwaZulu-Natal, 2019/2020)

The contrast is then drawn from the opportunities available in the tourism sector and the benefits reaped in KZN especially through cultural tourism as it is regarded as the niche market with a greater opportunity to advance the tourism for all countries (UNESCO, 2018). KZN tourism landscape have been recognised for its contribution to KZN economic sustainability but not all segments of tourism have been maximised upon to leverage the overall socio-economy of the province. This is shown buy little to no tangible evidence documented proving the exact impact of this niche type of tourism in the province (Gumede, 2019).

KwaZulu-Natal's tourism revenue contributed only 2.9% to South African GDP in compared to Cape Town which recorded an injection of 9.4% GDP (Tourism, 2015/2016) for the same period. The question therefore is what is short of KZN from advancing the economy through its' unique culture, attractive landscapes, and history to boost the economy for the beneficiation of its people?

Furthermore, KZN is proffered as the second economic hub in the country after the Gauteng province (Treasury, 2019/2020) and yet, it is not clear how much of cultural tourism revenue is accounting for the province's economic status in the country. The major problem is that KZN have all the qualities to be showcased as the cultural tourism tourists destination as it boasts with racial diversity, vibrant diverse culture, beautiful landscapes, favorable weather, rich history, and beautiful warm Blue Ocean, the Province has a compelling poverty statistics rate of 26.96% and unemployment rate of 47%, solely attributable to the youth and women in the province (Plecher, 2020; Saarinen & Rogerson, 2015; Heinrichs, et al., 2016). KwaZulu-Natal province is clearly not utilising its great potential to leverage cultural tourism for sustainable participative economic development, that would see the community benefiting from the province's endowment with rich and diverse culture as a mature tourism destination.

Hence the study sought to identify cultural tourism as the potential tool for leveraging socio-economic status of KZN in South Africa.

### **1.3. Aim of the study**

The primary aim of the study was to assess the cultural tourism for the sustainability, local participation and economic development in KwaZulu-Natal (KZN) province.

### **1.4. Objectives of the study**

Based on the above problem statement, the specific study objectives are:

- To determine the nature of cultural tourism opportunities available for sustainable, participative and local economic development in KZN.

- To investigate the current challenges of cultural tourism for sustainable and participative local economic development in KZN.
- To assess the extent of stakeholder awareness of cultural tourism in KZN within the context of sustainable, participative and local economic development.
- To determine the existence cultural tourism inclusiveness and socio-economic development opportunities in KZN.
- To examine how cultural tourism inclusiveness is adding value to sustainable, participative and local economic development in KZN.
- To investigate the socio-economic impact of cultural tourism in KZN.

### **1.5. Research questions**

The study addressed the following research questions.

- What is the nature of cultural tourism opportunities available for sustainable participative local economic development in KZN?
- What are the cultural tourism challenges for sustainable and participative local economic development in KZN?
- What is the extent of stakeholder awareness about cultural tourism in KZN within the context of sustainable, participative, and local economic development?
- To what extent are the socio-economic development opportunities existing within cultural tourism sector in KZN?
- To what extent is cultural tourism inclusiveness adding value to sustainable participative local economic development in KZN?
- What is the socio-economic impact of cultural tourism in KZN?

## **1.6. Rationale of the study**

The study's justification is that the strategic approach ingrained in the Province of KwaZulu-Natal resonates well with leveraging cultural tourism for sustainable participatory local economic development as integrated in the development plan (KwaZulu-Natal, 2014), also resonates well with the global strategy as articulated in the tourism global agenda (Africa, 2012). However, the Local Economic Development (LED) is experiencing notable challenges towards fulfilling its mandate, which is to create the conducive environment to attract international investments for the local people in order to benefit from the economic benefits (Triegaardt, 2014) and for such, what more can be done to support the realization of the mandate. The rationale, inter alia, it was therefore, to create and promote cultural tourism through an effective strategy that would see the development of art centers with the sole aim at telling the local stories through art while directly contributing to the upliftment of the local economy and lives of the people, mostly women and youth. In South Africa, women are amongst the most vulnerable due to poverty, high unemployment rate, and low literacy levels. The biggest number of women directly impacted by poverty, illiteracy, and unemployment are found in KwaZulu-Natal (StatsSA, 2021) Some studies have found a high correlation between poverty, unemployment, illiteracy, and disease such as HIV/ Aids, high teenage pregnancies, women abuse and petty crimes (Africa, 2011).

## **1.7. Significance of the study**

The study has a potential of coming up with practical and managerial implications for solving the research problem and recommendations for strengthening the effectiveness of the current economic development strategy of the KwaZulu-Natal's tourism sector (Marais, Du Plessis & Saayman, 2017). The proposition is that leveraging cultural tourism and incorporating the resource into the province's development plans will go a long way towards realization of exponential economic development in the province (Sitharam, Hoque, 2016). The study envisages that expanding economic development strategy to focus on cultural tourism will enable the province to maintain its poll position of being the second economic hub in the country after the Gauteng Province (Della Corte, D'Andrea, Savastano, & Zamparelli, 2017).

Through sustained participative economic development approach, the sector is envisaged to improve its contribution towards poverty alleviation in the province among the women and the youth in particular as they get involved in the ownership of their cultural property rights. Sustainable economic development is highly dependent on strategies such as cultural tourism to alleviate socio-economic challenges in KZN. Employment is expected to improve as well as the social status of the community. The improvement of livelihoods of local communities who are impacted by poverty, unemployment and illiteracy will directly improve the GDP of the province and generations after them will have better opportunities (Giampiccoli, & Kalis, 2012).

According to the study, adoption of cultural tourism as a strategy for the sustainable, participatory and local economic development vehicle will result to more local economic growth and social upliftment of the local people in the province. This will also strengthen the province's contribution to South Africa's economic growth and development, as well as its status as the country's second economic center (Glavovic, & Boonzaier, 2007).

Recommendations to be made will contribute to the changing and transformation of models, policies, and strategies towards improving the livelihoods of locals especially women and the youth. Richards (2003) states that policy makers, tourist boards and cultural attraction managers would be assisted by perceiving cultural tourism as an important source of tourism and economic growth opportunity. It is the main purpose of the study to influence the existing policies for the strengthening of integrated economy development strategy, plans and local structures in KZN.

### **1.8. Theoretical contribution to the body of knowledge**

The study conceptualized a strategic framework for sustainable participative local economic development through optimal leveraging of cultural tourism in the KwaZulu-Natal Province based on ecotourism framework designed and developed by Buckley (1994). "Ecotourism is that segment of tourism which involves travelling to relatively undisturbed or uncontaminated natural areas with the specific object of admiring, studying, and enjoying the scenery and its wild plants and animals as well as any existing cultural features (both past and present) found in these areas" (Jovanovic, 2016). This study will focus and extend academic debate on the concept of cultural

tourism as a strategy for local economic development through sustainable participation of the community in economic development decision-making. The debate is based on modernization and dependency theories which will be discussed in detail in chapter 2.

### **1.9. Limitations of the study**

While the response rate was 71%, the sample was sufficient for the study yet slightly small to generalize findings of a study of this nature and magnitude.

Cultural tourism development has not been exhausted in terms of research in South Africa particularly focusing on the KwaZulu-Natal province. Several international studies have been conducted on the phenomenon cultural tourism with specific reference to other countries other than South Africa. This created a challenge and potential limitation of the study as there was very limited literature that directly talked to the context of cultural tourism development in South Africa and specifically with reference to the KwaZulu-Natal Province.

Apart from the limitation posed by very little evidence of past studies available in the South African context cultural tourism development, the study was also conducted under strict conditions of COVID-19 pandemic restrictions, and this forced the study to scale down on the number of participants. However, this affected mainly the qualitative aspect of the study where the researcher ended up settling for 12 participants instead of the originally 15 that was planned for, in order to observe the social distancing requirements, as well as the time horizon that the study was supposed to be conducted in terms of the University's study policy also posed as a limitation.

### **1.10. Organisation of chapters**

Summarily:

- Chapter one will outline the introduction and background of the study.
- Chapter two will outline the views of other researchers.
- Chapter three will detail the information on research design and methodology to be implemented in the study.

- Chapter four will present and interpret the research results.
- Chapter five will provide the readers with the analysis based on results and findings from the primary data.
- Chapter six will then present with findings, conclusion, and recommendations from the study undertaken.

### **1.11. Conclusion**

This chapter introduced the study, which was located and conducted in the KwaZulu-Natal Province. The study assessed cultural tourism as a leverage for sustainable participative local economic development strategy in community and population, directly impacted by poverty, unemployment, and illiteracy rate. In line with the problem statement, the chapter identified objectives, which include the perception on the current economic development strategy in the province. The next chapter will deal with the theoretical framework and the review from literature.

## **CHAPTER TWO: THEORETICAL FRAMEWORK AND LITERATURE REVIEW**

### **2.1. Introduction**

In this chapter the study examines the theoretical framework, and empirical literature that underpinned the study. The theories covered are development, participatory, and community development as the relevant foundational theories that informed the conduct of the study. The related empirical literature canvassed by the study pertaining to definition of cultural tourism, its origins, overview, and its elements.

### **2.2. Theoretical framework**

The review of theories was informed and guided by the primary purpose to examine the advancement abilities of cultural tourism as a leverage for sustainable participative local economic development in the KwaZulu-Natal (KZN) Province.

The theoretical framework section discusses issues of development and participation of the community in the local economic development trajectory. The framework lays the theoretical and foundational basis for understanding how cultural tourism can be leveraged for the purposes of achieving exponential developmental growth in the KZN. As a result, the chapter begins with investigation of concepts in the development and participation as the theoretical framework of the study.

#### **2.2.1. Theories of development approach**

According to empirical evidence, several schools of different traditional thoughts on development theories emerged over the last few decades, whose ranges of views are depicted in the line of thinking of various theorists and academics alike. Among many thoughts and basic arguments proffered on the theories of traditional development are notably the ones referred to by Gladstone and Fainstein (2015). The two authors refer to the modernisation theory, the Marxist theory and the dependency theory and these theories have been tried and tested as development theories. The basic argument for the modernization theory as far as Gladstone and Fainstein (2015) are concerned is that the modernisation theory was propounded during the late fifties and the early sixties. As Gladstone and Fainstein argue, this theory is stemming from the ideas by

Durkheim, Weber and Parsons. As these authors attempted to trace the transformation trajectory from the traditional perspective and view to the modern view of societies based on fundamentals such as population growth, division of labour, individual or personal motivations and the resultant changes of moral behavioural values and norms in the society. The modernisation theory is rooted on the premise that the third world countries constitute the traditional view whereas the first world industrialized countries constitute the modern view (Gladstone & Fainstein, 2015).

Meaningful development can only be achieved when uncivilized norms and perceived primitive values have been replaced by the perceived modern values and norms (Morse, McNamara, Acholo & Okwoli, 2011). According to Richards and Wilson (2006) primitive culture can be transformed through trade and language as means of contact with the civilized and modern world, in the process leading to sustained development levels and standards of living (Richards & Wilson, 2006). Motivating this line of thought is the proposition that according to the modernisation theory, development is achievable and very possible. To achieve it, the developing economies or countries need to imitate the developed Western European nations, which have gone through stages of development trajectory and are a success story (Chiabai, Paskaleva & Lombardi, 2013).

The three authors further elaborate that there is yet another theory of development, propounded by Karl Marx, and best known as the Marxist theorist. Literature intimates that Karl Marx claims that, countries that are more industrially developed only rely to the less industrially developed countries for their future images (Chiabai, Paskaleva & Lombardi, 2013). Like the modernization theory, the Marxist theory, views the function of the market as catalyst and the solvent to dissolve the traditional cultures to pave the way for sustained development (Chiabai, Paskaleva & Lombardi, 2013). With the limitations of both the Marxist theory and the modernization theory becoming more pronounced, the dependency theory and school of thought was developed as a mitigation measure to bridge the weaknesses of the two preceding theories.

The argument by the proponents of the dependency theory is that dependence on international markets leads to the dominance of the transitional capital as a result of differing exchange rates between periphery and core, which benefits the core only (Morse et al., 2011). These authors go on to intimate that western capitalism and

historical colonization are the major causes for these inequalities. On the other hand, Chiabai et al., (2013) suggest that contrary to the modernization theory, the dependency theory regards states and their agents as orchestrators of underdevelopment processes through unpopular policies.

According to Irma and Morris (2010) development as a concept is quite elusive. From a technical perspective, development means structural and qualitative changes occurring in the state of countries' economies. While growth in comparison with development refers to tangible and quantitative increases in the Gross Domestic Product (GDP) (Irma & Morris, 2010). Growth responds to spurts taking place in the economies, for example bumper harvests as a result, of timeous rain experiences, international markets change in demand, changes in prices behaviour and other causes (Irma & Morris, 2010). Nevertheless, on the other hand, development depends on relatively sustained and stable long-term increases in the real national incomes that result in changes in people's attitudes, people's institutional motivation set-up, and production techniques. Nevertheless, this study does not take development from a technical perspective and sense. Development in this study is being taken to underscore the enrichment of resources available such as cultural tourism resources and assets and their utilization (Irma & Morris, 2010; Morse et al., 2011). A good example would be digging an irrigation well for example, after identifying, the need in the community. This defines the qualitative meaning of growth, while the construction of a canal to direct the flow of a distant river through this canal into the community may best define development.

Development on another perspective refers to the utilization and production of material resources or the enrichment of human capital as a resource (Irma & Morris, 2010). Material resources or production refers to the economic factors of production in the sphere of development, while enrichment of human capital resources means the non-economic factors. These non-economic factors lend technical support to the factors of production. They are proffered as the political factors, social factors, ethnic factors and the educational backgrounds of the persons involved and participating in the development processes or projects (Chiabai et al., 2013; Richards & Wilson, 2006). On a broader scope these non-economic factors range from language, organisational

framework, quality of the social life, caste, religion, class, levels of literacy and other demographic diversities within societal groups.

Material resources development includes in its pack infrastructural resources for development such as availability of health centers, banking facilities, transportation, communication, stores, retail facilities, educational facilities and marketing facilities and distribution channels (Saarinen & Rogerson, 2015). It is therefore reasonable to infer that the current indicators or measures of development embraces both non-economic and economic factors. In addition, literature suggest that the development indicators include the distribution of incomes, the per capita incomes, consumption levels, newsprint, calories of goods and the gross national income. On the other hand, development is measured based on the proportion of the urban populations against the proportion of employed people in the primary sector, (Saarinen & Rogerson, 2015; Irma & Morris, 2010).

Putting it on a different notch, essentially, development has been seen as elimination social inequalities in the society, elimination of unemployment and elimination of poverty in general. Every developing country has adopted these indicators or measures of development as their national developmental goals. In essence, strategies employed to achieve these national developmental goals are focusing to a greater extent on economic growth. The belief is that increases in countries' gross national products percolates down to the poor of the poor and therefore eliminating poverty in the process, eliminating unemployment and inequalities in countries (Irma and Morris, 2010).

### **2.2.2. Theories of participatory approach**

As noted above, Chiabai et al., (2013) intimate those participatory theories challenged the modernization theoretical paradigm on grounds that the modernization theory promotes the top-down paternalistic and ethnocentric view of development trajectory. The authors argue that the modernization theory as a strategic development model proffers the conception of development based on the western vision for development and progress at the expense of the context of the developing countries. At the center of the top-down approach and persuasion model is the implicit assumption that knowledge possessed by governments, or their agencies is correct, and the

indigenous populations are inherently ignorant of matters of development (Moswete, Saarinen & Monare, 2015).

Viewing the traditional theories of development with dissatisfaction as highlighted above has led to the re-examination of the concept of development and its purpose in an effort to searching for possible alternative conceptualized explanations of the phenomenon. According to Moswete et al., (2015) many development studies scholars attempt to answer the challenge arising with respect to the understanding of the concept of development, by alluding to the alternative concept or theory of participatory approach, or best known as the people centered development approach. At the center of the participatory development approach is the focal aspect of 'bottom up' decision-making and planning, or the people-centered development approach. This proposition is motivated by the notion that the ordinary people do have capacities to manage their own developmental processes. Above all, the theory encourages participation, involvement of all relevant stakeholders in the development processes (Moswete et al., 2015), and the argument is that the participatory theory or approach does suite the context of the development initiatives of the third world countries as well.

As far as the participatory practitioners and participatory theorists concerned, the development processes require consented sensitivity to societal cultural diversity and other specific contested issues that are nevertheless seems to be ignored in the modernization theory. Literature cautions that this lack of sensitivity to cultural dynamics and other factors caused the failure of many development projects in the past (Chiabai et al., 2013). Active involvement of locals during the decision-making and implementation processes is the main essence of the participatory development theory or approach where people are involved in projects and programs, that directly affects them (Richards & Wilson, 2006). On the other hand, participatory development theory views participation as critical to exercise of power by people or advancement of the people's power in the control of resources such as the cultural tourism resources and assets, conceptual thinking, acting and controlling of one's actions in a collective and collaborative manner (Saarinen & Rogerson, 2015).

As Saarinen and Rogerson (2015) further argue that participatory development theory and approach emphasizes on the active participation and involvement of the greater

populace particularly the previously disadvantaged and excluded groups in the communities, such as the youth and the women and those perceived illiterate, in the developmental programs and projects. This school of thought underpins development as processes that focus on community wide participation and involvement in development of their communities by using local available material and labour resources and taking full charge of their communities' development programs and projects. The collective belief is that individual interests do not supersede the interests of the whole group (Saarinen & Rogerson, 2015). Concepts such as empowerment, self-reliance, sustainability and capacity building are emphasized in this approach. Furthermore, participatory development theory believes that the solutions to third world development challenges do not lie in bureaucratic and centrally planned development processes, instead in the collective communities themselves. This approach hinges on the communities' capabilities and capacities to take charge and ownership control of their destiny and local resources as asserted by (Rabbiosi & Dimitri, 2022)

### **2.2.3. Theories of community development**

Community development as a trajectory earned its popularity and familiarity after the aftermath of the Second World War (Triegaardt, 2014). The need for reconstruction and development of the communities motivated this paradigm shift towards community development as an approach and theory that was seen as means to bring development closer to the people (Adillon, 2019). As a result, the development of this approach saw mobilisation of governments, development agencies, development institutions and voluntary associations to pull their resources, knowledge and expertise together and channeled them towards the development of communities (Triegaardt, 2014). There was a scramble, pouncing of the pavements and foot pathing to churn out community development programs throughout the nations, particularly those that had been devastated by the World War (Triegaardt, 2014). However, at its early stages of development, the community development theory saw development progressing for some time without any possible notice of traces of the community development theory becoming comprehensive in its conceptualization as theories evolve with time (Triegaardt, 2014).

Nevertheless, Saarinen and Rogerson (2015) posit that these theoretical assertions have always been viewed as lying at the center of practice-oriented development trajectories spanning over the years and in the process have seen the emergence of community development theoretical practices. Despite this, the theoretical assertions of community development theory have always been viewed as lying at the center of practice-oriented development trajectories and have seen the emergence of community development theoretical practices. The conception of community development and its understanding is as different as there are community development specialists and theorists. However, one strikingly common convergence is that all the differing thoughts pin down community development to the primary objective of improving the standard of living of the masses. Ideally, it is the focus on those low-income populations particularly in the rural areas whose improvement in terms of acquiring a decent living standard that defines successful community development (Saarinen & Rogerson, 2015). Precisely, Richards and Wilson (2006) assert that the primary objectives of integrated community development approach include the following.

- Increasing productivity and production.
- Fostering equity:
  - in accessing opportunities for earning incomes,
  - in accessing of public services and amenities,
  - in accessing of the productive resources and inputs.
- Achieving gainful employment.
- Becoming self-reliant.
- Sustainable community participation in development processes.
- Striking ecological balance through the management of economic resources such as clean water, forestry, land and cultural tourism assets.

#### **2.2.4. Systems theory and community development**

According to Hák, Moldan and Dahl (2017) and Kelly (2017) community development is a very complex phenomenon as there are a lot of issues and factors in play so much that it is almost not possible to explain community development in one clear and

structured manner. Nevertheless, Urosevic (2012) reiterates that though community development is significantly a very complex phenomenon, a method exist that can be employed to identify these elements and processes involved in community development work. This manner of organising the interrelated components and information is known as system theory (Urosevic, 2012). Furthermore, the author asserts that understanding the dynamics of the intergroup relationships and changes involved in the planning of development programs and activities define the main concerns of community development and can best be explained from the perspective of the system theory. In addition, Hák et al., (2017) note that systems frameworks are advantageous when it comes to the description, explanation, prediction and prescription as well as searching for patterns of interactions and relationships among the components or elements.

#### **2.2.5. Community development and the participatory approach**

Community-driven development strategy success relies on active participation and involvement in all aspects of development processes. (Mgonja, et al., 2015). Participation in decision-making, implementation, monitoring, evaluation, and sharing benefits involve various processes in development programs (Kasemir, Jaeger & Jager, 2013). People's participation and involvement in the planning processes and their implementation has an influence on the selection of the development projects in the community. This gives the community to choose or select the types of development projects that would directly benefit them and have a potential of creating meaningful employment opportunities (Adedoyin Olasile, 2020). Similarly, facilitation of utilization of local available resources such as indigenous materials, idle labour resources, technology and cultural tourism resources becomes easy to execute. Ultimately, the whole process becomes self-reliant and easy to manage (Reed, Fraser & Dougill, 2015).

The main objective and motivation for integrated community development through participation and involvement of the people is the potential for development projects benefits sharing. This approach augurs well with the equity aspect of community development (Reed et al., 2015). In addition, involvement and participation of the people in the community development programmes improves the management of physical resources available in the community such as cultural tourism resources and

assets, forestry, land and water and many more. In participatory democracies such as South Africa, community or group decision-making processes are extremely critical for proper accountability on conservation of the natural resources such as cultural tourism assets and land (Kasemir, Jaeger & Jager, 2013). This evidence is anchoring on several success community development stories in the areas of community forestry projects, social conservation projects and irrigation projects. The importance of people participation and involvement in integrated community development trajectory needs not to be over emphasized. People participation is the center pivot in this potential alternative local economic development strategy (Reed et al., 2015).

Academic debate on community development saw its traction and focus on the aspect of community participation as a critical component of community development in the mid-1970s (Kasemir et al., 2013). What motivated the emergency of the concept of community participation was the inherent limitations of the top-down approach and implementation of expert-designed community development projects. Thereafter community participation and involvement saw its promotion as a critical component of community development. Furthermore, the authors emphasise that people's skills and their indigenous knowledge position them to play an active role that is central to issues of community development (Kasemir et al., 2013).

The philosophical tenet of participatory community development theory and approach is the collaboration of relevant stakeholders in the development programmes and activities right from early stages of planning, which begins with consensus on the identification of the suitable projects, project prioritization, project planning, project implementation, project evaluation and monitoring (Reed et al., 2015). Participatory community development approach also concerns itself with issues of development projects ownership and their sustainability (Kasemir et al., 2013). Gaining traction in contrast to traditional approach of community development, the participatory theory and approach affords sustainable capacity building, sustainability of developmental projects, self-reliance of the community and empowerment. Above all, community participatory approach challenges community perceptions and encourages change of attitudes, agendas and behaviour (Reed et al., 2015).

According to Reed et al., (2015), the participatory community development approach enables the outlined advantages below, that target the community at the grassroots levels:

- **Sustainability and self-reliance:** participatory community development results in increased self-reliance of the community and enables the buildup of networks of self-sustained organisations. The strategy bears important benefits like improved efficiency in the development activities, services and potential opportunities to the communities to constructively contribute to their communities' development programmes.
- **Building of democratic organisations:** diffusion of collective decision-making thrives on the community's size and potential for leadership skills availability. This kind of setting and location of these configurations play an important and critical role in the building up of democratic organisations and their subsequent inter-group federations.
- **Higher productivity:** with adequate and sufficient resources available, communities abound to share equitably the benefits of their collective efforts as their community development projects become more productive. Communities that have adequate and sufficient resources share equitably the benefits of their collective efforts and become increasingly receptive to new technological advances and development.
- **Reduced costs and increased efficiency:** community contribution in the form of indigenous knowledge of their local environmental conditions, locally availability of material resources, financing of the projects, reduced costs and labour resources goes a long way towards the sustainability of the community development projects. The community` knowledge of their environment facilitates ease diagnosis of the environmental strengths and weaknesses, the institutional and social constraints posed by the environment, as well as quest for solutions to local problems in the communities.

### **2.2.5.1 Bottom up and top-down approach**

The bottom-up approach is the most ideal; as it is viewed to be pro-poor, therefore, seemingly in tandem with the purpose of enabling environments for sustainable economic development of the communities for their benefit at both grass root and local levels. This approach is also regarded ideal and in line with the sentiments of former Deputy President Kgalema Montlanthe on need to uproot poverty from stricken areas and communities such as the Umsinga in the KwaZulu-Natal Province (Agency, 2011). This approach enjoys the advantage of gaining needed buy in from the lower levels of the communities, rendering the implementation task quite feasible and attainable. In the process, the local communities get the mandate and powers to own the local community development strategies, as they become key contributors to the development of those strategies (Mgonja, Sirima, Backman & Backman, 2015).

The bottom-up approach could be applied for example in the Cultural Art Centres (CAC) Models, which describe the scenarios for participation of the communities in the tourism sector from the grass root community levels, interlinking with the upper echelons (Mgonja et al., 2015). Furthermore, these authors in their research study in Tanzania discovered that the community development programmes that are designed with the consensus of the communities yielded more positive results compared with those that applied the centrally oriented (top-down) model approaches. Borrowing the leaf from the Tanzanian study, tourists could come to attraction areas for the purposes of learning about various sub-cultures that exist in KZN. Each attraction area of the province would then set up a CAC emulating and exhibiting the origins and the uniqueness of the subcultures exist within the province and expected to be enjoyed by the tourists from both abroad and locally.

Having people of origin maintaining and engaging in the principle of cooperative economy locally managing these CACs. The locals should be able to narrate their own stories about their own culture to and for the benefit of the tourists and in the processes being able to ache out a living from their cultural tourism heritage and assets (Mgonja et al., 2015).

### **2.2.5.2 Ontological and epistemological position**

Ontology is defined as the “study concerned with the kind of world we are researching with the nature of existence, with a structure of reality”, (Crotty, 2003:10). The researcher held the view that there is a reality of cultural tourism for sustainable and participative local development in KZN Province which is experienced by the participants hence adoption of the realism orientation. The province under study is populated by human beings who are both residents and tourists who have lived experiences, feelings, and inner thoughts about tourism. Additionally, the researcher assumes a position that argues for the fact that cultural tourism has an effect for sustainable and participative economic development. The researcher assumes that the participants have a view of a causal reality between cultural tourism and economic development.

“Epistemology is a way of understanding and explaining how we know what we know”, (Crotty, 2003:3). The researcher’s epistemological stance of this study follows constructionism. Constructionism is defined by Crotty (2003:42) as the belief that all knowledge, and thus all meaningful reality, is dependant on human behaviors, being formed in and out of interaction between humans and their environment, and developed and transmitted in an essentially social context. Summarily meaning it is not discovered but constructed. In this study the meaning and the interpretation will depend on the experiences of the participants and their interaction with cultural tourism and economic development.

### **2.3. Empirical literature review**

This section proceeds by way of review, critical analysis and discussion of the theories adopted by the study which are participatory approach, community development trajectories, and sustainable tourism and inclusivity. The theories lay the theoretical foundational basis for the study and its contextualization.

The focus and emphasis in this section of this chapter is an attempt to provide a relative degree of contextual appreciation and understanding of the phenomenon and concept of cultural and tourism, that is, cultural tourism and basic understanding of how culture is mobilized as heritage for the benefits of the tourists in any given setting.

Literature suggests that utilisation of the term cultural tourism is a clear and explicit acknowledgement of the nature of culture and tourism role and function as processes and sets of practices revolving around pragmatic behaviours of the societies, that are demonstrated through transmission and learning about meaning of symbols embodied in objects of culture and heritage.

### **2.3.1. Meaning of Cultural tourism**

In essence, cultural tourism is tourism, as surely as literature asserts and demonstrates, cultural tourism is way beyond the production and the consumption of art and heritage (Rifai, 2011). Cultural tourism permeates into the deepest conceptual territorial boundaries of how people understand themselves culturally, their world and its multilayered interdependent relationships (Rifai, 2011).

Tourism itself is viewed as a depiction, experience and expression of culture, and fits well in this form of contextualization (Urry, 2010). In this view, tourism is assisting in the generation of forms of cultural nuances and development of new forms of culture (Rifai, 2011). It is therefore reasonably clear that in this sense, using the term cultural tourism is problematic. Furthermore, Urry (2010) intimates that tourism in its nature is cultural, that is, structurally, in its events and practices that take the framing of the normative culture from which it develops and emerge. Naturally, cultural tourism finds itself de facto caught up in flows and the movements of this world. It is even though the development of culture evolves around specific geographic contexts and genealogies, that cultural tourism is sculpted from its encounter and exposure to peoples from different places and experiences (Ali, 2008).

Borrowing from the WTO's definition of tourism and the European Association for Tourism and Leisure Education and Education (ATLAS) summarise cultural tourism to this effect:

“The visits of individuals and groups of persons to cultural heritage attractions located in foreign countries, with intentions to gain new knowledge, information and experiences in order to satisfy cultural needs (Richards, 2011). However, this assertion is not as precise as one would have expected, because of various ranges of cultural and heritage attractions even in the same country and cultural motivations that are as different as people are”.

Another summation of cultural tourism cited in the private ownership of the historic homes and castles in Europe and the Southern United States, by Osti, E, Estyn Evans, E & Evans, G. (2012), as cited below:

“Heritage tourism or cultural tourism can as well be explained as cultural heritage related tourism of the areas or sites visited by tourists: this involves all of the society’s cultural aspects that are regarded important and critical to the community and society and are passed on throughout generations. They are preserved and protected for future purposes with primary objective of propagating the society's ways it views itself” (Herbert, 2009; Hewison, 2013).

A more comprehensive and concise definition of cultural tourism is reflected here as quoted in the title, *Tourism development in protected areas: A case study of Al-Moez Street in Cairo*, by Mortada, Hibbert, Dickinson, Gössling and Curtin (2010), reads as follows:

“Cultural tourism is regarded as one of the most vital branches of conventional tourism. It is through it that people individually strive to acquaint themselves with new adventures and things and expand their culture and knowledge by taking visits to foreign countries, to sites and cities in their own countries for the purposes of knowing their characteristics, their traditions, their customs, their products, their industries and their arts and crafts. Through visiting archaeological and historical sites and museums that participate in cultural activities such as festivals and carnivals tourists get an opportunity to enjoy the various cultural shows and performances (such as music, singing and folklore dancing) and share in the local people’s ways of life and traditions (Ali, 2008)”.

Many countries and regions see cultural tourism as a desirable market as viewed as a high market of extravagant, relatively highly educated people which are also who are reckoned to be stimulated by cultural activities (Artal-Tur, et al., 2018). On the other hand, locals are also seen to be appreciating the potential economic benefits of cultural tourism to the host destination (Richards & Palmer, 2016). In a study conducted in Spain by the organisation for Economic Co-operation and Development (OECD, 2009) over 90% of the respondents in Barcelona indicated that they would like to see cultural tourism as a form of tourism being developed in future (Richards & Palmer, 2016).

Empirical evidence suggest that cultural tourism has a versatile and complex nature that is shown by use of a broad range of terms in literature in attempts to demystify

and unpack the reality of cultural tourism. Terms such as ethnic tourism (King & Flynn, 2012); historical tourism (Binns & Nel, 2012; Abiche, 2014; Chiabai, Paskaleva & Lombardi, 2013); heritage tourism (Warburton, 2015; Saarinen & Rogerson, 2015; Raport Turystyczny, 2015); literary tourism (Spencer & Jessa, 2014), and cultural tourism (Pearce, Moscardo & Ross, 2016) have been employed and interchangeably used in literature.

For example, during the world tourism day celebrations on the 27<sup>th</sup> of September 2011 central theme was 'Tourism - linking culture, benefits and values of cultural assets' and clearly defined by the United Nations World Tourism Organization (UNWTO) Secretary General as:

"Discovering new customs and food, experiencing different ways of life and visiting cultural sites are becoming the leading motivations why people travel and as a result, cultural tourism has become a significant source of employment creation and revenues, particularly for most of the developing economies" (Rifai, 2011).

The above assertion demonstrated the unique offers of cultural tourism opportunities that exist for effective participation and benefiting for both local communities and global tourists. The definition also reiterates the importance that tourism is continuously thriving on the intelligent branding and packaging of domestic or local cultures for the benefit of tourists' consumption (Rifai, 2011).

Literature intimates that cultural tourism does not only entail consumption of the cultural heritage products of historical nature, but also the way of life exhibited by local people and their contemporary cultures. It is tacitly clear that cultural tourism can be viewed as entailing both, arts tourism and heritage tourism (Richards and Wilson, 2010). These authors go further to utilise the terms, "the consumption of the cultural products" when describing cultural tourism. Therefore, cultural tourism is regarded an important and paramount component of tourism and heritage. Saarinen and Rogerson (2015) suggest that cultural tourism encompasses four elements: built heritage, natural heritage, living culture and traditional culture. In other words, cultural tourism is a multifaceted service in which tourists experience multi-functional satisfaction. According to Smith (2009) cultural tourism is passive and actively engages in interaction with community or societal cultures where tourists experience cultural

entertainments, creativity, and cultural education. These are seen as the new perspectives and developments of cultural tourism (Smith, 2009).

Saarinen and Rogerson (2015) posit that cultural tourism is indeed one of the major development opportunities for Africa as a developing Continent. Boswell and O'Kane (2011) communicated the significance of heritage in constructing African states' identity and as a source of knowledge in Africa but however highlighted the concerning complexities of heritage management in the continent. Ivanovic and Saayman (2013) claimed that cultural tourism is the most popular type of tourism in the whole world based on the universality of cultural motivation and consumption. They (Ivanovic and Saayman) further suggested that the African destination's unique cultural tourism products should be strategically packaged and robustly promoted. Loulanski and Loulanski (2011) explored the relationship between tourism and cultural heritage and found several factors that directly contribute to sustainability.

These include among others, sustainability-centered tourism management and practice, local involvement, integrated planning and management, site management, integrated governance and stakeholder participation or destination management. Gupta and Dada (2014) observed that cultural tourism is an agent of sustainable development, focusing on the learning and transmission of meanings using symbols and objects. They (Gupta and Dada) made significant observations about a need for different cultures to mobilize for tourists and read by tourists' patterns and behaviour within certain settings. They also focused on the learning and transmission of meanings using symbols and objects as transcribed on the walls and rocks. Titus and Spencer (2015) related cultural tourism to slow tourism, saying that slow tourism allows visitors to experience a destination at a deeper level.

Cultural tourism is considered as one of the fastest growing sectors of the global tourism economy, and some researchers estimate that up to 40% of international recreational tourism has a cultural component in it (Novelli et al. 2015). In Sub-Saharan Africa, Christie, Fernandez, Messerly, and Twining-Ward (2013) and Novelli et al. (2015) identify cultural tourism as an untapped potential source to provide tourism development opportunities and comprehensive growth. According to (Christie et al., 2013) in World Bank report (2013), sub-Saharan Africa's rich musical, artistic and dance traditions create a unique type of cultural tourism seen as offering

significant tourism development opportunities. Many African countries such as Botswana, Kenya, Tanzania, Mozambique, Ghana and Mali have red to the observations of researchers and leveraged from it by tapping into this niche cultural tourism market for diversifying their tourism economies (Rogerson, 2012). Currently, in Africa, World Cultural Heritage sites are continuously being developed as "key anchor projects" for tourism purposes (Rivett-Carnac, 2011). These include the Cradle of Mankind in South Africa and Mapungubwe National Park, Kilwa Kiswani in Tanzania and Great Zimbabwe in Zimbabwe. However, cultural heritage products are still positioned by as one of Africa's least developed tourism products. This serves an opportunity for African countries to benchmark against the leaders of the sector in order to up their own standards and improve their competitive advantage.

Recent attention to the experiential economy and unique practical value of cultural heritage products is becoming the basis for the development of cultural tourism for new destinations, including South Africa (Ivanovic & Saayman, 2013). Hüncke and Koot (2012) argue that the cultural tourist is twofold: the tourist seeking authentic culture which is presented in the expectation of a perfect and exotic lifestyle and the search for local communities. Spencer and Jessa (2014) call for the development of an innovative tourism strategy as part of a broader South African Heritage Tourism Plan to be implemented with the goal of cultural revitalization. This assertion supports the views of Twining-Ward (2009) who referred to African's tourism products as the least developed. Spencer and Jessa (2014) further argue that this renovation will provide economic and skills development opportunities, as well as increase of the destination's overall innovative reputation.

On the other view, local communities to their advantage should be at liberty to develop their natural and cultural values for tourism activities and also narrate their own stories to the tourists in their own language. Local communities must further control their facilities and protect themselves from the illegal exploitation of their physical, natural and cultural resources. However, Van der Merwe and Rogerson (2013) pointed out the challenges which local communities face in weaker tourist destinations, including poor local tourism marketing, no budgets, lack of leadership and lack of strategic orientation for tourism future development. The concept of cultural tourism is made up of two quite different terms that represent two different types of human activities,

namely culture and tourism. Ironically, the characterization of these human actions is as unique and diverse as their meanings (Richards & Palmer, 2015). Culture and tourism were separate entities and there has been a strong convergence due to two processes of culturalisation of society and the culturalization of tourist practice (Richards, 2016; Borowiecki & Castiglione, 2014). However, by combining the two concepts of human activity into one aspect of human activity for tourists and creating this single magnificent management discipline. In addition, there are problems with little spending by cultural tourism managers, limited socialization of cultural tourism infrastructure, poor promotion of cultural exhibitions, deteriorating galleries and museums counter against stimulation of tourists. Regarding the nature of tourism activities, businesses always rely on economic profits and short-term profits (Warburton, 2015). Likewise, cultural exhibitions and heritage organizations expect short-term profits, keeping in mind their educational and social roles. The documents argue that such a conflict requires government intervention due to the limitations of market economy forces as they are unstable and weak in most developing countries, especially in the developing countries (Warburton, 2015). Harmonizing the interests and expectations of all social groups involved in culture and tourism is a difficult task. However, in the context of developing cultural tourism as a business and commercial activity, less government involvement is required and rather more commitment by the locals is preferred (Warburton, 2015).

### **2.3.2. Origins of cultural tourism**

Richards (2016) argues that cultural tourism has a long history, and with its roots in the Grand Tour is arguably the original form of tourism. It is also one of the forms that most policy makers seem to be betting on for the future development. Culturalization of society entails, among other things, the de-differentiation of formerly distinct social and cultural spheres, the mixing of high and low cultures, the elimination of cultural boundaries, objects and people becoming increasingly mobile to occupy space, and the emergence of the economy of advertisements facilitating the phenomenon of cultural tourism. (Wanhill, 2011; Sassen, Galvaan & Duncan, 2018).

On the other hand, sulfurization of tourist practice means that the content of tourism is increasingly characterised by culture. Signs and symbols at cultural sites continue to add value to the tourist experience and practice. Cultural industries advertise and

market these signs and symbols widely to a variety of consumers and in collaboration with other business products (Richards, 2016; Butler & Ivanovic, 2016). There is general perception that suggests that, cultural tourism is good tourism which attracts high spending visitors and does little damage to the environment or local culture while contributing significantly to the economy and local development (Richards, 2016; Calitz, Poisat & Cullen, 2017).

Other commentators, however, have posed a contrasting argument that says cultural tourism may do more harm than good, allowing the cultural tourists to penetrate sensitive cultural environments (Richards, 2016; Snowball & Courtney, 2019). There are various authoritative and formal structures who deal with cultural tourism to guard against any potential harm.

### **2.3.3. Elements of cultural tourism**

Different researchers describe cultural tourism widely but end with the popular narrative that provides the most interesting view of cultural tourism by coining it as the cultural aspect of interest by visitors, which includes customs, people traditions, heritage, history, and way of life. Whereas the UNWTO (2010) views cultural tourism as the movement of people with a purpose of learning culture. The investigation conducted in Turkey derived the following important elements of Cultural tourism as architectural texture, lifestyle, culinary culture, historical buildings, art and craft (Ter, 2017). The above views explain what happens during tourism and the purpose of the tourists. The deeper meaning given by Ter (2017) points at other important angles which are the economic, and social potential benefits of tourism. Yet these angles are the most sorted in order to address the societal challenges.

The World Tourism Organisation (WTO) have put value into this movement of people and there are underlying economic benefits to be maximised on from the people who are only interested on learning other people's natural settings. Cultural tourism accounts for 37% of global tourism and has a perceived future growth estimated at a rate of 15% per year (Richards, 2016; Calitz, Poisat & Cullen, 2017). On the same view, the tourists increased from 25 million to 806 million globally in 2015 until the catastrophic impacts of Covid-19. WTO report projects an increase for South African

tourism related jobs from 1.5 million to 2.5 million which accounts for 13.2% for the total employment in 2027 (Steyn & Spencer, 2011).

To address the above elements, in the study conducted in Croatia it was found that cultural identity and tourism are inevitably linked but yet the authorities still manage to protect and strengthen the cultural identity for Croatians (Urosevic, 2012). In the context of volatile economies, political, and social changes that shake the world, the important role of cultural tourism is to effectively communicate the core values of intercultural dialogue, protection and promotion of cultural diversity and preservation of cultural heritage (Urosevic, 2012).

The above observation has been echoed in a study conducted in Botswana, a neighboring country to South Africa, it was found that the residents are hesitant to sharing their heritage with the rest of the world (Moswete, 2015). Therefore, such a compelling need of bringing the residents on board into such a concept and ensuring that they have full ownership to it. The community as a key stakeholder, their perceptions need to be carefully studied and analysed in order to address them. The success and failure of cultural art centers is dependent on the reception of the concept by the local residents (Moswete, 2015).

Cultural tourism has expanded and became complex in the past decade. However, the use of technology has seen this industry striving as shown through the Italian City case study (Chiabai, et al., 2013; Sithole, Ciampiccoli & Jugmohan, 2018). The study found that cultural tourism could be effectively personalized and differentiated to cater for all stakeholders' perspectives and territorial characteristics. It is technically clear that technology implementation can therefore manage to effectively facilitate the bottom-up approach to participatory development. Through technology integration into cultural tourism, many goals could be achieved (Chiabai et al., 2013; Setokoe, Ramukumba & Ferreira, 2019). Local people could be empowered from being exposed to technology and the internet. They could obtain technological skills from interacting with their international customer base. A conglomerate of skills could be developed and nurtured through web-based activities. The ease of booking and overview of any activities provided by each Art Centers could increase potential tourists and leverage the industry to achieve best competitive advantage (Chiabai, et al., 2013; Calitz, Poisat & Cullen, 2017).

As much as the success and sustainability of cultural tourism is mostly attributed to community sense of ownership, and active involvement however, the support from the government is highly recommendable. This support could be through financial and technical support (Mgonja, Sirima, Backman & Backman, 2015). Government should assist with funding or with upgrading of infrastructure such as roads and signage as per the lack identified in the National Strategy and Cultural Tourism (Africa, 2012).

#### **2.3.4. Overview of cultural tourism**

##### **2.3.4.1 The global overview of cultural tourism**

This section discussed the global overview cascaded to the African perspective, then South African, and landed to KZN perspective as is the focus of the study.

Tourism as an international exchange system presents a particular tension around the interface between space and experience, which penetrates the conceptual core of globalization (Frykman, 2012; Jugmohan, Spencer & Steyn, 2016). The reality of the global structure of tourism is largely shaped by the idea of the nation-state and is rooted in contemporary political geography and nation-building agendas of the late 19th and early 20th centuries. Despite the growing interest in the concept of regionalism, whereby the region serves as the center of cultural identity and construction (Frykman, 2012; Bluwstein, 2017), the idea of the nation state still prevails in general stories about international tourism. Each country, regardless of its position in the imaginary global political ranking, promotes tourism as an actual and potential source of external income, an index of political status based on cultural capital and as a means of legitimizing itself as a territorial unit (Desai & Vahed, 2019). So, there are travel agencies in national governments that are quite eager to promote the idea of a national brand. Strolling around the World Travel Market in London or the International Tourism Convention in Berlin, one might think that the ideas of mobility, cross-country flows and territorial determination are completely unimportant (Frykman, 2012; Fletcher, 2019).

The pavilions exist as a microcosm of the countries, albeit with regional and sub-regional components. Tour operators act as buyers of 'domestic' products essentially. Developers negotiate with national government agencies according to national laws. Domestic airlines remain highly iconic to both the host and tourist communities, and

despite the presence of international hotel chains, many hotel groups are still closely organized around the world with certain national characteristics and ideologies (Frykman, 2012; Fletcher, 2019). Tourism and recreation can have a positive impact on the local economy (Hall and Page, 2014). In terms of enhancing regional and local development, Hall (2017) argues that the role of tourism is an important tool that cannot be underestimated in developed countries. Hampton (2015:112) states that tourism is "a central part of regional development strategies in many European regions, not only in traditional coastal or mountain resorts, but also in regions sector with little experience in the tourist economy." An example is Borobudur in Indonesia, where Hampton (2015) analyses the role of local heritage sites in generating both benefits and costs for local communities. Similarly, regarding the Machu Picchu archaeological site in Peru, Hall (2017) highlights the costs and benefits of tourism development and emphasizes the need for adaptive resource management strategies to find a sustainable path. In Jordan, Ivanovich and Saayman (2013) discuss whether the expansion of archaeological tourism in Petra is the driving force for local development or destruction. Unequal distribution of development benefits among surrounding rural communities and limited impact on poverty reduction were revealed in the analysis of World Heritage Sites (WHS) in Borobudur (Indonesia) and Angkor (Cambodia) (Dantes e Sa and Mather, 2011; Okech, 2010; Aranburu, Plaza & Esteban, 2016). Despite the status given to the WHS entry by UNESCO, many international issues have caused controversy over the impact of entry on the tourist list and the need to make the WHS entry a point of interest. tourism success with positive outcomes for local communities (Dantes e Sa and Mather, 2011; Okech, 2010; Borowiecki & Castiglione, 2014). The role of cultural tourism in national identity is briefly discussed by Ivanovic and Saayman (2013), citing the example of India, where the promotion of tourism is linked with the more important goal of Reviving Indian personality through traditional cultural renaissance. A process stimulated in rural areas of India by income from cultural tourism.

In the UK (and many other Millennium Monuments around the world) can also be mentioned in this context as it is often seen as an attempt to unite the celebration and reflection of British culture and the attempt to revitalise the East London areas through tourism (Madden & Shipley, 2012; Masud, Aldakhil, Nassani & Azam, 2017). It is widely acknowledged that historical and cultural tourism plays an important role in the

development of tourism in Polish cities, as consumers seek new types of tourist experiences in focus. into the value of culture in a broader sense (Madden & Shipley, 2012). However, over the past decade, the public and private sectors in Poland have identified niche markets for new leisure products that should not be separated from cultural tourism products. Their addition can be seen as a new opportunity for higher service levels and new travel experiences (Madden & Shipley, 2012; Masud, Aldakhil, Nassani & Azam, 2017).

Historical tourism is an increasingly popular form of tourism in many destinations in the south of the world (yu Park, 2014; Kim, Whitford & Arcodia, 2019). Tlabela and Mantri (2012:1) argue that heritage tourism is now "one of the main growth markets for global tourism". To promote local development opportunities in the global heritage of the South, tourism is gaining attention, especially in sub-Saharan Africa where several heritage sites are in Ghana, Kenya, Mozambique, South Africa, Tanzania and Zimbabwe are currently the main expansion targets (Addo, 2011; Dantes e Sa and Mather, 2011; Okech, 2010; Rivett-Carnac, 2011; Rogerson, 2012). Statistically, cultural tourism is regarded as a fastest growing segment of global tourism economy estimated at 40% of international leisure tourism and its share grows at 15% annually. World Bank noted based on the rich African culture of music, dance, and art, there is still untapped opportunities for tourism expansion and inclusive growth (Triegaardt, 2014; Kim, Whitford & Arcodia, 2019). In few countries including Tanzania, Zimbabwe, Mozambique, Kenya, and Botswana have used cultural tourism as their niche product to diversify the economy (Sassen, Galvaan & Duncan, 2018). The same could be done in South Africa KZN in the Southern African hemisphere to capitalise on the concepts and reap the economic benefits through culture (Triegaardt, 2014).

Many top global tourism destination cities are familiar for their iconic cultural and heritage landmarks. Some of these cities are known for having created cultural tourism drawcards to attract visitors (Visser & Marais, 2021). For example, France is proffered as the number one world tourist destination. It is attracting 89 million tourists and visitors each year who come to experience France`s cultural assets endowments that includes the country`s massive cultural heritage sites and landmarks (Kim, Whitford & Arcodia, 2019). Strategically these top-ranking tourism destination countries embarked on a drive to diversify their tourism infrastructures by harnessing their

culture as potential new economic engines. Guggenheim museum in Bilbao in Spain for example, was developed under this model where economic diversification and need to address unemployment levels were achieved through constructing a modern art museum that has helped to attract tourists.

The museum is attracting on average, about 900,000 tourists and visitors per year. The cultural tourism model has significantly contributed the city's economy (Fletcher, 2019). Similarly, in Australia in the city of Hobart, the Museum of Old and New Art (MONA) was established by a private investor in 2011 under the same cultural tourism model and has seen tremendous increase in tourists and visitors to the city (Sadad & Masduki, 2020). Nevertheless, with regard to cultural heritage and its influence, Italy is placed on the prestigious number one spot, followed by Greece, Spain, India, Thailand, Portugal and Japan, just to mention a few (Sadad & Masduki, 2020). Countries such as the United Kingdom, China and Germany occupy the eighth, ninth and tenth positions (Sadad & Masduki, 2020).

International, (2015) list Spain, Italy, France, and the United Kingdom as the global leaders in cultural tourism and the value of international visitor arrivals was valued at 1.138 billion in 2014, a 4,000% increase of 25 million annual tourists compared to the 1950s and a 4.7% rise over 2013. In 2014, the tourism industry contributed up to \$7.6 trillion to global GDP, accounting for 9.8% of global GDP. The tourist industry employed about 277 million people in 2014, with a projected increase to 356 million by 2025. Cultural tourists account for up to 81% of all tourists in the United States of America. Over one-third of US tourists say that specific arts, cultural, or heritage events will affect their choice of destination. Many visitors even extend their stay in a destination due to the increase cultural activities.

These encouraging results imply that cultural tourism has a great potential for further development for local economies. Its increasing trend is evident in China, which is becoming a mecca for cultural tourism with its long and profound history (International, 2015). There are numerous historical encounters and human moments that should not be missed. And its long distance from source markets like North America and Europe is not a hindrance. In 2014 alone, China welcomed 3,846 million tourists. They brought in a total revenue of about ¥3,380 billion, a 14.7% increase compared to 2013. Travel industry alone contributes over 4% to the growth of the China's GDP and greatly

enhances employment and economic development. The question thereof is, what can be learned by Africa, and South Africa from these leaders in cultural tourism.

#### **2.3.4.2 African perspective**

In few African countries including Tanzania, Zimbabwe, Mozambique, Kenya, and Botswana have used cultural tourism as their niche product to diversify the economy (Kessy, 2021). Historical tourism is an increasingly popular form of tourism in many destinations in the south of the world (yu Park, 2014). Tlabela and Mantri (2018:1) argue that heritage tourism is now "one of the main growth markets for global tourism". To promote local development opportunities in the global heritage of the south, tourism is gaining attention and traction, especially in sub-Saharan Africa where several heritage sites are in Ghana, Kenya, Mozambique, South Africa, Tanzania and Zimbabwe are currently the main expansion targets for tourism (Addo, 2021; Dantes e Sa and Mather, 2015; (Uslu, et al., 2020); Rivett-Carnac, 2017; Rogerson, 2012). Statistically, cultural tourism is regarded as a fastest growing segment of global tourism economy estimated at 40% of international leisure tourism and its share grows at 15% annually. World Bank noted based on the rich African culture of music, dance, and art, there is still untapped opportunities for tourism expansion and inclusive growth (Triegaardt, 2014).

The current socioeconomic reality shows that South Africa and particular KwaZulu-Natal province is not utilising its potential for leveraging cultural tourism for sustainable participative economic development, that would see the community benefiting from the province's endowment with rich and diverse culture as a mature tourism destination. Seemingly South Africa has many lessons to learn from the global and African community.

#### **2.3.4.3. The South African context of cultural tourism**

In South Africa, heritage tourism was identified in the early stages of post-apartheid planning as an important area for tourism promotion and product diversification, offering untapped potential for develop local tourism (Van der Merwe and Rogerson, 2013). Binns and Nel (2012) argue that South Africa's cultural and natural heritage is undoubtedly one of the hottest and fastest growing tourist attractions in the world (this makes the sector an area where governments, businesses and communities are now

very seriously. Thus, as niche tourism planning becomes more and more important to national planners, heritage tourism is increasingly focused (Ivanovic and Saayman, 2013; Rogerson, 2011; Habibi, 2018). The political importance of heritage tourism to South Africa has been recognized in the groundbreaking National Heritage and Cultural Tourism Strategy of the Department of Tourism (NDT) (Department of Tourism, 2012). The country is said to want to "realize the global competitiveness of South Africa's cultural heritage and resources by developing products for sustainable tourism and economic development" (Department of Tourism, 2012:10).

The main objective of this strategy (launched in 2012) is to establish a strategic direction for the development and promotion of heritage and cultural tourism in South Africa and to provide a framework for coordination and integrating heritage and culture in mass tourism. Among the stated objectives, a clear strategy is to address disparities in the tourism space economy by promoting the spillover of tourism in marginalized rural areas (Department of Tourism, 2012). Rogerson, (2014). Historic attractions should be offered to both domestic and international (traditional) tourists (Ivanovich and Saaiman, 2013; Rogerson, 2015).

Since the transition to democracy, several major cities and secondary centers in the country have used heritage tourism as a means of tourism development and contributed to extensive local development planning. (Nel & Rogerson, 2015; Rogerson, 2012, 2013, 2014; Rogerson & Visser, 2007, 2011, 2014). Prominent examples of promoting urban heritage tourism are events involving, in addition, Robben Island in Cape Town, Inanda Historic Route in Durban, Big Hole in Kimberley, and numerous initiatives in Johannesburg. The most important of these are the Constitution Hill and Hector Peterson Memorial in Soweto (King & Flynn 2012; Humalo, Sebatlelo & Van der Merwe 2014; Marshall 2012; Van der Merwe 2014; Van der Merwe and Rogerson, 2013). Recently, several other powerful initiatives have been undertaken to harness heritage resources to stimulate economic and social development through tourism in less prosperous and economically disadvantaged areas of South Africa (Binns & Nel, 2012; Magee & Nzama, 2009; Rogerson, 2014). One of the most important advancements of heritage tourism involves battlefields in the remote rural areas of KwaZulu-Natal where other economic activities are limited or in the case of mining, (Van der Merve, 2014).

One of the project's most important initiatives is the introduction of the National Liberation Heritage Road, which aims to preserve the legacy of South Africa's long journey to freedom (Białostocka, 2014). This ambitious commitment is part of a planned program to develop transnational heritage sites and is an anchor project for local economic development and rural tourism development (Białostocka, 2014). Great interest in modern planning comes from the growth potential of tourism related to South Africa's eight World Heritage Sites (WHS). Of these eight landmarks, three are designated by their iconic natural landmarks - Cape Cvetochny Region, iSimangaliso Wetlands and Vredefort Dome - and one site, Maloti-Drakensberg Park, is based on both natural and cultural archaeological attractions (Van der Merwe, 2014; Van der Merwe & Rogerson, 2013).

The remaining four sites are recognised for their importance to cultural heritage. The most famous and developed is the iconic Robben Island in Cape Town. Current research on heritage tourism in South Africa focuses on issues of heritage management, issues of identity and sustainability of heritage sites. With some exceptions, the present study only focuses on the economic impact of heritage tourism (van der Merwe, 2014; van der Merwe & Rogerson, 2013). One notable contribution is Duvall and Smith (2013), who revealed the persistent marginalisation and limited attractiveness (as measured by the number of registered visitors) of the rock art heritage sites in the country Maloti-Drakensberg, a UNESCO World Heritage Site.

The World Travel and Tourism Council (2017) suggests that in South Africa tourism contributes about 9.3% of the country's Gross Domestic Product (GDP) and as a result, accounting for approximately 9.8% of the jobs in the country (constituting 1.5 million jobs) and this phenomenon is expected to increase to almost 3.2% (about 2.5 million jobs) by the 2027 with cultural tourism contributing massively to this development in South Africa (Apleni, Mxunyelwa & Vallabh, 2019). Empirical evidence suggest that heritage sites or cultural tourism contributes to richly diversified tourism attractions that appeal to the young tourists as well (Butler & Ivanovic, 2016; Gordon, Struwig & Roberts, 2015). Nevertheless, Masilo and Van der Merwe (2016) raised concern over the lack of information and awareness of the value of cultural tourism, particularly heritage sites that tourists and visitors may wish to visit. Viljoen and Henama (2017) intimate that inadequate communication between local authorities and

the museum promoters and marketers as well as between the public, causes the lower numbers of visitors on heritage sites in South Africa.

“South Africa’s government started a 1.2-billion-rand (\$79.4 million) fund aimed at reviving the ailing tourism industry. The Tourism Equity Fund will be used to help black entrepreneurs start businesses and projects in the sector, Tourism Minister Mmamoloko Kubayi-Ngubane” Cele (2021). There is still no clear breakdown of how the investment will be distributed according to types of tourism ventures that do exist in the country. This further elucidate the challenge brought by the lack of clear quotas, whereby there is financial injection aimed at the sector should be accompanied by clear quotas for targeted beneficiaries. Cultural tourism remains an avenue for growth for South Africa (Government, 2017/2018).

It is of keen interest whether such investment consider supporting replication of similar events such as the National Arts Festival (NAF) which is annually hosted in the Eastern Cape, South Africa. NAF is the biggest arts’ event in Africa and attracts visitors around the world (Saayman & Saayman, 2009). KZN should take a leaf from this national festival and leverage on it by show casing the arts, talent, and artifacts originating from KZN at a larger scale other than the Hilton art festival. KZN is a big province and should identify a site central to all areas and welcome participation from the rural people of the province.

#### **2.3.4.4. The KwaZulu-Natal context**

The study premises that meaningful local economic development can only be achieved through deliberate engagement and participation of the local communities to take charge and ownership of their cultural tourism assets available in the province. Particularly, the participation of women and the youth. Like other Provinces in South Africa, the province of KwaZulu-Natal has its own share of development challenges (KwaZulu-Natal Master Plan, 2014). The province is burdened with incidence of poverty and other social ills, yet endowed and rich in cultural tourism assets (Saarinen & Rogerson, 2015).

KZN province needs to direct investment to communities through active engagement and effective participation for cultural tourism development in the province (Triegaardt, 2014; Saarinen & Rogerson, 2015). There is a dire need KZN tourism department leadership that cultural indigenous knowledge resides in communities and their people. Deliberate strategies and policies are required for engaging the community so that there is active participation by community members, particularly community leaders, elderly women, men as well as the youth can go a long way towards the tourism department leadership tapping into the cultural indigenous knowledge that the KZN indigenous people possess (Triegaardt, 2014). Effective engagement of the community will ensure the sustainable participative economic development in the KZN province.

The comparison made above of Hilton art festival to National arts festival show that there is a larger gap between the two. Hilton is not seen as representative of KZN as it is operated at the municipality level, and over three days (Saayman & Saayman, 2009) which is not fully accessible such as Ethekewini metro. Hilton art festival can however be replicated to a larger scale for the purpose of leveraging KZN cultural tourism.

### **2.3.5. The characteristics of cultural tourism in the KwaZulu-Natal Province**

The World Tourism Organisation (WTO) asserts that cultural tourism accounted for 37% of global tourism, and the forecast that it would grow at a rate of 15% per year (Richards, 2003; Fletcher, 2019). On the same note, the tourists increased from 25 million to 806 million globally in 2005. WTO report projects an increase for South African tourism related jobs from 1.5 million to 2.5 million which accounts for 13.2% for the total employment in 2027 (Steyn & Spencer, 2011; Kim, Whitford & Arcodia, 2019).

The research demonstrates the worldwide interest for cultural tourism, and KZN can learn from some of the success stories in cultural tourism development and capitalise on this potential by employing culture as a leveraging mechanism for tourism development in the province (Calitz, Poisat & Cullen, 2017). Tourism is the key to unlock a rich future for such a beautiful province and the department of tourism in KZN needs to develop clear strategic plans aimed at directing the development of cultural

tourism in the province, as to who are the key players, what are the future development plans, who will gain in the future, and how cultural tourism will help achieve equitable developmental goals (Calitz, Poisat & Cullen, 2017). It is unclear how much investment made in the province for cultural tourism (Anwar & Masduki, 2020). Similarly, there is a lack of specific policy-based goals for women and youth equity and economic growth involvement in the industry (Butler & Ivanovic, 2016). As a result, it is not easy to effectively measure and track significant progress and impact of these investments towards cultural tourism. A contrast is drawn from the building and construction industry in South Africa, where a target of 25% is set for local community subcontracting (Calitz, Poisat & Cullen, 2017). If a similar stance is taken in the tourism sector, it will create the foundation for demonstrable improvement (Anwar & Masduki, 2020).

KwaZulu-Natal is a province of Chiefs, and Kings and therefore imperative to integrate such structures into endowments for the development opportunities for their people. The Kings and Chiefs must be directly involved in decisions that impact the people of the province and form key stakeholders during the socio-economic planning. Moallemi, (2020) emphasizes the importance of integration of local principals for transformative and participative approach that allow them to lead the change as the approach to achieve sustainability. Therefore, KZN municipality shall partner with local leaders to forge successful stakeholder relations.

KwaZulu-Natal boasts of a geographic scenery along the Indian Ocean and inland, history of wars and trade, landmarks, and human talent and capacity. Among other notable events are that; one of the earlier former Presidents of the current ruling party (African National Congress) originates from KZN, a Nobel prize winner Albert Luthuli, the only province in South Africa with the Kingdom, being the Zulu Kingdom (van der Merwe, 2018; van der Merwe and Rogerson, 2017). The Drakensburg mountains are recorded as the highest mountains in the country, the biggest rivers and dams, the iSimangaliso wetlands, history of uShaka the most renowned King of the Zulus in the world. Slave trades especially Indians, the role of the historical women who directly influenced and shaped the lives of women locally and internationally such as uMthaniya, uNandi, uMkabayi, Princess Magogo who made a unique igekle musical

instrument, the only nation who conquered the British in Esandlwane and eNcome (Blood River) (KwaZulu-Natal Master Plan, 2014).

The province annually celebrates and commemorates significant historical events such as the Reed Dance, the Battle of Isandlwana, uMkhosi wokweshwama, and therefore with a huge potential to bring international notice. There is a misalignment of economic rewards and prospects derived from cultural tourism, according to (Williamson, 2019) and (Xulu, 2023). The homes in the Nongoma area, where the yearly reed dance is held, are not planned or remodeled to optimize in the financial gains during such events.

The Ladysmith Black Mambazo that won many Grammy awards is home to KZN. KwaZulu-Natal is a second large Province in South Africa with beautiful landscapes and rich cultural heritage (KwaZulu-Natal Master Plan, 2014). Therefore, South Africa and KwaZulu-Natal have a story to tell the rest of the world through cultural tourism packages which are seen to be largely advancing the world economy.

“South Africa’s government started a 1.2-billion-rand (\$79.4 million) fund aimed at reviving the ailing tourism industry. The Tourism Equity Fund will be used to help black entrepreneurs start businesses and projects in the sector, Tourism Minister Mmamoloko Kubayi-Ngubane” Cele (2021). There has to be clear breakdown of how the investment will be distributed to address the social implications according to types of tourism ventures that do exist in the country. Thus, shall directly contribute to the building of strong and inclusive institutions for sustainable development in the province of KwaZulu-Natal to alleviate poverty. This further elucidate the challenge brought by the lack of clear quotas, whereby there is financial injection aimed at the sector should be accompanied by clear quotas for targeted beneficiaries.

The Zulu speaking people are the predominant nation in KwaZulu-Natal’s population however, within the Zulus there are subcultures with their unique background and origins. Women are the most vulnerable and dependent on men to sustain them financially. The province currently has the negatively skewed economy as most of it is accounted for in the racial minority hands and mostly men (Van der Merwe, 2018; Van der Merwe and Rogerson, 2017). Women are the least employed and with low level of education. KwaZulu-Natal poverty rate statistics are as compelling at the acclaimed

27% unemployment rate of which 47% is attributed to the youth. Clear economic transformation targets would directly address the issues emanating from lack of inclusivity experienced by the people of KwaZulu-Natal, especially mostly burdened women and youth. Women of the Province are not effectively featuring in the economic activities, and highly underrepresented in the senior positions/jobs. Above facts are indicators of lack of empowerment for other members of the society. The current youth graduation output numbers are not consistent with the employment rate (van der Merwe, 2018; Van der Merwe and Rogerson, 2017).

KwaZulu-Natal is as colourful with the racial diversity, vibrant diverse culture, beautiful landscapes, favourable weather, rich history, and beautiful, warm blue ocean (Saarinen & Rogerson, 2015). Zululand District Municipality has many cultural heritage sites that are developed for tourism. This district has five local municipalities namely Ulundi, Nongoma, Abaqulusi, uPhongolo, and eDumbe. The KwaZulu-Natal Province can expand its cultural tourism as an economic development strategy in order to improve the lives of the community, especially the youth and women (Van der Merwe, 2018; Van der Merwe and Rogerson, 2017). Through increased investment in participative cultural tourism and development trajectory, the province can improve employment opportunities for the youth, women, and all dwellers of the KwaZulu-Natal as well as opportunities for entrepreneurial engagement in tourism by the community, particularly women and the youth (Triegaardt, 2014).

Cultural tourism in KwaZulu-Natal is largely dominated by Zulus and Indians and therefore cultural dance, cuisine as well as traditional music such as “isicathamiya” and “umaskandi” are the unique treat in the province (Chiabai et al., 2013). There are also cultural tourism opportunities available in the area of “handiwork” where, the local people from the province in their cultural diversity have opportunity to demonstrate and showcase their cultural orientation through artifacts and sculpture (Snowball & Courtney, 2019). However, in this area there is also participating people from outside the KwaZulu-Natal province. Some participants in this category even come from the neighboring Southern African countries (Chili & Ngxongo, 2017). This is the area where culture is exhibited through arts and sculpture. Further, more cultural tourism opportunities in the province of KwaZulu-Natal are available in the area of “traditional food” such as “amadumbe”, pumpkins and “inyama yenhloko” that is available for the

indulgence of the visiting tourists. When tourists visit the province, they have an opportunity to be treated with some traditional food that distinguish the province of KZN from the rest of the country (Viljoen & Henama, 2017). There are several cultural tourism heritage sites as well that are dotted throughout the province such as the Dingane's Kraal in Umgungundlovu, Durban Museums and Monuments, just to mention a few (Scholtz & Slabbert, 2016).

Literature notes that there are several challenges of cultural tourism sustainability in the province due to the impact of COVID-19 pandemic of late which threatened the survival of the sector through unavoidable measures such as lockdown that had to be imposed in order to manage the scourge (Visser & Marais, 2021). There is concern that although the locals have an opportunity to participate in the cultural tourism activities very few locals seem to be taking advantage of this opportunity. The main reasons causing this phenomenon to have been proffered as lack of adequate and strategic means and tools to promote these opportunities by the tourism department in the province. In essence there is concern for lack of effective communication, as a results not enough information about the cultural tourism opportunities for the local people, particularly the women and the youth is conveyed (Saarinen & Rogerson, 2015). Cultural tourism development requires that the tourism products developers design tourism packages that are enriched with cultural activities (Department of Tourism, 2018).

According to Saarinen and Rogerson (2015) there is a need for the cultural tourism products developers and marketers to come up with strategies to increase awareness of cultural tourism opportunities available for the benefit of the local communities. Active participation of local communities in cultural tourism activities is a potential source for the communities' livelihoods as well as alleviation of poverty. At the same time the cultural tourism developers have a massive opportunity to tap into the cultural knowledge that is resident with the communities as the custodians of the traditional cultures (Nkwanyana, Ezeuduji & Nzama, 2016). Dladla (2017) argues that indigenous cultural knowledge that is possessed by the communities could play a critical role in the KwaZulu-Natal's tourism department's effort to develop cultural tourism in the province. Dladla views cultural knowledge as an asset that can be employed for

economic benefit by both the communities and the department of tourism in the province.

As a result, it is critical that the tourism department in KwaZulu-Natal deliberately engage in massive drive for community inclusiveness and participation in the cultural tourism development trajectory. In essence, it is not enough to create awareness without meaningful inclusiveness and participation (Dladla, 2017). Community participation and inclusiveness does not only ensure access to decent livelihoods for the participating communities, but it also creates and adds value to tourism as an economic driver and economic resource. There are strong views that the KwaZulu-Natal province has a potential of benefiting from its endowment with rich and diverse culture as a mature tourism destination (South African Tourism Annual Report, 2015/2016). The province is regarded as the economy hub secondary to Gauteng and its tourism being among the top economic development drivers and social transformation in the South African economy (South African Tourism Annual Report, 2015/2016).

Deliberate strategy and efforts to expand cultural tourism in the province as an economic development vehicle and instrument would push the economic development rankings of the province to much better economic levels. Such efforts have a potential of improving the livelihoods of the communities in the province, especially those of the youths and the women. Through deliberate increase in investment in participative cultural tourism and development, the province can improve its employment opportunities for these vulnerable groups in the society that is, the youth and the women, and all the dwellers of KZN as well as enhancing opportunities for entrepreneurial participation and engagement in cultural tourism by the communities, particularly the women and the youth (Triegaardt, 2014).

### **2.3.6. Cultural tourism and need for development of the tourism facilities**

Cultural tourism can be of interest to destinations with cultural sites, heritage sites, art centers, history museums and natural resources if these sites can combine culture and entertainment as a tourism product. Unfortunately, this requires the development of different recreational vehicles (e.g., sports and entertainment) and long-term investments (Van der Merwe, 2014; Kim, Whitford & Arcodia, 2019). Thus, the low

economic growth noted here acts as a constraint on cultural consumption. The assumption that at present, the development of tourism around cultural themes can bring economic benefits to the periphery (Masud, Aldakhil, Nassani & Azam, 2017) can only be partially applied in Ba Lan. Culture and cultural tourism, especially offers based on historical objects, require long-term or recurring investments. Government and regional government intervention, at least at some stages of the transition period, can be decisive for socio-economic development (Van der Merwe, 2014; Hviding & Bayliss-Smith, 2018).

To analyse cultural tourism in relation to economic factors or an economic factor itself, it is necessary to consider not only the construction of social identity in postmodern society, but also the potential means ability to shape people's desires and their relationship with society (Kim, Whitford & Arcodia, 2019). Thus, such is applied in advanced capitalism economies such as Poland, with a sole intention to identify the most important features of the relationship that exist between cultural tourism and socio-economic development for the following:

- Community intervention and/or public-private partnerships are required to ensure the long-term development of Cultural Tourism and socioeconomic development in Poland 77 (Habibi, 2018; Fletcher, 2019).
- Cultural entertainment, together with a dynamic culture such as festivals, can be an important driver of economic development in order to raise incomes, stabilise the labor market and preserve cultural heritage (Fletcher, 2019).
- National and regional/local cultural identity should be considered as a competitive factor in the global tourism market.
- Culture as a function (Lasso & Dahles, 2018) of society can also be seen as a prerequisite for social and political creativity that depends on the creativity of individuals. Looking at the development of Polish tourism, we can find positive examples where culture in the intangible sense has a real impact on socio-economic development as a stimulus.
- The potential conflict between mass tourism and the need to create new cultural tourism packages that provide consumers with "exceptional" unique experiences

needs to be addressed through the positive behavior of marketers. management (Hausmann, Slotow, Fraser & Di Minin, 2017).

- The importance of culture as a policy area has been recognised at the national level. This development needs to be done at all levels of government to ensure that culture, consumed by both locals and tourists, plays an innovative role in socioeconomic development (Lasso & Dahles, 2018).

In the South African context, cultural tourism concentrates in the cultural and heritage sites that are providing a richly diversified set of cultural activities which are attracting young tourists into the country as well (Gordon, Struwig, & Roberts, 2015; Butler & Ivanovic, 2016). Nevertheless, Masilo and Van der Merwe (2016) established that there was lack of cultural tourism awareness and information regarding the cultural tourism value and cultural heritage sites around the country, particularly in KZN. Viljoen and Henama (2017) suggest that poor communication between the museum promoters or marketers, the public and the local tourism authorities is largely to blame for causing lower chances of tourists' visit to heritage sites in the country.

### **2.3.7. Cultural tourism and community participation**

There is some empirical research on co-development in both developed and developing countries. On the other hand, there is a lot of empirical research on international cooperation projects initiated by public sector organisations (Braden and Mayo, 2006; Joppe, 2010; Warburton, 2015; Calitz, Poisat & Cullen, 2017). However, the results of these studies cannot be fully transferred to the NGO sector, as is the case with Overberg. On the other hand, there are co-development studies that focus on individual projects, such as the success of a women's self-help group in India or the food project in Tanzania (Harrison, 2008), but exclude organizations that directly or indirectly initiate them. Furthermore, in a review of local involvement in public projects in the US and UK, Cochrane, cited in Harrison (2008), argues that the success of community initiatives has Participation is very limited. This is because it is difficult to solve economic and social structural problems at the micro level. In India, for example, Chiabai, Paskaleva and Lombardi (2013) conducted a study of 36 government-initiated rural projects to investigate the extent of community participation in basin development. Based on the analysis of community organization, joint decision

making and cost sharing, the authors argue that the nature of participation in projects in rural India is characterized by a lack of transparency and accountability. community accountability (Adams, 2010; Boissevain, 2007; Cole, 2008; Calitz, Poisat & Cullen, 2017).

An important early work emphasizing the role of community is Murphy (2015) *Tourism as an approach to community*. The purpose of his book is "to examine the possibilities of tourism development and planning in industrialized countries" (Murphy, 2015). Murphy focuses on the host community by identifying their travel goals and desires and receptivity. Using the ecological system or ecological community model and the concept of social capacity, he emphasized that the planning system should extend to the micro level, to the community. There is now a consensus that community participation is necessary for development (Adams, 2010; Boissevain, 2007; Cole, 2008) and that society has the right to participate in planning (Mowforth and Munt, 2008; Kadir, 2007).

The reasons for community involvement in tourism development are well documented in the tourism literature and are widely accepted as a criterion for sustainable tourism. The tourism industry as a service relies heavily on the goodwill and cooperation of host communities. Service is key to a supportive environment (Murphy, 2015) and community involvement can lead to increased social competence (D'Amore, 2007). Almost all tourism research shows that kindness of local people is on the list of positive characteristics of a tourist destination (Sweeny & Wanhill, 2013). Support and pride in tourism development is a special feature of cultural tourism, where the community is a part of the product. In addition, participation in planning is more likely to lead to better decision making and greater motivation for local people (Hitchcock, 2013), and environmental protection is more likely to be supported. more (Tourism Concern, 2012). Social participation not only looks good on paper (Mowforth and Munt, 2008; Kadir, 2007); It is often necessary to secure financing. Community participation is considered essential to gain community support and acceptance of tourism development projects, and to ensure that benefits are aligned with community needs. local.

Tosun and Timothy (2013) also suggest that local communities can know what works and what doesn't work locally; and community participation can contribute to

democratization and potentially increase awareness and interest in local and regional issues. Furthermore, they suggest that democracy includes individual rights that often favor different forms of justice and empowerment. Although there are many reasons for community involvement in tourism, this model remains controversial (Mitchell, 2011). Part of the debate revolves around how to define 'community' and 'participation', while many researchers question the way in which community participation may work in practice due to its nature. community heterogeneity (Braden and Mayo, 2006; Harrison, 2008; Joppe, 2010; Warburton, 2015). The heterogeneous nature of East African cultural tourism communities is a major theme in many publications. The approach to determining whether a community should actively participate, or exercise control has many interpretations. Murphy's ecological model is one of the four main interpretations of community (Pearce, Moscardo & Ross, 2016). By defining a community as synonymous with a place, this approach does not focus on decision making and control.

It assumes that all parties have an equal opportunity to participate in the political process. Such notions of a territory-defined community are constant, discrete, and relatively stable. However, communities should be viewed as more complex and flexible. Attention to power and decision-making between and within community groups. While the heterogeneous nature of communities is often cited, some analysts define how communities are subdivided according to kinship, gender, age, ethnicity, and existing wealth (Crehan, 2017). As Arnstein (2010) argues in relation to African societies, the relationship between identity, space and place leads to a dynamic and flexible concept of community.

Determining who in the community should be involved in community participation includes excluding some people from others who is local and who is included are key issues as conflicts over scarce resources can turn tourism into a divisive force (Crehan, 2017). The Soweto urban tourism case study illustrates how discontent arises when non-residents act as tour leaders. In the case of Kiltimag, the 'sense of place' and participation was extended to expats to promote rejuvenation and empowerment of the economy (Crehan, 2017). Coincidence makes it clear that a community is more than an ecological or geographical area, and our understanding of the community must extend to psychological, immaterial and political aspects. For

example, the concept of "community" may initially be based on "place", but values are shared and negotiated among growing groups of people (Crehan, 2017).

Participation is also open to different interpretations. As identified by Arnstein (2010), Pretty (2014) and France (2006), there is a ladder of participation that ranges from "consultation" (usually reporting only relevant matters) to the ability to identify all aspects of the development process. Although all communities participate to some degree by sharing in devastation, taking on ministerial work, or earning a percentage of the national park entrance fee, community participation in programs in this section has a broader meaning: active participation to empower. As Warburton (2015) has pointed out, the need for participation is undeniable, but the issue of empowerment has received little attention in the tourism development literature. The case studies presented here show how different communities have been actively involved in tourism development initiatives. In Finland, women are empowered to join a crafts cooperative. In Ireland, voluntary community contributions in the form of funds and efforts are key to imitation leading to commitment and accountability (Warburton, 2015). Voluntary contributions have given the community a sense of belonging, which, combined with a strong sense of place, has resulted in community pride and empowerment.

Examples from Africa paint a less rosy and more complex picture in which some members of the community participate, and others are marginalised. Local elites in both Tanzania and Kenya tend to monopolise power by dividing rather than uniting communities, led by Van der Duim et al. concluded that mere participation and local involvement do not automatically lead to individual empowerment (Scheyvens, 2013). Even with simpler definitions and less complex communities, there are many reasons why active community participation is difficult to achieve in practice. Lack of assets, capital, skills, knowledge and resources limits the ability of communities to fully control their participation in tourism development (Scheyvens, 2013). Furthermore, in Western urban destinations, the lack of interest by locals also seems to limit participation (Goodson, 2013). Both Cole (2012) and Sofield (2013) discuss a lack of knowledge as a hindrance in marginalised communities around the world. Van der Duim and others discuss the difference between how access to knowledge has influenced participation in Tanzania.

Knowledge in tourism and project management is unevenly distributed, and those with better access will have more opportunities. As Cole (2012) wrote, participation cannot be achieved beyond mere words and rhetoric without explanation. Tourism knowledge should be a prerequisite for those wishing to participate in tourism planning and management decisions. Many communities lack a real understanding of what decisions they should make (Sofield, 2013). Kadir (2007: 79) considers ignorance to be the biggest obstacle to participation, but ignorance is not limited to local people but "affects the planning mechanism and the entire ministry." administrative machines are supported in the implementation."

Community participation in tourism in South Africa and its success hinges on decentralisation of the development trajectory from national concentration to the local government levels where the local government is empowered legislatively with regard to how, where and when community participation in cultural tourism processes can be administered (Chili & Ngxongo, 2017). van Niekerk (2018) refers to the uniqueness of the South African's tourism planning trajectory that is viewed as being systematic, goal oriented and integrative with the overall socio-cultural development and economic development objectives in the communities. By so doing the communities are enabled to participate in ensuring the growth and success of cultural tourism as well as offering the communities real transparency in issues of community development and opportunities for them to participate in developing their own communities (van Niekerk, 2018; Surugiu & Surugiu, 2015).

It is therefore necessary for all relevant stakeholders to work together and create practical and meaningful community participation in the local tourism development initiatives, and as a result, avoiding relegation of some community group of stakeholders to mere spectators in the development of their local communities and improvement of their lives (Setokoe, Ramukumba & Ferreira, 2019). The researcher in this study believes that the Soweto urban tourism case study best illustrates this argument. Nonresidents for example, are actively involved in tour guides and leadership at the expense of the locals and this causes a lot of discontent amongst the locals. In the process the locals feel that they are economically deprived of the benefits that accrue to participation in local economic development (Van der Merwe, 2018).

According to Snowball and Courtney (2019) in KZN there are different stakeholders such as authorities in the tourism sector and community members that are involved in cultural tourism and heritage in different capacities. These consists of three major categories of stakeholders participating in the development of the sustainable heritage tourism or cultural tourism in the province that is, the residents, the public sector and the private sector (Scholtz & Slabbert, 2016). Bearing in mind that the local residents or communities of KZN were largely excluded from participation in the tourism activities in the past, the changing nature of cultural tourism or heritage management has led into the reasonable inclusion of the locals in the heritage tourism activities in the province (Kruger & Douglas, 2015). Perhaps, the inclusion of the local communities is largely based on the locals` ability to protect the cultural and heritage sites from any potential harm, such as vandalism and marauding (Kruger & Douglas, 2015).

#### **2.3.8. Cultural tourism and community empowerment**

Empowerment is the ability of individuals or groups to manage their own affairs (Perkins, 2010). It is a process that helps people control the factors that affect their lives through capacity building. It represents the top of the ladder of participation, where community members are active agents of change and have the opportunity to find solutions to their own problems, make decisions, act, and evaluate decisions. Although there is a great deal of literature on empowerment and employment (Lashley, 2011; Wynne, 1993), there is little research on empowerment and tourism development outside the business sector (Sofield, 2013). In South Africa, Black Economic Empowerment (BEE) is promoted on several levels to bring historically disadvantaged people into the mainstream.

The South African government encourages corporations to make empowerment part of their strategic management through a range of mechanisms including ownership, operational control, employment, workforce development and corporate social responsibility. Although some success has been noted, research indicates that more monitoring and disclosure is needed, possibly through the use of audits and reports, to further encourage communication strategies. rights (Safarinow.com, 2018). Issues of transparency and accountability related to the equitable sharing of tourism benefits and the impact of tourism on community empowerment in both Kenya and Tanzania

were addressed extensively. in the literature (Sassen, Galvaan & Duncan, 2018). Scheyvens (2013) builds a framework around the four dimensions of empowerment. The economic benefits of tourism, well documented in the tourism literature, are a sign of economic empowerment. Psychological strength comes from self-esteem, pride in cultural traditions. Tourism's ability to arouse pride is widely discussed (Sassen et al., 2018; Novelli, 2015; Nkwanyana, Ezeudji & Nzama, 2016; Motala & Ngandu, 2018; Dladla, 2017). External recognition of tourism initiatives increases the self-esteem of individuals and communities. In Ireland, many awards for entrepreneurship development have added to the pride of the community (Crystal, 2009). The same in Tanzania has been adopted.

Social empowerment is the result of increased community cohesion when community members come together as part of a tourism initiative. Strengthening community cohesion is discussed in Sanger (2013) regarding Bali, Cole (2008) involving Ngady, Ashley, Rowe and Goodwin (2011) and in Cole's article (2008). Festivals can not only provide an opportunity to celebrate local identity, but also engage the community and strengthen it (Razaq, 2013). The fourth dimension of Shaven (2013) is political empowerment and can be seen as empowerment in the sense that Sofield (2013) discussed it. According to Sofield (2013), empowerment is changing the balance of power among actors; it's about shifting the balance between the strong and the powerless, between the rulers and the subordinates. Probably seen as a multifaceted process that provides the community with a consultative process, often characterized by outside knowledge, option, decision-making skills, the ability to implement/apply these decisions, take responsibility for these decisions and their consequences.

The results that directly benefit the community and its members are usually not communicated to communities and/or their members (Sofield, 2013: 112). As Shavens (2013) points out at the end of the book, empowerment should be promoted as a sign of community engagement. Communities need access to a variety of tourist information. As mentioned, providing information is an important first step, meaningful participation cannot take place until communities understand what they should decide on (Cole, 2012; Sofield, 2013). In addition to the need for information, there is a need for certainty to participate in the decision-making process. In many marginalized communities, particularly those with long histories of colonization and/or dictatorship,

communities lack confidence in participating in decision-making processes (Cole, 2012; Timothy, 2010). Tourism can play an important role in expanding communities' access to information and external contacts (Ashley et al., 2011), as well as in developing new language skills and media globalization (Williams, 2012). In Ngad, communication in remote places and information from the "outside world" are the main reasons why villagers show sympathy for tourists (Cole, 2012). Tourism can play an important role in empowering individuals and communities and strengthening their identities (Johnston, 2013; Swain, 2008), thereby enhancing the confidence needed to actively participate in decision-making forums. They are both a sign of empowerment and part of a process by which communities can question outside interests and elites associated with tourist destinations.

Kalisz (2017) suggests, in a place where the community has organised itself into a powerful and capable force for social and economic empowerment, international corporations and governments will think twice about displacing people or taking away their land and resources. To ensure meaningful participation and empowerment, many researchers have recognized the need and value of strong public education (Connell, 2009; Pearce, 2013; Simmons, 2014). As Ashley et al. (2011) the poor have little general understanding of tourists and industry activities. Understanding tourism and tourism is the first step to empowering local communities to make informed and informed decisions about tourism development. Di Katri (2013) emphasizes the importance of access to electronic information - the internet and email - and the freedom of communication it provides to empower remote island communities. As Ashley et al. (2011), Timothy (2016) and Hampton (2017), need more help with skills training and capacity building. As Miettinen points out, artisans in Lapland lack business and marketing skills. Significant investment is required in communication and building trust between participants. Sofield (2013) states that, in addition to the need for capacity building through education, legislative and institutional changes are needed to allow a real redistribution of power.

The department seem to lack a clear strategy and needs to develop clear strategic goals for the development of cultural tourism in the province, as to who are the key players, what are the future development plans, who will gain in the future, and how cultural tourism will help achieve equitable developmental goals (Calitz, Poisat &

Cullen, 2017). It is unclear how much investment made in the province for cultural tourism (Anwar & Masduki, 2020). Similarly, there is a lack of specific policy-based goals for women and youth equity and economic growth involvement in the industry (Butler & Ivanovic, 2016). As a result, it is not easy to effectively measure and track significant progress and impact of these investments towards cultural tourism. A contrast is drawn from the building and construction industry, where a target of 25% is set for local community subcontracting (Calitz, Poisat & Cullen, 2017). If a similar approach is taken in the tourism sector, it will create the foundation for demonstrable improvement (Anwar & Masduki, 2020).

### **2.3.9. Participatory economy approach in South Africa**

In the South African context, Byrne and Sahay (2017) examined the role of participation and social development in local child health information systems in an unnamed rural community. Using collaborative research in practice, the researchers conclude that there is a need to reconsider the development of traditional collaborative information systems in South Africa because of the different types of information systems design and development processes. except for all members of the community. In addition, a study by Nel, Binns and Beck (2017) looked at the development of local rooibos tea production in two rural communities in the West Coast highlands. According to them, the success of these projects can be attributed to the support of NGOs, which, combined with local skills and social capital, has led to significant socioeconomic development in the region.

Wuppertal and Highveld communities. However, research focuses on the importance of substitutes such as rooibos tea for community development. In particular, the project highlighted the failures and successes of development cooperation initiatives, especially at the level of decision-making, accountability in the governance structure, and transparency of the approach. working methods (Setokoe, Ramukumba & Ferreira, 2019). Similarly, De Beer and Swanepoel (2016) believe that community development in classical development models (modernisation/dependency theory) is the most abused form of development in the world. In South Africa, projects and action plans that characterize the orthodox development model of the colonial and apartheid era deprived most of the population of social, economic and political opportunities (Davids et al., 2009). For these reasons, for example, South Africa has adopted a pro-

poor approach in the tourism sector. Pro-poor tourism refers to tourism that brings increased net benefits to the poor. It is not a specific product or niche, but rather an approach to tourism development and management (Raport Turystyczny, 2015).

However, the advent of democracy in South Africa heralded a policy shift towards engaging in development based on the Recovery and Development Plan (RDP) and neoliberal macroeconomic policy, as developed under the Growth, Jobs and Redistribution (GEAR) strategy (RDP, 1994). Therefore, although people focus on the development and priority of personal, institutional and organization issues in local development compared to national strategies, this is a problem for people. Participating in the development, those who try to join the masses, especially in new economies, such as the Southern African Republic (Sithole, Ciampiccoli & Jugmohan, 2018). Despite the inconsistent perspective of PCD, the development of people is oriented as a process in which community members increase their personal and institutional ability on mobilization and management of resources for resources create balanced and quite dispersed improvements according to their own aspirations (Corten, 2018). This means that development initiatives must come from people and for people.

This approach has influenced the course of the global movement over the past three decades, changing approaches to education, business, public policy, international aid and development (Jugmohan, Spencer & Steyn, 2016). Hence, it is called participatory development, a variant of community development based on principles such as community orientation, people orientation, social inclusion and democracy (De Beer & Swanepoel, 2016). Both at the theoretical and strategic levels, participatory development advocates that beneficiary communities not only participate, but also have the ability to design, shape, and ultimately own development projects (Ezeuduji, Mdiniso & Nzama, 2017). This suggests that the outcome of development is determined by the dynamics of the social relationships between the agent of change and the community of the beneficiaries. The rationale for participatory development is that it not only engages beneficiaries in development projects, but also develops and strengthens beneficiaries in development initiatives. This approach is understood to be empowering and leads to self-transformation and self-confidence, thus ensuring sustainability (Ezeuduji et al. 2017; Abiche, 2014).

In this view, participatory development encompasses a variety of approaches and strategies that emphasize inclusive participation, particularly for groups previously excluded from development processes. These groups include women, children, the elderly, adolescents and people with disabilities (Roodt, 2011; Dladla, 2017). In the South African context, these groups also include rural, town and urban slum communities, as well as certain races that were previously excluded in development. In this case, the theory of co-development holds that addressing underdevelopment in developing countries can only be achieved by mobilizing local resources and building up capacity at the bottom, rather than through centralized development programs of large agencies with centralized hierarchies and inflexible bureaucratic structures (Abiche, 2014). However, advocates of participatory development argue that development can only reduce poverty if the poor are actively involved in development initiatives (Davids, Theron, & Maphunye, 2009).

However, participation means different things to different people, from a symbolic display to a transformative participation (Makuwira, 2014). Co-development advocates transformative participation where people seek to make decisions and act without outsiders and on their own terms (Lewis, 2011; Sassen, Galvaan & Duncan, 2018). Because these approaches are transformative, they can also be used as a cover for traditional top-down development approaches. For example, despite the comparative advantage of NGOs in promoting participatory development in Malawi, the involvement of stakeholders, including local authorities, community organizations (CBOs), etc. and members of the local community, are still seen as iconic. Therefore, co-developing practice is associated with controversial debates both on theoretical and political levels (Makuwira, 2014).

Second, assessing the level of community participation in the identification, planning and implementation of community development projects has shown that beneficiaries are not involved in the identification and planning of community development projects. Various training and mentoring programs. However, they enter these programs by participating in training and then participating in the mentoring process (Burkey, 2013; Ezeudji, Mdiniso & Nzama, 2017). Due to the low participation in training programs, the dropout rate is high and only a few beneficiaries actually start a new business or

improve an existing one after participating in the training and mentoring program by the Small Business Development Department (SBDD).

This can be explained by the fact that change agents, in this case SBDD workers, do not fulfill their first role as facilitators of human development (Burkey, two thousand and thirteen). Third, an assessment of decision-making processes at SBDD revealed that key decisions were made by Elgin Learning Foundation (ELF) top management only as part of a strategic business plan. Although some community stakeholder consultations take place at different levels, they cannot be considered collaborative because community members do not have decision-making power in the areas covered. program of choice (Burkey, 2013; Sithole, Ciampiccoli & Jugmohan, 2018). However, some degree of transparency was found in the SBDD working environment. This is ensured by regular activity and expenditure reports submitted to donors. In addition, SBDD leadership is accountable to the top management of the ELF and ultimately to its program sponsors, in this case the Office of Education and Training in Health and Welfare (HWSETA), Manufacturing, Engineering and Related Services Sector Education and Training Authority (MERSETA) and Finnish South African Association (FSAA) (Burkey, 2013; Setokoe, Ramukumba & Ferreira, 2019). Regarding ownership, interview results indicate that because the South African government is the main sponsor of SBDD-led development activities, community members do not have ownership rights to these programs (Burkey, 2013; Butler & Ivanovic, 2016).

Lack of ownership by the communities of the development programmes and projects in the rural communities in particular tend to suffer from diminishing commitment by the intended beneficiaries who are the rural communities themselves (Van Niekerk, 2018; Chili & Ngxongo, 2017). The success and sustainability of community development programmes and projects requires the intended beneficiaries` highest sense of responsibility for these community development projects (Scholtz & Slabbert, 2016). Nevertheless, the major challenge lies with over reliance on external sources for funding for the projects and this has serious implications on ownership of the projects (Scholtz & Slabbert, 2016). With the help of ELF, most of the communities in South Africa are able to get funding from the US Consulate in South Africa for their community development projects.

To some significance extent the communities own these projects because they have the autonomy to decide on what to do with the projects, while the ELF manages the funds (Burkey, 2013; Snowball & Courtney, 2019; Scholtz & Slabbert, 2016). This phenomenon exudes some sense of belonging to the various projects that communities are involved in. However, too much reliance on external resources jeopardies the sustainability of these community development projects (Van Niekerk, 2018). De Beer and Swanepoel (2016) argue that in order for beneficiaries to be able to participate in projects/programs, they must not only put their efforts into the project/program activities, but also the public works, local technology, local community economic resources and materials physical resources, such as community land and traditional land for sustainable development, sustainable tourism and inclusivity.

Tourism has the potential to contribute, directly or indirectly, to all of the sustainable development goals. In particular, it has been included among the targets in Goals 8, 10, 12 and 14 for inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Tourism is one of the driving forces of global economic growth and currently provides for 1 in 11 jobs worldwide. By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Sustainable tourism is firmly positioned in the 2030 Agenda. Achieving this agenda, however, requires a clear implementation framework, adequate financing and investment in technology, infrastructure and human resources.

By 2030, the strategy is to devise and implement policies that aim to promote sustainable tourism that creates jobs and promotes local culture and products. Tourism can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development (Rabbiosi & Dimitri, 2022) . Tourism is therefore an effective means for developing countries to take part in the global economy.

Goal 12 aim to develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products. The Sustainable Tourism Programme (STP) of the 10-Year Framework of

Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices, including resource efficient initiatives that result in enhanced economic, social and environmental outcomes.

Goal 14 targets to increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources including through sustainable management of fisheries, aquaculture and tourism by 2030.

According to Huseynli (2022) sustainable tourism has its significance, environmental, economic and social benefits to the host countries.

Cultural rights, inclusivity, heritage, diversity and creativity are core components of human and sustainable development. In KZN the cultural heritage and creativity is highly linked to music, creative talents, food dishes, handiwork, and traditional attires (Gazette, 2001). All these lead to activities which promote and enhance social identity, which translate into economic prospects for sustainable livelihoods for KZN people, and the country citizens.

In the SA National Development Plan (NDP) 2030, rural economies will be activated through improved infrastructure and service delivery, review of land tenure, service to small and micro farmers, review of mining industry commitments to social investments and tourism investment. Cultural tourism will improve infrastructure and thus add value to the GDP of the country (NDP, 2030).

## **2.4. Conclusion**

This chapter addressed the theoretical foundation of the study which is informed by the theories of development approach, theories of participatory approach and theories of community development from secondary data. These theories constituted the theoretical framework of this study. Also addressed in this chapter is the empirical literature review on the phenomenon under study. The empirical review traced the evolution of cultural tourism at global level, continental level as well as reviewing cultural tourism in the context of South Africa particularly the KZN province.

The next chapter deals with the research methodology that was employed for the purposes of this study.

## **CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY**

### **3.1 Introduction**

This chapter outlines the research methodology employed by the study. Addressed in the chapter are study's research design, the philosophical stance taken in the study, the research approaches or methods undertaken and strategies. The chapter also describes the target population, the sample and sampling techniques employed, instrumentation and data collection techniques applied and as well as data analysis methods utilised for the purposes of the study. In a nutshell the chapter proceeds by way of outlining the procedures and techniques employed to collect and analyse the data and information gathered for the purposes of carrying out the research study, including the instruments of interview protocols, questionnaires, observations, non-statistical and statistical techniques that were applied.

#### **3.1.1. The research purpose**

The primary purposes of the study were to assess cultural tourism as a leverage for sustainable participative local economic development strategy in the KwaZulu-Natal (KZN) Province. The rationale of this study is that leveraging cultural tourism for sustainable participative local economic development resonates well with the strategic approach infused in the KZN integrated development plan (KwaZulu-Natal, 2014), resonates well with the global strategy as articulated in the tourism global agenda (Africa,2012). Local Economic Development (LED) is experiencing notable challenges towards fulfilling its mandate, which is creating the conducive environment to attract international investments for the local people to benefit from the economic benefits (Triegaardt, 2014) and for such, what more can be done to support the realization of the mandate. The rationale, inter alia, is therefore, to create and promote cultural tourism through an effective strategy that will include art centers that shall solemnly aim at telling the local stories through art while directly contributing to the upliftment of the local economy and better the lives of the people, mostly women and youth. In South Africa, women are amongst the most vulnerable due to poverty, high unemployment rate, and low literacy levels. The biggest number of women directly impacted by poverty, illiteracy, and unemployment are found in KZN, (StatsSA, 2021).

## **3.2 The research design**

According to Creswell (2017) research design consists of procedures for carrying out research studies. It is basically the overall tactic adopted by the researchers when they seek to integrate all the interdependent components of their research in logical and coherent manner. This helps the researchers to investigate the identified research problems (Creswell, 2017) objectively and effectively.

Nevertheless, De Vos, Delport, Fouché and Strydom (2018) intimate that research design sets out logical arguments that researchers can select from the suitable arguments for their own research objectives. Accordingly, research design can be viewed from two lenses, that is, firstly and from a procedural perspective and strategy research design enables researchers to address and satisfy the requirements for objectivity, validity, economy and accuracy of choosing a specific research design (Creswell, 2017). A research design is a systematic plan for collecting, analyzing, and interpreting data.

### **3.2.1. Research design chosen for the study**

The adopted study design was mixed methods approach, it enabled the researcher to adequately interrogate the research problem, find answers to the research questions and achieve the research objectives.

The study was predominantly quantitative, with the qualitative aspect of the study corroborating the quantitative element of the study (Mack, et al., 2011). As a result, the study was largely deductive in nature. It was for these reasons that descriptive and exploratory research designs were utilised for the purposes of this study. The desire to tap into the pragmatism that goes with mixed methods approach and minimisation of the limitations of each of the individual research methodologies employed as standalone informed and motivated the choice of both descriptive and exploratory research designs as was implemented in similar study (Adedoyin Olasile, 2020). The mixed research methods enabled the study to adequately interrogate the research problem, find answers relating the research questions and achieve the study objectives.

### **3.2.2 Types of research designs**

This section addresses the different types of research designs that were at the disposal of the researcher in this study.

- **Descriptive research design**

The descriptive research design enables the researchers to build a comprehensive picture of markets for example, in market related research, the configuration of the market target customers, their experiences and the social phenomena that influences their behaviour (Darabi, 2017). Naturally, descriptive research design facilitates quantification of items under study as well as helping in the description of those items (Darabi, 2017). Contrary to the exploratory research designs, descriptive research designs define questions, itemize research subjects, which can be people enlisted to participate in the studies, helps researchers to determine prior the techniques of collecting the data as well as analysing the data even before the data has been collected. Descriptive research designs define research aspects in terms of the what, who, when, where and the how questions and at times the why of the research as well. However, descriptive research designs like any other designs are not supposed to be viewed as an end in itself but as the means to an end (Darabi, 2017).

- **Exploratory research design**

Darabi (2017) intimates that exploratory research designs suit studies that seek to explore new phenomena. They are basically characterised by their ability to be flexible and being much user friendly compared to other research designs. Exploratory research designs are suitable for situations where research problems addressed are of a broad nature and they are not defined specifically. They enable comprehensive understanding of the phenomena under study, facilitate emerging of new insights on the phenomena under study, assessment of the phenomena under study in line with emerging new lights.

Studies that seek to explore issues and certain topics in the academics should find the exploratory research designs appropriate and suitable. Exploratory research designs also help in development and generation of propositions and hypotheses that can then be tested by use of descriptive research designs to facilitate broader understanding of certain issues or emerged new insights. Good examples could be situations where

researchers employ explorative research designs to understand how consumers react to the concepts of developing new products, new ideas of advertising and promotion and what could the industrialists be meaning about entrepreneurship (Darabi, 2017).

- **Explanatory research design**

Explanatory research design is appropriate for studies that focus on causal links and cause-and-effect relationships. Researchers can then employ explanatory research design to try and explain the factors that cause the perceived relationships or the cause-effect relationship (Darabi, 2017). In simple terms the analysis of causal effects can be best achieved through or by first establishing which variable (s) that is, independent, affect or influence the dependent variable (s) and the extent of the causal effect.

Explanatory research designs go beyond just descriptions of the results and endeavor to explain comprehensively the phenomena that would have just been described under the descriptive research designs. Explanatory research designs facilitate use of theories and propositions hypothesized as representing variables perceived to have some causal effects on other variables or have caused some phenomenon to happen. Explanatory research designs seek to answer the why questions, such as for example- why do some customers prefer brand A to brand B? Why are some consumers satisfied by some products when others seem not to be? (Darabi, 2017).

### **3.3 Research philosophy**

This study followed both positivist and phenomenological research philosophies as it will be evident on the paragraphs below.

It is critical at doctoral level for the researchers to identify the golden thread for their study that is, the philosophical orientation or stance that suits their study. From a contemporary research perspective, research philosophy is an epistemological position or view that researchers assume for their studies. Epistemology concerns itself with knowledge, its sources and how knowledge can be acquired as well as concerning itself with what can be considered as constituting valid knowledge (Creswell, 2017). In other words, epistemology involves what is questions or what should be regarded as valid knowledge (Bryman, 2015). Epistemology is viewed from two fundamental perspectives or schools of thought that are in competition that is, the

positivist (realism) epistemological orientation and the interpretivism (phenomenological) or the normative epistemological orientation (Bryman, 2015).

### **3.3.1 Research philosophy chosen for this study**

This study investigated cultural tourism as a leverage for sustainable participative local economic development strategy in KwaZulu-Natal (KZN) Province through employing the pragmatism research philosophical paradigm. The researcher adopted the sequential design where quantitative research served as the core and whereas qualitative research was of a supplementary value in the study (Morse & Niehause, 2009).

The rationale behind a researcher's choice for sequential design was to use the supplementary data to compliment and provide with more understanding of the phenomena that was studied (Schoonenboom & Johnson, 2017). Pragmatism refers to mixed methods approaches as research inquiries are derived literally from the combination of quantitative and qualitative assumptions in the conduct of research and studies yet coherent and effective to integrate the researcher's stance on the study (Maarouf, 2019). This was the research philosophical stance that the study took in this mixed methods research study for the purpose of enhancing and integrating numerical and exploratory views. In essence, in the perspective of the pragmatic worldview the world is not viewed as one absolute unity and so does the proponents of the pragmatism school of thought. As a result, combing the qualitative and quantitative data collecting processes and data analysis techniques strengthened the achievement of the study's research objectives (Bryman & Bell, 2018).

### **3.3.2 Phenomenological research philosophy**

The study could not adopt the phenomenological philosophical research paradigm as it entails understanding of the social realities around social beings and is grounded solidly in peoples' experiences of the social world around them and their social realities (Grey, 2014). As much as it could have been best suited for the complimentary element (qualitative) of the study but due to its nature which requires the researcher to socially interact with the subjects' environment and the Covid-19 restrictions excluded these privileges. It is for these reasons that focus needs to be underpinned on the meanings of the phenomena under study, in attempts to descend what is

happening surrounding the theories and models that emerge from the data collected (inductive approach) through qualitative methods (Easterby-Smith et al., 2002). Researchers adopting the phenomenological paradigm become actively involved in interactions with the participants to the study and with what is being studied (Collis & Hussey, 2013).

Phenomenological paradigm enables the illumination of specific identities of the phenomena under study through the perceptions of the participants (Grey, 2014). In this social world the processes translate into collection of information and opinions inductively using the qualitative methods techniques such as interviews, focus group discussions, observations of participants activities and representing these in the perspectives of the participants in the study. In essence phenomenological philosophy or paradigm concerns itself with studying the experiences, perspectives of the individuals, assumptions and their perceptions. Contemporary and from the epistemological perspective, phenomenological paradigm is grounded in personal knowledge of the subject of the study as well as personal interpretations and perspectives (Saunders, 2018). As a result, phenomenological paradigm becomes a powerful tool for understanding the participants subjective views and experiences that help in gaining some insights into what motivates people's certain actions and assumptions about the world around them (Saunders, 2018).

According to Cooper and Schindler (2016) phenomenological based research normally overlaps into the other qualitative research paradigms such as hermeneutics, symbolic interactionism and ethnography. Purely phenomenological based studies seek to basically describe the phenomena rather than to explain them and they normally begin from the position of free from preconceptions and hypotheses. However, the latest developments in humanist and feminist research are refuting the possibilities and sustainability of starting research from positions of non-bias and non-reconceptualized ideas. The argument here is that phenomenology-based research is bound to have some element of bias as researchers by default become intimately involved and they are subjective actors as they are physically visible compared to being detached from the research scenes under other philosophical paradigms (Cooper & Schindler, 2016). According to Creswell (2017) phenomenological paradigms are good at interrogating structural assumptions and challenging them by

allowing individual perceptions and perspectives to prevail above the structural assumptions.

### **3.3.3 Positivist research philosophy**

The positivist research philosophy or paradigm also known as positivism could not satisfy the study needs as it solely suits research situations. The aim is to solve practical research problems and seeks to come up with generalizable solutions, discover existing causal relationships between variables through use of statistical analysis (Creswell, 2017). The positivists paradigm suggest that the social world is existing out there with properties that can be objectively measured by formulating hypotheses and then testing them. The paradigm believes in the existence of one reality that can be represented as variables that should be reliably and validly measured (Bryman, 2015).

### **3.4. The research methods/approach**

This study employed the mixed methods approach (Saunders, 2018) which is a combination of qualitative and quantitative research methods in line with the positivism and phenomenological research philosophies. More motivation for the choices will follow in the paragraphs below.

Research methods are research approaches employed to tackle the research problems in a systematic manner. Embedded in the research methods are the theoretical fundamentals informing the choices of data collection and data analysis (Babbie, 2010). Commonly used in research are two methods or approaches that are normally referred to as quantitative and qualitative. There is so much academic debate on these methodological approaches in the conduct of research cast as competing and contrasting schools of thought (Lawrence, et al., 2022). The proponents of the qualitative approach view the approach as an innovative socially embedded approach that seeks to mitigate the impact of the obstinately narrow-minded and conservative quantitative methods. On the other hand, the proponents of the quantitative methodologies view the quantitative approaches as mere common sense-oriented approaches as compared to the sophisticated qualitative techniques (Creswell, 2018).  
Qualitative research method or approach

The qualitative research methods target processes and meanings in the phenomena that cannot be quantitatively measured in terms of frequencies and figures. According to Smith (2017) qualitative research methods rely on data collected in the form of verbal words, objects and pictures. The methods are subjective in nature as data collected is based on participants' interpretations of the phenomena under study and occurrence of events. In-depth interviews are commonly used to collect the data and, in some situations, coupled with observations of participants performing certain activities relating to the phenomena under study. In the process providing deeper understanding and appreciation of the phenomena studied (Bryman & Bell, 2018). In addition, the proponent of qualitative research recognises the socially embedded nature of reality and attachment to the phenomena that exist between the researchers and the phenomena being studied (Saunders et al., 2009). Saunders et al. (2009) further suggest that there are key distinct features that separate qualitative and quantitative research such as the fact that qualitative studies are carried out in natural settings with the intention of understanding human social problems. Usually, researchers begin the research with unknown theories on the phenomena and theory naturally emerges during the course of the study through cumulative inductive reasoning and the distance between researchers and the participant subjects is narrow (Bryman & Bell, 2018).

#### **3.4.1 Quantitative research method or approach**

Quantitative research methods or approaches undertake to explain the phenomenon being studied through gathering quantitative data and then analyse the data by using some statistical software packages (Bryman & Bell, 2018). For example, propositions or hypotheses can be formulated along the premises on why some people would act in certain manner, why consumers may prefer certain products to other products. In essence quantitative research methods endeavor to numerically quantify the collected data using appropriate statistical techniques (Creswell, 2018). Literature suggest that quantitative research methods are by their nature objective as they employ numerical values on the data collected (Creswell, 2018). The commonly used instrument for data collection is a questionnaire and surveys (Rubin & Rubin, 2015). Steward (2009) intimates that quantitative research methods mostly rely on the theory testing approach which is favourable for this study. The methods or approaches draw on measured and analysed casual relationships between the independent and dependent

variables which in this instance variables being studied are cultural tourism and sustainable developmental economy. Features of the data to be collected are clearly identified and well defined prior to data collection and researchers usually would know in advance what they are looking for. As a result, they remain divorced and separate from the research participants or respondents (Creswell, 2018).

### **3.4.2 Mixed methods approach**

Literature suggest that mixed research method combines and synthesizes qualitative and quantitative research methodologies as single research method. By adopting the mixed methods approach, the limitations of quantitative method as a standalone as well as those of the qualitative method as a standalone are mitigated. The main objective of the mixed methods approach is to tap into the advantages of each of the individual methodologies that are drawn from their individual strengths. As the above section refers, that the mixed methods approach is pragmatic in its approach to research fundamentals (Molina-Azorin, Lopez-Gamero, Pereira-Moliner & Pertusa-Ortega, 2012; Creswell, 2018).

In other words, primarily the mixed methods approach compensates for the weaknesses of the quantitative method Creswell (2018:146) suggest the following with regard to qualitative research:

“The argument goes that quantitative research is weak in understanding the context or setting in which people talk. In addition, the voices of participants are not directly heard in quantitative research. Further, quantitative researchers are in the background, and their own biases and interpretations are seldom discussed”.

In essence, the qualitative research method mitigates these limitations of quantitative method. Nevertheless, the qualitative research method also has its own limitations as well arising from the participants' subjective personal perceptions and interpretations of the phenomena making it difficult to generalize the findings of the study to the wider population because of its inability to consider large samples. The other challenge is that of the potential research bias that is inherent in qualitative research method as a result of the involvement and the intimacy of the researchers. Researchers become too much attached to the research itself and too involved and that creates research bias (Creswell, 2018; Bryman, 2016). On the other hand, the quantitative research method is not susceptible to such limitations.

Quantitative studies, on the other hand, demand the participation of a sufficiently large number of individuals who are basically not required to extensively describe experiences and phenomena in the study (Creswell, 2018; Williams, 2017). Qualitative studies focus on relatively few participants who have the ability to describe their experiences and/or knowledge with respect to some research questions or phenomenon (Baškarada, 2014; Creswell, 2018). In addition, the description of experiences in ample depth by participants form the basis of addressing qualitative research goals.

Therefore, adopting the mixed methods approach in this inquiry provided the researcher with lenses of ontology (reality) and epistemology (lived experiences) which influenced the selective choice for data collection instruments and data analysis tools for the study.

### **3.4.3 Population of this study**

The study had a population of 250 whom were people who worked for the tourism sector under the key district municipalities which are Amajuba, Ilembe, Sisonke, Ugu, uMkhanyakude, uMgungundlovu, uMzinyathi, uThukela, uThungulu, Zululand, and eThekweni Metropolitan city.

The designated set of criteria and the extent to which its characteristics are manifested across the population members define the target population of the study (Neuman, 2015). Population specification is a requirement in the documentation of both qualitative and quantitative studies. Moreover, the concepts of general, target and accessible population often apply to both designs. However, population specification is not guided by the same principles in qualitative and quantitative studies (Creswell, 2018; Denzin & Lincoln, 2016).

In order to ensure a high confidence level, the researcher aimed for a 70% response rate from the questionnaires. As recommended in literature that a return rate of 60% (Sekaran & Burgie, 2014), as the response rate falls within the suggested range of above 30 and below 500 elements in a study (Supanto,2014).

The contact details of the population were sourced through the database of the district municipalities of KZN through the DTEA office based in Pietermaritzburg that authorized the study.

**TABLE 3.1: POPULATION OF THE STUDY**

<b>Stakeholder/District Municipality</b>	<b>Targeted population</b>
Ethekwini	35
Umgungundlovu	28
King Cetshwayo	24
Zululand	30
Ugu	24
Ilembe	23
Uthukela	22
Umkhanyakude	23
Umzinyathi	16
Harry Gwala	15
Amajuba	10
Totals	250

Source: Developed by the researcher

The total sample of this study was 100. For the quantitative aspect of the study is 100 and 15 participants for qualitative aspect. This total sample of 100 is inclusive of 15 participants of the qualitative aspect. The population in this study is tourism practitioners and tourists' hosts who are men and women, young and old, from all race groups who are involved in the cultural tourism sector in the KwaZulu Natal Province, South Africa.

### **3.5. Sampling strategy**

According to Wilson (2017) sampling strategies are plans that are devised by the researchers enabling them to choose samples adequately representing the populations' characteristics of their studies that they are derived from. The researcher employed the random sampling strategy by targeting people directly involved in tourism sector and mainly arts and culture in a form of employment and related

stakeholder relationship. Not all studies are of a census nature and as result, sampling is critical for many of the type of studies (Wilson, 2017).

The quantitative element of the study implemented the probability sampling strategy for sample selection and used random sampling technique to design the sample, Ghauri and Gronhaug (2018). A representative sample of 100 was carefully selected from the target population to ensure representation of the total population to attain 95% confidence level.

According to (Budiu & Moran, 2021) 10% sample size is regarded as statistically reliable and acceptable as long as elements do not exceed 1000. From the total sample of 100 that participated in the quantitative study, 71 questionnaires were received, constituting a 71% response rate. As recommended in literature that a return rate of 60% from the maximum of 500 elements is recommendable (Sekaran & Burgie, 2014), the researcher therefore targeted for a response rate of atleast 70% with atleast 15% margin of error with medium risk and good precision.

The qualitative element of the study then implemented a purposive sample which is a non-probability form of sampling. Twelve (12) participants responded out of the targeted 15 for the qualitative aspect of the study. The purposive sampling strategically selects the participants which are directly related to the research subject

**TABLE 3.2 SAMPLE POPULATION**

<b>Stakeholder/District Municipality</b>	<b>Targeted population</b>	<b>Total sample of 100 for Quantitative research</b>	<b>Sample responses</b>	<b>Response rate</b>
Ethekwini	35	20	15	75%
Umgungundlovu	28	10	10	100%
King Cetshwayo	24	10	7	70%
Zululand	30	10	8	80%
Ugu	24	8	7	88%
Ilembe	23	7	6	86%
Uthukela	22	7	4	57%
Umkhanyakude	23	9	7	78%
Umzinyathi	16	6	3	50%
Harry Gwala	15	6	2	33%
Amajuba	10	7	2	29%

Totals	250	100	71%	
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Source: Developed by the researcher

### 3.5.1. Types of sampling strategy

On a broader scope there are two strategies for sampling that researchers can employ in determining samples for their research. These are defined as probability and non-probability strategies. They are also referred to as random and non-random sampling strategies.

#### (A) *Probability sampling strategy*

Probability or random sampling strategies consider and regard all the population elements to be having equal chances of consideration for selection (Neuman, 2015). The probability sampling strategies are renowned for their very limited susceptibility to potential and inherent research bias. However, they are deemed to be the most expensive in terms of time and energy that goes with their execution (Nueman, 2015). Discussed below are types of probability or random sampling techniques:

- **Simple random sampling**

The simple probability or random sampling technique allows all the elements of the population equal chances of consideration for selection into the sample of the study. Ghauri and Gronhaug (2018) outline the advantages and disadvantages of probability sampling as listed below:

**Advantages:**

- recognised for its ability to minimise sample biases.
- recognised for its consideration of the entire elements of the population.
- recognised for its ability to adequately represent the characteristics of the population.

## **Disadvantages:**

- demands that there be complete population frame that is, a list of all the elements of the population.
- Becomes too expensive in situations where the population is widely displaced.
- More susceptible and vulnerable to high levels of standard error.

- **Systematic**

Systematic sampling technique usually follows after random, or probability sampling has been performed. It is applicable in situations where researchers seek to then select every nth item further. For example, every 4th consumer is selected from the randomly chosen sample in a consumer study. The technique thrives from its simplicity in execution, and this becomes its major advantage. However, its major disadvantage is that it may take rather too long study the desirable sample. The technique is more suitable and applicable in cross-sectional studies whose populations are infinitely distributed (Wilson, 2017).

- **Clustering**

Clustering involves division of the whole population of the study into distinct clusters or sample groups. It is when clustering has been done that random sampling can then be performed (Wilson, 2017). This technique is argued to be largely suitable for situations with widely fragmented populations geographically (Davis, 2016). As a result, clustering has an advantage of minimizing the impact of this geographic fragmented population. Nevertheless, the main disadvantage of the technique is that it may be too costly to cluster the population and it may not be easy to identify suitable criteria for clustering the population.

- **Stratification**

In this technique researchers have to first divide their entire populations into subgroups or strata and then proceed to perform random or probability sampling. The techniques are also ideal for populations that are geographically fragmented. The technique commands the main advantage of facilitating identification of the characteristics for stratification and recognition of these characteristics necessary for conducting the

study (Bryman, 2015). However, the main disadvantage of the technique is that it is costly to administer.

*(B) Non-probability sampling strategy*

Normally the non-probability sampling technique is applied in qualitative research and research of case study nature (Bryman, 2015). The technique commands the major advantage of not necessarily requiring the study's sample to be representative of the target population as long as there are clear rationales for inclusion and exclusion of potential elements to be part of the sample.

- **Convenient**

The convenience sampling technique entails choosing participants and respondents to the study on the basis of their chances to be available for participation. This apparently is the most favoured or preferred sampling technique (Davis, 2016). Most researchers get motivated to use this technique as they can easily enlist the participation of friends or family members or any acquaintances. Apparently, the techniques are quite easy to administer. Its major disadvantage, however, is its potential to be subjected to massive research sample bias.

- **Judgmental**

This sampling technique is similar in nature to convenient sampling. Judgmental sampling also referred to as purposive sampling entails researchers deliberately selecting for sampling purposes the participants or respondents that are well versed and familiar with the subject matter of the research (Davis, 2016). Judgmental sampling technique guarantees reliable and relevant information including data obtained from the horses' mouths. Nevertheless, the technique has a potential of limiting the scope of the opinions on the phenomena being studied.

- **Quota**

This technique involves sampling respondents or participants on a non-random manner as participants and respondents are chosen using some predetermined criteria that ensures the sample retains the population's unique distribution characteristics as much as possible (Davis, 2016). Unfortunately, the technique does not address the problem of potential sample bias.

### **3.5.2. Sampling strategy chosen for the study**

The study employed a simple random sampling strategy for the quantitative research.

For the qualitative aspect of the study, the researcher applied the purposive sampling strategy to select the 15 participants. Two sets of data collecting instruments consisting of a web-based survey and interview schedule were developed by the researcher for the study. The survey was launched in the beginning of February 2021 while interview schedule were launched in April 2021 for 14 days and followed up with telephonic calls where clarifications were needed.

Employing the purposive sampling technique allowed the study to obtain knowledgeable information from the participants through in-depth interviews. Saturation point was then reached when the participants began to repeat similar responses and such repetition became eminent with the 12<sup>th</sup> participant. Data was collected from KZN Province participants who work for the KZNDTEA within and outside but residing within the province.

### **3.6. Data collection instruments**

Neuman (2015) suggest that data collection enhances chances of obtaining empirical evidence and information on the phenomenon under study. Researchers are expected to collect and carefully gather information and data using or following established rules and procedures and instruments. In this study the researcher used the structured questionnaire to collect quantitative data and the interview schedule to collect the qualitative data and information. Emails were used as the tool to distribute questionnaires and receive the participant's responses as face-to-face engagements were barred due to Covid-19 pandemic (Diseases, 2020).

#### **3.6.1. Types of data collection methods**

Usually, in the primary inquiries researchers personally collect the data through the qualitative and quantitative tools or instruments for data collection. What matters the most here is that data collected for the first time that is, primarily remains unique as long as the research is not yet published (Punch, 2017; Schiffman & Kanuk, 2018).

Researchers have a variety of data collection methods at their disposal. What they have to do is to choose the appropriate method for the purposes of their own study.

### **3.6.1.1 Quantitative data collection method**

Usually, the quantitative methods of collecting data are largely dependent on probability sampling and use of structured or semi-structured instruments for data collection such as the questionnaire. Qualitative data collection methods at the end of the day enable the researchers to produce in their studies, results that can easily be replicated, compared and generalisable to similar study populations (Bryman, 2015).

- **Questionnaire**

The questionnaire is the most commonly used instrument for collecting quantitative data and it can be served to the respondents to complete it in the absence of the researcher. This serves as the advantage as the researcher is never able and unavailable to assist the respondents on how to fill the questionnaire preventing the contamination of data. It is therefore important that the questionnaire is structured in a manner that is not ambiguous and the item questions are not vague and confusing to the potential respondents (Hoosen, 2017). Questionnaires come with major advantages of saving money and time, elimination of interviewer bias and ensuring anonymity (Delpont, 2015; Johnson & Christensen, 2017; Randolph, 2016; Denscombe, 2014).

- **Survey**

Survey methods are basically procedural quantitative methods making use of mainly a questionnaire as an instrument for collecting data (Creswell, 2017, 2018). Surveys can be conducted on a cross-sectional basis or cross-sectional based studies that seek to survey different groups of samples as well as longitudinal studies. Questionnaires are structured in survey itemised questions targeting specific sets of respondents (Thomas, 2018).

- **Experiment**

When it comes to experiments, they are typical sciences primary methods of inquiry. Features such as control of the research variables, determining the causal effects and relationships between variables characterized the nature of the experiments (Darabi, 2017). Experiments facilitate the scientific testing of hypotheses as well. Normally in

experiments there is manipulation of the independent variables which are the causes of any resultant effects and measurement of the dependent variables which are the effects of the causes, and the extraneous variables define the controlled variables (Darabi, 2017).

### **3.6.1.2 Qualitative data collection method**

Evaluations and impact assessment related research normally rely on the qualitative data collection methods. These can be quite handy when it comes to improvement of the quantitative survey-based inquiries through enabling the generation of the research hypotheses, strengthening of the research designs, improving the survey instruments and helping with clarification of the quantitative research results (Yin, 2014). Hence the researcher distributed two copies of qualitative questions with the cultural tourism subject experts to ascertain the confidence level of the questionnaire.

- **Focus groups**

According to Yin (2014) focus groups create conducive platforms for group discussions that are normally viewed as quite effective when they are managed and constitute the range of participants between 10 and 15 with the interviewer being the moderator of the group discussions for the purposes of collecting data. In focus group discussions researchers are allowed closer contact with participants in the study as well as accessing them. In some situations, the group deliberations are audio recorded to allow the researcher and interviewer to be able to sieve out false information at a later stage as well as serving as quality control measure (Thomas, 2018).

- **Interviews**

Using interviews for qualitative data collection purposes allows room for flexibility of the interviewers in determining the order of the interview questions, attending to the areas that might be needing following up as well as assessing if there is need for further engagements of different participant interviewees. Additionally, the researcher and interviewer are able to shape up the interviews to suite the personalities and participant interviewees' understandings of the phenomena and researchers' own interests in the study (Lee & Lings, 2018; Thomas, 2018).

### **3.6.1.3 Data collection method for this study**

During primary data collection, the study used structured questionnaires for quantitative aspect and separately used qualitative questions for qualitative aspect of the study as the study employed the mixed research method.

The quantitative element of the study targeted the total of 100 respondents and only 71 respondents completed the questionnaire, whereas for the qualitative aspect of the study, 12 participants responded to the qualitative questions. The questionnaire and the interview protocol are the two commonly used research instruments in a mixed research methodology study (Lee & Lings, 2018; Thomas, 2018).

A web-based link of the survey was forwarded to participants through emails to a sample 100 participants in the KZN EDTEA over a period of 14 days. The Monkey Survey tool was preferred as the data collecting tool for its effectiveness in safeguarding the identity of participants and its statistical abilities. The tool also offered participants with the equal chance to participate in the study KZN EDTEA which consisted of the district municipality-based employees and key stakeholders working and directly related to the KZN tourism sector.

From the 100 participants, 12 were selected using purposive sampling technique for the qualitative aspect of the study. Saturation point was then reached when the participants began to repeat similar responses at the 12<sup>th</sup> participant.

### **3.7. Validity**

According to Thomas (2018) validity entails establishing the extent to which the research instrument is seen to be measuring what it is intended and purposed to measure. In this study the focus was more on content validity with the intention to establish the accuracy of the questionnaire in measuring the study's variables and eliciting for the information that was intended for the conducting the study. To achieve the validity for the study, the researcher conducted the pilot study with the subject experts by separately distributing three copies of quantitative questionnaire and qualitative survey questionnaires with the cultural tourism subject experts for ascertaining the questionnaire confidence level.

### **3.8. Reliability**

According to Cohen, Manion and Morrison (2017) reliability concerns itself with accuracy and precision of the research instrument for data collection. This implies that chances of yielding same or similar results from similar population and samples elsewhere should be high in a situation where the instrument satisfies the reliability condition (Cohen et al., 2017). Reliability can be enhanced by ensuring that the research instrument is carefully phrased, and item questions are free of ambiguity and bias. In this study the respondents and participants were carefully and adequately informed about the main purpose of the study and the need for them to respond truthfully (Cohen et al., 2017). The researcher affirmed the participants of the anonymity and signed the clause of confidentiality, thus ensuring that the respondent's responses are free of bias. To remove ambiguity from the questionnaires, the researcher conducted the pilot study through the cultural tourism experts.

#### **3.8.1 Pilot study**

Pilot studies are essential particularly in virgin instruments that is, research instruments that are used for the first time and they have not been tested elsewhere yet (Ahmad, 2019). The researcher fulfilled this critical study requirement by engaging three subject experts on cultural tourism in KZN during the meetings arranged by the study supervisor.

Prior the approval of the research study by the Ethics Committee in the UKZN Graduate School of Business (GSB), the researcher conducted three pre-consultation meetings with the subject experts in KZN tourism sector arranged by the research Supervisor. The experts helped with elimination of errors from the questionnaires prior conducting data collection. The purpose of conducting pilot studies is mainly to subject the instruments to a reliability test (Punch, 2017). Nevertheless, a pilot study does not absolutely guarantee that the main study or research will be successful, however, they increase the chances of success of the main studies. It is important that researchers appreciate the role and need for performing a pilot study prior to the conduct of the main study. Hence the researcher found it important to conduct a pilot study in this research motivated by the reasons outlined below as follows:

- Pilot studies are normally compulsory and are expected to be conducted prior to the main studies and they help the researchers to be able identify potential flaws and errors in the drafted research instruments (Bernard & Bernard, 2019).
- Pilot studies are quite significant because they help in detection of ambiguous and unclear question items in the research instrument. The ambiguity in the manner the research instrument has been crafted can create problems of distortion of information and misleading of the potential respondents and this may result in invalid responses from the participants (Bryman, 2015).
- The researchers are able to assess and appreciate the possibilities of potential non-verbal behaviour depicted by the respondents at the pilot stage conduct of the study and this can afford researchers valuable information regarding areas of discomfort arising from way and manner that the item questions are structured in the questionnaire (Bernard & Bernard, 2019).

### **3.9. Data analysis**

In this study, the quantitative data collected was analysed using SPSS software, whereas NVIVO and QDA Miner Lite was used to further analyze the qualitative data and provided results in content and thematical analysis. Raw data usually come in very disorganized manner and therefore during data analysis the researcher systematically sorted for analysis to derive some meaning from the analysis (Bernard & Bernard, 2019). It is after data has been analysed that properly defined structures, order and meaning can be discerned from the analysed data (Beland & Cox, 2016). Analysing data has a potential of summarising massive data that has been collected into single digit figures in some situations and smaller chunks data item results that are easy to interpret and discern some meaning (Ashirwadam, 2014). It is these results from the analysed data that help the researchers to be able to communicate the outcome of their studies in much more presentable and understandable manner (Neuman, 2015).

#### **3.9.1 Types of data analysis**

Data is basically analysed in two ways that is, quantitatively and qualitatively. It is important that even in mixed research method studies these two distinct ways of

analysing data are observed. The results and findings resulting from quantitative analysis and qualitative analysis of the data would then have to be triangulated if the study combined the two forms of data analysis (Neuman, 2015).

### **3.9.1.1 Quantitative data analysis**

Beland and Cox (2016) suggest that quantitative data are normally logically deductively analysed hence the SPSS tool was selected by the researcher to conduct this function. The processes entail using statistical techniques to analyse the data through observable statistical techniques, models and theories such as descriptive, correlation, probability distribution, and regression analysis among many more. When quantitative data is descriptively analysed for example, the statistical results are depicted in the form of frequency tables, measures of central tendency such as the means, standard deviations, medians, modes and many more. Overall, quantitative data analysis facilitates statistical predictions and testing of models such as cited hypotheses (Sesay, 2019; Neuman, 2015).

### **3.9.1.2 Qualitative data analysis**

Qualitative data analysis primarily seeks to produce findings from the study. To produce the findings from the study qualitative data analysis relies on words from the participants themselves as well as symbols, concepts and terms used to construct the studies theoretical frameworks for discerning meanings from the data collected. In some situations, the use of software packages such as NVIVO and many more packages may attempt to quantify some certain aspects of the qualitative data (Sesay, 2019; Nieuwenhuis, 2017).

In a nutshell, qualitative data analyses are processes employed to attempt to discern some meaning and sense from the interview precepts of the participants interviewed, from their views, perceptions and opinions on the phenomena studied. The meanings from the qualitative studies generally culminate into themes that become the equivalent of the variables in quantitative studies (Beland & Cox, 2016; Nieuwenhuis, 2017; Bertram & Christiansen, 2017).

In this study the researcher chose to use a QDA Miner Lite tool (Selowa, Ilorah, & Mokwena, 2022) to derive and analyse themes. This was meant to uncover

relationships between variables through quantitative research while also revealing meanings among research participants through qualitative research (Dawadi, 2020).

### **3.10. The research ethical considerations**

According to Golafshani (2017) there is need for researchers to exercise much care when they are to involve human beings in the conduct of their studies and ensure that the participants and respondents' rights are protected. It is therefore important that ethical rules, acceptable moral principles and ethical behavioral expectations are observed by the researchers when doing their research.

#### **3.10.1 Need to obtain informed consent from the participants**

It is important that researchers obtain informed consent from the participants to the study. For the purpose of the study, participants were made to consent by signing on the consent forms which confirmed that they were never coerced into participating in the study. In the process of obtaining this informed consent the researchers are expected to outline the nature of the study and its significance or importance to the participants (Nnebue, 2010). As such, the consent form clearly outlined the significance and the nature of the study. According to (Manandhar & Joshi, 2020) the emphasis on consent during research that involves human participants should not be overlooked as it assures the scientific validity of the study.

Participants should have a holistic appreciation of the nature of the study they have been invited to take part in and thus allowing them an option whether to participate or not in the study (Manandhar & Joshi, 2020). The researcher therefore afforded the participants with a choice of whether to participate or not hence their signing of the informed consent forms. In other words, there is need for the researchers to, right on onset explain clearly to the participants about the objectives and aims of the research, as well as the research problem and the research processes to be followed. It is also crucial to ensure that the potential participants to the study are psychologically mature, display the needed intellectual capability and they exhibit the necessary appreciation and full understanding of the study and their potential voluntary involvement (Cooper

& Schindler, 2016). Attached in Appendix B below, is a copy of the informed consent letter.

### **3.10.2 Need to ensure anonymity of participants and respect of confidentiality**

During the study, the element of anonymity of participants was paid attention to. The researcher distributed the surveys to the centralised email database which further distributed the surveys internally to each organisation. In addition to that, the surveys did not require the names of the participants except their biographical information. In order to satisfy the requirements for anonymity and confidentiality the researcher, is expected to keep the private information about the participants in the study as anonymous as possible. In other words, the participants to the study should not be positively identified (Smith, 2017). It was therefore critical for the researcher to always protect their participants to the study. The primary objective of ensuring confidentiality and anonymity by separating the providers of data and their personal information for the purposes of the study. The researcher coded participants using random numbering ranging from as participant 01 to infinity. The purpose was to protect the participants from any harm that can be associated to their contribution and also to achieve objectivity for the study. Other researchers prefer use of codes that link the information or the data to the participant who provided the information or the data. Information and data collected for the purposes of this study is stored safely in the University's storage of information and data vaults (Badampudi, et al., 2022).

Entailed in the whole process is the following:

- Ensuring that even potential readers equally observe confidentiality,
- To also further ensure that there is no discussion of any issues that may arise from the interviews held, with anyone in any manner that can make it easy to positively identify who participated in the study; and
- Not disclosing what participants said in response to the interviews through anonymisation of these participants including the places where the interviews were conducted if necessary and by so doing, protecting the identities of the participants to the study.

### **3.10.3 The researcher should ensure that they have permission to conduct the study**

It was paramount that the researcher obtained permission to carry out the research study before actually embarking on the conduct of the study. As a result, the researcher sought for approval to carry out this study and the ethical clearance was obtained from the GSBL and request for permission from tourism authority in KZN offices based in Pietermaritzburg in the form of a written gatekeepers' letter. The letter of permission to conduct this study is attached in Appendix A, attached below. Usually most of the research by their nature demand that there be permission granted from proper channels prior to carrying out the study (Smith, 2017).

### **3.10.4 Ensuring that the participant do not incur any harm or realise any benefit**

It was the responsibility of the researcher to ensure that there was very minimal risk of harm if cannot be completely avoided to the participants during the study. In essence, the potential value and significance of the study in terms of knowledge to be generated as well as the accruing benefits of participating in the study should be perceived as outweighing whatever potential risk of harm might be at the exposure of the participants (Smith, 2017). The researcher advanced on this academic expectation by ensuring that there was no face-to-face engagement with participants during the peak of Covid-19.

## **3.11. Conclusion**

Chapter three dealt with the research methodology aspects and issues. Chapter comprehensively discussed various aspects of research methodology beginning with discussing the research philosophical stance that the study adopted, the research design and the research approach that was employed in the study. Issues of population and sampling were also addressed. After briefly explaining each research methodology aspect the study sought to motivate and justify the choice of each of the research methodology aspects that guided the study. The chapter also addressed issues of reliability and validity as well as data analysis and the techniques of data analysis that were used in the study. The chapter concluded by discussing the ethical issues and how they were dealt with in this study. Following next is the data analysis and interpretation of the results and findings of the study chapter.

## **CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION OF RESULTS**

### **4.1 Introduction**

This chapter dealt with data analysis from the data collected using both quantitative and qualitative data collection instruments for the purposes of the mixed methodology study. Data was collected from participants, mainly from the KwaZulu-Natal Province. A few respondents were born from other provinces outside KZN but lived and worked within the province. These were some of the employees of the tourism agents and organisations engaged in tourism business in the province. The study targeted tourism agents such as KZN-Ezemvelo, iSimangaliso Wetland, KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs (KZNDTEA). Key district municipalities and a metro were Ethekewini metro, Umgungundlovu, King Cetshwayo, Zululand, Ugu, Ilembe, Uthukela, Umkhanyakude, Umzinyathi, Harry Gwala, and Amajuba.

### **4.2 Analysis procedures carried out**

This section outlines the analysis procedures that were carried in this chapter. The section proceeds by way of analysing the response rate to the return of the questionnaires and interview schedule including the demographic characteristics of the r participants to the study and the study construct's reliability tests performed. The researcher chose to use the expertise of a statistician for the quantitative aspect of the study while the qualitative aspect was performed by the researcher independently based on thematic analysis derived from a QDA Miner Lite tool (Selowa, Ilorah, & Mokwena, 2022). This is meant to uncover relationships between variables through quantitative research while also revealing meanings among research participants through qualitative research (Dawadi, 2020).

#### **4.2.1 Response Rate**

The study had a population of 250 participants and a sample of 100 was selected carefully selected for the quantitative aspect of the study. From the total sample of 100 that participated in qualitative aspects of the study, 71 responses were received

constituting 71% response rate which was above the initially targeted 70% response rate by the researcher.

For the qualitative aspect of the study twelve (12) participants were considered out of the targeted 15 due to a reached saturation point and table 4.1 below depicts the response rate from the total sample.

**TABLE 4.1: BREAKDOWN OF RESPONDANTS**

Stakeholder/District Municipality/Metro	Total sample of 100 out of targeted population of 150	Returned Questionnaires which are 71 out of a sample of 100	Sample of response rate in percentage out of 71%
Ethekwini Metro	20	13	13
Umgungundlovu	10	7	7
King Cetshwayo	10	7	7
Zululand	10	6	6
Ugu	8	7	7
Ilembe	7	6	6
Uthukela	7	6	6
Umkhanyakude	9	6	6
Umzinyathi	6	5	5
Harry Gwala	6	3	3
Amajuba	7	5	5
Totals	100	71	71%

Source: Developed by the researcher

#### **4.2.2 The Demographic Characteristics of Respondents**

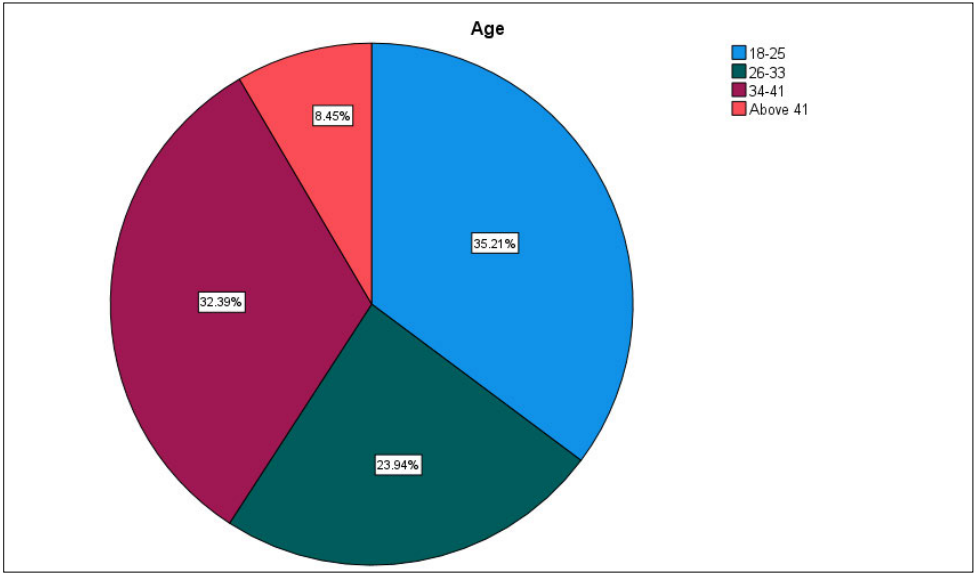
This section presents the demographic characteristics of the respondents and participants to the study.

**Table 4.2: Gender**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	62.0	62.0	62.0
	Female	27	38.0	38.0	38.0
	Total	71	100.0	100.0	100.00

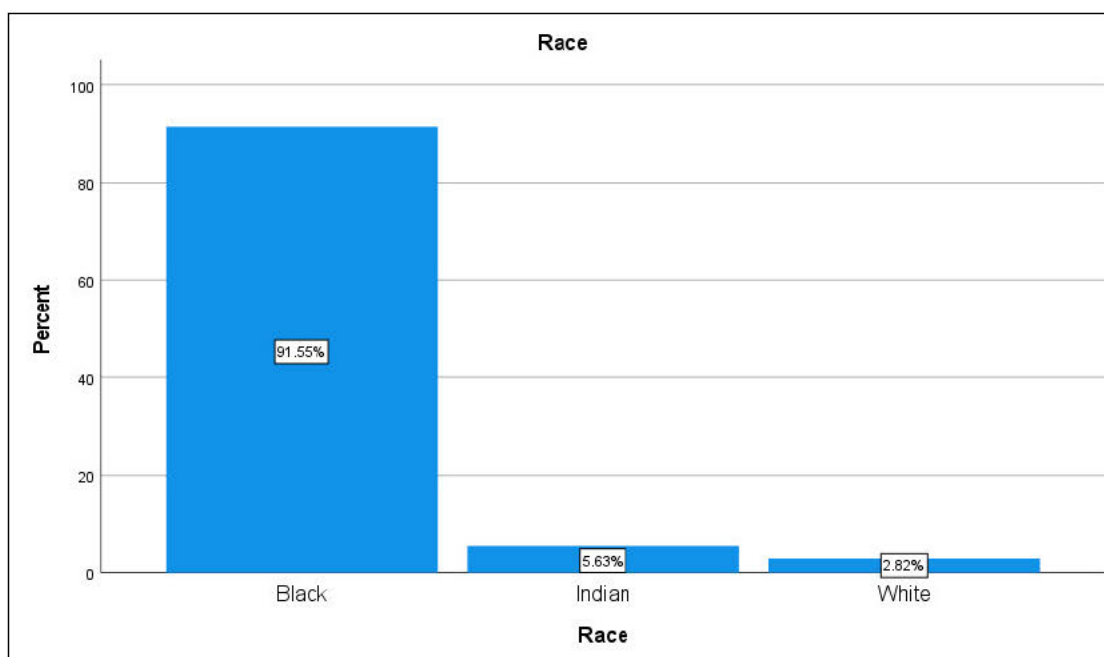
From table 4.2 above it is observed that most of the respondents and participants in the study were male. This gender constituted 62% of the total respondents, with female constituting 38%. This distribution of gender involvement in tourism development and participation in the KwaZulu-Natal Province reflects an imbalanced participation and involvement of women in tourism in the province. Women of the Province are not effectively featuring in the economic activities, and highly underrepresented in the senior positions/jobs. Women are the most vulnerable and dependent on men to sustain them financially. Women are the least employed and with low level of education. KwaZulu-Natal poverty rate statistics are as compelling at the acclaimed 27% unemployment rate of which 47% is attributed to the youth (StatsSA, 2021).

Figure 4.1 below shows the respondents' age distribution.



**Figure 4.1: Age**

Most of the respondents and participants in this study were in the age group 18 to 25 years that is, constituting 35.21%, followed by the 34 to 41 age group as evidenced by 32.39%. Of also to note is the age group 26 to 33 constituting 23.94%. All these age groups are economically active groups in the society (Triegaardt, 2014). Only 8.45% of the respondents were in the age group, above 41 years. With only 8.45% of the respondents in the age group of above 41 years it is evident that the KwaZulu-Natal Province has a potential of leveraging the economically active age groups for economic development particularly through cultural tourism (Plecher, 2020; Saarinen & Rogerson, 2015; Heinrichs, et al., 2016). The KZNDTEA could prioritize the active participation of the youth and women in cultural tourism development in the province. Figure 4.2 below depicts the race of the respondents.



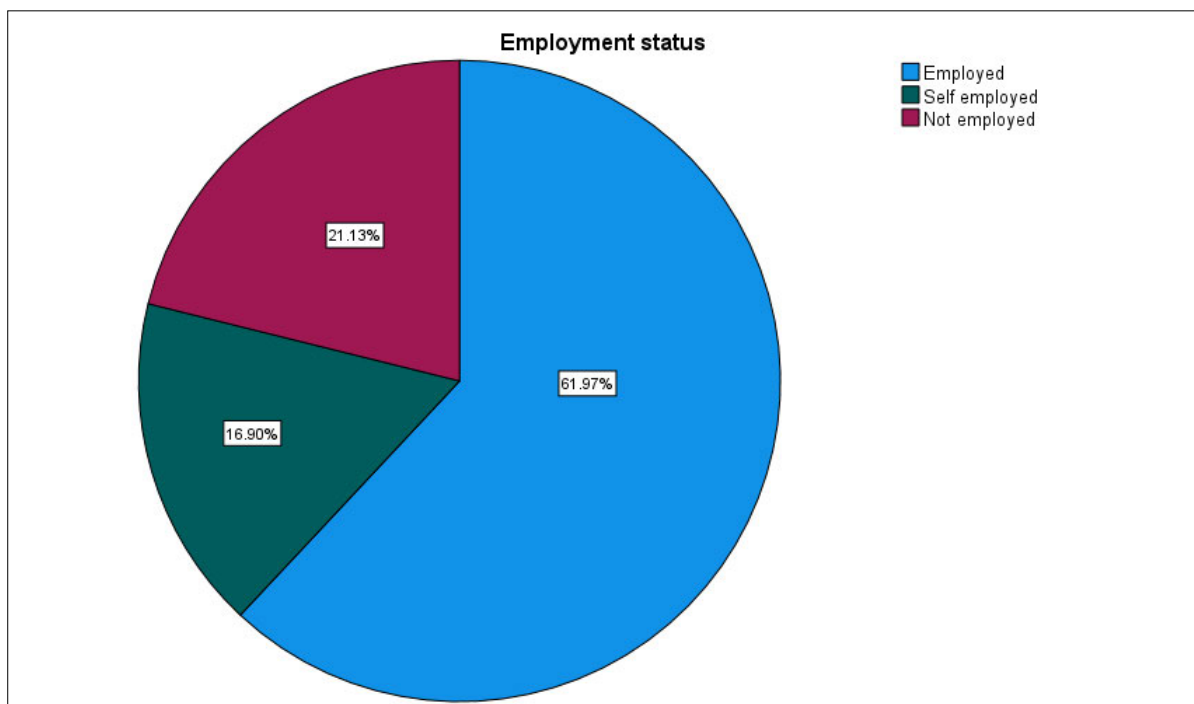
**Figure 4.2: Race**

As can be noted in figure 4.2 above, most of the respondents and participants in this study were black South Africans constituting 91.55% of the total respondents. The results show that there were only 5.6% respondents of Indian race and 2.82% whites. These results reflect a dynamic and paradigm shift in the complexion of South Africa's racial participation in economic activities of the country since independence. Black South Africans were the most previously economically disadvantaged by the apartheid regime (South African Tourism Annual Report, 2015/2016; KwaZulu-Natal Master Plan, 2014). Table 4.2 below shows the respondents' distribution of educational status.

**Table 4.3: Education**

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tertiary	62	87.3	87.3	87.3
	Between Grade 1 and 12	9	12.7	12.7	100.0
	Total	71	100.0	100.0	

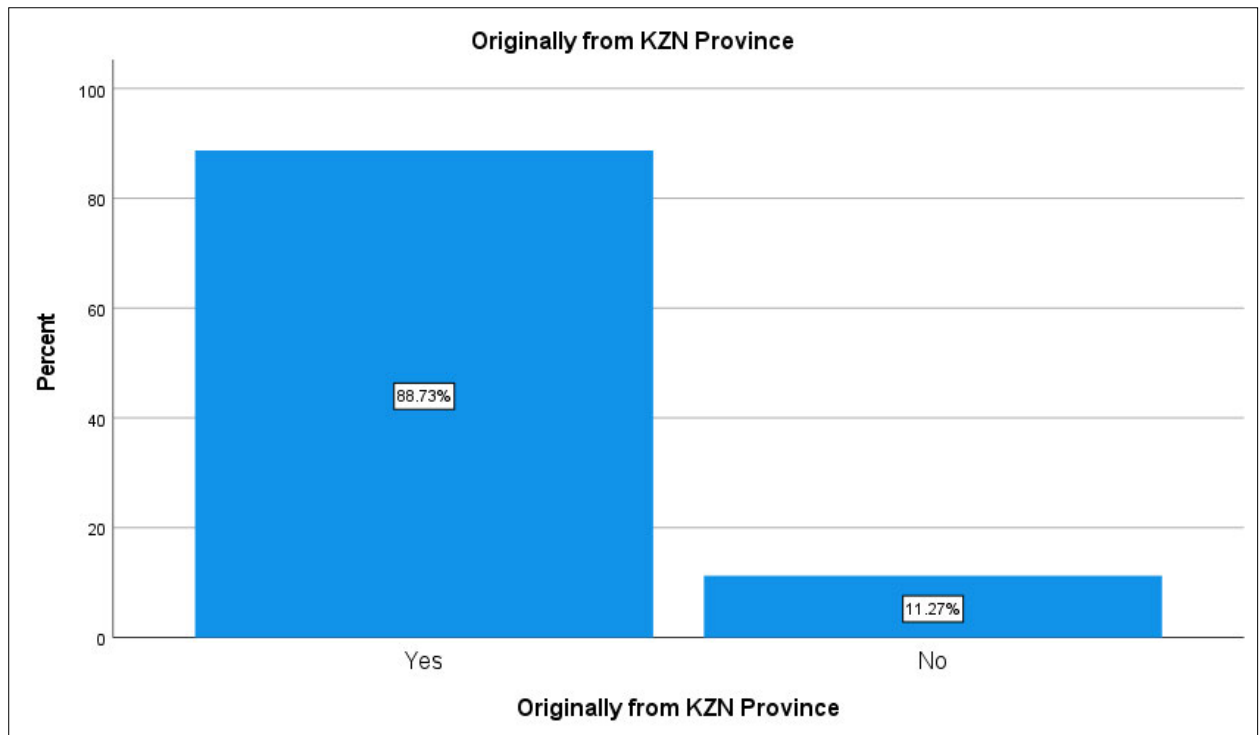
As can be seen in table 4.2 above 87.3% of the respondents indicated that they possessed a tertiary qualification, while only 12.7% had education and literacy levels between grades 1 and 12. The researcher believes that these results indicate that the respondents in this study were competent enough to participate in the study. The results should not be surprising at all as most of them were employed by the tourism department and other agencies and organisations in the province. Some form of educational qualification is a requirement for employment purposes. Figure 4.3 below shows the employment status of the respondents.



**Figure 4.3: Employment Status**

The study primarily targeted the KZNDTEA and other tourism agents and organisations in the KwaZulu-Natal Province. The province's key municipalities that are engaged in tourism were targeted as well. As a result, figure 4.3 above indicates that most of the respondents were employed. This is evidenced by 61.97% of the respondents who indicated that they were employed. In order to come up with a balanced study, the researcher included self-employed individuals in the area of cultural tourism, and these constituted 16.90%. In addition, 21.13% unemployed

respondents from organized cultural tourism groups took part in this study representing one of the key relevant community stakeholders. Figure 4.4 below shows the origins of the respondents and participants in the study.



**Figure 4.4: Originally from KZN Province**

Figure 4.4 above indicates that 88.73% of the respondents were born and bred in the KwaZulu-Natal Province and only 11.27% of the respondents, though employed in the tourism sector in the provinces originally came from outside the KwaZulu-Natal Province. The study views these results with keen interest. What this implies is that the KZNDTEA and other relevant tourism agents and organisations in the province are staffed with people who understand the Zulu culture well (KwaZulu-Natal Master Plan, 2021). These are the stakeholders who are expected to drive the cultural tourism agenda forward for the economic and development benefit of the province

### 4.2.3 Reliability Analysis

In this section the reliability test results of the participants' responses to the 50 item questionnaire are presented. As the questionnaire was self-designed and subjected for a survey for the first time, it needed to be tested for reliability.

**Table 4.4: Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
0.897	50

The results of the reliability test performed on the 50-item questionnaire are presented in table 4.4 above. The instrument's constructs measuring the current challenges of cultural tourism for sustainable and participative local economic development, the extent to which the department of the KwaZulu-Natal tourism implements the cultural tourism strategic framework, the extent to which people of KwaZulu-Natal are informed about opportunities available in the cultural tourism sector in the province, the extent to which opportunities are presented by cultural tourism inclusiveness in KwaZulu-Natal province and the socio-economic impact of cultural tourism in the KwaZulu-Natal Province yielded a Cronbach's Alpha of 0.897 which denotes the acceptable internal consistency of the survey instrument applied in this study and the results are therefore reliable.

Bryman and Bell (2011) suggest that it is critical to understand the basic features of the reliability test measure and what it means. The Cronbach's Alpha coefficient is the most employed measure of internal reliability. The test used to calculate and measure all the averages of the potential 'split-half' reliability coefficients. The alpha coefficient varies between 1 "denoting perfect internal reliability" and 0 "denoting no internal reliability". The measure of 0.80 is considered in terms of the rule of thumb as denoting the acceptable level of internal reliability. However, several authors also accept slightly lower figures. For example, the 'Burnout Scale' case that has been replicated by many

authors, the alpha coefficient was found to be 0.7, and was considered sufficient and qualified as a rule of thumb.

### **4.3 Data Analysis**

This section presents with the results analysis and study findings that were obtained both quantitatively and qualitatively following the mixed methodology approach that was employed in this study. Being a mixed research methodology study required that the collected data be analysed both quantitatively and qualitatively. Notwithstanding the fact that in this study quantitative method predominated the qualitative method in the mixed methodology approach employed in the study this section briefly discusses the analysis of the data that was performed both quantitatively and qualitatively. The quantitative results and the qualitative findings were integrated in the sections below.

#### **4.3.1 Quantitative Analysis**

The quantitative data that was collected using a structured questionnaire which was analysed quantitatively and presented in the form of statistical tables (Bryman & Bell, 2011). The SPSS version 25 for Windows was employed to analyse the quantitative data. By virtue of being predominant as highlighted above the quantitative analysis took precedence while the qualitative analysis was conducted to corroborate the quantitative results on each of the study's research questions addressed (Ahmad, 2019). In this case the study's variables or theme were embedded in each of the study's research question.

Descriptive statistics for the central measures of tendency that is, the mean and the *sd* were largely relied on in answering the research questions. The descriptives were then supported by the inferential statistics of the ANOVA and correlation where applicable. The statistical or quantitative results were where applicable synthesised with the existing literature reviewed.

#### **4.3.2 Qualitative Analysis**

The analysis of the qualitative data was descriptively done and analysed with QDA Miner Lite tool using the participants' responses quoted verbatim to support or corroborate the quantitative results where applicable as demonstrated in the results section below.

To the contrary, had the study been predominantly qualitative, the study would have been compelled to rely heavily on the detailed and comprehensive thematic analysis or the phenomenological thematic analysis from the qualitative data. Pervin and John (2018) suggest that thematic analysis of qualitative data helps identify the themes or the major ideas from the participants' interview responses. Therefore, the researcher applied this approach for the exploratory and incremental purpose to the study. Thematic analysis is some form of pattern recognition emerging from the data being analysed, where the emerging themes become the codes or categories for analysis (Grey, 2014).

The study proceeded by way of asking open ended questions or topics as detailed in the interview protocol or schedule in appendix A and allowed the participants to tell their own stories narratively in corroboration or in support of the already established quantitative and statistical results addressing each of the study's research question (Grey, 2014). In order to obtain the desirable information the researcher guided the participants by asking them the specific questions detailed in the interview protocol. The questions were expressed or stated in broad terms to allow the participants to respond to the questions in various degrees of depth as shown in the results section below depending on the specific research question (Pervin and John, 2018).

The content analysis of the qualitative data concentrated on the meanings expressed by the interviewees in their own words and performed through conceptualisation and deduction of the qualitative data or information by considering the interviewee responses in some systematic way in order to derive more meaning (Saunders, 2012). The structuring of the qualitative data based on thematic analysis was in such a manner that it captured the salient themes including personal feelings and opinions of the participants based on their personal lived experiences of the phenomenon under study. The quantitative analysis' constructs informed the qualitative analysis as well, and as a result, the qualitative part of the study significantly corroborated the quantitative aspect of the study as supported by (Saunders, 2012).

#### **4.4 Presentation of Results and Findings**

This section presents the quantitative results and the qualitative findings. The study was predominantly quantitative hence the mixed methodology employed in this study.

The qualitative findings are integrated with the quantitative results as well as synthesised with the existing literature reviewed. The results and findings are presented on a research objective by objective basis.

**Table 4.5: Themes**

Objective	Responses	Themes
<p>To determine the nature of cultural tourism opportunities available for sustainable participative local economic development in the KwaZulu-Natal Province.</p>	<p><i>Laws should be made clear on how the sharing of benefits should be done and also protect cultural talent (P11)</i></p> <p><i>The laws are in place such as BBEEE but they just need to be effectively implemented and taken seriously. The sector must account any deviations against set targets and there shall be punishment for any deviations (P4).</i></p>	<p>Laws</p>
<p>To investigate the current challenges of cultural tourism for sustainable and participative local economic development in KwaZulu-Natal (KZN) Province.</p>	<p><i>Finance is still a great challenge to create or expand on the small business that we have (P1).</i></p> <p><i>Limited access to tourist/clients as we live here at Msinga we hardly see tourists (P5).</i></p>	<p>Financial support</p>

<p>To assess the extent of stakeholder awareness of cultural tourism in KwaZulu-Natal Province within the context of sustainable participative local economic development.</p>	<p>Internet is very powerful and can be effectively used to disseminate information (P6)</p> <p>Communicate by used of television adverts internet adverts and webinars, etc (P7)</p>	<p>Technology</p>
<p>To determine the extent to which cultural tourism inclusiveness presents socio-economic development opportunities in KwaZulu-Natal.</p>	<p>The department can make frequent presentations during locals' meeting; visit schools and disseminate information, conduct more community engagements and during annual tourism indaba (P1).</p> <p>The policies should be regularly evaluated if indeed are contributing towards the social development goals and assess if the provincial economy is fairly distributed. The policy shuld be guided by targets (P3).</p>	<p>Value add to socio-economic development</p>

<p>To examine the extent to which cultural tourism inclusiveness is adding value for sustainable, participative and local economic development in the KwaZulu-Natal Province.</p>	<p>The involvement of ward councillors and chiefs can play a significant role to participate in the discussion and ensure facilitation of the priorities. Izinduna are people who allocate land to the people and therefore can contribute by sectioning some of the land for cultural priorities (P9).</p>	<p>Transformation</p>
<p>To investigate the socio-economic impact of the state of cultural tourism in KZN.</p>	<p><i>The host community must be the co-owners and front runners of the cultural tourism centres and activities (P2)</i></p>	<p>Co-ownership</p>

Source: Developed by the researcher for the study

The QDA Miner Lite data analysis software was chosen to analyse the qualitative data as it is easy to use tool supported by NVIVO tool to further eliminate any potential errors during the process. During the primary data analysis, the following themes emerged as follows:

Theme 1: Law

*“Laws should be made clear on how the sharing of benefits should be done and also protect cultural talent” (P11)*

*“The laws are in place such as BBEEE but they just need to be effectively implemented and taken seriously. The sector must account any deviations against set targets and there shall be punishment for any deviations” (P4).*

Tourism Act (3) 2014, “makes provisions for the development and promotion of sustainable tourism for the social, economic and environmental benefit of South African citizens” (Gazette, 2001). However, there is still little or no evidence that shows the realisation of this provision by the citizens as concurred by the respondents quoted above.

## Theme 2: Technology

*“Internet is very powerful and can be effectively used to disseminate information” (P6)*

*“Communicate by use of television adverts internet adverts and webinars, etc” (P7)*

*“The department can make frequent presentations during locals’ meetings; visit schools and disseminate information, conduct more community engagements and during annual tourism indaba” (P1).*

According to (Jadhav, 2019), technology advancement can be canvassed further for the supply of information. To meet the challenges listed by some respondents, KZN can indeed invest in technology to improve the dissemination of information for the sector.

## Theme 3: Value add to Socio-economic development

*“The policies should be regularly evaluated if indeed are contributing towards the social development goals and assess if the provincial economy is fairly distributed. The policy should be guided by targets” (P3).*

*“Finance is still a great challenge to create or expand on the small business that we have” (P1).*

*“Limited access to tourist/clients as we live here at Msinga we hardly see tourists” (P5).*

There are interventions in place to meet the challenge of socio-economic development in a form of start-up funds but very few do account to accessing of these funds and the assertion is confirmed by (Falkena, et al., n.d.) that indeed the previously disadvantaged still have limited access to credit.

#### Theme 4: Transformation

*“The involvement of ward councillors and chiefs can play a significant role to participate in the discussion and ensure facilitation of the priorities. Izinduna are people who allocate land to the people and therefore can contribute by sectioning some of the land for cultural priorities” (P9).*

(Rabbiosi & Dimitri, 2022) confirms that cultural tourism can be an effective tool through which to transform small communities.

#### Theme 5: Co-ownership

*“The host community must be the co-owners and front runners of the cultural tourism centres and activities” (P2)*

Again, the Author reiterates the importance of improving co-ownership by the host communities in order to achieve socio-economic transformation, (Rabbiosi & Dimitri, 2022)

**4.4.1 Research Question 1:** What is the nature of cultural tourism opportunities available for sustainable participative local economic development in the KZN?

The nature of cultural tourism opportunities that are available for sustainable, participative and local economic development in KZN province comprises of “traditional dance” as shown in Figures 4.5 and 4.6 below.



**Figure 4.5: Zulu cultural traditional dance**

*Source:* KZN Tourism Department

Shown in Figure 4.6 below is the Indian cultural traditional dance. These figures show the diverse cultural configuration and composition in the province of KZN. This study premises that cultural tourism when leveraged to its maximum potential can be a significant source for sustainable participative local economic development.



**Figure 4.6: Indian cultural traditional dance**

*Source:* KZN Tourism Department

The other cultural tourism opportunity available for sustainable participative local economic development in the KZN province is the area of “traditional music”. Figure 4.7 below shows an example of this category for cultural tourism opportunity in music known as “isicathamiya” in the local language.

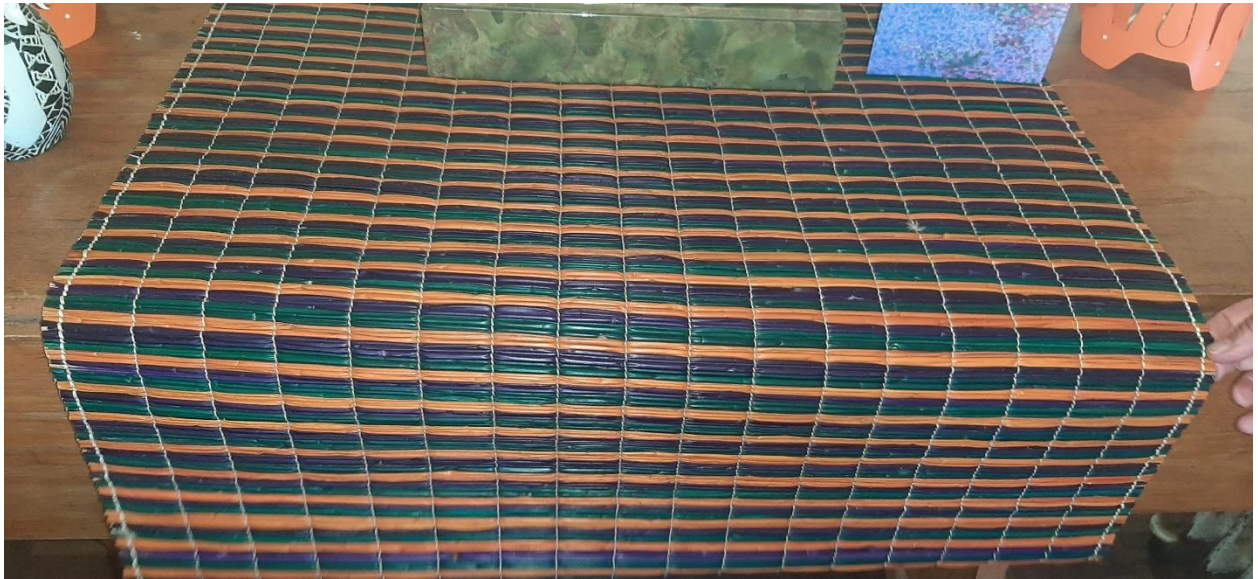


**Figure 4.7: Zulu cultural traditional music**

*Source:* KZN Tourism Department

There are also cultural tourism opportunities in the area of “handiwork”. Local people in their cultural diversity have opportunity to demonstrate and showcase their cultural orientation through artifacts and sculpture. This is the area where culture is exhibited

through arts. Figures 4.8 and 4.9 below show some of the handiworks that are exhibited in this category of cultural tourism in the province.



**Figure 4.8: Zulu cultural traditional handiwork**

*Source:* Researcher's own collection, 22 June 2021

Figure 4.9 below shows some exhibits on the cultural artifacts and sculpture. Local people in the province have an opportunity to sell to the tourists some of their handiworks such as sculpture.



**Figure 4.9: Traditional cultural handiwork-sculptures**

*Source:* Researcher's own collection, 22 June 2021

Furthermore, the cultural tourism opportunities exist in the area of “traditional food”. When tourists visit the province that have an opportunity to be treated to traditional food that distinguish the province of KZN from the rest of the country and the world. Figures 4.10 and 4.11 below show some of the traditional food which cultural tourism can leverage on for sustainable, participative, local economic development in the KZN province. Local farmers can be supported through land allocation and other means in order to boost farming of these foods to a commercial scale in the province.



**Figure 4.10: Locally produced traditional food**

*Source:* KZN Tourism Department

Figure 4.10 above shows some of the locally produced traditional food such as “*amadumbe*” and pumpkins that is available in the province for the indulgence of the visiting tourists, while Figure 4.11 below shows some of the prepared traditional food dishes such as “*ujeqe*” (steam bread) and “*inyama yenhloko*” (head meat).



**Figure 4.11: Zulu culture traditional dish**

*Source:* KZN Tourism Department

The province has cultural tourism opportunities that showcase cultural heritage sites. There are several cultural tourism heritage sites that are dotted throughout the province such as the Dingane's Kraal in Umgungundlovu, Durban Museums and

Monuments, just to mention a few. Figures 4.12 and 4.13 below show some of the tourism cultural heritage sites available in the KZN province.



**Figure 4.12: Zulu cultural kraal heritage site**

*Source:* Researcher's own collection, 18 March 2021

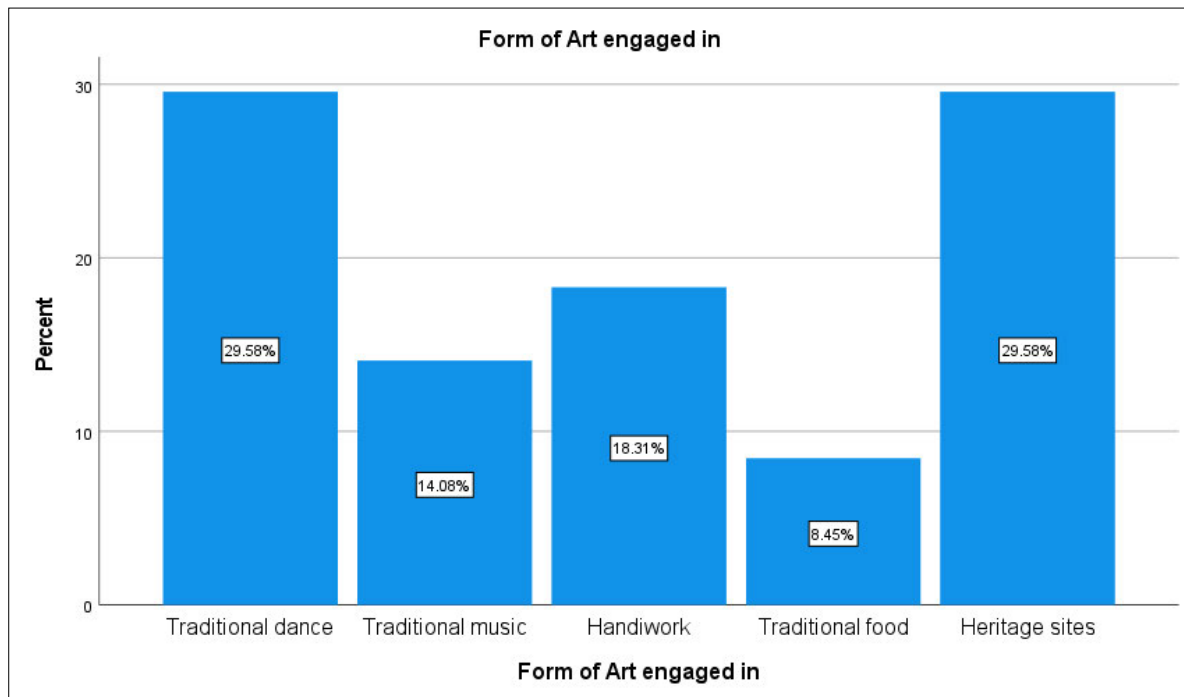


**Figure 4.13: Another Zulu cultural kraal heritage site**

*Source:* KZN Tourism Department

The research question sought to establish from the perspective of the respondents the nature of cultural tourism opportunities available for sustainable, participative, and local economic development in KZN. In other words, the primary results depicted in the table below are in harmony with the narrative above regarding the cultural tourism opportunities available for sustainable participative local economic development in the

province. What the results imply is that the province's participative local economic development strategies can be focused on tapping the richness of the opportunities through art in a form of traditional dance, traditional music, handiwork, traditional food, and heritage sites. Figure 4.14 below shows the results of the primary study with respect to question 1 of the study.



**Figure 4.14: Cultural Tourism Opportunities in KwaZulu-Natal Province**

The results in figure 4.14 above show that the nature of cultural tourism opportunities available for sustainable, participative, and local economic development in the KZN province include traditional dance, traditional music, handiwork, traditional food, and heritage sites. From the results above traditional dance and heritage sites cultural tourism opportunities are currently the most common and attractive amongst the available alternatives as evidenced by 29.58% rankings respectively. These are followed by handiwork at 18.31%, traditional music at 14.08% and lastly traditional food at 8.45%.

**Table 4.0-1: Sample from Cultural Tourism Opportunities available in KZN**

<b>Descriptive Statistics</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Traditional dance	21	3.4021	.35914
Traditional music	10	3.5444	.38294
Handiwork	13	3.4359	.36419
Traditional food	6	3.4815	.25010
Heritage sites	21	3.4233	.58227
Total	71	3.4413	.42662

Table 4.4 above depicts the distribution of the study's 71 subjects' sample that participated in the study. The sample was drawn from the cultural tourism opportunities that are available in the KwaZulu-Natal Province. A number of 21 respondents were drawn from the traditional dance cultural tourism category and the heritage cultural tourism category, while 13 were picked from the handiwork cultural tourism category and 10 picked from the traditional music cultural tourism category. The traditional foods cultural tourism category had the least number of respondents as shown by the study.

The results reflect a skewed and unbalanced approach to participatory development in the tourism sector in KZN as evidenced by concentration on the traditional dance and heritage sites cultural tourism categories. There is capacity and more opportunity for participation by KZN communities in the categories of traditional food, traditional music, and handiwork. As far as the participatory development practitioners and participatory development theorists are, concerned development processes require consented sensitivity to societal cultural diversity and other specific contested issues that are nevertheless seemed to be ignored in the modernization theory. Literature cautions that this lack of sensitivity to cultural dynamics and other factors caused the failure of many development projects in the past (Chiabai et al., 2013).

At the center of the participatory development approach is the focal aspect of ‘bottom up’ decision-making and planning, or the people-centered development approach. This proposition is motivated by the notion that the ordinary people do have capacities to manage their own developmental processes. Above all, the theory encourages participation, involvement of all relevant stakeholders in the development processes (Moswete et al., 2015) and the argument is that the participatory theory or approach does suite the context of the development initiatives of the third world countries as well.

**4.4.2 Research Question 2:** What are the current challenges of cultural tourism for sustainable and participative local economic development in KZN province?

**Table 4.0-2: Current Challenges of Cultural Tourism in KZN**

Descriptive Statistics					
	N	Min	Max	Mean	Std.D
It is a challenge to understand the tourism dialogue among diverse cultures of South Africa	71	1	5	<b>3.54</b>	.939
The complex questions that surround the relations between culture and tourism still remain unanswered	71	1	5	<b>3.70</b>	.962
It is still a challenge for KZN women to own and operate their businesses within the tourism sector in the KZN province.	71	1	5	<b>3.90</b>	.988
Lack of meaningful participation of the locals in cultural tourism is a concern	71	2	5	<b>4.23</b>	.741
It is still a challenge to find a tourism package which is enriched with cultural activities	71	1	5	<b>4.07</b>	.915
Considering the tourism sector’s objective of improving lives of women, it is still not evident if indeed that goal will be soon realised	71	1	5	<b>3.93</b>	.834
KZN Women are employed and hold better positions in the tourism industry compared to five years ago	71	2	5	<b>3.44</b>	.952
It is still difficult for KZN youth to own and operate their own businesses within the tourism sector	71	1	5	<b>3.96</b>	.836
The Covid-19 pandemic has made it more difficult for the tourism industry to sustain the goals made towards improving the performance of the sector	71	1	5	<b>4.44</b>	.841

Average Current Challenges of Cultural Tourism in KZN	71	2.11	4.44	3.44	.4266
Valid N (list-wise)	71				

Table 4.5 above suggested the current challenges of cultural tourism for sustainable and participative local economic development in KwaZulu-Natal Province. The participants ranked the Covid-19 pandemic as the major challenge that has made it even more difficult for the tourism industry to sustain the achievements made towards improving the performance of the tourism sector in the province. This aspect attracted the highest mean score of 4.44 with a corresponding *sd* of 0.841. This challenge was followed by the concern for lack of meaningful participation of the locals in cultural tourism as evidenced by a mean of 4.23 and corresponding *sd* of 0.741. These results are consistent with the phenomenon depicted from the research question 1 above where it was reflected that there was evidence of very little participation of the locals in the other cultural tourism opportunity categories such as traditional food and traditional music. To corroborate the quantitative results above interview, **participant 2** raised the following concern as one of the current challenges of cultural tourism for sustainable and participative local economic development in KwaZulu-Natal province.

*“Lack of information regarding available opportunities is adding to the challenges that we experience with regard to sustainable participative local economic development in our province. I guess, as people responsible and in charge of the development programmes of the province we are not adequately promoting the potential of cultural tourism in leveraging our cultural heritage and artifacts for sustainable tourism development of our province. There is need to promote information dissemination. This is important”*

Lack of access to and adequate information could be among the reasons for lack of adequate participation of the locals in the province’s tourism activities particularly cultural tourism as indicated in the themes above. These results give credence to the participatory development theory which views participation as paramount to exercise of authority and power by the communities or the locals in advancement of their people’s power in control of means of production and resources such as assets and cultural tourism resources, conceptual thinking, accountability, acting and controlling

of personal actions in a collaborative and collective manner (Saarinen & Rogerson, 2015).

The respondents also indicated that it is still a challenge to find a tourism package which is enriched with cultural activities and this assertion was supported by a mean of 4.07 and corresponding *sd* of 0.915. From the picture depicted in the research question 1 section above it is clear that concentration on traditional dance and heritage sites reflect this limited tourism package that is not enriched enough with cultural activities. According to Saarinen and Rogerson (2015) cultural tourism embraces four aspects that is, natural heritage, built heritage, traditional culture and living culture. Living culture includes traditional food as well. In principle, cultural tourism embraces multifaceted aspects and services in which tourists can experience multifaceted and multifunctional utility or satisfaction (Richards & Wilson, 2010). Literature intimates that cultural tourism is not only interested in the consumption of the cultural heritage aspects and products of a historical nature, but it also concerns itself with the ways of life that local people exhibit and their contemporary cultures. As a result, cultural tourism can be viewed as entailing heritage tourism as well as arts tourism (Richards and Wilson, 2010).

The above highlighted challenge was followed in rankings by the assertion that it is still difficult for KwaZulu-Natal youth to own and operate their own businesses within the tourism sector as indicated by the mean of 3.96. In this regard, participatory development in the tourism sector should encompass a variety of strategies and approaches, which emphasise on socially inclusive participation, particularly including and involving the previously disadvantaged and excluded societal groups in issues of development. These groups include the youth, children, women, the disabled and the elderly (Roodt, 2001).

In support of this view arising from the quantitative aspect of the study above, **participant 1** had the following to say in the interview conducted with him.

*“Finance is still a great challenge to create or expand on the small startups that we have in the tourism sector in the province. All these plans are detailed in our Master plan for the province. The challenge is funding these plans. We are very conscious of the need to develop cultural tourism and because of its nature we can only succeed by engaging the communities in KwaZulu-Natal, engaging the youth, engaging the women. We need to*

*facilitate and support the emerging of small startup businesses owned by the youth and the women in the province to fully participate in the economic development of our province. To us inclusiveness and participative economic development are a priority”*

The other concern raised was the evidence of mismatch between the tourism sector’s objective for improving lives of women and what is actually happening on the ground, the respondents raised the concern that it is still not evident if indeed this objective will ever be realized. This challenge was ranked high by a mean score of 3.93 and corresponding *sd* of 0.834. This challenge is highly prevalent in the South African context and that of other developing countries particularly in Southern hemisphere, these previously disadvantaged and excluded groups also include urban slums, townships, rural communities, and specific races that constitute the previously excluded group categories in the development processes (Saarinen & Rogerson, 2015).

The respondents reiterated that it is still a challenge for KZN women to own and operate their businesses within the tourism sector in the KwaZulu-Natal Province and this assertion attracted a mean of 3.90 and corresponding *sd* of 0.988. As indicated above, literature emphasizes the importance of social inclusion in development processes. The tourism industry offers a potential of developmental growth through leveraging the capacity and cultural endowment that is embedded in the communities of women (Saarinen & Rogerson, 2015). It is therefore critical and important to engage women and youth in tourism businesses.

The complex questions that surrounded the relations between culture and tourism still remain unanswered attracted a mean of 3.70 and corresponding *sd* of 0.962. It is a challenge to understand the tourism dialogue among diverse cultures of South Africa attracted the least ranking with a mean of 3.54 and corresponding *sd* of 0.939. In harmony with these assertions, **participant 3**, one of the stakeholders in the KZN local government surprisingly had to admit their short comings. The participant intimated as follows.

*“I do not have enough knowledge about cultural tourism unfortunately. I want to believe that I may not be the only one. I may have knowledge on issues of development in the community. I may have knowledge on business in general, but I am not quite sure about cultural tourism”*

It is critical that the developmental structures in the province, particularly the tourism department are staffed with personnel that is knowledgeable of cultural tourism. These are the officers who on the other hand would be expected to promote cultural tourism in the province. Tourism activities like any other product can only sell enough through adequate promotion, the tourism department of the KZN province needs to embark on promotional programmes and engage the communities as much as possible as the communities are the custodians of culture and traditions.

In order to ensure the objectivity of the results obtained above from the sample of 71 participants that was split into 5 sample groups of the traditional dance, traditional music, handiwork, traditional food, and heritage sites cultural tourism categories following the variances in the means the researcher performed an ANOVA test as shown in table 4.6 below. The ANOVA test was also performed to mitigate the impact of these variances in the means as measured by the standard deviations. As a result, it was necessary to determine the significance of differences in the means score as these five categories of the sample of the study.

**Table 4.0-3: ANOVA Test**

<b>ANOVA</b>					
<b>Current Challenges of Cultural Tourism in KZN</b>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.156	4	.039	.204	.935
Within Groups	12.585	66	.191		
Total	12.740	70			

From the ANOVA test results there was no statistically significant difference between sample groups average score consisting of traditional dance, traditional music, handiwork, traditional food, and heritage sites as demonstrated by one-way ANOVA ( $F(4,66) = 0.204, p = 0.935$ ). This means there was no statistically significant difference between the means of the different cultural tourism categories of opportunities sampled for the purposes of the study. The researcher concludes that

there were no variations or differences in the responses between the sample groups and within the sample groups considered for the purposes of this study.

**4.5.3: Research Question 3:** What is the extent of stakeholder awareness of cultural tourism in KwaZulu-Natal Province within the context of sustainable participative local economic development?

**Table 4.0-4: Stakeholder Awareness of Cultural Tourism in KZN**

<b>Descriptive Statistics</b>					
	N	Min	Max	Mean	Std.D
The KZN tourism department leadership is actively supporting the cultural tourism activities that are happening within our area	71	1	5	<b>3.28</b>	1.003
The KZN tourism department leadership is actively involved in supporting the small businesses operating in the cultural tourism industry	71	1	5	<b>3.27</b>	.910
I am aware of the tourism strategic plan that aims to develop and improve the skills and knowledge of the youth participating in cultural tourism in the province	71	1	5	<b>2.94</b>	1.081
I am aware of the tourism department's plan aiming at refining and showcasing the cultural talents and knowledge of people from the local level in the province	71	1	5	<b>3.04</b>	1.101
I am aware of the tourism department's plan that it seeks to strategically prepare our communities in the province to become cultural tourism destinations	71	1	5	<b>2.99</b>	1.102
The inculcation of culture heritage can be achieved through the integration into the basic education curriculum	71	2	5	<b>4.18</b>	.639
In the past five years I have seen visitors coming to visit my area (township, rural, urban)	71	1	5	<b>3.11</b>	1.225
The KZN leadership has been actively involved in supporting the small businesses operating in the tourism industry	71	1	5	<b>3.00</b>	.971
I have developed interest in working with tourists	71	2	5	<b>3.62</b>	.931
I fully understand how to interact with tourists when I meet them in my area or town	71	2	5	<b>3.55</b>	.923
<b>Average Strategic Analysis of Outcomes of Cultural Tourism in KZN</b>	71	2.00	4.50	<b>2.994</b>	.55956
Valid N (listwise)	71				

Table 4.7 above presents the results on the extent of stakeholder awareness of cultural tourism in KwaZulu-Natal Province within the context of sustainable participative local economic development. The mostly highly rated awareness outcome was the aspect that inculcation of culture heritage can be achieved through the integration into the basic education curriculum in South Africa and this aspect was rated with a mean of 4.18 and corresponding *sd* of 0.639. These results are in harmony with the views that development, on the other perspective refers to the utilization and production of material resources for the enrichment of human capital through education (Irma & Morris, 2010). This aspect was followed by the assertion made by the respondents that they have developed interests in working with the tourists that come to visit the KZN province as evidenced by a mean of 3.62 and a corresponding *sd* of 0.93, as well as attestation by the respondents that they fully understand how to interact with tourists when they meet them in their areas or towns as supported by the mean of 3.55 and corresponding *sd* of 0.923.

To corroborate the quantitative results above, participants that were interviewed for the purposes of the qualitative aspect of the study had the following to say.

**Participant 10** was so acoustic and excited as he acclaimed,

*“If I had my way, I would have all schools from basic education levels to high school making sure that their curriculum promotes our culture and heritage. In my opinion this will be the most effective way of inculcation of our culture in our children...you know capture them while still you so that as they grow, they grow in our cultural values, and they become proud to be South African. I guess the government can assist us with that transformation in our education system”.*

In support of the views of **participant 10** above, **participants 7** had the following to say.

*“Our children are now westernised; they undermine and despise our culture and heritage. Ironically when tourist visit Africa, particularly South Africa they kin to learn more about our culture and heritage. I have experienced this, since the time I started working with the tourists when they visit our province, I have developed a lot of interest in our culture and I do my best to display and present that beauty of our culture to the tourists, wow! And they love it so much.... woo...our traditional dance they love it so much and some even enjoy our traditional food”.*

The assertion that the KZN tourism department leadership is actively supporting the cultural tourism development initiative and activities that are happening within the province attracted a mean of 3.28 and corresponding *sd* of 1.003. KZN has to improve roads, and safety infrastructure to boost economy as literature suggests that material resources' development such as health centers, police stations, banking facilities, transportation, communication, stores, retail facilities, educational facilities and marketing facilities as well as distribution channels are critical for the development initiative such as cultural tourism (Saarinen and Rogerson, 2015). Followed next is the assertion that the KZN tourism department leadership is actively involved in supporting the small businesses operating in the cultural tourism industry and was supported by a mean of 3.27 and corresponding *sd* of 0.910.

The descending mean values and *sd* within the ranges of 0.9 to greater than 1 indicate that the respondents were becoming more and more indifferent and not absolutely sure and in agreement the assertions raised. In buttressing these quantitative results, **participant 11** also demonstrated some degree of reservations as she said the following:

*"I am not very sure really that our tourism department leadership does fully support cultural tourism development in the province. To them it's just business as usual, that laissez faire attitude. I am not sure if it's the correct word to use.... kkk! It is my opinion that if indeed the leadership were actively involved, we would be having today some small business owned by the locals operating in cultural tourism and promoting it."*

The intervention of local authorities, regional and government authorities are at least and at some stages of the development of initiatives such as cultural tourism necessary, and crucial for the local communities' socio-economic development (Van der Merwe, 2014; Van der Merwe & Rogerson, 2013). The respondents also reiterated that in the past five years they have seen visitors coming to visit their areas to experience cultural tourism and attractions. This view was supported by a mean of 3.11 and corresponding *sd* of 1.225. These results support the views of other scholars in literature that culture is increasingly being utilised as a means of social and economic development. As a result, the cultural tourism market is being flooded with new attractions, cultural routes, and heritage centers even here in South Africa (Saarinen & Rogerson, 2015). However, many consumers, who are tired of

encountering the serial reproduction of culture in different destinations are searching for alternatives elsewhere (Van der Merwe, 2014).

In support of the indifferent views on the assertion that for years tourists or visitors have visited particularly the cultural tourism heritage sites and other areas, **participant 9** had the following to say.

*“I am not disputing the fact and truth that our province does receive visitors or tourists every year, but what I am not sure about is that they are visiting particularly to enjoy our cultural heritage, or they are visiting to see the Blue Ocean.”*

The rise of skilled consumption, the importance of identity formation and the acquisition of cultural capital in (post) modern society point towards the use of creativity as an alternative to conventional cultural tourism (Saarinen & Rogerson, 2015). In the opinion of the respondents the patronage of the cultural tourism sites has been facilitated by province’s tourism department that has plans in place aiming at refining and showcasing the cultural talents and knowledge of people from the local levels in the province, and this was supported by a mean of 3.04 and corresponding *sd* of 1.101. The assertion that KZN leadership has been actively involved in supporting the small businesses operating in the tourism industry and this was supported by a mean of 3.00 and corresponding *sd* of 0.971.

It also became clear that the KZN tourism department does not have effective plans in place aiming at refining and showcasing the cultural talents and knowledge of people from the local levels in the province as evidenced by the following views of the participants. **Participant 12** reiterated as follows.

*“If ever there are plans in the department of tourism in the province to harness and leverage the potential benefits of cultural tourism through showcasing the cultural talent resident among the locals, I do not think that those plans are effective at all. Why am I saying this? It is because the results on the ground are not impressing at all. We still see very little participation of our people in the tourism sector in this province.”*

Supporting participant 12 above, **participant 8** had the following to say.

*“The only logical evidence of the tourism department’s plans being effectively working will show up in the amount of activity in cultural tourism by the locals and evidence of business that have emerged that are owned by the locals. So far there is very little of that evidence that I am seeing”*

This was followed by the view that the respondents were aware of the tourism department's plan that it seeks to strategically prepare the KZN communities to become cultural tourism destinations as evidenced by a mean of 2.99 and corresponding *sd* of 1.102. The least ranked assertion was the awareness of the tourism strategic plan that aims to develop and improve the skills and knowledge of the youth participating in cultural tourism in the province and this was supported by a mean of 2.94 and corresponding *sd* of 1.081. These results mean that there is not much awareness of the tourism strategic plans for the province. The results are in harmony with the notion that there is not much recognised impact of cultural tourism's contribution to the South African provinces' economic development, as evidenced by the KwaZulu-Natal province's lagging behind, for example, with tourism annual growth recorded at only 5.9% per annum (Tourism, 2017/2018). It is evident from these results that the participants were not very confident with the idea that they are maybe aware of the KZN tourism department's tourism strategic plan that aims at developing and improving the skills of the youth in cultural tourism.

In support of the concerns depicted by the quantitative results above, **participant 4** raised the following issues of concern.

*“The tourism department leadership still has a lot to do to raise the levels of awareness of potential opportunities for community participation in cultural tourism in the province. It starts with clear strategies and plans put in place to strategically prepare the KZN communities to become cultural tourism destinations so that they also benefit economically.”*

**Participant 3** reiterated as follows in support of the colleague.

*“Transformational developments require strategic plans to be put in place. Without these plans there is no motivation for changing the status quo. Our women and the youth are still missing in action if I may put it that way. Those that are involved it is clear that they find ways to get individually and personally engaged somehow. This is not proper, there supposed to be formal structures of engagement of the youth and women and participation of the community in general.”*

According to (Rabbiosi & Dimitri, 2022) participatory development approach or theory underscores active involvement and participation of the greater populace, particularly the previously disadvantaged or excluded groups in the South African communities, such as the youths and the women who were generally perceived to be illiterate and could not fit in the community developmental programs. In this school of thought the

collective belief is that the interests of the group supersede the interests of the individuals (Saarinen & Rogerson, 2015) as these objectives of this approach are mainly achieved through empowerment, sustainability, self-reliance, and capacity building.

In order to ensure the objectivity of the results obtained above from the sample of 71 participants that was split into 5 sample groups of the traditional dance, traditional music, handiwork, traditional food, and heritage sites cultural tourism categories following the variances in the means the researcher performed an ANOVA test as shown in table 4.8 below. The ANOVA test was also performed to mitigate the impact of these variances in the means as measured by the standard deviations. As a result, it was necessary to determine the significance of the differences in the means these five categories of the sample of the study.

**Table 4.0-5: ANOVA Test**

<b>ANOVA</b>					
<b>Strategic Analysis of Outcomes of Cultural Tourism in KZN</b>					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.526	4	.381	1.234	.305
Within Groups	20.392	66	.309		
Total	21.918	70			

From the results of the ANOVA test performed there was no statistically significant difference between sample groups means consisting of traditional dance, traditional music, handiwork, traditional food, and heritage sites as demonstrated by one-way ANOVA ( $F(4,66) = 1.234, p = 0.305$ ). This means there was no statistically significant difference between the means of the different cultural tourism categories of opportunities sampled for the purposes of the study. The researcher concludes that there were no variations or differences in the responses between the sample groups and within the sample groups considered for the purposes of this study.

**4.5.4 Research Question 4:** To what extent are the opportunities presented by cultural tourism inclusiveness in KwaZulu-Natal?

**Table 4.0-6: Opportunities Presented by Cultural Tourism in KZN**

Descriptive Statistics					
	N	Min	Max	Mean	Std.D
People of the KZN are aware of the cultural tourism opportunities and value of participating in cultural tourism activities and practices, and they take pride of their ethnic and cultural uniqueness	71	1	5	<b>3.32</b>	.968
The youth and the women in the province are aware and adequately informed about the opportunities available to participate in any cultural or art related activities	71	1	5	<b>3.06</b>	.969
There is visibility of the provincial leadership advocating for participation in the local economy through arts and culture	71	1	5	<b>3.01</b>	1.007
The local government is actively supporting the development of cultural activities and instilling of pride through indigenous knowledge	71	1	5	<b>3.00</b>	.971
We have seen the prominent leadership through the media embracing their culture by wearing their cultural garments frequently other than once during the heritage month	71	1	5	<b>3.30</b>	1.113
The sustainable development of tourism is in the priority discussion list of the Provincial agenda	71	1	5	<b>3.25</b>	.982
The local community do celebrate their culture through activities on regular basis	71	1	5	<b>3.70</b>	1.113
The people of KZN are frequently made aware about how to value, practice, and take pride on their ethnic uniqueness	71	1	5	<b>3.49</b>	1.107
Diverse countries have a potential to attract tourists and even generate income for their local communities	71	1	5	<b>4.25</b>	.731
The local government can play a pivotal role of elevating the cultural tourism activities to income generating mechanism	71	2	5	<b>4.39</b>	.621
<b>Average Opportunities Presented by Cultural Tourism in KZN</b>	71	2.1	5.0	<b>3.479</b>	.6364
Valid N (listwise)	71				

From table 4.9 above the results indicate that the respondents acknowledged that the local government could play a pivotal role of elevating the cultural tourism activities to income generating mechanism in the province. There is massive evidence of the potential for opportunities presented by cultural tourism inclusiveness in the province through the local government playing a pivotal role in elevating the cultural tourism activities to income generating instruments. This assertion was supported by a mean of 4.39 and corresponding *sd* of 0.621. This aspect attracted the highest rating, and it is clear that the participants realise and acknowledge the potential of cultural tourism activities as sources of income and livelihoods for the communities in the KZN province. These results are in harmony with the views in literature that underscore the potential of cultural tourism to leverage the development of the local communities, elimination of social inequalities, unemployment, and poverty in general (Saarinen & Rogerson, 2015; Irma & Morris, 2010).

In support of the quantitative results above **participant 1** had the following to say.

*“I am very much aware of the potential of cultural tourism to present economic opportunities for the local people through inclusiveness. South Africa can learn from other countries in the world, particularly in Africa that pride themselves in their culture and as a result they have turned their culture into sources of economic benefit. When organized properly, the community can make a living from cultural tourism in our province.”*

As indicated in the quantitative results above literature suggest that cultural tourism has massive potential of leveraging the development of the local communities, eliminate social inequalities, reduce unemployment and poverty in general. **Participant 2** suggested in this manner.

*“There is a need for the local government of KwaZulu-Natal particularly the tourism department to take the lead in promoting and elevating cultural tourism activities to income generating projects for the benefit of the communities of the KwaZulu-Natal province”*

The KZN tourism department and local government should direct resources and efforts toward the development of sustainable cultural tourism to improve the socioeconomic development of the local people. The success and achievement of the objectives of the new community driven development strategies are most likely possibly realised with the active participation and involvement of the people in all the facets of development processes. Among the processes involved are, participation in decision-

making, and participation in the implementation of the development programmes, monitoring and evaluation of the development projects and sharing in the socio-economic benefits accruing from the development projects (Kasemir, Jaeger & Jager, 2013).

The above assertion was reinforced by the respondents' suggestion that KZN province can borrow leaf from diverse countries that also have a potential to attract tourists and even generate income for their local communities as well. This view was supported by a mean of 4.25 and corresponding *sd* of 0.731. Several regions and countries regard cultural tourism as the nowadays desirable market that has proven to be the highest spending market, attracting relatively highly educated patrons who seen as stimulating cultural tourism activities in the host destinations (OECD, 2009). On the other hand, literature suggest that the locals seem to continue appreciating potential economic benefits of cultural tourism that accrue to host destinations (Richards & Palmer, 2011).

**Participant 3** also expressed his opinion in corroboration of the above quantitative results as follows.

*“My limited reading in the area of tourism has enlightened me that cultural tourism is working for the good and benefit of the local communities in other countries. Most of the countries that are endowed with tourism heritage sites for example, tend to take advantage of the potential of their tourism heritage to attract visitors and tourists and find that as opportunities to showcase their culture as well. Culture has become in those countries a good source of livelihoods for the local people. As a country and province in particular I believe we can learn from those countries.”*

A study conducted in Spain in 2009 by the Organisation for Economic Co-operation and Development (OECD, 2009) revealed that more than 90% of the participants to the study in Barcelona showed that they would love to see more of cultural tourism development taking place in the future (Richards & Palmer, 2011). A research study by Mgonja et al., (2015) in Tanzanian for example, discovered that the community development programmes that are designed with the consensus of the communities yielded more positive results compared with those that applied the centrally oriented (top-down) model approaches.

The respondents further asserted that the local communities in KZN province do celebrate their culture through cultural activities on regular basis as evidenced by a

mean of 3.70 and corresponding *sd* of 1.113 as well as the people of KZN being frequently made aware of how-to value, practice, and take pride on their ethnic cultural uniqueness. This assertion was supported by a mean of 3.49 and corresponding *sd* of 1.107. According to Smith (2009) cultural tourism is passive and actively engages in interaction with community or societal cultures where tourists experience cultural education, cultural entertainments, cultural uniqueness, and cultural creativity. These attributes are viewed as reflecting the new developments and perspectives of cultural tourism (Smith, 2009). The people of the KZN are aware of the opportunities of cultural tourism and the value of participating in cultural tourism activities and practices, and they take pride of their ethnic and cultural uniqueness. This view was supported by a mean of 3.32 and corresponding *sd* of 0.968. According to a World Bank report, rich traditions of music, art and dance in sub-Saharan Africa form unique cultural tourism believed to provide substantial opportunity for tourism growth (Christie et al., 2013).

Despite the limited evidence of promotion of cultural tourism by the tourism department in KZN the results showed that indeed the province is rich in culture. **Participant 4** corroborated well the assertions in the quantitative results above and reiterated as follows.

*“You will be surprised to see the amount of culture celebrations in the province and the pride that goes with it. The KwaZulu-Natal people take a lot of pride in their ethnic cultural uniqueness. Kumnandi ukuba nguMzulu. Our leaders are letting us down in the province.”*

Over and above what has been intimated above the respondents reiterated that they have often seen prominent leadership through the media embracing their culture by wearing their cultural garments frequently other than once during the heritage month and this was supported by a mean of 3.30 and corresponding *sd* of 1.113.

**Participant 6** also echoed similar sentiments.

*“We value our cultural practices; they are rich and unique. It takes brilliant minds to harness all this for the development of our province. Unfortunately, the provincial leadership are pre-occupied with politics at the expense of community development”*

The respondents also added that sustainable development of tourism is in the priority discussion list of the KZN province’s development agenda as evidenced by a mean of 3.25 and corresponding *sd* of 0.982. These results are in harmony with literature that

calls for the development of a creative tourism strategy integrating a wider cultural heritage tourism plan in South Africa that must be implemented for cultural regeneration (Spencer & Jessa, 2014). Local communities can develop their natural and cultural assets for tourism activities for their own benefit (Spencer & Jessa, 2014). Spencer and Jessa argue further that developing a creative tourism strategy will provide an avenue for socio-economic and skills development and will also raise the overall creativity profile of the KZN province as a tourism destination.

The statistical means below the constructs average in this case 3.479 reflect the degree and level of indifference among the respondents. The respondents were indifferent with regard to the assertion that sustainable development of tourism is in the priority discussion list of the KZN province's development agenda. These sentiments were corroborated by **participant 7** as well.

*"I am not very sure to what extent is development of tourism a priority of the provincial leadership because there is very little evidence on the ground. As members of the community, it is not easy to descend some of these things if we are not actively involved by the powers that be. We feel neglected and ignored at times. Yet you may never know some of us have knowledge, we can make a difference"*

However, the perception that the youth and the women in the KZN province are aware and are adequately informed about the opportunities available to participate in any form of cultural or art related activities attracted a lower rating indicating that the respondents were not absolute sure that the youth and the women in the KZN province are aware and are adequately informed about the cultural tourism opportunities that they can participate in in the province. This view is evidenced by a mean of 3.06 and corresponding *sd* of 0.969. It is evident that there is a limitation on this aspect. More must be done in terms of promoting the opportunities for cultural tourism that are available particularly for the indulgence of the youth and the women in the province of KZN. The tourism department and the local government of the KZN province must repackage the tourism products to showcase the province's diverse culture and to achieve this objective participation of the local communities particularly the youth and the women will go a long way towards achieving sustainable socio-economic development, improved livelihoods, and poverty eradication in the province.

The assertion that there is visibility of the provincial leadership advocating for participation in the local economy through arts and culture is one of the aspects that received lower ratings as evidenced by a mean of 3.01 and corresponding *sd* of 1.007 and the assertion that the local government is actively supporting the development of cultural activities and instilling of pride through indigenous knowledge was the least rated aspect with a mean of 3.00 and corresponding *sd* of 0.971. These results are a testimony that the local government has a lot to do towards the development of cultural tourism activities and promotion of the indigenous knowledge in the KZN province to enhance the contribution of tourism to the province’s economic development.

**Participant 11** corroborated the sentiments above as follows.

*“To be honest I am still to see the provincial leadership encouraging participation of the community in the development of the local economy through arts and culture in particular. There is a lot of indigenous knowledge out there that can be tapped for sustainable development of the province. It always service delivery. That is all that our local leadership thinks is their mandate.”*

Certainly, more still has to be done by the local leadership to promote cultural tourism development for sustainable economic development of the community and alleviation of poverty amongst the KZN communities.

In order to ensure the objectivity of the results obtained above from the sample of 71 participants that was split into 5 sample groups of the traditional dance, traditional music, handiwork, traditional food, and heritage sites cultural tourism categories following the variances in the means the researcher performed an ANOVA test as shown in table 4.10 below. The ANOVA test was also performed to mitigate the impact of these variances in the means as measured by the standard deviations. As a result, it was necessary to determine the significance of the differences in the means these five categories of the sample of the study.

**Table 4.0-7: ANOVA Test**

ANOVA					
Opportunities Presented by Cultural Tourism in KZN					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	3.064	4	.766	1.998	.105
Within Groups	25.295	66	.383		
Total	28.358	70			

From the ANOVA test results, they showed no evidence of the statistically significant difference between sample groups means consisting of traditional dance, traditional music, handiwork, traditional food, and heritage sites as demonstrated by one-way ANOVA ( $F(4,66) = 1.998, p = 0.105$ ). This means there was no statistically significant difference between the means of the different cultural tourism categories of opportunities sampled for the purposes of the study. The researcher concludes that there were no variations or differences in the responses between the sample groups and within the sample groups considered for the purposes of this study.

**4.5.5 Research Question 5:** To what extent is cultural tourism inclusiveness adding value to sustainable participative local economic development in the KwaZulu-Natal Province?

**Table 4.0-8: Cultural Tourism Inclusiveness in KZN**

Descriptive Statistics					
	N	Min	Max	Mean	Std.D
Our local communities do engage and conduct cultural activities on regular basis	71	1	5	3.39	1.007
The diverse culture of KZN has a potential to attract tourists and even generate income for the local communities in the province	71	1	5	4.23	.898
The current government structures in the KZN province have a critical role to play in elevating cultural tourism activities for the benefit of the communities' socio-economic development as income generation mechanisms.	71	2	5	4.35	.795
There are cultural villages in every ward of the community in KZN	71	1	5	3.07	1.163
Every sector of the community conducts some form of trading of their hand crafts, artifacts, and other authentic activities like traditional dance to the tourists	71	1	5	3.27	1.082

The ownership of the existing heritage sights is in the hands of the local people and mostly women	71	1	5	2.92	1.118
The day to day running of the cultural villages is done by the local indigenous people	71	1	5	3.32	1.106
The cultural tourism budget is prioritised for the previously disadvantaged people	71	1	5	2.82	1.019
The opinions of women and youth are given attention they deserve by the tourism sector within KZN Province	71	1	5	2.96	.901
The records show the fair dispensation of the economically active population within the ranks of the tourism job opportunities	71	1	5	2.86	.961
<b>Average Cultural Tourism Inclusiveness in KZN</b>	71	1.5	5.0	<b>3.318</b>	<b>.6454</b>
Valid N (listwise)	71				

The results in table 4.11 above underscore the extent to which cultural tourism inclusiveness adds value to sustainable, participative, and local economic development in KZN. The assertion that the current government structures in the KZN have a critical role to play in elevating cultural tourism activities for the benefit of the communities' socio-economic development as income generation mechanisms. The assertion was supported by a mean of 4.35 and corresponding *sd* of 0.795.

The stakeholders in the tourism sector of the KZN province are apparently well seized with the potential value that cultural tourism inclusiveness can add to the development of the province. In support of the quantitative results above, **participant 10** had the following to say.

*“It is the responsibility of the current local government in the province to drive the cultural tourism inclusiveness agenda and trajectory. There is value in tourism inclusiveness and this value can only be realised through deliberate measures and strategies designed to leverage cultural tourism activities for sustained socio-economic benefits and livelihoods of the provinces’ communities.”*

In support of the colleague's views, **participant 5** just retorted as follows:

*“Local leadership have a duty to address these issues and concerns. While the province maybe developing, unfortunately that development does not benefit the local communities. We are still to realise these values.”*

These results are consistent to literature that suggests that elsewhere, the locals are also seen to be appreciating the potential economic benefits of cultural tourism to the host destination (Richards & Palmer, 2011). For the KZN locals to also appreciate the potential of economic benefits of cultural tourism it is critical and strategic that the department of tourism and the local government elevate cultural tourism activities to that level and category of potential income generating activities in the province.

The above assertion was followed by the assertion that diverse culture of KZN has a potential to attract tourists and even generate income for the local communities in the province as evidenced by a mean of 4.23 and corresponding *sd* of 0.898. The results are strongly supporting the views that the KwaZulu-Natal province has a potential of benefiting from its endowment with rich and diverse culture as a mature tourism destination (South African Tourism Annual Report, 2015/2016). The province is regarded as the economy hub secondary to Gauteng and its tourism being among the top economic development drivers and social transformation in the South African economy (South African Tourism Annual Report, 2015/2016) with the local communities engaging and conducting cultural activities on a regular basis. This assertion attracted a rating of a mean of 3.39 and corresponding *sd* of 1.007.

In harmony with the quantitative results above, **participant 12** corroborated as follows:

*“The diverse culture of the KwaZulu-Natal in my opinion can bring tremendous value to cultural tourism inclusiveness in the province. There is no need for any reservations about these issues and its importance. The powers that be needed to make sure that the local communities are engaged, and they are afforded regular opportunities to engage in cultural tourism activities”*

The respondents also noted that the day to day running of the tourism cultural villages is done by the local indigenous people of the KZN province and the assertion was supported by a mean of 3.32 and corresponding *sd* of 1.106. Literature intimates that sustainable participation of the community in cultural tourism as means for local economic development inculcates and instils the culture of ownership of resources and assets and will keep the community away from engaging in destructive behaviour and drug abuse (Saarinen & Rogerson, 2015). As the social and economic landscape

of the province dramatically improves, so will be the province's contribution to the country's GDP (Saarinen & Rogerson, 2015). The respondents reiterated that every sector of the community conducts some form of trading of their hand crafts, artifacts, and other authentic activities like traditional dance to the tourists as well as that there are cultural villages in every ward of the community in KZN province. These assertions were supported by means of 3.27 and 3.07 with their corresponding standard deviations of 1.082 and 1.163 respectively.

To some degree there was acknowledgement that local indigenous people are in charge of tourism cultural villages in the province, and they do participate in showcasing their culture in terms of handiworks, craft and traditional dance. In corroboration of the quantitative results above, **participant 9** intimated as follows:

*“Well, it is common sense that local people should run these cultural villages because it is local people that are familiar and understand their culture better. Obvious we cannot expect outsiders to come and run the cultural villages here. It will not make any sense at all. This gives the local people opportunity to showcase their cultural talents, that is traditional dance, craft, traditional food you name it. However, we are still not happy, we feel more still has to be done.”*

However, the key indicators for inclusiveness in the cultural tourism sector in the province such as the opinions of women and youth being given attention, they deserve by the tourism sector within KZN province were lowly rated with a mean of 2.96 and corresponding *sd* of 0.901 as well as the assertion that the ownership of the existing heritage sites is in the hands of the local people and mostly women which attracted a mean of 2.92 and corresponding *sd* of 1.118. These results reflect that there is a challenge when it comes to these important aspects. It is clear that there is not enough participation and inclusion of the youth and women in cultural tourism in the KZN province. As a result, the current extent of cultural tourism inclusiveness is not adding much value to sustainable participative local economic development in the KwaZulu-Natal province.

While there was recognition of some degree of value that tourism inclusiveness brings with itself to the province, **participant 7** however, reiterated as follows in support of the indifference disposition demonstrated in the quantitative results above.

*“Yes, our cultural villages are manned by the local people, however, this does not mean that they own these heritage sites. In my opinion youths and women are not yet offered the attention they deserve. We are still found wanting on that front”*

These results coincide with literature that the province can expand its cultural tourism as an economic development strategy to improve the lives of the community, especially the youth and women (Triegaardt, 2014). The next lowly rated aspect was that the records show the fair dispensation of the economically active population within the ranks of the tourism job opportunities supported by a mean of 2.86 and corresponding *sd* of 0.961.

In support of the above assertions, **participant 10** corroborated as follows.

*“Ironically, our province has always been ranked number two after Gauteng in terms of economic growth, however, it is one of the provinces that are suffering high unemployment levels of women and the youth. This is extremely sad. Something has to be done”*

These results justify the views in literature that the province of KZN poverty rate statistics is as compelling at the acclaimed 27% unemployment rate of which 47% is attributed to the youth (StatsSA, 2021); Reed, Fraser & Dougill, 2016). The cultural tourism budget is prioritized for the previously disadvantaged people attracted the least ratings with a mean of 2.82 and corresponding *sd* of 1.019. It is evident from the results that the respondents were adamant that there is still no adequate evidence of inclusiveness and participation of the communities in the province’s tourism sector particularly the most vulnerable groups such as the youth and women.

In support of the quantitative results above, **participant 3** had the following to say.

*“There is no clear evidence that there is any budget for cultural tourism in the tourism department of KwaZulu-Natal. As a result, it is difficult to suggest if that budget does prioritize the previously disadvantaged groups in the society particularly women and the youth”*

The KwaZulu-Natal Master Plan of 2014 highlighted these imbalances and there is still not much that has been done to improve the situation.

In order to ensure the objectivity of the results obtained above from the sample of 71 participants that was split into 5 sample groups of the traditional dance, traditional music, handiwork, traditional food, and heritage sites cultural tourism categories

following the variances in the means the researcher performed an ANOVA test as shown in table 4.12 below. The ANOVA test was also performed to mitigate the impact of these variances in the means as measured by the standard deviations. As a result, it was necessary to determine the significance of the differences in the means these five categories of the sample of the study.

**Table 4.0-9: ANOVA Test**

ANOVA					
Cultural Tourism Inclusiveness in KZN					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.386	4	.346	.823	.515
Within Groups	27.780	66	.421		
Total	29.166	70			

From the results of the ANOVA test performed there was no statistically significant difference between sample groups means consisting of traditional dance, traditional music, handiwork, traditional food, and heritage sites as demonstrated by one-way ANOVA ( $F(4,66) = 0.823, p = 0.515$ ). This means there was no statistically significant difference between the means of the different cultural tourism categories of opportunities sampled for the purposes of the study. The study concludes that there were no variations or differences in the responses between the sample groups and within the sample groups considered for the purposes of this study.

**4.5.6 Research Question 6:** What is the socio-economic impact of the state of cultural tourism in the KwaZulu-Natal Province?

**Table 4.0-10: Correlation Test**

Correlations						
		CCCT	SACT	OPCT	CTI	SEI
CCCT	Pearson Correlation	1	.007	.088	-.013	.295*

	Sig. (2-tailed)		.957	.465	.914	.012
	N	71	71	71	71	71
SACT	Pearson Correlation	.007	1	<b>.844**</b>	<b>.759**</b>	<b>.362**</b>
	Sig. (2-tailed)	.957		.000	.000	.002
	N	71	71	71	71	71
OPCT	Pearson Correlation	.088	<b>.844**</b>	1	<b>.771**</b>	<b>.413**</b>
	Sig. (2-tailed)	.465	.000		.000	.000
	N	71	71	71	71	71
CTI	Pearson Correlation	-.013	<b>.759**</b>	<b>.771**</b>	1	<b>.402**</b>
	Sig. (2-tailed)	.914	.000	.000		.001
	N	71	71	71	71	71
SEI	Pearson Correlation	<b>.295*</b>	<b>.362**</b>	<b>.413**</b>	<b>.402**</b>	1
	Sig. (2-tailed)	.012	.002	.000	.001	
	N	71	71	71	71	71
*. Correlation is significant at the 0.05 level (2-tailed).						
**. Correlation is significant at the 0.01 level (2-tailed).						

#### Key

CCCT-Current Challenges of Cultural Tourism in KZN

SACT-Stakeholder Awareness of Cultural Tourism in KZN

OPCT-Opportunities Presented by Cultural Tourism in KZN

CTI-Cultural Tourism Inclusiveness in KZN

SEI-Socio-Economic Impact

Table 4.13 above shows the results of the socio-economic impact of the state of cultural tourism in the KwaZulu-Natal province. From the results above there is a significant positive but weak correlation between socio-economic impact and the current challenges of cultural tourism in KwaZulu-Natal ( $r(0.295^*) = 0.295, p = 0.012$ ). These results mean that while there were cultural tourism challenges noted they had a weak impact on socio-economic cultural tourism benefits. As a result, these

challenges posing as weaknesses can be leveraged and turned into potential strengths (Belay, 2022). Through increased investment in participative cultural tourism and development trajectory, the province can improve employment opportunities for the youth, women, and all dwellers of the KwaZulu-Natal as well as opportunities for entrepreneurial engagement in tourism by the community, particularly women and the youth (Triegaardt, 2014). As the social and economic landscape of the province dramatically improves, so will be the province's contribution to the National Gross Domestic Product (GDP) (Saarinen & Rogerson, 2015).

However, the results indicate significant and positive moderately strong correlations between socio-economic impact and stakeholder awareness of cultural tourism in the KZN province ( $r(0.362^{**}) = 0.362, p = 0.002$ ), socio-economic impact and opportunities presented by cultural tourism in the KZN province ( $r(0.413^{**}) = 0.413, p = 0.000$ ) and socio-economic impact and cultural tourism inclusiveness in the KZN province ( $r(0.402^{**}) = 0.402, p = 0.001$ ) respectively. These results attest to the fact that there is awareness of cultural tourism amongst the stakeholders as evidenced by positive correlation coefficient of 0.362, opportunities presented by cultural tourism in KZN are quite feasible and they have a potential of positively impacting the socio-economic development of the KZN province as well as significant contribution to the country's GDP as evidenced by a positive correlation coefficient of 0.413. The results further indicate that deliberate strategy to enhance cultural tourism inclusiveness has a potential of leveraging the socio-economic benefits more as indicated by a positive correlation coefficient of 0.402 above.

The results are in harmony with the perception in literature that KZN is regarded as the second economic hub in the country after the Gauteng Province. KwaZulu-Natal is as colourful with the racial diversity, vibrant diverse culture, beautiful landscapes, favourable weather, rich history, and beautiful, warm and clear blue ocean throughout seasons (Institute, 2021). Deliberate strategy and efforts to expand cultural tourism in the province as an economic development vehicle and instrument would better improve the economic development rankings of the province. Such efforts have a potential of improving the livelihoods of the communities in the province, especially those of the youths and the women. Through deliberate increase in investment in participative cultural tourism and development, the province can improve its

employment opportunities for these vulnerable groups in the society that is, the youth and the women, and all the dwellers of KZN as well as enhancing opportunities for entrepreneurial participation and engagement in cultural tourism by the communities, particularly the women and the youth (Triegaardt, 2014).

The results further show the strongest and significantly positive correlation between stakeholder awareness of cultural tourism in the KZN province, and the opportunities presented by cultural tourism in the province ( $r (0.844^{**}) = 0.844, p = 0.000$ ). What these results imply is the importance of strategic promotion of awareness of the tourism opportunities presented by cultural tourism development in the Province of KZN. The cultural tourism opportunities that accrue in the form of traditional dance, traditional music, handiwork, traditional food, and heritage sites and their impact on socio-economic conditions and status of the society in KZN demand strategic competitive analysis in terms of strengths, weaknesses, opportunities, and threats (SWOT analysis). Literature suggest that cultural tourism has been proffered as falling amongst the fastest growing sectors of the global tourism economy, with some authors suggesting that about 40% of global or international leisure tourism involves some cultural component (Novelli, 2015). According to Christie, Fernandes, Messerli, and Twining-Ward (2013) and Novelli (2015) within sub-Saharan Africa, cultural tourism has been identified as offering untapped potential for opportunities in tourism inclusive growth and expansion.

Organisations such as the World Bank have reported that rich art and dance in sub-Saharan Africa and traditions of music constitute unique cultural tourism opportunities that are believed to be providing massive opportunities for tourism expansion and growth in the region (Christie et al., 2013). Several countries in Africa such as Botswana, Kenya, Tanzania, Mozambique, Ghana, and Mali have employed their cultural tourism niche products as internal strengths and core-competencies to diversify their tourism driven economies (Rogerson, 2012). The study conceptualises socio-economic development in this study to be underscoring the enrichment of economic development resources and endowments available in the KZN province such as cultural tourism assets and resources and their optimum utilization (Irma and Morris, 2010; Morse et al., 2011).

There is also strong and significant positive correlation between cultural tourism inclusiveness and stakeholder awareness of cultural tourism in the province ( $r(0.759^{**}) = 0.759, p = 0.000$ ). These results depict the importance of cultural tourism inclusiveness as a strategic issue. It is not only important and enough to be aware of the tourism opportunities that are available in the province, but to grab the opportunities as they present themselves. Therefore, it is critical that the KZN tourism department leadership in its strategic planning for the economic development of the province embraces cultural tourism inclusiveness as a strategic issue. The results are in harmony with literature that underscores that, participatory theories challenge the modernization theories or theoretical paradigms on the grounds that modernization theories promote top-down ethnocentric and paternalistic views of economic development and trajectory (Chiabai et al., 2013). Chiabai et al., (2013) argue that modernization theories as strategic development models proffer the premise that development should be based on the western visions for progress and economic development at the expense of the context of the developing countries.

Lying at the heart of the 'top-down' persuasion models and approaches to issues of development are the assumptions that knowledge embedded in governments or in their agencies are correct, and that the indigenous people are inherently limited and ignorant of matters of development (Moswete, Saarinen & Monare, 2015). In contrast to the modernization theories, at the heart of the inclusive or participatory development approach is the 'bottom up' planning and decision-making process, or the people-centered development approach. Driving this premise is the notion that ordinary people do possess capacities to decide and manage their own socio-economic development processes. Over and above, the inclusive or participatory theory underscores the importance of stakeholder participation and involvement in the developmental processes in communities (Moswete et al., 2015). The further argument is that participatory or inclusiveness approach or theory does suite well the context of development in the third world countries such as South Africa and the rest of Africa.

#### **4.5 Conclusion**

The chapter dealt with data analysis from data collected for both quantitative and qualitative aspects of the study. The analysis addressed the respondents' and

participants' demographic characteristics to the study. The chapter also presented results and findings on the nature of cultural tourism opportunities available for sustainable participative local economic development in the KZN. The current challenges faced with cultural tourism sector emanating from the lack of sustainable, participative, and local economic development in KZN, the limited extent of stakeholder awareness about cultural tourism in the province within the context of sustainable participative local economic development, the extent to which cultural tourism inclusiveness opportunities were also projected, the extent to which cultural tourism inclusiveness is adding value to sustainable, participative, local economic development in KZN. The following chapter deals with the results' synthesis and model presentation.

## **CHAPTER FIVE: SYNTHESIS OF THE RESULTS**

### **5.1 Introduction**

This chapter provides with a comprehensive synthesis of results and findings from the study that culminates in the proposal of a model or framework that could be developed through further future research, extending academic debate on cultural tourism as a leverage for sustainable, participative, and local economic development strategy in the KZN province. The synthesis begins with theoretical positioning of the study in terms of its emerged results and findings in the current foundational theories of development in general, theories of community development and theories of community participation in the development trajectory. In the process the theories are advancing the practical and theoretical contribution of the study. These theories lay the theoretical foundation of the study's argument.

### **5.2. Synthesis of the results and study findings**

The synthesis of the results and findings of the study is conducted on the study's research on objective basis. The study has six research objectives that inform the synthesis of the results and findings. In addition to synthesizing the results and findings of the study with the theories of development, the chapter also discusses the results and findings and further critique them with literature. There are cases where the results and findings of the study are found to be in harmony with the existing literature on the phenomenon under study, while in some cases they are found to be in variant in the process enunciating the theoretical and philosophical position and stance of the current study. The results and findings of the study synthesized here are envisaged to facilitate the emerging of the building blocks for the conceptualized strategic model or framework for sustainable, participative, and local economic development strategy in the KwaZulu-Natal Province.

#### **5.2.1. The nature of cultural tourism opportunities available for sustainable participative local economic development in KwaZulu-Natal Province**

This section addresses the synthesis of the results emerged with respect to the study's first research objective. The objective sought to establish the nature of tourism opportunities for sustainable, participative, and local economic development in the province. Established was that there seem to be currently more cultural activities

taking place in the areas of traditional dance and heritage sites. The two cultural activities are patronized at levels of almost thirty percent of the total patronage of the cultural tourism activity taking place in the province. While traditional dance and heritage sites seem to be most popular, concentrating only on these two does not depict full exploitation of cultural activities as a means to foster the development of cultural tourism in the province. Tourists and visitors as they come to the province may enjoy being entertained through cultural dance and toured around to visit the heritage sites and then at the end of their so-journey and holidays go back to their domestic countries probably without knowing that they could have enjoyed much more.

To a greater extent, in terms of cultural exposure there is limitation to the province's cultural endowment potential that tourists and visitors can enjoy by concentrating on traditional dance and heritage site visits only. This limits the utility and satisfaction that tourists and visitors can derive for the value of their money. The results revealed that there are cultural tourism opportunities in the areas of traditional music, handiwork and traditional food as well. According to the results, these potential cultural tourism activities are under exploited. There is massive cultural exhibition inherent in these areas of traditional music, handiwork and traditional food that can help to showcase the province's culture. Literature supports this assertion and philosophical stance taken by the study that KwaZulu-Natal is so colourful with its racial diversity, vibrant diverse culture, beautiful landscapes, favourable weather, rich history, and beautiful, warm Blue Ocean (Saarinen & Rogerson, 2015).

From a strategic point of view and perspective the study argues that focusing much on traditional dance and heritage sites limits the province's ability to leverage cultural tourism for sustainable economic development of the province as well as creating more employment opportunities for the youth and women of the province. Above all, this narrow focus on tourism development in the province stifles the transformational needed economic trajectory to address employment crisis in the country as well as ensuring that the local and indigenous people of South Africa actively participate in the economic development of their provinces.

The results showed that there was little cultural tourism activity in the areas of cultural music, handiwork and traditional food compared to traditional dance and heritage sites. Handiwork attracted about twenty percent of the cultural tourism opportunity and

activity, while traditional music draws fourteen percent and traditional food was the least activity rated at eight percent. The study argues that the current activity in the areas of traditional music, handiwork and traditional food does not reflect the potential of these cultural tourism opportunities in the province. Strategically, what this means is that there is capacity available and opportunity for participation by the KwaZulu-Natal communities in the categories of traditional food, traditional music, and handiwork. What is needed is for the local leadership particularly in the tourism department to transform the tourism sector into a strategic cultural tourism destination and a leverage for sustainable participative local economic development trajectory for mutual benefit of the local economy and the participating community.

The study further argues that these results and findings of the study are in harmony with the views of the participatory development practitioners and the participatory development theorists who argue that development processes require consented sensitivity to societal cultural diversity and other specific contested issues that are nevertheless seemed to be ignored in the modernization theory (Chiabai et al., 2013). Furthermore, these authors caution that this lack of sensitivity to cultural dynamics and other factors does not help at all, it has caused the failure of several development projects elsewhere in the past (Chiabai et al., 2013).

The philosophical stance taken by the participatory development approach or theory is the focal premise and proposition of a 'bottom up' decision-making and planning trajectory, also referred to as the people-centered or people-oriented developmental approach. This theory or proposition is informed and motivated by the belief that ordinary people and the community in general have the capacity to manage their own developmental agenda and programs (Moswete et al. 2015). The study argues that the development of cultural tourism fits well in this category and line of thought. Said and done, the theory advocates for involvement and participation of all the relevant stakeholders, particularly the grassroots in the development processes (Moswete et al., 2015) and the argument is that the participatory theory or approach does suite the context of the development initiatives of the third world countries as well as the middle-income world countries such as South Africa.

### **5.2.2. The current challenges of cultural tourism for sustainable and participative local economic development in KwaZulu-Natal Province**

This section synthesizes the results and study findings with respect to the second study objective which sought to investigate the challenges of cultural tourism for sustainable and participative local economic development in the province of KwaZulu-Natal. High on the perceived list of challenges of cultural tourism for sustainable and participative local economic development was the impact of COVID-19. The world in general has been affected by this pandemic, though at different magnitudes. It is understandably clear that economically Africa has been much more negatively affected by the pandemic compared to developed economies. South Africa has also had its own share of the negative impacts of the pandemic.

The strategic questions to ask are, what lessons has South Africa learnt from the pandemic? What precautionary measures and strategies are to be put in place to curb or manage better any future pandemic incursions in South Africa? Coming closer home, what lessons has the province of KwaZulu-Natal learnt from the pandemic? Particularly the tourism department. What strategies and measures will be put in place to mitigate the negative impact or manage better any future incursion of the pandemics by the tourism department in KZN?

Following the impact of COVID-19 that has made it more difficult for the tourism industry to sustain the goals made towards improving the performance of the tourism sector in the province, lack of meaningful participation of the locals in cultural tourism activities in the province was raised as the second most perceived challenge. There were strong views in the study that lack of adequate information about the potential cultural tourism opportunities for the communities could be one of the primary reasons why there is no meaningful participation of the locals in the province's tourism activities particularly cultural tourism. The challenge is that there are chances that the department of tourism in KZN is not promoting enough, cultural tourism as a vehicle and instrument for sustainable participatory economic development in the province.

There is need for the powers that be in the province to borrow a leaf from the participatory development theory which underscores community participation in development affairs as paramount and critical to exercise of authority and power by the communities or the locals in advancing their people-power in the control of the

means of production and resources such as cultural tourism assets and resources, conceptual and innovative thinking, accountability for one's actions, and acting in a collective and collaborative manner (Saarinen & Rogerson, 2015).

From a strategic business perspective there is no evidence of a tourism package which is enriched with cultural activities as it was revealed in the discussion of the results and findings with respect to the research objective one above. Concentrating on traditional dance and heritage sites and focusing less on the other cultural tourism activities limits the configuration and design of tourism packages that are enriched with wholistic provincial cultural diversity. It is critical that in their planning for tourism products, the tourism department leadership in the province makes sure that the designed tourism packages reflect and embraces the four attributes of cultural tourism that is, living culture, natural heritage, traditional culture and built heritage (Saarinen & Rogerson, 2015).

Included in living culture as well is traditional food. In other words, cultural tourism embraces multifaceted cultural activities and services that tourists can indulge themselves in and derive multifunctional utility (Richards & Wilson, 2010). Tourism products or packages developers need to appreciate that cultural tourism is not only interested in the consumption by tourists and visitors of the domestic cultural heritage aspects of the tourism products of a historical nature, but it also underscores the importance of the local people's ways of life and their contemporary cultures. As a result, cultural tourism enshrines heritage tourism as well as arts tourism (Richards & Wilson, 2010). It is then strategic for the tourism department leadership of the KZN province to package cultural tourism in this configuration.

Lack of meaningful community participation in cultural tourism development and activities also culminated in the concern and challenge of very little evidence of the youth and women participation in ownership of small business in the tourism sector in the province, a clear indication that there is no social and economic inclusiveness in the economic development of the province of KZN. It is important that the complexion of the provinces tourism development agenda reflects this social inclusiveness and participation, especially of the previously disadvantaged and excluded societal groups such as the youth, the disabled, women, the children, the elderly and the disabled (Roodt, 2001).

There seem to be mismatch between the tourism sector's objectives of improving the lives of these vulnerable groups in the society and what is actually happening on the ground (Saarinen & Rogerson, 2015). The other challenge raised was the serious concern for the lack of business and strategic conceptualization of the relations between culture and tourism. As a results, this demonstrated under exploitation of cultural tourism as leverage for sustainable and participative economic development instrument (Saarinen & Rogerson, 2015). The tourism industry offers a potential of developmental growth through leveraging the capacity and cultural endowment that is embedded in the local communities (Saarinen & Rogerson, 2015).

### **5.2.3. The extent of stakeholder awareness of cultural tourism in KwaZulu-Natal province within the context of sustainable participative local economic development**

This section dealt with the synthesis of the results and findings with respect to the study's third research objective that sought to establish the extent of stakeholder awareness of cultural tourism opportunities in the KZN province within the context of sustainable participative local economic development in province. The results and findings indicated that inculcation of culture heritage and its integration into the basic education curriculum in South Africa can help increase the levels of awareness of cultural tourism opportunities in the province of KZN.

Education plays a critical and important role in creating and developing awareness of new concepts, discoveries, innovations, thoughts and knowledge. It also helps with production of material resources and human capital development (Irma & Morris, 2010). There was also evidence of stakeholder awareness in terms of developed interests in working with the tourists and visitors and willingness to guide the tourists and visitors, showing them around, especially those that would be visiting for the first time. The local people are willing to offer their services as tourists guides.

The results reflected indifference posture and disposition with regard to the assertion that the KZN tourism department leadership is actively supporting the cultural tourism development initiatives and activities that are happening within the province. It became clear from the study findings that whatever the leadership is doing to promote cultural tourism in the province is not good enough and the leadership is not visible at all. In other words, more is required other than the infrastructural development and support

resources such as banking facilities, healthcare centers, transportation, stores, communication, retail facilities, marketing facilities, educational facilities and distribution channels provided for the development of initiatives such as cultural tourism (Jovanovic, 2016). If there is no evidence of activity taking places, such infrastructure becomes white elephant. Development input should match the development output and, in this case, significant cultural tourism activity on the ground (Van der Merwe, 2014; Van der Merwe & Rogerson, 2013).

There is traction gaining in the use of culture as a means for social and economic development particularly in the tourism industries of many developing countries. As a result, the cultural tourism markets of these countries are being flooded with new cultural tourism attractions and activities, emerging cultural routes, and development of heritage sites and centers. The same phenomenon is obtaining here in South Africa as well (Saarinen & Rogerson, 2015). As a result, many tourism consumers and patrons who feel tired of being exposed to serial reproduction and recycling of culture in different tourism destinations seek for alternative exposures and experiences elsewhere in order to maximise their utility and value for money (Van der Merwe, 2014).

However, in the opinions of the respondents and participants in this study not much has been achieved by the tourism department leadership in terms of crafting clear promotion and awareness plans aiming at refining and showcasing the cultural talents and knowledge of the people at grass root levels in the province. The tourism department has also not done much in promoting stakeholder awareness of cultural tourism opportunities through promotion and support of development of small businesses operating in the tourism sector of the province. From a business strategy perspective, the leadership in the tourism department should develop clear and effective plans aiming at refining and showcasing the cultural talents and knowledge of local people in the province of KZN.

There was also very little evidence of stakeholder awareness of the tourism department's plans that seek to strategically prepare the KZN communities to become cultural tourism destination. The results and findings of the study also demonstrated low levels of evidence of awareness of the tourism strategic plans that aim at developing and improving the skills and knowledge of the youth and women who are

participating in the cultural tourism activities in the province. These results and findings strongly support the popular view that currently there is not much of impact of cultural tourism's contribution to the South African provinces' economic development recognised, with the KwaZulu-Natal province said to be lagging behind in tourism growth. The growth of the sector is estimated at only 5.9% per annum (Tourism, 2017/2018).

It is evident from these results and findings that the respondents and participants to the study were adamant that they were aware of the KZN tourism department's tourism strategic plan that aims at developing and improving the skills of the youth and women in cultural tourism. From strategic point of view, there is no point in business to develop plans when they would not be fully promoted and being made aware by the intended beneficiaries and users of those plans. Plans need to be promoted and marketed and their performance evaluated.

Participatory development theory underscores the importance of full awareness of the stakeholders of the potential development programs and projects going on in their communities. The importance of promoting full awareness as key to effective involvement and participation of the greater populace, particularly of the previously disadvantaged or excluded groups in South Africa needs not to be over emphasized. The theory portrays these groups as mainly the youth and the women who are generally perceived to be illiterate and cannot fit in the community developmental programs (Saarinen & Rogerson, 2015).

The theory underpins development as a process that focuses on community wide engagement, inclusiveness, involvement and participation in the community's development programs and projects mainly by employing the local available resources such as materials and labor and knowledge and allowing the communities to take full charge of the development programs and projects in their communities (Saarinen & Rogerson, 2015). At the center of this school of thought is the collective belief that group interests supersede or transcends those of the individuals (Saarinen & Rogerson, 2015). The primary objectives of the participatory development theory are mainly empowerment, self-reliance, sustainability and capacity building of the communities (Saarinen & Rogerson, 2015).

#### **5.2.4 The extent to which cultural tourism presents opportunities for cultural tourism inclusiveness in the KwaZulu-Natal province**

This section addressed the synthesis of the results and findings addressing the study's research objective four. Top on the views list in this category was the acknowledgement by the respondents and participants to the study that the local government of KZN needs to play a pivotal role in elevating cultural tourism activities beyond being mere tourists entertainment expeditions to income generating mechanisms for the participating communities in the province. The results and findings of the study indicated that there is significant evidence of the potential of cultural tourism for creating opportunities for cultural tourism inclusiveness in the province, with the local government and tourism department playing pivotal roles in elevating cultural tourism activities to income generating instruments.

These results are in harmony and in sync with the views in literature that underscore the potential of cultural tourism in leveraging the development of the local communities through elimination of socio-economic inequalities, alleviation poverty and addressing of unemployment levels in the province (Saarinen & Rogerson, 2015; Irma & Morris, 2010). Literature argues that meaningful development can only be achieved when uncivilized cultural norms and traditions perceived to be primitive values are replaced by the perceived modern cultural norms, traditions and values (Morse, McNamara, Acholo and Okwoli, 2011). By the same vein, primitive culture can be transformed into means of contact with the modern and civilized world and sustainable development and standards of living through language and trade (Richards and Wilson, 2006).

The onus lies with the KZN tourism department in particular and the local government to channel the developmental resources and efforts towards transforming cultural tourism into a socio-economic and development vehicle for the benefit of the local communities. The achievement and success of new community driven developmental initiatives and strategies depends on the active involvement and participation of the local people in all the facets of community development processes. These processes entail involvement and participation in decision-making, participation in the implementation of the development programmes, participation in monitoring and evaluation of the performance of the development projects and programmes and

participation in sharing of the socio-economic benefits accruing from the development projects (Kasemir, Jaeger & Jager, 2013).

The results and findings of the study also emphasized on the importance of South Africa, particularly the province of KZN to learn and benchmark with other countries that have had successful participative and inclusive cultural tourism initiatives for sustainable community development. Many countries in the developing world and regions consider cultural tourism as the today's most desired and sought for market that has attracted highest spending levels, drawing the attention of the relatively highly educated patrons to patronize these cultural tourism and heritage sites and activities for the benefit of the host tourism destinations (OECD, 2009). The continued patronage of these cultural tourism driven tourists' attractions creates significant economic benefits for the locals in most of the cultural tourism transforming countries (Richards & Palmer, 2011).

The results and findings of the study indicated that the local people are always ready for the cultural tourism opportunities in the province. They always demonstrate their inherent knowledge and custodianship of the province's culture and traditions as they always celebrate their culture through cultural activities on a regular basis as well as taking pride of their cultural uniqueness. Literature suggests that although culture is passive, it actively engages communities on societal cultural interactions and engages tourists as they seek to experience cultural entertainment, cultural uniqueness, cultural creativity and cultural education (Smith, 2009).

These cultural tourism attributes are regarded as defining the new developmental perspectives and features of cultural tourism dynamics (Smith, 2009). The communities of the KZN province are ready to participate in the potential cultural tourism opportunities offered by the tourism department in the province and they are aware of the potential benefits of cultural tourism and the values of participating in the cultural tourism initiatives as they take pride in their cultural uniqueness and ethnicity. The World Bank underscores that rich cultural traditions of traditional dance, traditional music and art in the sub-Saharan Africa form unique cultural tourism features and attributes that are believed to be having the capability to drive opportunities for tourism growth in the Sub-Saharan Africa (Christie et al., 2013).

Apparently, the provincial leadership does also participate in cultural celebrations, and they always do so by wearing their cultural attire especially during the heritage month celebrations in the province. However, the respondents and participants to the study were adamant that sustainable development of tourism is in the priority discussion list of the KZN province's development agenda. The respondents and participant to the study were very skeptical about this assertion. Take part in cultural and heritage celebrations, wearing cultural garments and attire is not good enough. There is need for the provincial leadership and tourism department leadership to develop creative tourism strategies that integrate wider cultural heritage tourism plans for the province (Spencer & Jessa, 2014).

The local communities have the knowledge to help in the development of cultural tourism assets for the benefit of the provincial tourism department and the communities at large (Spencer & Jessa, 2014). These authors further argue that developing creative tourism strategies will help in uplifting the socio-economic standards, livelihoods of the local people as well as developing the necessary skills in tourism and also help raise the overall cultural tourism creativity and innovation profile of the KZN province as a tourism destination.

By virtue of being born and bred in the province of KZN and by default the community particularly the women and the youth get to know about the tourism sector activities in the province and they also learn and become aware of the potential cultural tourism inclusiveness opportunities in the province. The results indicated that cultural tourism inclusiveness in the province does not seem to derive from deliberate and planned strategies by the provincial and tourism departments leadership. As a result, most of the cultural tourism activities taking place especially in the beaches is not organized cultural tourism activity, but self and individually initiatives and creativity. There are synergies that can be derived from strategic organisation and inclusiveness of the community particularly the women and the youth in the cultural tourism activities of the province (Kasemir, Jaeger & Jager, 2013; Spencer & Jessa, 2014). Cultural tourism inclusiveness has a potential of transforming the tourism sector in the KZN province as long as it is well organized and effectively promoted.

From a strategic management perspective, it is evident that there is very little cultural tourism inclusiveness in the province, and this is preventing the exploitation of the full

potential of tourism as an economic driver in the province of KZN (Richards & Palmer, 2011). The tourism department needs to come up with deliberate initiatives of promoting the opportunities for cultural tourism inclusiveness that are available particularly for the indulgence of the youth and the women in the province of KZN. What is critical is the need for the tourism department and the provincial and local government of the KZN to repackage the tourism products and activities to embrace and showcase the province's diverse culture. In other words, there is nothing about cultural tourism without participation and inclusion of the communities in the province. Active involvement and participation of the locals particularly the youth and the women in the development of cultural tourism in the province will go a long way towards the province achieving sustainable socio-economic development and improved livelihoods across the province (Kasemir, Jaeger & Jager, 2013; Spencer & Jessa, 2014).

The promotion of inclusiveness in cultural tourism in the province requires the visibility of the provincial leadership taking the lead in advocacy for community participation in the local economy through culture and heritage. It will take adequate resources and technical support by the local government and the department of tourism to successfully develop cultural tourism in the province. The successful development and promotion of inclusive cultural tourism in the province hinges on maximum tapping of the indigenous knowledge of the local people on culture and traditions. The results and study findings reiterates a need for the tourism department and the provincial government to improve actions towards the sustained development of cultural tourism through the promotion of indigenous knowledge in the KZN province as a driver for sustainable, economic, and the development of the province (Christie et al., 2013). There are success stories of inclusiveness in cultural tourism in other countries. For example, the study by Mgonja et al., (2015) in Tanzanian, revealed that community development programmes and projects that are designed and implemented with the consensus of the locals yielded more positive results than those that applied the centrally oriented (top-down) theory or model approaches that disregard the opinions of the communities and the grass roots.

### **5.2.5 The extent to which cultural tourism inclusiveness adds value to sustainable participative local economic development in the KwaZulu-Natal province**

This section synthesizes the results and findings with respect to the study's research objective five which sought to establish the extent to which cultural tourism inclusiveness is adding value to sustainable participative local economic development in the province of KZN. The results and study findings holds the view that, the current local government leadership and structures in the KZN province have a critical role to play in elevating cultural tourism activities as value addition for the benefit of the community` socio-economic development as income generation mechanisms topped the list on the perceptions of the extent to which cultural tourism inclusiveness adds value to sustainable participative local economic development in the province of KZN. It is paramount that cultural tourism is embraced and seriously treated as a sustainable source of income generation for the locals in the province. The province of KZN like what obtains in other countries that are endowed with cultural diversity has a potential of leveraging its culture and heritage for sustained cultural tourism development for the economic benefit of the communities and economic growth of the province (Richards & Palmer, 2011).

The results further revealed that the province's massive endowment with rich and diverse culture and heritage is currently under exploited in that regard. As a result, the province has not yet reached the full potential economic benefits of cultural tourism and has not matured as tourism destination (South African Tourism Annual Report, 2015/2016). Development of cultural tourism has a potential of sustaining and helping the province to maintain its pole position of being the second economic hub after Gauteng in South Africa. There is need for the province to strategically implement the transformation of its tourism sector and enhance its contribution as one of the top economic development drivers and social transformation in the South African economy (South African Tourism Annual Report, 2015/2016). To achieve these desired outcomes there is need to incorporate and engage the local communities for active participation in cultural activities.

While the results and findings of the study indicate that the day to day running of the tourism cultural villages and heritage sites is done by the local indigenous people of the KZN province, according to literature there is need for empowerment of these local

indigenous people to the positions and levels of economic ownership of the cultural tourism assets such as the indigenous cultural knowledge. This in essence defines meaningful and sustained community participation and engagement in cultural tourism as means for local economic development inculcating and instilling the culture of ownership of the economic resources and assets and in the process help in keeping the communities away from engaging in destructive behaviours such as drug abuse by the youth in the province (Government, 2017/2018)

Economic empowerment of the communities particularly the youth and women would substantially improve the social and economic landscape of the province as well as enhancing the province's economic contribution to the country's gross domestic product (Saarinen & Rogerson, 2015). On an individual and unorganized manner, the local people particularly the women including those coming from outside the province do conduct some form of informal trading of their hand crafts, artifacts, and other authentic activities such as traditional dance to the tourists who visit the province on a regular basis.

From the results and findings of the study there were serious concerns as far as the key indicators for inclusiveness in the cultural tourism sector in the province is concerned. These involved the assertion that the opinions of women and youth are always given attention that they deserve by the tourism sector leadership in the province of KZN. The respondents and the participants in the study were adamant that there was indeed enough attention given to the opinions of the youth and women regarding their involvement and inclusiveness in the province's cultural tourism development and thus partaking of the economic benefits and opportunities that accrue.

There were strong indications from the results and findings about the need for transformation in the tourism sector whereby ownership of the existing heritage sites and cultural villages can be streamlined to the locals. These results reflected that there is a challenge when it comes to these important aspects of sustainable and participative local economic development in the province. There is very little evidence of participation and inclusion of the youth and women in cultural tourism in the KZN province. It is for this reason that the study premises that the current nature of cultural tourism inclusiveness in the province of KZN does not adding much value to

sustainable participative local economic development of the province (Triegaardt, 2014). As a result, the results and findings of the study give credence to the views in literature that the province of KZN's poverty statistics rate and unemployment is quite compelling at the rate of 27% of which 47% is attributable to the youth (KwaZulu-Natal Master Plan, 2014; Reed, Fraser & Dougill, 2016). The results and findings of the study also reflected indifference in the views and opinions of the respondents and participants to the study with respect to the assertion that the province's cultural tourism budget prioritizes the previously disadvantaged people in the country that is, particularly the women and the youths.

### **5.2.6 The socio-economic impact of the state of cultural tourism in the KwaZulu-Natal province**

This section dealt with the synthesis of the study results and findings with respect to the sixth research objective. The said objective sought to critically examine the socio-economic impact of the state of cultural tourism in the KZN province. The weak correlation between the socio-economic impact of the state of cultural tourism in the KZN province and the current challenges of cultural tourism experienced in the province implies that the challenges are insignificant as compared to the benefits that can be derived from cultural tourism.

From a strategic point of view these challenges can be leveraged and turned into opportunities for focused investment in community engagement and participative cultural tourism development in the province (Triegaardt, 2014; Saarinen & Rogerson, 2015). There is need for understanding by the KZN tourism department leadership that cultural indigenous knowledge resides in communities and their people. Deliberate strategies for engaging the community so that there is active participation of community members, particularly community leaders, elderly women, men as well as the youth can go a long way towards the tourism department leadership tapping into the cultural indigenous knowledge that the KZN indigenous people possess (Triegaardt, 2014). The engagement of the community will ensure the sustainable participative economic development in the KZN province.

The moderately strong and positive correlation between socio-economic impact and stakeholder awareness of cultural tourism in the province, opportunities presented by cultural tourism in the province and cultural tourism inclusiveness mean that there is

a potential of leveraging these phenomena in order to realise higher positive socio-economic impacts (Saarinen & Rogerson, 2015; Triegaardt, 2014; Novelli, 2015; Christie et al., 2013). Strategically, increasing stakeholder awareness of cultural tourism in the province has a potential of leveraging the socio-economic impact of tourism to greater heights. As more people particularly the local communities become aware of the cultural tourism activities and the opportunities that cultural tourism presents there would be more interests aroused and willingness to participate in the province's tourism activities (Novelli, 2015; Christie et al., 2013). There is more capacity and room to engage the local communities on indigenous cultural knowledge for mutual benefit by the local communities, socio-economically and the KZN department of tourism in sustained economic development. Socio-economic development is conceptualized in this study as underscoring the enrichment of economic development resources and endowments such as diverse culture available in the KZN province to enhance cultural tourism assets and resources and their optimum utilization (Irma and Morris, 2010; Morse et al., 2011).

The positive strong and significant correlation between cultural tourism inclusiveness and stakeholder awareness of cultural tourism in the province is a testimony that cultural tourism inclusiveness is a function of stakeholder awareness of cultural tourism (Rogerson, 2012; Christie et al., 2013; Irma and Morris, 2010; Morse et al., 2011). Stakeholder awareness of cultural tourism in the KZN province can drive cultural tourism inclusiveness. The provincial tourism department management need to as part of their provincial economic development strategy create cultural tourism awareness through campaigns such as road shows, advertising and other promotional tools.

### **5.2.7 Bottom-up and top-down approach**

For the purposes of the conceptualised model for sustainable participative local economic development strategy for cultural tourism development in the KZN province, the bottom-up approach to development trajectory with its merits discussed in the literature review chapter is regarded as the most ideal as it recognises the natural view in this case that indigenous cultural knowledge resides with the local communities. The approach resonates well, and is viewed to be pro-poor, and as result, is seemingly in tandem with the purposes of enabling sustainable economic development of the

communities and their benefit at grass root and local community levels (Mgonja, Sirima, Backman & Backman, 2015).

In the South African context, the approach is also considered ideal and in harmony with the sentiments of former Deputy President Kgalema Motlanthe in 2011 on the need to uproot poverty from the poverty-stricken communities and areas such as the UMsinga in the KZN province (Agency, 2011). Most importantly the approach enjoys great advantage of ease of buy right from the grass-root levels of the communities, making its implementation quite attainable and feasible. In the process, local communities get powers and mandate of owning the local community development programmes and initiatives, as they become critical stakeholders and participants in the development of the programmes (Mgonja et al., 2015).

The bottom-up approach could be applied for example in the Cultural Art Centers (CAC) Models, which describe the scenarios for participation of the communities in the tourism sector from the grass root community levels, interlinking with the upper echelons (Mgonja et al., 2015). Furthermore, these authors in their research study in Tanzanian discovered that the community development programmes that are designed with the consensus of the communities yielded more positive results compared with those that applied the centrally oriented (top-down) model approaches.

Borrowing the leaf from the Tanzanian study, tourists could come to attraction areas for the purposes of learning about various sub-cultures that exist in the KZN province. Each attraction area of the KZN province would then set up a CAC with the origins and the uniqueness of the subculture expected to be enjoyed by the tourists from both abroad and locally being exhibited. Having people of origin maintaining and engaging in the principle of cooperative economy locally managing these CACs. The locals should be able to narrate their own stories about their own culture to and for the benefit of the tourists and in the processes being able to ache out a living from their cultural tourism heritage and assets (Mgonja et al., 2015).

The conceptualisation of the model is informed by the study's results and findings that are in harmony with literature that underscores that, participatory theories challenge the modernization theories or theoretical paradigms on the grounds that modernization theories promote top-down ethnocentric and paternalistic views of economic

development trajectory (Chiabai et al., 2013). Chiabai et al., (2013) argue that modernization theories as strategic development models proffer the premise that development should be based on the western countries' visions for progress and economic development at the expense of the context of the developing countries.

Lying at the heart of the 'top-down' persuasion models and approaches to issues of development are the assumptions that knowledge embedded in governments or in their agencies are correct, and that the indigenous people are inherently limited and ignorant of matters of development (Moswete, Saarinen & Monare, 2015). In contrast to the modernization theories, at the heart of the inclusive or participatory development approach is the 'bottom up' planning and decision-making process, or the people-centered development approach.

Driving this premise is the notion that ordinary people do possess capacities to decide and manage their own socio-economic development processes. Over and above, the inclusive or participatory theory underscores the importance of stakeholder participation and involvement in the developmental processes in communities (Moswete et al., 2015). The further argument is that participatory or inclusiveness approach or theory does suite well the context of development in the third world countries such as South Africa and the rest of Africa. In the lack of a model employed in the KZN department of tourism for the intention replicate inclusivity, the researcher proposes remodeling of the model below.

### **5.3 Conclusion**

The chapter dealt with the synthesis of the study results and findings that were obtained from the analysis of both quantitative and qualitative data collected for the study purpose. The synthesis was done on the study's objective by objective. The first objective informed the results and findings on the nature of cultural tourism opportunities available for sustainable participative local economic development in the KZN province. The key results and findings were that, currently there seem to be more cultural tourism activities in the areas of traditional dance and heritage sites. There is, however, more room and capacity to focus and develop the other cultural tourism opportunities through traditional music, traditional food and handiwork. Objective two

informed the study's results and findings on the current challenges of cultural tourism for sustainable and participative local economic development in KZN province. Amongst the potential challenges identified the COVID-19 pandemic was identified as the major challenge that has made it more difficult for the tourism industry to sustain the goals made towards improving the performance of the tourism sector in the province.

Objective three informed the results and findings on the extent of stakeholder awareness of cultural tourism in KZN province within the context of sustainable participative local economic development and noted was that to an extent the stakeholders are aware of cultural tourism in the KZN province. However, there is need for the tourism department leadership to strategize and engage in more promotional initiatives to raise stakeholder awareness of cultural tourism in the province. The results and findings also established that there are several opportunities that are presented by cultural tourism inclusiveness in KZN province that is, addressing objective four. Objective five addressed the extent to which cultural tourism inclusiveness is adding value to sustainable participative local economic development in the KZN province and the objective six dealt with the socio-economic impact of the state of cultural tourism in the KZN province. The next chapter concludes the study by summarising the results and findings, drawing conclusions and recommendations thereto.

## **CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS**

### **6.1. Introduction**

This chapter concludes the study on leveraging cultural tourism for sustainable and participative local economic development in the KZN province. The chapter summarises the conclusions drawn on each of the study's results and findings comprehensively discussed in chapter five. The results and findings are aligned to the study's research objectives. The mixed research methodology was employed for the study with the qualitative aspect of the study complementing the quantitative (core) aspect of the study. As a result, and objectively the qualitative aspect of the study mere corroborated the quantitative aspect of the study. Following the conclusions, the chapter concludes with managerial solutions to the research problem and presents the policy implications emanating from the study. The chapter suggests areas for future research and presents a conclusion to the whole study.

### **6.2. Conclusions drawn from the results and findings of the study**

Below 6.2.1 to 6.2.6, conclusions and findings of the study in line with the objectives are discussed.

On a broader perspective the study draws conclusions on the results and findings based on the nature of cultural tourism opportunities available for sustainable, participative and local economic development in the KZN province and on the current challenges of cultural tourism for sustainable and participative local economic development in the province. The study also draws conclusions on the extent of stakeholder awareness of cultural tourism in the KZN province within the context of sustainable participative local economic development and on the extent to which cultural tourism inclusiveness presents socio-economic development opportunities. Finally, conclusions are drawn on the extent to which cultural tourism inclusiveness is adding value to sustainable participative local economic development as well as on the socio-economic impact of the state of cultural tourism in the KZN province.

### **6.2.1 The nature of cultural tourism opportunities available for sustainable participative local economic development in the KZN province**

The study found that women are harnessing their traditional knowledge to create opportunities with arts and handmade goods for their sustainable livelihoods along the beaches of Ethekewini.

The study concludes that traditional dress, dance, heritage sites, handcraft, traditional music, and traditional food are among the cultural tourism potential accessible for sustainable participatory local economic development in the KZN province. Therefore, cultural tourism options are available for local communities in the KZN province to participate in the province's local economic growth. Additionally, according to the study findings and results, traditional dance and heritage sites currently dominate patronage of the province's cultural tourism product offerings while also offering opportunities for residents to engage economically.

Consequently, at the time of conducting the study it is concluded that traditional dance and heritage sites were patronized on average of thirty percent respectively notwithstanding the fact that the study has been conducted at the times the sector like any other economic sector in country were under strict COVID-19 restrictions caused a sharp decline on tourists. The impact of COVID-19 was nevertheless outside the scope of the study. As a result, the potential impact of COVID-19 in this case was not directly measured.

The traditional dance and heritage sites patronage and opportunities for participative local economic development were followed by handiwork and art and traditional music in terms of accessibility by locals and uplifting economic growth. The study concludes that at the time of conducting the study, handiwork and art provided opportunities for participative economic development to the local communities to an average of eighteen percent, traditional music to an average of fourteen percent and traditional food to an average of eight percent. There is evidence of local communities particularly women participating in handiwork, arts and artifacts especially along the beaches at eThekewini surroundings.

Women display their collections of cultural and traditional wares in the beaches for tourists to buy these cultural artifacts and handiworks as souvenirs as they go back to

their home countries. The study concludes that there is capacity and room to expand the levels of patronage and participation of the communities in these cultural tourism opportunities identified, particularly in the areas of traditional food and traditional music. The local and indigenous people of the KZN province in their diversity possess the indigenous cultural knowledge that can stimulate the sustainable participative local economic development trajectory of the province.

### **6.2.2 The current challenges of cultural tourism for sustainable and participative local economic development in KZN province**

The research found that there is a challenge with information cascading on available opportunities for cultural tourism that ultimately does not fully reach the vulnerable communities, such as women and the youth. Additionally, cultural tourism is rarely included in a traveler's itinerary packages.

From the results and findings of both the primary and secondary data, the study concludes that like the rest of the country's economic sectors, the KZN cultural tourism sector has been largely affected by the challenges of the COVID-19 pandemic.

The COVID-19 pandemic has made it more difficult for the KZN tourism industry to sustain the goals made towards improving the performance of the sector. At some point in the early stages of the pandemic, especially during lockdown the sector literally died with absolutely no activity happening.

The other major challenge suggested was the lack of adequate information about the potential cultural tourism opportunities available for local communities' participation in the economic development of the province through cultural tourism. The study concludes that this could be the primary reasons why there is no meaningful participation of the locals in the province's tourism activities particularly in cultural tourism.

The study concludes that most likely the department of tourism in KZN is not promoting enough, cultural tourism as a vehicle and instrument for sustainable participatory economic development in the province and does not have a clear tourism package which is enriched with cultural activities embracing the four attributes of cultural tourism that is, living culture, natural heritage, traditional culture and built heritage that can be effectively sold to the tourism market out there.

The study also concludes that the lack of meaningful community participation in cultural tourism development and activities is evidenced by lack of mobilisation of the youth and women led or driven small business operating in the tourism sector in the province a clear indication that there is no meaningful social and economic inclusiveness in the economic development of the KZN province. The province is lacking a clear tourism development agenda that reflects social inclusiveness and participation, especially of the previously disadvantaged and excluded societal groups such as the youth, the disabled, women and the children.

The study also concludes that there seem to be a mismatch between the tourism sector's goals of improving the lives of these vulnerable groups in the society and what is actually happening on the ground. The study concludes that strategically, this reflects a lack of clear business and strategic conceptualization of the relationships between culture and tourism. As a result, there is under exploitation of cultural tourism as leverage for sustainable and participative economic development in the province. The tourism industry offers a potential of developmental growth through leveraging the capacity and cultural endowments that are embedded in the local communities.

### **6.2.3 The extent of stakeholder awareness of cultural tourism in KZN province within the context of sustainable participative local economic development**

The conclusion is drawn from results and findings of the study, about the importance of inculcating the appreciation and knowledge of cultural heritage in the minds of the young people and need to capture them while they are still young. As a result, the inclusion that integration of heritage studies in the basic education curriculum in South Africa can help increase the levels of awareness of cultural tourism opportunities in the KZN province. Education plays a critical and important role in creating and developing awareness of new concepts, discoveries, innovations, thoughts and knowledge. It also helps with production of material resources and human capital development.

The study also concludes that the community is to an extent aware of the cultural tourism and its potential opportunities for sustainable community participation in the local economic development of the province as the respondents indicated their willingness and interest to work with the tourists and visitors and are willing to guide

the tourists and visitors, show them around, especially those that would be visiting for the first time. The local people are willing to offer their services as tourists guides.

The study concludes that the results and findings of the study clearly showed some concerns regarding lack of strategies by the tourism department leadership and clear directions of steering the cultural tourism development initiatives towards sustainable participative local economic development in the province. It became clear from the results and findings of the study that whatever the tourism department leadership is doing to promote cultural tourism in the province it is not good enough and the leadership is not visible in their plans at all. It takes more than just ensuring that there is infrastructural development and support resources such as banking facilities, healthcare centers, transportation, stores, communication, retail facilities, marketing facilities, educational facilities and distribution channels provided for the development of initiatives such as cultural tourism.

The study as well concludes that not much has been achieved by the tourism department leadership in terms of crafting clear promotion and awareness plans for cultural tourism development that are aiming at refining and showcasing the cultural talents and knowledge possessed by the communities at grass root levels in the province. The tourism department has also not done much in promoting stakeholder awareness of cultural tourism opportunities through promotion and support of the development of community owned small businesses to operate in the tourism sector of the province.

The study further concludes that by adopting the participatory development theory will underscore the importance of full participation by the communities and other key stakeholders during the development programs and projects happening in their communities. The importance of promoting full awareness as key to effective involvement and participation of the greater populace, particularly of the previously disadvantaged or excluded groups in South Africa needs not to be over emphasized. The participatory development theory portrays these groups as mainly the youth and the women who are generally perceived by the top-bottom approach to be illiterate and cannot fit in the community developmental programs.

#### **6.2.4 The extent to which cultural tourism inclusiveness presents socio-economic development opportunities**

The study concludes that from a strategic perspective elevating cultural tourism activities beyond being mere tourists' entertainment expeditions to income generating projects of businesses for the participating communities in the province will go a long way towards leveraging sustainable local economic development in the KZN province. According to the results and findings of the study there is enough evidence pointing to the direction of the potential for creating opportunities for cultural tourism inclusiveness in the province, with the local provincial leadership and tourism department playing pivotal roles in elevating cultural tourism activities to income generating projects.

The study also conclude that meaningful development can only be achieved when uncivilized cultural norms and traditions perceived to be primitive values are replaced by the perceived modern cultural norms, traditions and values. By the same vein, primitive culture can be transformed into means of contact with the modern and civilized world and sustainable development and standards of living through language and trade. The onus lies with the KZN tourism department in particular and the local government to channel the developmental resources and efforts towards transforming cultural tourism into a socio-economic and development vehicle for the benefit of the local communities.

Concluded as well is that the achievement and success of new community driven developmental initiatives and strategies depends on the active involvement and participation of the local people in all the facets of community development processes. These processes entail involvement and participation in decision-making, participation in the implementation of the development programmes, participation in monitoring and evaluation of the performance of the development projects and programmes and participation in sharing of the socio-economic benefits accruing from the development projects. The local communities and the indigenous people of the KZN province in their diverse cultural heritage have the knowledge to help in the development of cultural tourism assets for the benefit of the provincial tourism department and the communities at large.

The study also concludes that developing creative tourism strategies will help in uplifting the socio-economic standards, livelihoods of the local people as well as

developing the necessary skills in tourism and also help raise the overall cultural tourism creativity and innovation profile of the KZN province as a tourism destination. From a strategic management perspective, it is evident that there is very little cultural tourism inclusiveness in the province, and this is preventing the exploitation of the full potential of tourism as an economic driver in the province of KZN. Therefore, there is need for concerted efforts to promote the opportunities for cultural tourism inclusiveness that are available particularly for the indulgence of the youth and the women in the province of KZN.

Strategically, as suggested by the results and findings of the study there is need to repackage the tourism products and activities to embrace and showcase the province's diverse culture. In other words, there is nothing about cultural tourism without participation and inclusion of the communities in the province. Active involvement and participation of the locals particularly the youth and the women in the development of cultural tourism in the province will go a long way towards the province achieving sustainable socio-economic development and improved livelihoods across the province.

The study further concludes that successful development and promotion of inclusive cultural tourism in the province hinges on maximum tapping of the indigenous knowledge of the local people on culture and traditions. The results and findings of the study are a testimony that a lot still has to be done towards leveraging sustained development of cultural tourism through the promotion of indigenous knowledge in the KZN province as a driver for sustainable economic development of the province. The promotion of inclusiveness in cultural tourism in the province requires the visibility of the provincial leadership taking the lead in advocating for community participation in the local economy through culture and heritage. It will take adequate resources and technical support by the local government and the department of tourism to successfully develop cultural tourism in the province of KZN.

#### **6.2.5 The extent to which cultural tourism inclusiveness is adding value to sustainable participative local economic development**

The study concludes by stating that establishment of cultural tourism inclusivity is adding value to sustainable and participative local economic development in the KZN province. This view was critical as the results and findings of the study suggest for the

current local government leadership and tourism structures in the province to play a significant role in this regard. Suggestions for elevation of cultural tourism activities as value addition for the benefit of the community's socio-economic development in the form of income generating mechanisms ranked high. There is a perception that the extent to which cultural tourism inclusiveness adds value to sustainable participative local economic development in the KZN province.

It is therefore, important for cultural tourism to be embraced and seriously considered as a sustainable source of income generation mechanism for the locals in the province. The tourism department in the province is raking substantial revenues generated from the tourism sector activities that take place in the province. Through cultural tourism which is largely driven by community participation and involvement the potential of the local communities to benefit economically as well is high. It is high time the community contributes beyond being merely a source of labour for the tourism sector in the province. The province of KZN like what obtains in other countries that are endowed with cultural diversity has a potential of leveraging its culture and heritage for sustained cultural tourism development for the economic benefit of the communities and economic growth of the province as well.

The study further concludes that the province's massive endowment with rich and diverse culture and heritage is currently under exploited in terms of cultural tourism. As a result, the province still has not yet reached the full potential of economic benefits from cultural tourism and has not matured as a tourism destination. There is capacity and potential for massive growth of the sector through cultural tourism development and drive. The development of tourism has a potential of sustaining and helping the province to maintain its pole position of being the second economic hub after Gauteng in South Africa. There is, therefore, a need for the province to strategically implement a clear transformation of its tourism sector and enhance its contribution as one of the top economic development drivers and social transformation in the South African economy. To achieve these desired outcomes there is need to incorporate and engage the local communities for active participation in cultural and heritage activities.

The study also concludes that while the locals are providing labour for the day to day running and operations of the cultural tourism villages and heritage sites a paradigm shift towards transformation of these structures to consider economic empowerment

of the locals to participate in the ownership of some of these cultural villages is required. This will promote a widespread sharing of economic returns and benefits and rewarding the local indigenous people of the KZN province for their cultural indigenous knowledge they continue to contribute for a current meager salary. Cultural indigenous knowledge embedded in the local people should be economically rewarded and regarded as economic assets that must earn returns. In essence sustainable community participation and engagement in cultural tourism entails communities taking charge of their local economic development programmes, inculcating and instilling the sense of culture of ownership of the economic resources and assets by the communities and in the process help in keeping the communities away from engaging in destructive social behaviours such as drug abuse by the youth in the province.

The study as well concludes that economic empowerment of the local communities particularly the youth and women is bound to substantially improve the social and economic landscape of the KZN province as well as enhancing the province's economic contribution to the country's gross domestic product (GDP). The current phenomenon obtaining in the beaches and other heritage sites around eThekweni for example, reflect cases of individuals organising themselves to acquire stands where they display their wares of course in legally designated areas that are accessible by tourists and visitors. It is in these areas that the local people particularly the women including those coming from outside the province do conduct some form of informal trading of their hand crafts, artifacts, and other authentic activities such as traditional dance to the tourists who visit the province on a regular basis.

From the results and findings of the study a conclusion is also drawn magnifying the serious concerns raised concerning mixed feelings that were depicted regarding the aspects of inclusiveness in the cultural tourism sector in the province. Some of the critical concerns centered around the assertion that the opinions of women and youth are always given attention that they deserve by the tourism sector leadership in the KZN province. From the results and findings of the study there were mixed feelings from the respondents and participants to the study with regards to the aspect that there is indeed enough attention given to the opinions of the youth and women regarding

their involvement and inclusiveness in the province's cultural tourism development and thus partaking of the economic benefits and opportunities that accrue to the sector.

The study with respect to this objective as well concludes that there is very little evidence of formal and organized participation and inclusion of the youth and women in cultural tourism in the KZN province. As a result, the current nature of cultural tourism inclusiveness in the KZN province does not seem to add much value to sustainable participative local economic development of the province. The study's results and findings are therefore in perfect harmony with the views in literature that the KZN province poverty statistics and unemployment rate is quite compelling at the rate of 27% of which 47% is attributable to the youth unemployment rate in the province. There were also indifferent opinions or perceptions on the assertion that the province's cultural tourism budget prioritizes the previously disadvantaged people in the province that is, the women and the youths.

#### **6.2.6 The socio-economic impact of the state of cultural tourism in the KZN province**

The study concludes that the depicted positive but weak correlation between the socio-economic impact of the state of cultural tourism in the KZN province and the current challenges of cultural tourism experienced in the province reflects the available potential to leverage the challenges and turn them into opportunities for enhanced economic benefits of engaging in cultural tourism in the KZN province. The net effect is that the challenges of cultural tourism are insignificant compared to the potential benefits that can accrue from cultural tourism development.

The study further concludes that from a strategy point of view the experienced challenges can be leveraged and turned into potential opportunities for concerted investment in indigenous community engagement and participative cultural tourism development in the KZN province. There is no question that cultural indigenous knowledge resides and is embedded in communities and their peoples. This is a potential asset that the provincial tourism department leadership can tap into as they consider seriously engaging the community for active participation of its members, particularly the community leaders, elderly women, elderly men as well as the youth. Like in any other society there is resident in the KZN's community, vast cultural

indigenous knowledge that can only be effectively tapped into through sustainable participation and involvement of the communities in the KZN province.

The study concludes with respect to the socio-economic impact and stakeholder awareness of cultural tourism in the province, that there are massive opportunities presented by cultural tourism in the province and cultural tourism inclusiveness, meaning that there is potential of leveraging this phenomenon in order to realise higher positive socio-economic impacts. Strategically, increasing stakeholder awareness of cultural tourism in the province has a potential of leveraging the socio-economic impact of tourism to unprecedented levels. As more people particularly the local communities become aware of the cultural tourism activities and the potential opportunities that cultural tourism presents there would be more interests aroused and willingness to participate in the province's tourism activities.

It is evident from the results and findings of the study that capacity and room to engage the local communities on indigenous cultural knowledge for mutual benefit of both the communities and the KZN tourism department for sustainable socio-economic development exist. Socio-economic development is conceptualized in this study to underscore the enrichment of economic development resources and endowments such as diverse culture available in the KZN province to enhance cultural tourism assets and resources and their optimum utilization.

Concluded further following the results and findings of the study is that the perceived positive strong and significant correlation between cultural tourism inclusiveness and stakeholder awareness of cultural tourism in the KZN province is a testimony that cultural tourism inclusiveness is a function of stakeholder awareness of cultural tourism and embeddedness in the local communities and their peoples. As a result, stakeholder awareness of cultural tourism in the KZN province can drive cultural tourism inclusiveness and sustainable participative local economic development. There is need for promotion of cultural tourism awareness by the provincial tourism department in its economic development strategy through investment in campaigns such as road shows, advertising and other promotional tools.

### **6.3 Recommendations of managerial implications**

This section presents the recommendations informed by the conclusions that have been drawn on the study's results and findings aligned with the research objectives.

#### **6.3.1 The nature of cultural tourism opportunities available for sustainable participative local economic development in the KZN province**

The study recommends that the KZN tourism management should take a wholistic re-look into the cultural tourism offerings and opportunities available for sustainable participative local economic development and streamline or reconfigure the cultural tourism offering to reflect a potentially balanced tourism product. The study discovered that currently there are cultural tourism opportunities in the areas of traditional dance, traditional music, handiworks, traditional food and heritage sites.

Currently the tourism department seems to be concentrating in the areas of traditional dance and heritage sites. In order to fully capture the KZN's diverse cultural endowments there is need for the tourism department to consider promoting the other cultural tourism areas of opportunities that are available in the province such as traditional music, handiwork and particularly traditional food. Traditional music and traditional food do not seem to be adequately promoted to tourists and visitors. While it may be true that tourists and visitors are happy to find that food outlets and restaurants in the KZN province do serve the type of food that the tourists and visitors are familiar with, it is also an opportunity for the tourism department through the food outlets in the province to promote traditional food and its health benefits.

The province of KZN is also known for its richness in traditional music and dance, especially "*omaskandi*" and "*isicathamiya*". The study recommends that a strategic approach to the development of cultural tourism should be taken by the tourism department to focus on the diverse culture and heritage that the KZN province is endowed with. Robbing the traditional music artists into the cultural tourism development initiatives of the province would also create opportunities for the promotion of the artists and their traditional music. Currently these artists individually and some collectively engage promoters to promote their music projects, while lucky ones are identified by promoters who promote and nurture their talents.

The study recommends that integrating these traditional music artists under the umbrella of cultural tourism development initiatives in the province will go a long way towards promoting cultural tourism development in the KZN province. This will also help solve some of the challenges and problems that the traditional music artists are facing in the province.

### **6.3.2 The current challenges of cultural tourism for sustainable and participative local economic development in KZN province**

Following the impact of COVID-19 that has made it more difficult for the tourism industry to sustain the goals made towards improving the performance of the tourism sector in the province, the study recommends that the KZN tourism department in partnership with the provincial government craft measures and effective strategies to be put in place to better manage similar pandemics in the future. The tourism sector or industry in general because of its nature is more susceptible and vulnerable to the negative impacts of pandemics such as COVID-19.

The study also recommends that the tourism department management designs strategies to effectively promote cultural tourism as a vehicle and instrument for sustainable participatory economic development in the province. Effective promotion of cultural tourism will ensure that there is adequate information available to the communities in the province regarding the cultural tourism opportunities available for sustainable local economic development and socio-economic development of the local people.

Also recommended is a strategic business perspective and approach towards development of tourism packages which are enriched with the potential cultural activities that embrace the wider province's diverse culture and heritage. It is paramount that in planning and designing tourism products and packages, the tourism department management designs tourism packages that reflect and embrace the four attributes of cultural tourism that is, living culture, natural heritage, traditional culture and built heritage. Living culture includes traditional food, while traditional culture includes activities such as traditional music and traditional dance.

The KZN tourism department's tourism products or packages developers need to appreciate and understand that cultural tourism is not only interested in the

consumption of the domestic cultural heritage aspects of the tourism products of a historical nature by tourists and visitors, but it also underscores the importance of the local people's ways of life and their contemporary cultures. As a result, cultural tourism enshrines heritage tourism as well as arts tourism. It is then strategic for the tourism department management in the KZN province to package cultural tourism in this configuration.

The study recommends that the tourism department should consider serious engagement of the communities and their locals especially the youth and women through active participation in the form of ownership of small business operating in the tourism sector providing cultural tourism activities and services in the province. This will ensure that there is social and economic inclusiveness in the economic development of the KZN province. It is important that the complexion of the province's tourism development agenda reflects this social inclusiveness and participation, especially of the previously disadvantaged and excluded societal groups such as the youth, the disabled, women, the children and the elderly. Youth should not be limited into adorning beads and cultural attire but also be immersed with knowledge and expertise of making these beads and the meaning represented in the attire. This will ensure continuity and full exploitation of cultural tourism as leverage for sustainable and participative economic development in the province. The tourism sector offers a potential for developmental growth through exploitation of the capacity and cultural endowment in indigenous cultural knowledge that is embedded in the local communities.

### **6.3.3 The extent of stakeholder awareness of cultural tourism in KZN province within the context of sustainable participative local economic development**

Following the study results and findings relating to the study objective that sought to establish the extent of stakeholder awareness about cultural tourism in the KZN province, and the study recommends that the tourism department should consider possible collaboration with the basic education as well. Currently the tourism sector has clear collaboration with institutions of higher education such as local universities that offer tourism and hospitality degree programmes. There is need to widen the scope of stakeholder awareness of cultural tourism through lobbying for inculcation of culture and heritage and its possible integration into the basic education curriculum in

the province and such a move can help increase the levels of awareness of cultural tourism opportunities in the KZN province.

The study also recommends that the tourism department can take advantage of the local people's willingness to work with tourists and visitors as tour guides in a more formally organized manner and this will help to improve the tourism department's needed active support of the cultural tourism development initiatives in the province. The tourism department's leadership visibility and effective actions towards promotion of cultural tourism development in the province should be seen and felt on the ground. The capacity for optimum utilization of the tourism infrastructure and human capital is wide open.

Also recommended to the tourism department management is for the department to develop strategic programmes for benchmarking for best cultural tourism practices with countries that use culture as a means for social and economic development particularly in their tourism industries. In Tanzania, for example, the cultural tourism community development programmes and projects that are designed and implemented with the consensus of the locals are yielding more positive results than those that are applying the centrally oriented (top-down) theory or model approach that disregards the opinions of the communities and the grass roots. As a result, the cultural tourism markets of these countries are being flooded with new cultural tourism attractions and activities, emerging cultural routes, and development of heritage sites and centers. The tourism department must do more to promote stakeholder awareness of cultural tourism opportunities through support of the establishment and development of small businesses operating in the tourism sector of the province.

There is need for the department of tourism to develop business strategies that have clear plans aimed at refining and showcasing the cultural talent and knowledge that are embedded in the local communities in the KZN province. The tourism department should promote establishment of small business operations in cultural tourism lines which are owned by the indigenous cultural knowledgeable communities across the province. These small businesses will help in the creation of youth employment opportunities as well. There should also be clear plans to develop and improve the tourism skills and knowledge among the youth and women who are participating in the cultural tourism activities in the province.

In all these efforts the study recommends that the tourism department management adopts the participatory development theory which underscores the importance of full awareness of the stakeholders of the potential development programs and projects going on in their communities. The theory underpins development as a process that focuses on community wide engagement, inclusiveness, involvement and participation in the community's development programs and projects mainly by employing the local available resources such as materials and labour and knowledge and allowing the communities to take full charge of the development programs and projects in their communities. At the center of this school of thought is the collective belief that group interests supersede or transcend those of the individuals. The primary objectives of the participatory development theory are mainly empowerment, self-reliance, sustainability and capacity building of the local communities.

#### **6.3.4 The extent to which cultural tourism inclusiveness presents socio-economic development opportunities**

The primary recommendation with respect to this objective is the suggestion for the tourism department management to play a pivotal role in elevating cultural tourism activities beyond being mere tourists entertainment expeditions and attractions to income generating projects for the participating communities in the KZN province. There is significant evidence of the potential of cultural tourism in the province for creating opportunities for cultural tourism inclusiveness. Where the local government and tourism department are playing pivotal roles in elevating cultural tourism activities to income generating opportunities for the communities in order to eliminate socio-economic inequalities, alleviate poverty and address the unemployment levels in the province.

The onus is upon the tourism department in the KZN province and the local government to channel the developmental resources and efforts towards transforming cultural tourism into a socio-economic and development vehicle for the benefit of the local communities as well. The achievement and success of new community driven developmental initiatives and strategies depends on the active involvement and participation of the local people in all the facets of community development processes. These processes entail involvement and participation in decision-making, participation in the implementation of the development programmes, participation in monitoring and

evaluation of the performance of the development projects and programmes and participation in sharing of the socio-economic benefits accruing from the development projects of the local communities.

The tourism department management as the key stakeholder needs to appreciate and understand that it takes adequate resources and technical support by the local government and the department of tourism to successfully develop cultural tourism in the province. The successful development and promotion of inclusive cultural tourism in the province hinges on maximum tapping of the indigenous knowledge of the local people on culture and traditions.

### **6.3.5 The extent to which cultural tourism inclusiveness is adding value to sustainable participative local economic development**

Once again and same as in the objective above the need to embrace cultural tourism and seriously treat the phenomenon as a sustainable source of income generation for the locals in the province arises. This is motivated by the assertion that the KZN province like what obtains in other countries that are endowed with cultural diversity has a potential of leveraging its own culture and heritage endowments for sustained cultural tourism development for the economic benefit of the communities and economic growth of the province as well. It became clear from the results and findings of the study that the province's massive endowment with rich and diverse culture and heritage are currently under exploited. As a result, the province has not yet reached the full potential economic benefits of cultural tourism and has not matured as a tourism destination.

The study further recommends that the department of tourism needs to realign its development strategies to focus on the development of cultural tourism which has a clear potential of sustaining and helping the province to maintain its sole position of being the second economic hub after Gauteng in South Africa. There is need for the province to strategically implement the transformation of its tourism sector and enhance its contribution as one of the top economic development drivers and social transformation in the South African economy. Incorporate local communities in cultural tourism activities for desired outcomes.

The study also recommends that the tourism department management seriously consider economic empowerment of the communities particularly the youth and women in order to substantially improve the social and economic landscape of the province as well as enhancing the province's economic contribution to the country's gross domestic product. There is need for the department of tourism to formally organise and manage the cultural tourism activities taking place across the province that currently seem to be occurring and organized at individual levels and unorganized manner.

There is apparently a lot of individual activity that takes place around the eThekweni beaches for example, with the local people particularly the women including those coming from outside the province conducting some form of informal trading of their handiworks, craft and artifacts. There is, however, no evidence of organized activities in the areas of traditional dance and traditional music festivals taking place in the beaches in the province. This is an opinion in this study that organising some traditional musical festivals to take place in the beach areas would go a long way towards promoting cultural tourism development in the province and thus add much value to sustainable participative local economic development in the KZN province.

Study suggests tourism department collaborates with local government to mobilize resources for cultural tourism development. The mobilisation of the financial resources should culminate in the adequate funding of cultural tourism development budgets that are seen to be evidently prioritizing the previously disadvantaged groups of people in the society that is, particularly the women and the youth.

### **6.3.6 The socio-economic impact of the state of cultural tourism in the KZN province**

The study recommends that the tourism department management needs to engage in serious internal and external environmental analysis or engage in the commonly referred to as the SWOT analysis exercise. This will enable the management to appreciate and fully understand the organisational strengths, weakness, opportunities and threats and their impact on the socio-economic configuration in the province. Based on the results and findings depicted by the study, it became eminent that whatever challenges that are inherent in cultural tourism development they do not outweigh the potential socio-economic benefits of cultural tourism development.

Engaging in SWOT analysis will go a long way towards assisting the tourism department to develop strategies for sustainable participative local economic development of the KZN province.

Effective strategic planning will help the tourism department management to fully understand and appreciate that cultural indigenous knowledge resides in communities and their peoples. As a result, the planning processes will establish best strategies for tapping into this massive cultural indigenous knowledge that is embedded in the communities. These phenomena are naturally embedded in the communities and their diverse cultural configuration. The management of the tourism department needs to embrace deliberate strategies for engaging the community so that there is active participation of community members, particularly community leaders, elderly women, men as well as the youth. This approach will go a long way towards and enabling the tourism department to tap into the cultural indigenous knowledge that the KZN indigenous people possess. The engagement of the communities will ensure the needed sustainable participative economic development in the KZN province.

Through sustained cultural tourism inclusiveness in the province and its stakeholder awareness will go a long way towards creating an enabling economic development environment for sustainable participative economic development of the province. As result, the provincial tourism department management should as part of their provincial economic development strategic planning deliberately create cultural tourism awareness programmes that can be sustained through campaigns such as road shows, advertising and other forms of promotion.

#### **6.4 Model presentation**

The study conceptualizes a future model or framework for sustainable participative local economic development strategy for cultural tourism development in the KZN province. The conceptualized model is subject to authentication and verification through further research. What this study has achieved is currently extending academic debate on theories of development, theories of community development and theories of community participation. At the center of the conceptualized model is the bottom-up approach to the cultural tourism development trajectory.

Figure 6.4.1 below depicts the conceptualized model for sustainable participative economic development in the KZN province.

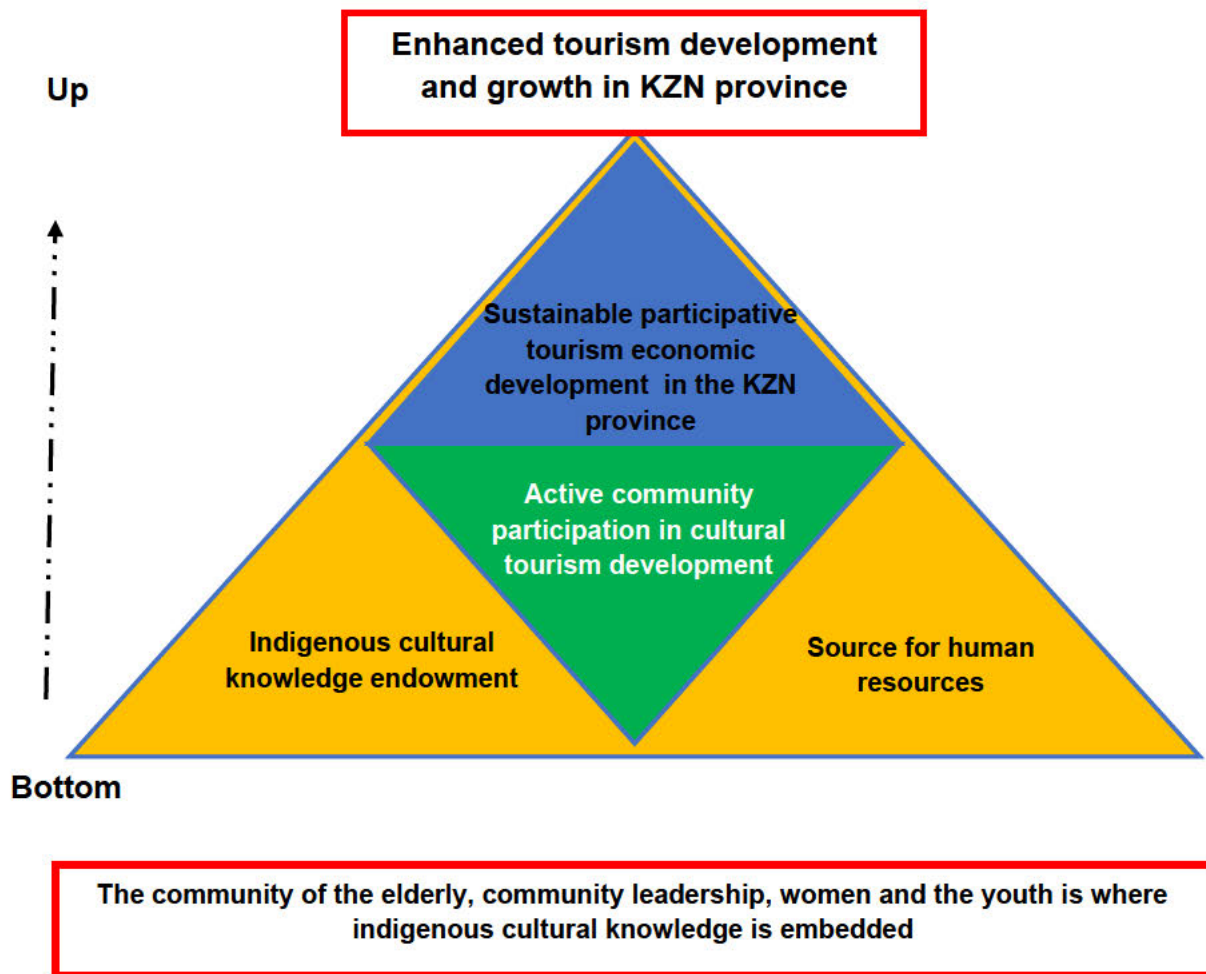


Figure 6.4.1 Bottom-up approach to cultural tourism development trajectory

**Source:** Own elaboration

The model premises that indigenous cultural knowledge is embedded in the communities and that is, where it naturally resides. The model adopts the bottom-up approach where the community has various groups of people with different aptitudes and levels of knowledge. Elderly people and the community leaders are considered as possessing more indigenous cultural knowledge and they are the custodians of culture in any society. As result, the tourism department leadership can tap into this vast source of indigenous cultural knowledge for the purposes of developing cultural tourism. Strategically, the youth and the women can provide the necessary and

needed human resources for successful implementation of the cultural tourism development in KZN province.

The model proposes that the department of tourism can best tap into the indigenous cultural knowledge through strategic and deliberate efforts to engage the community members in their different forms in the cultural tourism development initiatives. Active and effective participation of the communities in cultural tourism development can go a long way towards the KZN province's achievement of sustainable participative tourism economic development for mutual benefit of both the communities and the provincial tourism department. Sustainable participative tourism economic development will lead to the sustained tourism development and growth in KZN province.

## **6.5 Policy Implications**

This section presents the policy implications drawn from the results and findings of the study. The section takes an overarching view of significant policy decisions for consideration by the KZN department of tourism. It begins with the review of the South African government strategic planning process, the reclassification of traditional music within tourism development agenda, creating a quota system for inclusive beneficiation in tourism development and ends by advancing the cultural tourism through curriculum development for basic education. Essentially, the tourism related policies should aim for equity, equality and fairness in the distribution of the economic benefits in the sector.

### **6.5.1 South African Government Strategic Planning Process**

The study concludes that strategically, there is a lack of clear business and strategic conceptualization of the relationships between culture and tourism. Despite the government's efforts to improve the relationship between stakeholders and government, the study found that the relationship between the government and the tourism industry is not what it should be. There is a lack of synergy among the spheres of governance, locally, provincially and nationally.

The study also revealed that the lack of a comprehensive strategic framework and a clear understanding of the relationship between culture and tourism is a major issue

that needs to be resolved. It suggested that the tourism industry should adopt a consistent approach to addressing these issues. The strategy should also be based on a numerical target to achieve positive results. Advancements are needed to establish a partnership approach that will address the various stakeholder management gaps, which are not being addressed adequately by the current approach.

In line with its responsibilities, the Department of Planning, Monitoring and Evaluation (DPME) should lead the development of intergovernmental strategic planning for the tourism sector, in line with the Revised Framework for Strategic Plans and Annual Performance Plans. Advancing on the recommendation for a wholistic re-look at the cultural tourism offerings and opportunities, the tourism sector needs to meet annually and incorporate the discovered cultural tourism opportunities in the areas of traditional dance, traditional music, handiworks, traditional food and heritage sites. The DPME, plays a role as an independent facilitator, bringing all the national departments, provinces, local government functions and public entities that lead the agenda of economic development and tourism.

To expand the diversity of participants, this process should consider the inclusion of the traditional affairs and rural development related departments, entities and functions within the local space. This sector specific strategic planning process should clearly reflect and embrace the four attributes of cultural tourism namely, living culture, natural heritage, traditional culture and built heritage.

The study's recommendation for mobilisation of financial resources and adequate budgets for cultural tourism development will be ensured through this integrated process. Effective strategic planning will help the tourism agenda to fully incorporate cultural tourism at all levels of decision making, including funding and with all actors in the policy development and implementation process aware. The DPME will also ensure the monitoring and evaluation of this aspect is incorporated in all government policies.

### **6.5.2 Reclassification of traditional music within tourism development**

Learning from the rich traditional music such "*omaskandi*" and "*isicathamiya*" as produced predominantly within KZN, South Africa has other rural provinces such as

Eastern Cape, Limpopo, Northern Cape and North-West where similar music is showcased. The Department of Tourism should lead in integrating traditional music under the umbrella of cultural tourism development initiatives. The Department of Arts and Culture with its entities as well as provinces to follow suite in line with the national directive towards promoting an all-inclusive cultural tourism as well as ensuring the development in the provinces.

In Croatia, the Ministry of Tourism developed a strategy that recognized the demand and potential of cultural tourism (Tomljenovic, et al., 2004). The tourism strategy is expected to be consistent on issues of cultural tourism in order to bear positive results. The strategy should be based on numerical targets for impact and progress monitoring. It focused on the existing products to develop further, and on new product development. This approach can be applied to the tourism of KwaZulu-Natal and be considered by the South African government. The people of this region are known for their cultural traditions, dance, and cuisine. This strategy can also be used to develop new products and services that will benefit the local community while also expanding the tourism economy. It can help secure the state's claim to the tourism revenue while contributing to the economic growth.

### **6.5.3 Quotas for inclusive beneficiation in tourism development**

The Department of Tourism needs to take a firm step to ensure that the complexion of the province's tourism development agenda reflects the social inclusiveness, demographics, social status and economic active participation. The previously disadvantaged and marginalised societal groups such as the youth, people living with disabilities, women, children and elderly still do not benefit from the tourism development initiatives despite the existing guiding principles. To further the study's recommendation of engaging communities and these previously excluded societal categories, the study presents an opportunity for the Department of Tourism to establish a quota system to be followed for the beneficiation of each category. An example of public programmes with such quotas is the Expanded Public Works Programme (EPWP) in South Africa that sets the beneficiation targets for women at 60%, youth at 55% and persons living with disabilities at 2% (Best & Yalezo, 2022). This will ensure that there is social and economic inclusiveness in the economic development within the tourism sector.

#### **6.5.4 Curriculum development in cultural tourism**

The study recommends the expansion of stakeholder awareness about cultural tourism in the KZN Province. However, the potential collaboration with the Department of Basic Education presents a further opportunity for consideration of review of curriculum to expand on the area of cultural tourism from the national level. This integration into the basic education curriculum could help increase the levels of awareness about cultural tourism opportunities for the learners as they go through the education chain. This will empower youth with an opportunity for early identification of opportunities within the sector.

#### **6.6 Suggestions for future research**

This study was theoretically grounded and informed by theories of development approach, theories of participatory approach and theories of community development approach which propose that cultural tourism should either embody these theories or purport its own specific theories which are based on collaboration, relationship, inclusivity, between academics and communities. At the center of these theories are the top-down and the bottom-up approaches to issues of participative community development.

The top-down approach also known as the modernization theoretical paradigm is based on the paternalistic and ethnocentric view of development trajectory that proffers the conception of development based on the western vision for development and progress at the expense of the context of the developing countries. At the center of the top-down approach and persuasion model is the implicit assumption that knowledge possessed by governments, or their agencies is correct, and the indigenous populations are inherently ignorant of matters of development (Moswete, Saarinen & Monare, 2015).

Arguably, participatory theories, the traditional theory of development or the modernization theory as a strategic development model both hold that the first world industrialized countries represent the modern vision, while the third world countries hold the traditional view (Gladstone & Fainstein, 2015). Therefore, in order to attain sustainable development, developing economies or countries must model themselves

after developed Western European nations, which have successfully navigated various stages of development (Chiabai, Paskaleva and Lombardi, 2013).

However, following the failures of the modernized or the traditional theory of development particularly in Africa, the study suggests that more research should be conducted in Africa to ameliorate the failures of these theories.

The above proposition is motivated by the notion that the ordinary people do have capacities to manage their own developmental processes. Above all, the theory encourages participation, involvement of all relevant stakeholders including the grassroots in the development processes (Moswete et al., 2015).

Contemporary events such as the entering of the kraal and inauguration of the new Zulu King including Indoni cultural event can be studied identify the influence on tourism attractiveness and community cohesiveness.

## **6.7 Conclusion**

This chapter concluded the study on leveraging cultural tourism for sustainable and participative local economic development in the KZN province.

This study extended the participatory development theory to the study of sustainable participative local economic development in the KZN province through cultural tourism development. The results and findings of the study culminated in conceptualization of a bottom-up approach to cultural tourism development in the KZN province. The conceptualized model was comprehensively discussed and modelled in chapter five.

This study contributes to knowledge a potential extended academic debate on the participatory development theory and its applicability to cultural tourism development. The conceptualized model or framework is here recommended for verification and authentication through further future research possibly using grounded theory methodology.

The chapter dealt with the conclusions that were drawn on the study's results and findings that were obtained on the study's research objective by objective. The objectives sought to determine the nature of cultural tourism opportunities available for sustainable participative local economic development in the KZN province,

investigate the current challenges of cultural tourism for sustainable and participative local economic development in KZN province, assess the extent of stakeholder awareness of cultural tourism in the context of sustainable participative local economic development. The study also determined the extent to which cultural tourism inclusiveness presented socio-economic development opportunities in the KZN province, examined the extent to which cultural tourism inclusiveness is adding value to sustainable participative local economic development and investigated the socio-economic impact of the state of cultural tourism in the KZN province. Recommendations of managerial implications and suggestions for future research concluded the study.

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## APPENDIX A: QUANTITATIVE QUESTIONNAIRE

<b>A1.1</b>	<b>Gender</b>	Male		Female		
<b>A1.2</b>	<b>Level of education</b>	No education		Between grade 1 to 12		Tertiary level
<b>A1.3</b>	<b>Employment status</b>	Employed		Not employed		Self employed
<b>A1.4</b>	<b>Are you in any form of art</b>	Yes		No		
<b>A1.4</b>	<b>If the above answer is yes, Please tick any forms of art that you are interested in</b>	Traditional dance /Traditional music		Hand work		Any other
<b>B.1</b>	<b>Current challenges of cultural tourism for sustainable and participative local economic development</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>
<b>B.1.1</b>	Understanding the complex relations between tourism and culture is a challenge					
<b>B.1.2</b>	Understanding tourism dialogue among diverse cultures in South Africa is a challenge					
<b>B.1.3</b>	The complex questions that surround the relations between culture and tourism still remain unanswered					
<b>B.1.4</b>	It is still a challenge for KZN residents, especially women and the youth to own and operate their businesses within the tourism sector in the province					
<b>B.1.5</b>	Lack of meaningful participation of the locals in cultural tourism is a concern					
<b>B.1.6</b>	It is still a challenge to find a tourism package which is enriched with cultural activities					
<b>B.1.7</b>	Considering the tourism sector's objective of improving lives of women, it is still not evident if indeed that goal will be soon realised					
<b>B.1.8</b>	KZN Women are employed and hold better positions in the tourism industry compared to five years ago					

<b>B.1.9</b>	It is still difficult for KZN residents to own and operate their own businesses within the tourism sector					
<b>B.1.10</b>	The Covid19 pandemic has made it more difficult for the tourism industry to sustain the goals made towards improving the performance of the sector					
<b>B.2</b>	<b>The extent to which the department of the KwaZulu-Natal tourism implements the cultural tourism strategic framework</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>
<b>B.2.1</b>	The KZN tourism department leadership is actively supporting the cultural tourism activities that are happening within our area					
<b>B.2.2</b>	The KZN tourism department leadership is actively involved in supporting the small businesses operating in the cultural tourism industry					
<b>B.2.3</b>	I am aware of the tourism strategic plan that aims to developing and improving the skills and knowledge of the youth participating in cultural tourism in the province					
<b>B.2.4</b>	I am aware of the tourism department's plan aiming at refining and showcasing the cultural talents and knowledge of people from the local level in the province					
<b>B.2.5</b>	I am aware of the tourism department's plan that it seeks to strategically prepare our communities in the province to become cultural tourism destinations					
<b>B.2.6</b>	The inculcation of culture heritage can be achieved through the integration into the basic education curriculum					
<b>B.2.7</b>	In the past five years I have seen visitors coming to visit my area (township, rural, urban)					
<b>B.2.8</b>	The KZN leadership has been actively involved in supporting the small businesses operating in the tourism industry					
<b>B.2.9</b>	I have developed interest in working with tourists					
<b>B.2.10</b>	I fully understand how to interact with tourists when I meet them in my area or town					

<b>B.3</b>	<b>Extent to which people of KwaZulu-Natal are informed about opportunities available in the cultural tourism sector in the province</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>
<b>B.3.1</b>	People of the KZN are well aware of the value of participating in cultural tourism activities and practices, and they take pride of their ethnic and cultural uniqueness					
<b>B.3.2</b>	The youth and the women in the province are aware and adequately informed about the opportunities available to participate in any cultural or art related activities					
<b>B.3.3</b>	There is visibility of the provincial leadership advocating for participation in the local economy through arts and culture					
<b>B.3.4</b>	The local government is actively supporting the development of cultural activities and instilling of pride through indigenous knowledge					
<b>B.3.5</b>	We have seen the prominent leadership through the media embracing their culture by wearing their cultural garments frequently other than once during the heritage month					
<b>B.3.6</b>	The sustainable development of tourism is in the priority discussion list of the Provincial agenda					
<b>B.3.7</b>	The local community do celebrate their cultural through activities on regular basis					
<b>B.3.8</b>	The people of KZN are frequently made aware about how to value, practice, and take pride on their ethnic uniqueness					
<b>B.3.9</b>	Diverse countries have a potential to attract tourists and even generate income for their local communities					
<b>B.3.10</b>	The local government can play a pivotal role of elevating the cultural activities to income generating mechanism					
<b>B.4</b>	<b>Extent to which opportunities are presented by cultural tourism inclusiveness in KwaZulu-Natal province</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>
<b>B.4.1</b>	Our local communities do engage and conduct cultural activities on regular basis					

<b>B.4.2</b>	The diverse culture of KZN has a potential to attract tourists and even generate income for the local communities in the province					
<b>B.4.3</b>	The current government structures in province need to play a pivotal role in elevating cultural activities to community income generating mechanisms					
<b>B.4.4</b>	There are cultural villages in every ward of the community					
<b>B.4.5</b>	Every sector of the community conduct some form of trading of their hand crafts artifacts and other authentic activities like traditional dance to the tourists					
<b>B.4.6</b>	The ownership of the existing heritage sights is in the hands of the local people and mostly women					
<b>B.4.7</b>	The day to day running of the cultural villages is done by the local indigenous people					
<b>B.4.8</b>	The cultural tourism budget is prioritised for the previously disadvantaged people					
<b>B.4.9</b>	The opinions of women and youth are given attention they deserve by the tourism sector within KZN Province					
<b>B.4.10</b>	The records show the fair dispensation of the economically active population within the ranks of the tourism job opportunities					
<b>B.5</b>	<b>Socio-economic impact of cultural tourism in the KwaZulu-Natal Province</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>
<b>B.5.1</b>	Cultural tourism is an important driver of socio-economic development and an ingredient for sustainable local economic development					
<b>B.5.2</b>	The narration of the local stories and the production of the traditional dance and music is choreographed by the host community					
<b>B.5.3</b>	The heritage stories told in the cultural villages to the tourists is told and edited by the locals					

<b>B.5.4</b>	The strategic budget allocation for the cultural tourism sector may see the enhanced lives of the local people within the communities					
<b>B.5.5</b>	The patent of heritage has the ability to create the sustainable uniqueness of the place and the story behind the history of that heritage					
<b>B.5.6</b>	Maybe the role of pro-poor governance and policy making can advance the role play of the economic participation by the role player					
<b>B.5.7</b>	The support of the local tourism by the Provincial leadership could yield positive growth of the local participation					
<b>B.5.8</b>	The development and improvement of skills and knowledge of the youth and women through cultural tourism could yield positive economic and social improvement					
<b>B.5.9</b>	The creation of loyal points for tourists can increase a number of visits and referrals for the benefit of accumulating more points					
<b>B.5.10</b>	The development of effective plan aimed at preparing the local communities to becoming attractive tourist destination					

## APPENDIX B: QUALITATIVE QUESTIONNAIRE

### Qualitative survey questionnaire

#### Section A: Dimension One: Demographic profile

<b>A1.1</b>	<b>Gender</b>	Male		Female	
<b>A1.2</b>	<b>Level of education</b>	No education		Between grade 1 to 12	Tertiary level
<b>A1.3</b>	<b>Employment status</b>	Employed		Not employed	Self employed
<b>A1.4</b>	<b>Ward of residence</b>				
<b>A1.5</b>	<b>Are you in any form of art</b>	Yes		No	
<b>A1.6</b>	<b>If the answer is yes above, write any forms of art that you are interested in</b>	e.g Traditional dance /Traditional music		Traditional food	Any other

#### Section B: Guiding questions

<b>B1.1</b>	According to your understanding, what are the challenges faced by the cultural tourism sector within the Province of KwaZulu-Natal?
<b>B1.2</b>	Tourism is a large economic sector and the second largest contributor to our SA GDP. However, what are the challenges that could be resolved by the development of new regulations to the industry?  What regulatory changes would you suggest for the industry?
<b>B1.3</b>	KwaZulu-Natal cultural tourism strategic framework talks to product development and as such, what would you suggest the Department/Sector makes consideration of in order to achieve this objective?
<b>B1.4</b>	The KZN tourism have recorded revenue decline for the past four years and therefore, what critical elements would you suggest being integrated into the cultural tourism index that determines the effectiveness of the strategy?

<b>B1.5</b>	What strategies would you suggest the Department of cultural tourism devise to effectively communicate with its' stakeholders?
<b>B1.6</b>	In your view, what are the five most critical points of discussion that the Cultural Tourism Industry should be engaging the community with for the purpose of sector development?
<b>B1.7</b>	The sector has a burden to support the Provincial social development goals. Therefore, what policy changes should be adopted by the sector in order to regulate the industry for the fair distribution of income within this industry?
<b>B1.8</b>	What do you think should be done to ensure that through cultural tourism activities taking place within KZN do prioritise the benefiting of the host community?
<b>B1.9</b>	Other countries are patenting their unique cultural activities and how do you think adopting this strategy may also benefit the Province of KwaZulu-Natal cultural tourism and its people?
<b>B1.10</b>	Evidence show that the Covid19 pandemic impact significantly impacted the tourism industry at large. Therefore, what strategies should be implemented by this sector to effectively mitigate the devastation experienced by the sector?

## APPENDIX C: INVITATION TO PARTICIPATE IN THE STUDY

Dear Sir/ Madame',

I am Yvonne Cele and I am a Human Resources Professional. I am currently doing my Doctoral Degree in Business Administration (DBA) with the University of KwaZulu-Natal. The topic of my research is: **Leveraging Cultural Tourism for Sustainable and Participative Local Economic Development in KwaZulu-Natal (KZN) Province**. I would like to invite you, as a key role player within the Sector, to participate in the research, which aims at gaining broader insight into the existing opportunities for economic advancement through Cultural Tourism. The questionnaire response time is estimated to be 10 minutes average.

Questionnaire link (please do right click and open the hyperlink)

<https://www.surveymonkey.com/r/V7Z8K8Z>

Please note the following with regards to participation:

- Participation is voluntary, and you can withdraw at any time (i.e. discontinue completing the questionnaire), without any negative consequences.
- Your personal responses will be dealt with confidentially, and you will remain anonymous throughout this project. No personal questions or identifying particulars will be asked.
- Your responses will be included in the study only if you give us permission to do so in the questionnaire.
- There are no risks involved in participation, and you will not be advantaged or disadvantaged in any way for choosing to participate.
- The dataset may be used for future research, in which the same confidentiality and anonymity will be upheld.
- The results may be used for journal publications and/or conference presentations.

I want to thank you ahead in anticipation for your contribution to this ground-breaking study.

For any questions that you may need clarity on, please do not hesitate to contact me on the following details:

Cell phone number: [REDACTED] (Wattsup)

Email address: [REDACTED]

## APPENDIX D: PERMISSION TO CONDUCT THE STUDY



### **KWAZULU-NATAL PROVINCE**

ECONOMIC DEVELOPMENT, TOURISM  
AND ENVIRONMENTAL AFFAIRS  
REPUBLIC OF SOUTH AFRICA

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Private Bag X 9152

Pietermaritzburg, 3200

[www.kznedtea.gov.za](http://www.kznedtea.gov.za)

Programme/Sub-Programme: HRM

Enquiries: C. Singh

Telephone: 033 264 2556

Email: Cheryl.Singh@kznedtea.gov.za

**MR. S. NZIMANDE  
CHIEF DIRECTOR  
TOURISM DEVELOPMENT UNIT**

DEAR SIR

**REQUEST TO PROVIDE ASSISTANCE TO MS. YVONNE CELINHLANHLA CELE A  
STUDENT FOR DOCTOR OF BUSINESS ADMINISTRATION DEGREE AT UNIVERSITY OF  
KWAZULU-NATAL (UKZN) TO CONDUCT RESEARCH**

This letter serves to confirm that the KZN Department of Economic Development, Tourism and Environmental Affairs (EDTEA) in the province of KwaZulu-Natal, is supporting Ms. Y.C. Cele to undertake research titled "Leveraging Cultural Tourism for Sustainable and Participative Local Economic Development in KwaZulu-Natal (KZN) Province".

The department is therefore granting permission to Ms. Y.C. Cele to conduct research in your Unit and to interview employees within the time that yourself and the Researcher agreed upon. It would be appreciated if Ms. Y.C. Cele gets your support and guidance.

The output of the research can be used to improved strategy alignment in the Department.

Regards,

  
\_\_\_\_\_

**MR. NHLAKANIPHO NKONTWANA  
HEAD OF DEPARTMENT  
ECONOMIC DEVELOPMENT, TOURISM  
& ENVIRONMENTAL AFFAIRS (EDTEA)**

16/3/2021  
\_\_\_\_\_

DATE

## APPENDIX E: PROPOSAL APPROVAL



Physical Address: GSB&L  
Building,  
UKZN Westville Campus,  
Westville,  
Durban, 3630  
**The 20<sup>th</sup> of August 2020**

### Presentation Outcome

Presenter: Yvonne Celinhlanhla Cele

Supervisor: Dr. Bhasela Yalezo

The purpose of the doctoral education offered by the School is to produce scholars who will lead in their fields of research and make an active intellectual contribution to the complex organisational, financial and technological issues of an increasingly challenging business world. Congratulations on successfully presenting your Doctoral Research Proposal. The panel unanimously approved your research proposal. Before you can continue with the next step on your research schedule, the panel suggested that you work on the following with your supervisor:

- Continuously consider the impact of Covid-19 on your study.
- Sample size for qualitative is fine; Provide further justification regarding the implementation considering the impact of Covid19, in terms of interviews.
- A panellist suggested you get a gatekeepers letter from EDTEA.
- Substantiate discussions with more recent references rather dated (Required <https://www.unwto.org/cultural-tourism-covid-19>)
- Define the total population (in numbers) to be able to identify the sample size of the study. The quantitative sample of 200 need to be scientific justification.
- Research questions 2 and 3: Research question should be open ended and avoid quires that requires a direct answer and leading.
- Get hold of the UNESCO Register which document unique tourism activities.

University of KwaZuluNatal  
Postal Address Private Bag X54001,  
Durban, 4000, South Africa  
Website [www.ukzn.ac.za](http://www.ukzn.ac.za)



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[mashaup@ukzn.ac.za](mailto:mashaup@ukzn.ac.za)  
Website [www.gsb.ukzn.ac.za](http://www.gsb.ukzn.ac.za)

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

The title of the study is found to be accurate and fitting. The study has prospects to make significant contribution to the body of knowledge and the tourism industry. Overall, the panelists find your study to be doable and wish you all the best.

Sincerely,



Pfano Mashau

Acting Academic Leader research and Higher Degrees

University of KwaZuluNatal

Postal Address Private Bag X54001,  
Durban, 4000, South Africa

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Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

## APPENDIX H: CERTIFICATE OF EDITING



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21 December 2022 • 016/2022

### TO WHOM IT MAY CONCERN

#### CERTIFICATE OF EDITING

This certificate confirms that professional language editing services were rendered on the following submission:

**TITLE:** LEVERAGING CULTURAL TOURISM FOR SUSTAINABLE AND PARTICIPATIVE LOCAL ECONOMIC DEVELOPMENT IN KWAZULU-NATAL (KZN) PROVINCE

**STUDENT:** Yvonne Celinhlanhla Cele • 212548413

**PROGRAMME:** Doctor of Business Administration

**INSTITUTION:** University of KwaZulu-Natal

**PAGES:** 206 (Last page number 190)

We hope you find our work acceptable to your expectation.

Best regards



**A. BEST**

Membership No: **BES003**

Professional Editors Guild (PEG), South Africa

*MSc in Public Policy and Management (London), BAdmin Hons in Public Administration (Fort Hare), Diploma in Business Computing in Information Technology (Damelin), Programme in Project Management (Stellenbosch), Programme in Total Quality Management (Unisa)*

*Professional registrations: CIGFARO, SAMEA, IACD, IOA, PMSA, CIPPT, SAAPAM and SABPP*

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## APPENDIX F: ETHICAL CLEARANCE

07 December 2021

**Yvonne Celinhlanhla Cele (212548413)**  
Grad School Of Bus & Leadership  
Westville Campus

Dear YC Cele,

**Protocol reference number:** HSSREC/00003606/2021

**Project title:** Leveraging cultural tourism for sustainable and participative local economic development in KwaZulu-Natal (KZN) Province

**Degree:** PhD

### **Approval Notification – Expedited Application**

This letter serves to notify you that your application received on 10 November 2021 in connection with the above, was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) and the protocol has been granted **FULL APPROVAL**.

**Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.**

This approval is valid until 07 December 2022.

To ensure uninterrupted approval of this study beyond the approval expiry date, a progress report must be submitted to the Research Office on the appropriate form 2 - 3 months before the expiry date. A close-out report to be submitted when study is finished.

**All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.**

HSSREC is registered with the South African National Research Ethics Council (REC-040414-040).

Yours sincerely,



-----  
**Professor Dipane Hlalele (Chair)**

/dd

---

#### **Humanities and Social Sciences Research Ethics Committee**

**Postal Address:** Private Bag X54001, Durban, 4000, South Africa

**Telephone:** +27 (0)31 260 8350/4557/3587 **Email:** hssrec@ukzn.ac.za **Website:** <http://research.ukzn.ac.za/Research-Ethics>

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