# CULTURAL WORLD HERITAGE SITE SCAN: LESSONS FROM FOUR SITES

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# **Acknowledgements**

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#### **EXECUTIVE SUMMARY**

The DBSA, together with the African World Heritage Fund and ComMark, has undertaken a number of case studies on cultural World Heritage Sites in Southern and Eastern Africa. This document synthesises certain of the findings from four such case study sites, drawing parallels between the sites and identifying lessons to be shared from best practice. The sites considered are Twyfelfontein (Namibia), Kilwa Kisiwani (Tanzania), Great Zimbabwe (Zimbabwe) and Cradle of Humankind (South Africa).

Three main themes are considered in this scan as these are viewed as amongst the most critical considerations for responsible and sustainable destination development: institutional arrangements and coordination; local economic development; and visitor experiences and facilities.

A number of critical lessons emerge from the scan. These include:

- <u>Coordination cannot be assumed to happen</u> between stakeholder groups as a matter of course. Joint Management Committee structures should be established, and meetings held regularly.
- <u>Dedicated SMME and/ or community development agencies are necessary</u> in order to construct meaningful business opportunities for host communities. Heritage management authorities seldom have the mandate and skills to drive local economic development. Local and regional government may not have sufficient capacity and the private sector is not always adequately organised either.
- Apportionment of visitor fees into a community trust, or similar structure, as
  managed by community representatives can be appropriate for sites where
  community dynamics are relatively clear, and where community groups are
  not too many or diverse. Where diverse and large host communities exist,
  a Corporate Social investment fund for community projects may be a
  mechanism to distribute a percentage of income at sites to socio-economic
  or environmental projects.
- <u>Creating preferential access for local people to certain economic opportunities</u>, such as employment, craft development, other services in the tourism value chain like tour guiding, local transportation, etc. can ensure that benefits are captured locally.
- <u>Visitor fees should represent value for money and should be differentiated</u> for local and foreign visitors, as well as for schoolgroups/ learners.
   Outreach activities to host communities with respect to site usage should also be encouraged.
- Good interpretation and visitors facilities/ materials are required in order to share the cultural importance and significance of the sites. These do not need to be capital intensive, nor do they need to be elaborate in design (for example Twyfelfontein's visitor centre is relatively small and simple

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structure) but they should provide a minimum level of information and orientation for visitors.

In conclusion, in developing cultural world heritage sites to be key anchor projects for tourism destinations, a number of elements need to be present. Beyond the cultural heritage site itself and certain of the modalities at the site, as described above, other elements for destination success include private sector investment in services and facilities around the sites; correct destination pricing, positioning and marketing; human resources and capabilities, including collaboration across stakeholder groups and dedicated agencies; broader beneficiation from the site for host communities; transport infrastructure and physical accessibility.

Of the four sites considered in this scan, Great Zimbabwe and Twyfelfontein have had a marked impact on the development of tourist destinations in their regions. Although Cradle of Humankind is relatively new, and occurs in a relatively developed tourism area, the increase in the number of tourism businesses from 68 in 1999 to 401 in 2009 can be partly ascribed to the listing of the site with UNESCO and actual investment by government since 1999.

Kilwa Kisiwani World Heritage Site has not yet made a marked contribution to the socio-economic development of the Kilwa district. This is likely to change, however, with the completion of an access road from Dar es Salaam, and a new project to develop and position the site by the national Ministry of Tourism.

This scan provides certain very practical lessons on institutional structures, local economic development mechanisms, and visitor experiences, as well as what is required for a cultural site to become a driver of tourism destination development (including in rural areas, where tourism is often one of only a few industry opportunities). It further has specific practical application for both technical assistance initiatives, and the financing of cultural tourism attraction development.

#### 1. INTRODUCTION AND BACKGROUND

The DBSA, together with the African World Heritage Fund (AWHF) and ComMark Trust, has undertaken a number of case studies of cultural World Heritage Sites (WHS) in Southern and Eastern Africa. This document synthesises the findings from the case study sites, drawing parallels between the sites, and identifying lessons to be shared from best practice. The four sites considered are Twyfelfontein (Namibia), Kilwa Kisiwani (Tanzania), Great Zimbabwe (Zimbabwe) and Cradle of Humankind (South Africa).

There are currently 114 sites in Africa inscribed on the UNESCO World Heritage List: 38 in North Africa and 76 in the Sub-Saharan region. These sites have been proclaimed 'World Heritage' because of their outstanding universal value. But compared to other continents, Africa is still left behind regarding the number of its World Heritage sites (114 out of 878) and has a relatively high proportion (at 14 of the 31 sites) on the Danger List.

In 2006, the African World Heritage Fund was established to assist African countries to increase the number of African sites inscribed on the World Heritage List, and to improve the management and conservation of African World Heritage Sites especially those that have been put in the Danger List. Part of their strategy around this relates to improving local economic development in the areas surrounding WHS, particularly through tourism.

DBSA's interest in this cultural WHS research project similarly relates to how tourism can be utilised for local economic development, with key cultural tourism attractions - like World Heritage Sites - as anchor projects. In particular, the DBSA wishes to understand how best to develop African WHS's as drivers of tourism destination development in order to unlock the economic opportunities and benefits that tourism can bring to often (rural) areas. For the purposes of this analysis, cultural sites are simply those defined as having global cultural significance by UNESCO. The UNESCO definition of 'cultural heritage' is provided in Appendix 1.

ComMark, a policy institute with a SADC focus, is committed to making markets work for the poor. Tourism is one of their focus sectors for local economic development and community participation and benefit-sharing.

Given the shared interests and objectives, the Development Bank of Southern Africa thus partnered both the AWHF and ComMark Trust to undertake cultural tourism case studies. This document – the scan – highlights certain lessons with particular references to institutional structures and stakeholder coordination, local economic development and the visitor experience. Other critical considerations, including land use, environmental and resource management; infrastructure development; science and education; financial planning, amongst others, are not the focus of this scan.

# 1.1 Sites' description and background

Kilwa Kisiwani is an island that, together with the island of Songo Mnara, was inscribed as a cultural World Heritage Site in 1981. Located on the Southern coast of Tanzania, some 333 kilometres south of Dar es Salaam, the island of Kilwa Kisiwani "has been inhabited since at least the ninth century A.D"

Kilwa Kisiwani is an island off mainland Tanzania comprising ruins from an Omani settlement.

Twyfelfontein is a Namibian site with thousands of rock art pictures, from San people.

Great Zimbabwe close to Masvingo in the South of the country contains the stone wall remains of an African Kingdom.

The Cradle of
Humankind in South
Africa is site of fossil
hominid discoveries
including the Little
Foot and Mrs Ples,
amongst others. It is
located in West Rand,
close to Mogale City,
a 47 000 ha site in
Gauteng.

(Moon, 2005). The ruins that exist on the island today – a great number of structures - are the remains of what was once a great Swahili city-state and are the reason for the site's inscription with UNESCO.

Twyfelfontein, also known as /Ui-//aes, is located in Northern Namibia. It occurs in a rural area, which is presently managed by the Uibasen Conservancy. The site is listed due to the uniqueness of the rock art in the area. It was inscribed in 2007 by the National Heritage Council of Namibia.

Great Zimbabwe is located in Southern Zimbabwe, 27 kilometres from Mazvingo. It represents the ruins of an African civilization comprising stone walls spread over some distance, including the Hill Ruins, Great Enclosure, and the Valley Ruins. Records show that the buildings were constructed sometime between 1150 and 1450 and a community of thousands lived at the site before moving (one theory is that the became denuded from overuse). The site was inscribed by UNESCO in 1985. It lent its name to the country, post-independence.

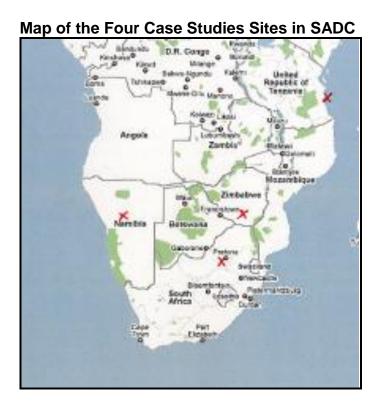
In 1999, the 'Fossil Hominid sites of Sterkfontein, Swartkrans, Kromdraai, and Environs' were formally inscribed with UNESCO and are colloquially known as the Cradle of Humankind. The Cradle of Humankind Management Authority is the Gauteng Provincial agency appointed to manage the development of those sites, primarily those within the Gauteng province. The demarcated WHS area spans 1247 subdivided farm portions in northern Gauteng and extends into North-West Province.

Local authorities include the West Rand District Municipality and the Mogale City Local Municipality in Gauteng and Bojanala Platinum District Municipality and Madibeng Local Municipality in North-West province. The main visitor sites – Sterkfontein

Caves and Maropeng Visitor Centre - are only 45kms from Johannesburg city centre and 40kms from Tshwane. It is on these two visitor attractions that the analysis accordingly focuses.

Twyfelfontein is the most rural of the sites with the smallest host community (around three hundred people) whereas there are around one thousand residents on the island of Kilwa Kisiwani. Cradle of Humankind has a local population (defined as those people living within the demarcated site itself) of over around 14 600 people, many of whom live on commercial farms. Great Zimbabwe has an estimated 20 000 to 30 000 community members under the traditional authority of three chiefs and one headman.

Although close to regional capitals, both Great Zimbabwe and Kilwa Kisiwani fall within economically marginalised spaces. The Cradle of Humankind is typical of many South African peri-urban spaces: it borders affluent and impoverished communities, industry and residential developments, with a heterogeneous population including migrants from other provinces, and neighbouring countries, as well as many South African farmworkers, and their descendants. Twyfelfontein is in a rural location, and the community has little access to basic services and infrastructure, with no portable water.



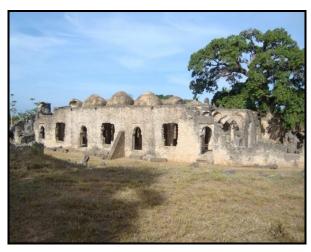
Fossil of Little Foot, Cradle of Humankind



**Great Zimbabwe** 



Kilwa Kisiwani: the Great Palace



**Twyfelfontein Rock Art** 



Source: www.googlemaps.co.za; author's photos; and www.maropeng.co.za

#### 2. FINDINGS OF THE SCAN

# 2.1 Institutional Arrangements and Stakeholder Coordination

As WHS are sites of global significance, they must be protected. This requires the participation and support from, as well as benefits for, many stakeholder groups. These stakeholders include local communities, private sector tourism players, and government. NGO's, both local and international, are also often stakeholders that play a role in terms of community and enterprise development, environmental conservation and humanitarian relief. Without support from local parties, and 'co-ownership' of the site, the sustainability of the sites cannot be guaranteed. UNESCO requires a number

of cooperative management systems to be in place at sites to manage local stakeholder dynamics.

Joint Management Committees are an important mechanism to coordinate stakeholders.

Namibia provides communities with a **Conservancy status** which allows for income to be derived from concession arrangements, amongst other land utilization income streams.

Dedicated unaffiliated NGOs can play an important role in developing SMMEs and ensuring community participation in sites where government and other stakeholders do not have capacity, or where the environment is highly politicised. NACOBTA played this role at Twyfelfontein early on.

Of the four sites, three are managed by the national heritage authorities: in the case of Namibia and Zimbabwe, these institutions are agencies of the state, while in Tanzania the national Ministry of Antiquities is responsible for heritage sites management. Cradle of Humankind is a special purpose trading entity created explicitly for managing Cradle of Humankind by the provincial Gauteng government in South Africa on behalf of the National Minister of Environmental Affairs. It was set up as one of the then Premier's Blue IQ projects, a number of high impact, high priority projects for the province with a specific focus on tourism.

All four sites have challenging relationships with stakeholders, typical of all multi-stakeholder environments:

- At the Cradle of Humankind many tourism businesses are in operation, certain of which pre-date the inscription of the site (in 1999). Furthermore there are no homogenous community groups, or fully representative structures (although many associations and cooperative structure exists representing certain stakeholder groups). Residents of the area are drawn from across the country and region. Stakeholder coordination is thus difficult, with a myriad of government, private and community players in the area and various, conflicting agendas and expectations.
- The remoteness of Twyfelfontein has meant that the number of (site) stakeholders, and potential

beneficiaries from the project are limited, which makes coordination easier. Despite the few stakeholder groups, and generally good relations between these groups, from time to time tensions exist between the Conservancy structure, which represents the community, and the Management Authority, and private sector around specific issues, such as access to infrastructure, the management of the Conservancy, tour guides, and so on.

- At Great Zimbabwe, with an estimated 20 000 local residents who fall under three chiefs and one headman in the immediate areas around the site, management of local stakeholder dynamics for the management authority is a balancing act between the community groups. In a sense, the demands and/ or expectations from communities and their chiefs of the site have been limited due to their own fragmentation.
- Residents of the island of Kilwa Kisiwani live among the ruins, but have seen little direct economic benefit from this proximity. Their expectations of the site and management authority relate to improved communication, and the creation, or facilitation, of benefits. Further, the large mainland population also hopes to benefit from tourism, and a number of community groups have been established to this end.

# 2.1.1 Joint Management Committees

Of the four sites visited, only Twyfelfontein has a functioning joint management committee, one of the coordination mechanisms recommended by UNESCO at WHS. And the joint management committee meets on issues' basis, rather than as a matter of course. At both Kilwa Kisiwani and Great Zimbabwe, community groups expressed their desire for greater interaction and cooperation in site management but no regular stakeholder meetings are held.

Cradle of Humankind does not hold regular formal joint management committee meetings either, but does have public meetings twice a year. There are also a number of committees that convene stakeholder groups on specific areas. These include a tourism liaison committee, scientific advisory committee, and marketing working group. Numerous bilateral meetings are held with various stakeholder bodies, on an ongoing basis.

#### 2.1.2 Land Management Arrangements

Providing community rights over land management can allow for a direct benefit stream from sites, and ancillary tourism services.

 Twyfelfontein has a Conservancy, a legal vehicle which has been provided with management control of the land in the area, by the Department of Land. Conservancies are relatively common in Namibia. They provide local communities with the use of land from which they can draw income through their own activities or through concession-style arrangements with private sector operators. At Twyfelfontein the community thus benefits directly not only from the site and its entrance fees (more about this later) but also from concession fees, which comprise a bed-night levy, from private accommodation providers in the area.

• None of the other three sites have this form of land management beneficiation structure in place for local communities. The complexity of the peri-urban communities of Maropeng and Sterkfontein, and many landowners in the area (including WITS) do not lend this land management mechanism appropriate for Cradle of Humankind. Neither is it an easy fit with Great Zimbabwe. However, the Islanders of Kilwa Kisiwani could potentially benefit from a similar mechanism, although the Tanzanian legal framework would need to be revisited to support this approach to community land usage.

Other forms of extracting community benefits from sites are discussed in more detail under LED below.

# 2.1.3 NGO support for community groups

NGOs can play an important role in providing support to community and local entrepreneurial ventures:

- In the case of Twyfelfontein, NACOBTA1, a Namibian NGO active in community-based tourism, facilitated training of local guides and Conservancy bed levy structures. It is worth noting in this regard, however, that although the rock art was made by San people who once lived in the area, these people and/or their descendents are not actively involved in decisions relating to the site, nor do they receive any benefits flowing from the site.
- Kilwa, despite having a great number of stakeholders interested in the area (particularly from international agencies/ governments), does not benefit from a dedicated SMME or LED agency that could assist with value chain analysis and the deliberate structuring of SMME opportunities. The District Government does not have a dedicated person dealing with tourism and cannot give the level of support required to structure economic relationships between local stakeholders. The Ministry of Tourism does not have staff on the ground in the area, and there exists no tourism association. A politically unaffiliated organisation could undoubtedly assist with building small businesses, and community businesses, in the area. (The Aga Khan fund is an example of the sort of organization that can play this role. They are already active in Zanzibar. The Christian Refugees

<sup>&</sup>lt;sup>1</sup> NACOBTA is no longer active in the area. Certain of the tourism developments could benefit from the continued support and focus (and intermediation) of such an NGO.

Organisation had also expressed an interest, despite their religious affiliations).

- In Great Zimbabwe there is also no clearly mandated institution dealing with tourism and supply chain business development and enterprise opportunities. NGOs active in the area focus more on agricultural inputs and humanitarian relief than tourism enterprise development. Government is highly nationalised in Zimbabwe, with Zimbabwe Tourism Authority based in Harare, although a new regional office has recently opened in Masvingo. A local publicity association exists in the town, but it is not particularly active in marketing the area, or lobbying government on behalf of tourism industry stakeholders.
- At Cradle of Humankind in South Africa, there is no NGO active in tourism SMME development in the area. This function of tourism SMME development is a concurrent one in South Africa, with a number of government departments and agencies (such as the Tourism Enterprise Partnership) active in this space. In practice this sometimes means that no one institution takes the lead, and not much action takes place on the ground. The situation of course differs from site to site. At the Cradle of Humankind it appears, original plans included a Community Development Trust that would, amongst others, appoint an implementing agency to support small business. The Cradle Trust is currently being reconstituted with priority focus areas being socio-economic development in the area, particularly community benefits' programmes and support for scientific research.

In the absence of dedicated SMME support institutions, the onus often falls on the heritage management authorities at sites, which seldom have the skills and resources, or desire, to provide this level of support.

#### 2.1.4 Private Sector Partnerships

Strong private sector operators can play an important role in supporting site development, and creating local economic development in the area around WHS. Other than at Kilwa, which is in a unique situation as an island site, the other three sites have a variety of private sector operators within either the core, or buffer areas, of the WHS's.

 In all of these three cases, WHS inscription was awarded after certain lodges or hotels were already operating in the area, thus limiting legal mechanisms to manage the relationships with respect to formal lease/ other agreements between the heritage management authorities and private sector operators. Strong private sector operators can play a meaningful role in supporting both the Management Authority at the site, and communities.

The private sector needs to be **convinced** that benefits exist in their incorporation in/proximity to the site. Without this, cooperation will be limited, and WHS status may be seen as a form of 'tax'.

- As already indicated, at Twyfelfontein the Conservancy arrangement has afforded the local community a mechanism to leverage formally structured benefits from lodge activities. (This Conservancy arrangement is explicitly not a function of the WHS). In addition to lease fees, the Twyfelfontein Country Lodge also provides a number of services to the WHS and communities in the area including banking, water and telephony.
- Great Zimbabwe has a fully owned private sector lodge within the demarcated 'core' area of the site. The Great Zimbabwe hotel is owned and run by African Sun hotel group. The hotel has full title and pays no rental or other fees to the National Monuments and Museums Council as it predates the inscription of the site. The hotel management ran the curio shop on the site's grounds until recently but this arrangement was terminated as it was felt there existed a conflict of interest between the hotel's own curio shop, and the Great Zimbabwe Ruins official curio shop.
- Unlike the other sites, the Cradle of Humankind has a formal Public Private Partnership agreement in place with a private sector operator of the visitor facilities. Awarded through a competitive process, the operator has taken responsibility for the day-to-day running of the visitor facilities, marketing and the displays/ interpretative materials. As the UNESCO significance relates to fossils, much of the expenditure on the Sterkfontein cave experience and Maropeng visitors' centre has been on providing an interpretative experience that is educational and fun.
- Further, tourism has grown in the Magalies area, with new tourism businesses opening, and other expanding. The reality is that it is hard to causally link this growth in tourism to the WHS, as there are many other factors and drawcards in the area (proximity to Gauteng markets, business conferencing demand in the area, Lion Park and other tourist activities/ attractions, etc.). Certain private sector operators do not ascribe increased tourism developments and markets to Cradle of Humankind visitor attractions.
- A number of the General Managers in the Cradle of Humankind area meet regularly to discuss shared concerns. One concern relates to the additional environmental standards that come with being within a World Heritage Site, which restricts further property development. In this instance, the strength of the management authority is viewed as a barrier to private sector development. This view is not one that is equally shared by all private sector parties. Another organized private sector grouping in the area has been established by the major landowners and is known as the Cradle Conservation Foundation.
- There is no private sector investment on the island of Kilwa Kisiwani.
  There are, however, a number of lodges on the mainland, opposite the
  island, that have been developed largely on leasehold land. These lodges
  are relatively small and have no formal community beneficiation structures
  in place. They are also not active in cooperative marketing, or broader

destination development plans. They struggle to retain skilled managers as the destination is viewed as something of a 'backwater'. Thus the private sector at Kilwa does not play a particularly developmental role.

#### 2.1.5 International Stakeholder involvement

International stakeholder groups are particularly active at WHS in many parts of Africa, albeit to a lesser extent in South Africa. Their involvement often relates to capital investment, and technical work such as site rehabilitation and interpretation facilities and services.

- Much of the work at Kilwa Kisiwani has been funded by UNESCO, the French Government and other international donors (such as JICA, SNV). The new ecotourism specialist at the Ministry of Tourism, who is championing a process to develop Kilwa Kisiwani, is funded by the French Embassy.
- Twyfelfontein's visitor centre was funded by the European Development Fund (through the Namibia Tourism Development programme).
- Great Zimbabwe receives operational funding from the US Government for security guards, particularly for the on-site museum. Funding has also been received from the Culture Fund – from SIDA – for development of the site. The Public Investment Fund – a national fund – which worked on a 50/50 co-funding basis, assisted in building infrastructure such as the rondavels and lodges. These have subsequently been refurbished and renovated into tourist accommodation. UNESCO has occasionally provided grants: in the 1990s a grant was received for fire-fighting equipment.
- In South Africa, the money for capital investment at Maropeng and Sterkfontein came from the Gauteng fiscus: Cradle of Humankind was initially one of the provincial priority projects known as Blue IQ. This helped achieve substantial allocations of funding from government with R163 million in capital investment spent to date, and more on roads and operational funding.

# 2.1.6 Tourism organisations/ associations

Joint Management Committees are formal structures for the management of WHS, not broader destinations. In spaces where there are many stakeholders groups, and a large heterogeneous population, other stakeholder fora are needed to address tourism development and marketing. Neither of these functions are typically core responsibilities of heritage management authorities. In environments where many mandated bodies are dysfunctional, or under capacitated, many of the frustrations and/ or expectations which stakeholders direct at site managers are not in fact appropriately directed. Building other strong institutions greatly assist site management. This is not a short term project.

Reference has already been made to SMME development agencies or NGOs with a community or local industry development agenda, which contribute towards local supply chain development. Local and/ or regional tourism organisations can also play a role in more broadly managing tourism interests in an area, as well as shaping and executing plans.

Government has a role to play in all of these bodies, but cannot, nor should they necessarily try and fulfill all these various roles.

- In the case of Kilwa, where government and the private sector are both "weak" in terms of the necessary capacities (both in terms of skills, experience as well as actual bodies), another champion needs to drive the formalisation of structures and plans in the short term. The Ministry of Tourism, within the Department of Tourism, Conservation and Antiquities, has taken this lead role. A recently convened process by this department has sought to mobilise all stakeholders in terms of a jointly agreed plan for the site, and area. The Presidency has formally endorsed this approach too.
- Great Zimbabwe has a publicity association at Masvingo, as well as a recently opened regional office of the Zimbabwe Tourism Authority. Neither appears to be active in product development, SMME development or marketing. There exists an opportunity to leverage these regional organisations.
- Twyfelfontein does not have a tourism association: the local stakeholders may be too few. These stakeholders work closely with the management authority when needs' arise.
- There are different forms of tourism industry associations close to Maropeng and Sterkfontein Caves: the Magalies Meander and Crocodile Ramble are two marketing associations. Within the more immediate area of the visitor centres, a General Manager's Forum meets monthly to discuss issues of common concern. The Operator engages these bodies, as does the Management Authority. The Integrated Masterplan for Cradle of Humankind indicates that a voluntary Tourism Association will be established in the area to maintain standards and represent service provides in the area. This destination tourism organization is not yet in place as there is some resistance from private sector to common branding and fees to be paid by the private sector to the Management Authority in this regard. The Cradle of Humankind Management Authority has however already played a role in marketing and promoting the destination at major events like the Tourism Indaba, ITB and WTM.

# **Planning**

Planning considerations must be closely linked to the above point regarding institutional arrangements and coordination. In this regard, many of the sites could improve their information management and planning systems:

- In the case of Twyfelfontein, visitor records are not readily available, and have to be generated on request. As visitors provide not only a critical revenue base for the site, but also the National Heritage Council at large, these records should ideally be up to date and available at all times. This could assist staff with operational planning, as well as service and product innovations.
- Great Zimbabwe does have visitor data available upon request but no site

Different kinds of information and plans are needed to guide strategic operations.

Site management plans are necessary to encapsulate the many functions carried out within the site.

Visitor information systems and reports should capture: number of, origin, length of stay, spend, etc. is necessary to plan for tourism management plan. Despite not having an up-to-date joint management plan many management systems and procedures have been in place for some years at Great Zimbabwe. This includes fire breaks, visitor records, community engagement modalities and the like. Although regular site activities might be well established amongst staff, plans can be useful to formally mobilise agreement amongst stakeholder regarding objectives, activities and targets. Clear plans can also leverage political support. But plans require political and institutional will behind them, in order to ensure implementation takes place.

• There have been a number of plans and tourism strategies developed for Kilwa district (and Kilwa Kisiwani in particular) over the years, but these are not archived in one place and are not easily accessible. Based on discussions with stakeholders, it also appears unlikely these plans are being implemented. The Kilwa Tourism Masterplan, developed in 2005, is a detailed document that provides many useful recommendations on the

development of the area to the benefit of local people but appears to have not been implemented. Further, no formal site management plan was available from site managers during the site visit or subsequent to this.

Cradle of Humankind has detailed and up-to-date plans (including an Integrated Masterplan, as required by the World Heritage Convention Act).
 The Authority has commissioned much research into the area over the past 10 years<sup>2</sup>. These plans appear to be well-utilised for activities of the Authority and by certain of the major landowners in the area.

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<sup>&</sup>lt;sup>2</sup> This includes comprehensive tourism demand research as well as tourism and investment research work. In the management authority, there exists a Research and Planning unit.

# 2.2 LOCAL ECONOMIC DEVELOPMENT (LED)

Tourism can be a positive force for LED but this requires interventions to maximise local linkages in tourist activities, and to minimise leakage of revenues from the area. Building local suppliers and businesses and procuring goods and services from them; hiring locally; training staff and communities, Corporate Social Investment funds; and cooperative partnerships (for example to support community initiatives in or close to the site) are all approaches to building local economic development. Allocating or apportioning a certain share of visitor fees to community structure, or community development funds, is also a mechanism to share proceeds.

None of the sites appears to have a multifaceted and explicit local economic development strategy in operation although the Cradle of Humankind clearly states LED as an objective of the project:

- Using tourism as a mechanism to increase LED is an objective of the Gauteng government in developing Sterkfontein and Maropeng at the Cradle of Humankind. Another objective is to put Africa, and South Africa, squarely on the global map as the origin of Humankind. Culturally and symbolically this is an important objective, in line with a broader African Renaissance project of then president Thabo Mbeki. Conservation, and Science and Education are the other two key objectives for the site.
- Great Zimbabwe Ruins has significant national importance as a symbol of the country's heritage, and, the site gave its name to the country at independence. There are, however, no clear LED strategies in place. Socio-economic projects exist, but are ad hoc.
- Kilwa Kisiwani does not receive as much attention as other more prominent and better known WHS's in Tanzania such as Zanzibar, Ngorongoro, Mount Kiliminjaro and no LED strategies are in place.
- In the initial phases of destination development Twyfelfontein received local economic development support, with a focus on community development, from NACOBTA. This support appears to have partly fallen away.

A number of ways in which sites can (and in certain instances, do) benefit LED, are explored below

#### 2.2.1 Apportionment of Visitor Fees

Of the four sites surveyed, only Twyfelfontein has an apportionment of the visitor fees to the community. In this instance, the legal mechanism through

Cradle of Humankind has LED as an explicit objective:

"The economic rationale ... is to stimulate private sector investment in tourism development, in order to promote broadbased black economic empowerment (BBBEE), small, medium and micro enterprise (SMME) development, economic growth and job creation in the project areas". (Cradle of Humankind, 2008: 1)

Apportioning visitor fees may be possible in areas where clear community structures exist. An alternative may be a Community Development Trust to broadly promote community development and research objectives (such as in the case of Cradle of Humankind).

Apportioning fees means that the community funds are tied to the performance of the site which creates an incentive, but might lead to resentment/ suspicion when times are tough.

Community
management structures
must be held
accountable for
amounts received and
spent in line with
broader community
objectives.

Concession fees can be charged from tourism operations within the site if a legal mechanism exists for communities to have land management rights. which the community transacts, the Uibasen Conservancy, receives 35% of the visitor fee – N\$10 per person. 5% is retained by the Conservancy, and the rest is paid over to the Tour Guides Association (which is restricted to tour guides from the community) for services rendered.

Introducing an apportionment of visitor fees may also be possible at Kilwa Kisiwani for the island community, but may prove less viable a mechanism for redistribution and LED at Great Zimbabwe, where there are three Chiefs; and Cradle of Humankind, where the community is heterogeneous and very large. Apportioning fees is most effective where there is one community beneficiary group which is relatively small. There is, however, an opportunity to set up a Community development trust or similar vehicle at the other sites. This is discussed below under Corporate Social Investment.

#### 2.2.2 Concession fees

At Twyfelfontein, the private sector lodges in the area pay concession fees to the Conservancy with which they have a concession agreement. This agreement is based on a bednight levy – thus the income to the Conservancy is closely linked to the performance of the lodges.

The other sites do not have this mechanism in place – as no formal community land management transacting entities exist.

- On the island of Kilwa Kisiwani, the islanders have no formal land management transacting rights, although they appear to have an interest in developing certain tourist facilities of their own.
- At Great Zimbabwe many of the lodges/ hotels have been operating in the area for many years, which makes it difficult to introduce some form of concession fees retroactively.
- Land surrounding Cradle of Humankind is largely private-owned. There is no communally owned land in the area for community transaction purposes.

# 2.2.3 Direct Employment Benefits

 Great Zimbabwe has 69 employees in its organogram (and about 60 posts filled) – a significant number compared to Kilwa Kisiwani's 5 and Twyfelfontein's 5. About half are from the Masvingo area, typically in more junior posts as only certain of the

- more junior grades are advertised locally. More senior grades are advertised nationally.
- At Sterkfontein and Maropeng, personnel are formal employees of the operating company, Maropeng l'Africa, which successfully won the concession to operate the visitor facilities. Here the staff complement amount to 110 (including the food & beverage operations and the hotel). Cradle of Humankind has a policy (the concession contract) in place with the Operator that most staff must be hired locally and training put in place. Given the peri-urban nature of the area, and large heterogenous communities, despite the significant direct employment at the visitor sites (relative to the other WHS's considered in this scan), the effect is relatively small. There is also a small number of staff at the management authority itself (but also others who fulfill support functions): around 15 to 20. A report on the capital expenditure programme for roads in the Cradle of Humankind attributes 1520 temporary employment opportunities to this infrastructure development. Beyond the Sterkfontein and Maropeng visitor facilities there are some 398 private sector tourism operations in the area, all of which create employment.
- Of Twyfelfontein's 5 staff, half are local, half from outside the area (notably the more senior posts) despite the policy to hire locally. Site management indicated it is difficult to find the skills in the area.

#### 2.2.4 Tour Guides

- Sterkfontein Caves and Maropeng visitor centre share about 11 tour guides across the facilities all of whom are employees. Training materials and the actual training of the guides was funded by the Management Authority.
- At Great Zimbabwe, tour guides are also employees in a permanent capacity, while at Twyfelfontein, as already indicated above, rather than employing guides onto the National Monuments Council payroll, a Tour Guides Association has been set up from community members (and which originally had 25 members, now down to 15). Here the

Tour guides can be part of the staff complement, or outsourced to designated groups.

This role is fairly technical in nature, and has a major impact on the visitors' experience of the site. It is critical therefore that tour guides are well-trained in the subject matter, and enthusiastic.

employment is 'outsourced' to the community, although certain internal functions and support such as training are provided to tour guides by the Council.

• There are 6 formal tour guides in Kilwa, but these individuals are not attached to either the Ministry of Antiquities' site management or a community structure that has a formal agreement with the Ministry. They are individuals who have gone through formal training on tour guiding and operated without formal institutional structures. Certain tour guides have established good relationships with private sector lodges in the area and work with tour groups staying at these facilities. There is currently insufficient demand from visitors to generate significant work for these trained tour guides, or create the rationale for the expansion of the tour guide training to others. In time it might be necessarily to train more tour guides, and assist them to establish an association that can lobby the Ministry of Antiquities to formally receive benefits.

# 2.2.5 Employment in the Destination Area

- Although the staff complement at Twyfelfontein visitor centre is small, many members of the local community are employed at the Twyfelfontein Country Lodge, a large accommodation establishment close to the site. Other employment opportunities have also be created at the other accommodation establishments in the area.
- At Great Zimbabwe, it was not clear how many of the staff of hotels in the area come from the local area, although it is likely that many of the jobs would be local. One hotelier indicated a preference for local staff due to transportation and other logistical considerations.
- Kilwa Masoko (the mainland opposite Kilwa Kisiwani) has 5 lodges operating at (or close to) an international standard. None is particularly busy, and managers do not stay long. Staff is drawn from the area, although management seldom is. Together in the region of 30 jobs have been created by these 5 lodges.
- Research undertaken for the Cradle of Humankind estimates that the total number of jobs created via tourism (including direct tourist spend as well as spend created through the facilities and services supporting tourism) is 6 175. This number includes 4 100 jobs created within the project area and 2 075 created outside of the study area.

# 2.2.6 Enterprise Development

- At Twyfelfontein, an opportunity has been created for local crafters to exhibit and sell their craft produce through the shop at the visitor centre. Close inspection of the craft produce indicates that not all items are locally made (from the community). Further, the quality and pricing of the craft items could be improved upon.
- Great Zimbabwe indirectly supports the craft market adjacent to the WHS by not selling similar product in their craft shop – thus not introducing

competition for those items. Discussions with Chiefs in the area indicated that certain of the crafters and wares are not local. Furthermore, the products on sale are not particularly site relevant – the usual Zimbabwe soap stone statues abound. It is not clear how successful crafters are at the roadside market, as visitor volumes are very low. In this regard, site management is in the process of setting up a traditional village inside the WHS, where members of the local communities will make and sell craft, undertake traditional dancing, and where visitors can meet a sangoma. This village was under development during the site visit, and has been under development for some time.

• Kilwa Kisiwani has nothing in place to deliberately benefit local people through tourism in the area. The visitor fee is very low, and not currently apportioned to the islanders. Nor are there formal providers of transport to the island, or services on the island. Of the 5 tour guides, 3 are from the island of Kilwa Kisiwani; 2 are from Kilwa mainland. A number of community groups have however organised themselves for tourism – Kilwa Cultural Centre on the island, Chagamoto, Mkudje amongst others on the mainland. The trickle of visitors to the area does not yet support regular activities or income to these community groups.

# 2.2.7 Corporate Social Investment

In the case of Cradle of Humankind, a Community Development Trust has been set up to fund projects for community development and research. This fund is to comprise a 7.5 percentage of revenue once the Operator breaks even (around 400 000 to 500 000 visitors per annum). As visitor numbers have not been achieved in line with the original market and financial assessment for the project, the Community Development Trust (the Cradle Trust) has not been able to draw on the 7, 5% concession fee and has developed no community benefit projects. This is problematic as other than certain employment opportunities at the sites, direct community benefits from the site remain limited, and no sense of local 'ownership' exists amongst (both the largely white, land owning and business operating; and black, working or unemployed) host communities. Work is currently underway to reconstitute and energise the Cradle Trust.

# 2.3 Visitor Experience

# 2.3.1 Core asset management

The main business of heritage management authorities is to protect the actual core assets – the rock art, ruins, fossils, etc. The Cradle of Humankind authority does this in conjunction with WITS University, who has much of the specialist technical paleontological skills; whilst the other sites undertake heritage management themselves, sometimes with the help of international bodies.

- At Cradle of Humankind, the fossil site management plan and the regular site inspections allow for this. Access to the Sterkfontein Caves is managed through specific departure times for guided walks, and the supervision of the groups by tour guides. Further, the actual site of excavation of fossils is barricaded from tourists. The Maropeng visitor centre was developed explicitly to keep visitors away from these fragile cave environments.
- At Kilwa, the Ministry of Antiquities site office is no longer on the island, as there is no power, which removes them from the day-to-day protection of the ruins. UNESCO together with the Ministry (and other players) are however, quite active in rehabilitating ruins. The threats from erosion and settlements close to the ruins are amongst the reasons that the site is classified by UNESCO as 'in danger'.
- Twyfelfontein's rock art is plentiful, and only certain rock art sites are
  accessible to tourists on paths specifically developed for tours. Most
  visitors are encouraged to make use of an official tour guide, as this fee is
  included in the ticket. The actual rock art is partly protected by viewing
  platforms. Discussions around more footpaths are taking place.
- At Great Zimbabwe, there are paths that move people between the three sites of the Hill Ruins, the Valley Ruins and the Great Enclosure. There are also security guards stationed at most of the sites (and the museum) but other than this, there is not much in place to restrict site access – the extent of the ruins is significant and it is impossible to supervise every visitor. As accompaniment by an official guide is not compulsory, the threat does exist of damage to the ruins and removal of stones.

Finance for site management and development is largely provided from the fiscus' allocations to the relevant heritage management authorities.

 In the case of Great Zimbabwe, the authority is allowed to keep all income generated from the site to be used for reinvestment in the site, or the other sites under management in the country. • The Maropeng operator uses income to offset operational costs at the site

- as well as for investment into new exhibition and materials. After breakeven, 7.5 % of all income is to be provided to the Cradle Trust.
- Kilwa Kisiwani income and income from other heritage sites in Tanzania flows back to the Treasury which limits the ability to utilise the funds for site investment and development. Legislation is being amended in this regard.
- Twyfelfontein funds flow to the National Heritage Council where they are used not only for this site, but other sites, all of which make less in visitor fees than does Twyfelfontein.

Allowing income at sites to be retained by heritage management authorities for their own use creates an incentive for reinvestment in sites and the visitor experience; as well as creative ways of extending visitor expenditure. The longer the trip and the more the spend, the better the LED effect.

When income at sites (which is largely from entrance fees and other visitor expenditure) can be used at those sites (or others under the same management authority) this creates an incentive for heritage management authorities to try to maximize income. Where income does not remain with these authorities, and allocations are only made on a grant basis by national government without consideration of income-generating capacity, there is no direct incentive for sites to try to capture more spend. This has serious implications not only for site managers, but communities and other stakeholders in the area, who rely on the site experience as a draw-card, and to establish local revenue flows.

# 2.3.2 Visitation and Pricing

- Cradle of Humankind receives the most visitors, at about 230 000 in 2008 (up 30% on 2007). The visitor fee is R95 per person at Maropeng, R95 at Sterkfontein caves; and R150 for a joint ticket. Learners pay R54 each.
- Twyfelfontein received 56 425 visitors in 2008, slightly down from 2007, but well up from 40 000 in 2006. Entrance fee is N\$ 30 per person.
- Great Zimbabwe received 15 442 in 2008, down from 27 587 in 2007.
   (120 993 in 1995/6 is the highest number recorded to date). Foreigners pay US\$15 per person, Zimbabweans pay US \$4 per person; children, school parties and teachers all pay less.
- Kilwa Kisiwani receives about 1500 visitors per annum (less than 5 a day on average). Foreigners are charged 1500 Tanzanian Shillings each (equivalent to 1 US Dollar); Tanzanians are charged 500 shillings each.

Schoolchildren are a major source market, and an important domestic market at all the sites other than Kilwa Kisiwani:

- 50% of the 230 000 visitors at Cradle of Humankind in 2008 were school kids although R54 per learner probably excludes financially strained schools, or poorer learners, from access to the site. Dorm accommodation is available on site.
- Great Zimbabwe received 2500 schoolchildren visitors in 2008, a fraction of the numbers of 5 and 10 years ago on site. Dorm accommodation is available for groups.
- Twyfelfontein also receives school groups although there is an opportunity to expand upon this.

Despite high numbers, the Cradle of Humankind has not achieved its targets for visitation. At Great Zimbabwe, it is clearly the political and socio-economic environment in the country has been the main reason for visitor declines. There are some 'green shoots' appearing in the market, as certain South African-based overland tour operators have started visiting the area again this year (2009), but recovery is not likely to be quick.

Kilwa Kisiwani's low levels of visitation relate to the lack of development and marketing of the site and area, which relates directly to institutional capacity and interest across all local stakeholder groups (bar local community groups who are very keen), as well as the significant competition that exists in globally branded sites such as Mount Kiliminjaro, Zanzibar, Ngorongoro and Serengeti.

Twyfelfontein benefits from being on the tourist circuit in Namibia, and from the private sector accommodation operations in the area, which contribute towards the destination branding and facilities on offer.

The price sensitivity of foreign visitors with respect to entrance fees at sites has not emerged clearly from the analysis.

- It appears that foreign visitors are not averse to spending US\$15 or thereabouts at Maropeng/ Sterkfontein (at R/US\$ exchange rate of R7.5/US\$1), or Great Zimbabwe.
- Twyfelfontein's visitor fee is low in comparison, while Kilwa Kisiwani's is almost non-existent. There may well be space to increase fees at Twyfelfontein and Kilwa Kisiwani for foreign visitors, although the visitor experience must represent value. (In Kilwa Kisiwani's case, visitors need to get value for money, which would require investment in the visitor experience and infrastructure. A substantially higher visitor fee would then be achievable).

It is critically important that access for nationals, including school groups, is maintained, and, indeed enhanced.

- Maropeng and Sterkfontein do not attract as many South Africans as desired. This might be partly a function of pricing at R95 per person minimum visitor fee (as well as proximity to market, and the lack of strong museum-going culture in South Africa). Certainly the R54 per schoolchild is likely to restrict access.
- Twyfelfontein's visitor fees are not very high (N\$30 per person) but could still be a barrier to entry for locals. The reality is that the WHS is also very rural, so would require a special trip in order to visit, which might also be a barrier to local visitation.
- Great Zimbabwe has differentiated pricing for foreigners, nationals and locals (especially local community groups who can get free access for rituals and other activities per prior arrangement with site management). It was indicated that given current economic woes the US\$4 might still be too steep for national visitors.
- Kilwa already has differentiated pricing in place. With less than 1500 visitors per annum, this pricing is clearly not the factor keeping either local, national, or foreign visitors away. It would be good to maintain differentiated pricing as the site develops. This will ensure access for Tanzanians.

#### 2.3.3 Visitor Facilities

Providing a well structured, informative, appropriately priced, accessible, and fun visitor experience is a key offering of heritage sites. This is not purely a tourism function, it relates to conveying the heritage value of the site and its cultural significance to all visitors: it has a strongly educational and cultural agenda too. In order to effectively convey a meaningful and rewarding visitor experience, the facilities, interpretation, engagement, and materials of the experience need to be in place.

- Of the four sites Kilwa Kisiwani is the only one which has a limited visitor offering in place. This relates to access to the site, and around the site; visitor centre/ interpretative materials; refreshments and curios. Guests of private lodges in the area tend to access the site through the lodges, which provide transport and guiding, at a fee. Official visitors are typically transported in the Ministry's boat, and taken around by site management staff. There are no other ways of formally getting to the site, or receiving any level of interpretation beyond the signing boarding at the various ruins.
- Twyfelfontein has a small and modest visitor centre that has won awards for its design of corrugated iron and other totally renewable materials. It consists of a reception area where entrance fees are paid, and tour guides meet guests; a small exhibition area with historical/ background information, and visual material; a curio/ craft shop; an outside café/ kiosk

where juices can be purchased; and paths to specific rock art viewing decks.

- Great Zimbabwe is a large site, spread out over a number of areas. It has no formal visitor centre at entry to the site, although there is a small office. There is also a museum on site, as well as a curio shop (although this is not really functioning at the moment). The ruins are divided across three areas: the Hill Ruins; the Great Enclosure; and the Valley Ruins. Signage and interpretation is minimal. A traditional village is under development, although this has stalled. Accommodation exists on site (dormitories for student groups, rondavels and self catering lodges) and is managed by the Authority.
- Cradle of Humankind has two sites that are currently well-developed for visitors - the actual caves at Sterkfontein which also have a significant visitor centre with interpretative rooms, restaurant/ café, shop, ticket purchase booth, and a walkway and guided experiences of the caves. Maropeng visitor centre is a few kilometres away. This site is large, with substantial parking, a major multistoreyed visitors' centre with edutainment interpretative installations, an underground boat ride, a restaurant, a conference centre and informal café area. There is also a boutique hotel on site at Maropeng, 500 metres from the visitor centre. Dormitory accommodation also exists. The capital investment in buildings and interpretation is substantially more at CoH (around R160 million) than the other sites. The provincial government recognised the need for major interpretative facilities as fossils are not a readily-accessible or engaging to tourists. Future plans include two orientation centres at Lanseria and Magaliesburg; additional gateways; a network of hiking trails; 40kms of cycling tracks, and additional visitor information and viewing points over the whole site.

In terms of interpretative materials, neither Great Zimbabwe nor Kilwa Kisiwani has adequate site brochures and maps. Without proper site interpretation, including maps and some narrative on the history of the site, visitors rely entirely on guiding. This limits the ability to which visitors can explore sites themselves, where they prefer not to be guided. It also means that they can't take home literature on the site to pass on to others, or to keep as a record of their visit. Formally providing introductory notes to the site, and a map, is a relatively easy way to create a meaningful experience for visitors.

Of the four sites, Kilwa Kisiwani is the one that most needs investment in the visitor experience, and site interpretation. The other three sites demonstrate ways in which a visitor experience can be orchestrated: from the modest visitor centre and structured paths and tour guiding at Twyfelfontein, to Great Zimbabwe's museum and three main stone ruins sites over a wide space, to

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Maropeng and Sterkfontein's substantial built facilities, drawing on global technologies around interpretative displays. The development of formal facilities and organised visitor experiences has the following advantages:

- It structures a largely standardised visitor experience of the sites with routes and information along the way, this allows for all visitors to receive a 'minimum amount of information and guaranteed experience';
- Environmental impacts can be limited by managed transportation services and marked out walking routes; and
- Direct benefits can be achieved for stakeholders groups (for example, by packaging the tour guiding into the visitor fee or apportioning a percentage of the entrance/ visitor fee).

#### 3. CONCLUSION

DBSA'S Tourism Investment Strategy identifies destination development as its strategic guiding principle. In this regard, major anchor attractions are identified as one of the five themes of projects to be supported. As demonstrated in this scan and the case studies that inform it, cultural world heritage sites' ability to be major anchor attractions and to lead to the development of new, significant, tourism destinations, depends on many factors.

The figure below indicates that a number of 'basic elements' must be in place to establish and maintain a successful destination:



Source: United Nation's World Tourism Organisation, 2008.

In this regard, cultural WHS can be seen as the core resources or attractions (or one of these) in the areas in which they exist. But this is not sufficient. A variety of public sector and private sector facilities are necessary to attract and satisfy visitors: tour operators to package the area, accommodation and restaurants, transportation services, information offices, and so on. Getting to the destination and around it requires transport infrastructure.

Skilled and motivated people need to manage and staff all tourism establishments. At cultural heritage tourist attractions, such as those investigated in this report, a critical challenge relates to the variety of specialist skills required, from tourism to heritage management, infrastructure

development, community development, and so on. Heritage management authorities seldom possess all these skill sets. Creative partnership with technical experts, the private sector and other agencies/ bodies can help fulfill different elements of the sites' mandates and to address the skills and capacities' challenges.

Service excellence and appropriate branding, marketing and positioning of the destination make it known and attractive to visitors, and recommended from one visitor to potential visitors via word of mouth. Critically, the pricing of the establishment needs to be acceptable to the visitors, and provide value for money.

Of the four case studies, Great Zimbabwe and Twyfelfontein cultural world heritage sites have clearly been the drivers of destination development in their regions. In both instances, private sector infrastructure has developed around the cultural sites to accommodate visitors. Other services such as tour guiding, tour operating, cultural villages and other attraction, food and beverages, crafting, etc. have also developed in their environs. Both are on the 'tourist itinerary' in their respective countries and are packaged and sold by tour operators. A variety of institutions helped to develop these sites: public, private, and civil society players.

The Maropeng and Sterkfontein visitor centres are relatively new (although Sterkfontein is older and better known than the former), having only been in operation for four years. Much private sector development, including tourist facilities, already existed in the area, given the proximity to Gauteng. Although the visitor attractions have undoubtedly raised the profile of the area, and increased marketing spend, and roads and signage has also been improved, the site cannot take full credit for the development of the destination. The ongoing work of the Cradle of Humankind Management Authority does however support the upgrading and protection of the broader destination area. Over the medium to long term it is expected that more direct projects to benefit host communities and small business will be pursued.

Kilwa Kisiwani has had a number of factors working against it, most notably institutional fragmentation and weak public and private players in the area. Access to the site has also been severely compromised although this is changing with the development of a tarred road connecting Kilwa to Dar es Salaam. Competition for other better known sites has also affected the positioning and marketing of the site. All of this is about to change (although at what speed it is not know) with some championing of the site and area's development by national government and a commitment to the development of a Southern Tourist Circuit in Tanzania.

Ultimately the success of tourism (as defined by its contribution to the conservation and development of the site, and the creation of benefits for

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local people) at these and other cultural tourism sites depends not just on the strategies employed at the sites, but on the development of the broader tourism environment. Market dynamics have a considerable impact on the sites ability to generate revenues, for operations, and to be apportioned, as well as utilised for broader destination objectives. The financial crisis has meant that foreign and domestic tourist demand has been negatively affected. This is likely to impact on visitor attractions over the next few years, constraining development potential.

This study demonstrates the complex factors influencing site development and management. It points to the need for appropriate institutional structures and relationships, roles and responsibilities, inclusive processes and planning, leading to implementation of the development of cultural tourism sites. Specific lessons around apportioning fees, structuring visitor experiences, employment opportunities, enterprise development, and institutional forms have been highlighted for future work on tourist attraction development.

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# Appendix 1: UNESCO Cultural World Heritage Site definition DEFINITION OF THE CULTURAL HERITAGE

#### **Article 1**

For the purposes of this Convention, the following shall be considered as "cultural heritage":

**monuments:** architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;

**groups of buildings:** groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;

**sites:** works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

Source: <a href="http://whc.unesco.org">http://whc.unesco.org</a>

# Appendix 2: Fossil sites in the Cradle of Humankind

- 1. **Bolt's Farm:** 20 caves with antelope, baboon, sabre-toothed cats and rodents, some of which are between 5-million and 4-million years old.
- 2. **Swartkrans:** PARANTHROPUS ROBUSTUS, HOMO ERGASTER, baboons, leopards, sabre-toothed cats, hyenas and antelope. Evidence of the earliest controlled use of fire in Southern Africa, and some of the earliest evidence of controlled use of fire anywhere in the world.
- Sterkfontein: One of the world's richest hominid sites. Finds include AUSTRALOPITHECUS AFRICANUS and an almost complete AUSTRALOPITHECUS skeleton.
- 4. Minnaar's Cave: Animal fossils include a jackal skull.
- 5. **Cooper's Site:** Notable for diverse fauna including pigs, carnivores, antelope and PARANTHROPUS ROBUSTUS.
- 6. **Kromdraai:** The first specimen of PARANTHROPUS ROBUSTUS was discovered at this site by a schoolboy, Gert Terblanche, in 1938. The site at which this fossil was discovered (known as "KB") dates to at least 1.95-million years ago. "KA" is a separate site, associated primarily with the activities of sabre-tooth cats such as DINOFELIS.
- 7. Plover's Lake: Abundant fauna including baboon, antelope and an extinct form of zebra. Part of the site was probably a leopard lair. Middle Stone Age deposits with artefacts have been excavated recently.
- 8. **Wonder Caves:** Spectacular cave formations. Fossils include rodents, frogs, lizards and birds.
- 9. **Drimolen:** 92 hominid specimens have been discovered here, including PARANTHROPUS ROBUSTUS and early HOMO.
- 10. Motsetse: Site with well-preserved fauna, including a sabre-tooth cat.
- 11. **Gladysvale:** Rich fossil site with clear stratigraphy (levels). Two hominid teeth, much fauna and plant remains up to 3-million years old.
- 12. Haasgat: Variety of early monkeys.
- 13. **Gondolin:** Many fossils, including an enormous molar tooth of PARANTHROPUS ROBUSTUS. About 90,000 fossil specimens have been discovered here since 1979.
- 14. Makapans Valley: Wealth of animal and hominid fossils stretching back more than 3-million years. The Makapans Valley was declared part of the Cradle of Humankind World Heritage Site in 2005, and is about 300 km (185 mi) from Sterkfontein, near Mokopane in Limpopo Province.
- 15. Taung: The Taung Skull Fossil Site is where the Taung Child, the type-specimen of AUSTRALOPITHECUS AFRICANUS, was found in 1924. The site is in the North West Province, approximately 300 km (185 mi) west of Johannesburg. It was declared part of the Cradle of Humankind World Heritage Site in 2005, along with the Makapans Valley.

Source: www.maropeng.co.za