

Chapter 13

Cultural Heritage and Tourism Stimulus: Regional Regeneration in Southern Africa



Portia Pearl Siyanda Sifolo 

Abstract The historical background of Southern Africa and the failure by contemporary heritage managers to develop a locally relevant practice for cultural heritage has been identified as one of the limitations to promote inclusive tourism across the region. Tourism is one of the leading economic activities globally, however, regional or local challenges such as cross boarder issues affects tourism development and beneficitation. Therefore, effective motivational regional tourism strategy is essential to obtain maximum benefits from the sector. Framed within the concept of Maslow’ Hierarchy, motivational theory, this chapter argues that to develop a locally relevant practice in the Southern African Development Community (SADC) region, tourism, as one of the key pillars of economic growth, can contribute to urban regeneration and gentrification. Evidence from cultural heritage sites in the SADC region, including cultural villages, that promote urban regeneration will be presented and discussed.

Keywords Tourism · Cultural heritage · Urban gentrification · Motivation theory · Southern African development community

13.1 Introduction

With travellers demanding authentic experiences, this has resulted in fierce global competition challenging countries to enhance their competitive advantage as tourist destinations. This is especially important in Africa. Doing business on the African continent is not always simple or straightforward because “Africa is the most heterogeneous continent linguistically, culturally and ethnically” (Swanepoel 2019, 234). Apart from the fact that Africa is home to 55 countries, the culture, the languages and people are diverse. For instance, there are over 1,000 languages spoken across Africa. However, through the existence of the African Union (AU) as well as eight Regional Economic Communities (REC), cooperation and planning for future growth is increasingly becoming possible.

P. P. S. Sifolo (✉)

Centre of Sustainable Development, Tshwane University of Technology, Pretoria, South Africa
e-mail: SifoloPS@tut.ac.za

According to the United Nations World Tourism Organisation (UNWTO), tourism offers the African continent one of the most promising opportunities for development (see UNWTO 2018). Evidence includes existence of the UNWTO and the fact that the year 2017 was the international year of tourism for sustainable development. According to Lyon, Hunter-Jones and Warnaby (2017), sustainable tourism development affects some societal aspects relating to quality of life concerns such as empowerment, stakeholder equity, community participation, protection of cultural heritage and authenticity, support for and continuation of identity, and the culture, local values and interests of indigenous peoples. Therefore, their invaluable and unique cultural heritage must be preserved and conserved for future generations to enjoy in both urban and regional/rural areas. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), heritage and tourism stakeholders both share the responsibility for conserving common cultural and natural heritage of Outstanding Universal Value (UNESCO 2019a). According to SADC (2012, 7), “tourists are attracted by ethical values relating to social, cultural and environmental responsibility within the places they visit and the products they use”. This point is also alluded to by Viljoen and Henama (2017), who note that cultural heritage tourism has emerged as one of the fastest growing competitive segments in the market, and helps showcase an authentic destination. It is this phenomenon that warrants commitment from countries across SADC. This way the nations across SADC can influence society and the tourism industry at large so that they can create cultural heritage opportunities across the region (a map highlighting the 16 SADC countries is shown in Fig. 13.1).

13.2 Cultural Heritage Tourism

Culture is often a primary motivation for tourists to visit a destination. Blending culture and heritage with tourism (or cultural heritage tourism) features strongly in the international agenda. Heritage constitutes a source of identity and cohesion for communities (Jimura 2019). Cultural and heritage tourism offers a great platform to promote engagement in the SADC region. Heritage tourism, defined by Fyall and Garrod (1998), is an economic activity that makes use of socio-cultural assets to attract visitors. Cultural heritage alternatively is an important stimulus to tourist demand (see Girard and Nijkamp 2012). Throsby (2016) notes that a cultural tourist is one who is, or wants to be informed, educated and become more aware of cultural values and how its presence affects a destination. According to New Urban Agenda (2016), “culture and cultural diversity are sources of enrichment for humankind and provide an important contribution to the sustainable development of cities, human settlements and citizens”.

Culture, both as a sector of activity and as a resource, aligns with the United Nations Sustainable Development Goals (specifically Goal 11) which aims to ‘make cities and human settlements inclusive, safe, resilient and sustainable’ and, in particular, in target 11.4 on ‘safeguarding the World’s cultural and natural heritage’



Fig. 13.1 Map showing the SADC nations in Africa (map produced by Nicholas Wise)

(UNESCO 2019b). Building on this from a practical standpoint, “tourism heritage organisations aim to protect and preserve cultural sites that bring social benefits to society and future generations” (Wells et al. 2016, 3).

It is estimated that by 2020 the number of regional travellers in Africa will exceed 50 million and this is anticipated to be a force for the transformation of tourism on the continent (Rogerson and Kiambo 2007). The African Travel and Tourism Association (2019) reported that Africa was mainly (71%) leisure-driven, with the remainder (29%) being business-driven in 2018; whilst across Africa calculated tourism figures found that 56% of tourists were domestic and 44% international.

The tourism sector is dynamic in nature, and requires continuous and consistent monitoring (and corresponding management) to ensure competitive advantage. This will assist the destinations that strive to achieve and meet the ever-increasing (and ever-changing) customer expectations/demands. The impact of tourism on the

economies of African countries cannot be understated. According to the WTTC (2017, 65), tourism provides 10% of the world's GDP, 7% of global trade and as many as one in every 11 jobs globally. This is a clear indication that the tourism sector is crucial for development, particularly in the case of Africa. The African Development Bank (2019) reported that, in 2016, the African continent earned US\$36.2 billion in revenue from 62.9 million international visitors.

In practice, tourism remains among the key contributors to the economic activity in the development of any country. Therefore, achieving the sustainable solutions for local economic development while creating sustainable urban cities or towns proves to be an insurmountable exercise. However, the theory suggests otherwise; it is often suggested that tourism is fragmented (Kastarlak and Barber 2012); and the industry has the heterogeneous mix of many different organisations. The fragmented nature of the tourism industry limits destinations' capacities and motivations to innovate. As a result, more attention on stakeholder engagement in tourism industry is desirable towards addressing the inclusion of all the stakeholders throughout the tourism supply chain (Sifolo 2017). The fact that the industry draws from different disciplines, strategic regional coordination is required among the stakeholders to ensure sustainability, as focused on and argued in this chapter.

13.3 Motivational Theory as a Means to Find Common Process of Commodifying Cultural Heritage in the SADC Region Through Value Presentation and Recognition

There is a fundamental relationship between motivations and tourist visits. Tourists play crucial roles when it comes to preserving local-made product's authenticity and the destination's identity (Nguyen and Diekmann 2019). People travel to satisfy certain wants and needs (Mokhtarian, Salomon and Singer 2015). To better explain the process of commodifying cultural heritage in the destination, this chapter adopts Nguyen and Diekmann's (2019) approach and interpretation of commodifying cultural heritage through value presentation and recognition (see Fig. 13.2). Drawing from the Maslow's Hierarchy of Needs is paramount, this conceptual approach is commended because it helps in determining the appropriate mix of possible travel decision-making and influential factors (see Tikkanen 2017). Maslow's theory, or often referred to as the theory of motivation, explains how people experience needs according to five levels (the guest, awareness, showing interest, acknowledgement and culture appreciation). According to Yousaf, Amin and Santos (2018, 201), Maslow's Hierarchy of Needs "helps clarify travellers' varied motivations and thereby explain tourists' travel behaviours".

Maslow's theory argues that humans have a series of needs, some of which must be met before they can turn their attention towards others. Maslow's theory has been extensively used to explain tourist motivations in different contexts. To ascertain the

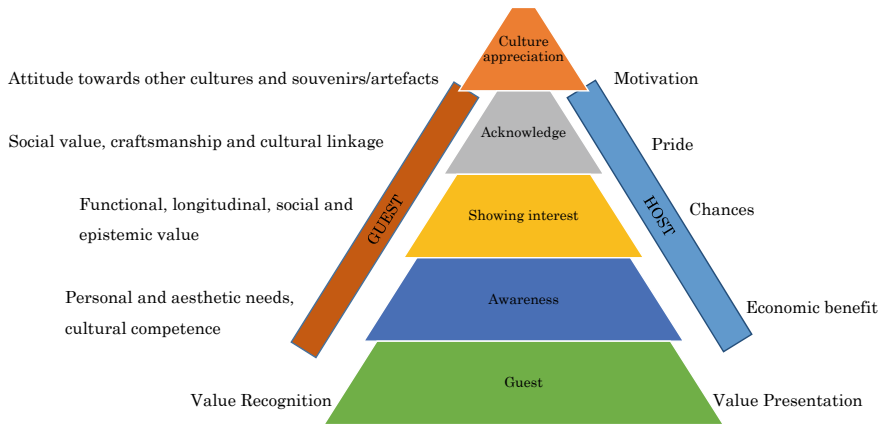


Fig. 13.2 Process of commodifying cultural heritage through value presentation and recognition. *Source* Adaptation from Maslow’s Hierarchy by Nguyen and Diekmann (2019)

role of tourists on the preservation of local-made products (such as cultural artefacts) that are authentic and relate to a place and/or SADC regional identity, it is not only fitting but compelling to start with a theory of motivation to understand these consumer wants and needs. For instance, value recognition relates to attitude towards other cultures and souvenirs/artefacts, social value, craftsmanship and cultural linkage, functional, longitudinal, social and epistemic value, personal and aesthetic needs, and cultural competence. Likewise, value presentation offers insight on motivation, pride, chances, and economic benefits (see Nguyen and Diekmann 2019). One of the main aims for the SADC region is to focus on destination marketing and improved regional competitiveness, an approach considered in previous research concerning regions in the case of Italy (Aquilino and Wise 2016).

The first set of motives in Maslow’s Hierarchy of Needs is ‘physiological needs’, which are associated with individuals’ basic needs, such as food, shelter and water. In the process of the commodification of cultural heritage, the guest recognises the value in the destination. The destination identifies and presents a valuable service of a product to the guest. Yousaf, Amin and Santos (2018, 201) concur that “physiological needs are the basic needs that travellers expect destinations to meet”. Destinations must be aware of the security needs of the guest as a host. Furthermore, Yousaf, Amin and Santos (2018) note that to attract increasing numbers of visitors, a destination needs to showcase and provide a safe/secure environment so travellers feel protected from threats during their stay. Social belonging is the third level in the cultural tourism identity where the guest can relate to functional, longitudinal social value. Economic and social cohesion at a regional level is critical for tourism as one of the key pillars of economic growth, especially in Africa.

To achieve tourism success, the SADC region aims to increase the number of tourists through sustainable development initiatives, whilst promoting effective destination marketing and improved regional competitiveness. Therefore, investing in

understanding what motivates tourists to visit each country is critical to promote regional competitiveness, as each country must invest in destination development and marketing. Then, creating a cohesive cultural identity within SADC can serve as a unique selling point for the region. In relation to the Maslow's Hierarchy of Needs, cultural identity can serve as the motivation for the host to cater for the wants and needs (pertinent to consumer attitudes) of the guests, by offering say cultural, experiences/encounters and souvenirs/artefacts. People travel for several reasons, some include impressing friends, visiting relatives, being in social groups and to gain higher social status. It becomes easier for the host to have pride in their place when they can satisfy the social wants and needs of the guests, whilst displaying craftsmanship in a way that the guest identifies cultural linkage in a destination. Heritage tourism can be promoted and marketed to cultural tourists so as to satisfy the personal and aesthetic needs (Wise and Mulec 2015). The guest must feel either the functional, longitudinal, social and epistemic value when partaking in the cultural or exercise at the destination. There should be *Value Presentation* (from a destination's perspective) and *Value Recognition* from the guest's perspective for a successful quality service (Yousaf, Amin and Santos 2018). Therefore, understanding the motivational forces behind tourist behaviours could help service providers to augment and adjust their offers to become more appealing to (and relate more to) target tourists.

13.4 SADC Regional Tourism Integration

Regional integration is an economic and a political decision that countries need to make with the intension of promoting cross-border collaboration for economic, social and conservation benefits. Africa experienced strong economic growth rates (averaging 4.6% annually, higher than Latin America and the Caribbean with 2.8%, yet lower than developing Asia with 7.2%) (Organisation for Economic Co-operation and Development, 2018). Africa has tripled its trade with other emerging partners, especially China and India. Tourism serves as a tool to create closer bonds between countries, cultures and people in a globalised world (Acha-Anyi 2018). SADC is a REC in Africa comprising Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia and Zimbabwe. The region has approximately 272 million people growing at a rate of about 1.7% per annum, expected to reach approximately 350 million by 2027 (SADC 2012). The SADC report also recognises the urgent need to improve tourism infrastructure to prepare for forecasted growth that could see the SADC region receiving approximately 58% of Africa's tourism traffic by 2027 (SADC 2012).

Like any other region of the world, SADC has its own attainments and limitations. According to the SADC (2019), there has been significant progress in regional infrastructure development, including regional transport and communication infrastructural improvements. Both of these are fundamental to cooperation and enhancing tourism in the SADC region. The SADC region's largest city, Johannesburg, South

Africa, has a key airport for the region, and many other airports in SADC cities are currently being upgraded, as part of transport infrastructural regeneration. O. R. Tambo International Airport in Johannesburg is SADC's largest airport, operating as a regional hub for flights coming into the region and to connect passengers intra-regionally. Other countries are seeking to improve their airports to increase connections, for instance, "Angola is engaged in a major expansion of its airports and the terminals in Gaborone, Kinshasa, Windhoek, Victoria Falls, Kariba and Buffalo Range Airports are currently being expanded" (SADC 2012, 9). Urban tourism, shopping in particular, is becoming an increasingly common travel motivation for tourists visiting the region. Cities in urban centres have seen the emergence of urban tourism from the cities such as Arusha (Tanzania), Mauritius, Seychelles, Durban, Johannesburg and Cape Town (South Africa) just to name a few (Rogerson 2013). Cities are increasingly been viewed as engines for growth that contribute to the competitiveness of countries. As noted by Rogerson (2013), urban tourism is growing largely because of non-leisure forms of tourism. Although tourism is referred to as a 'desirable diversifier' for local/regional economies, Brouder (2012) warns against the 'monocrop' of tourism in poor or remote localities. This suggests the need to focus on urban regeneration in SADC region aligned with the delivery of cultural heritage tourism.

The limitation in attracting international tourists is based on the region's periphery and all require long-haul flights with irregular connections (Acheampong and Tseane-Gumbi 2016). Sector-specific licences are also an entry barrier and an additional cost to business, and the policies relating to consumer protection in different countries can be complex due to jurisdiction laws. For example, tourist guides must be adequately trained and officially registered. However, the caveat here is they may only register in the geographical area they are from and can only officially conduct and guide tours based on the type of guiding noted on their certificate (see Organisation for Economic Co-operation and Development, 2017). The SADC region also tends to demonstrate varying sensitivity to local knowledge systems and culture. Observing and applying different practices or knowledge systems may affect integration in the region, which in turn may negatively affect cultural heritage tourism in SADC region.

According to the Organisation for Economic Co-operation and Development (2017), the main recommendations on regional integration are as follows:

- Reduce non-tariff barriers within the region.
- Lead the harmonisation of competition rules among SADC countries and promote competition in infrastructure-related services across countries.
- Simplify and adopt a single set of rules of origin in the forthcoming tripartite free trade area.
- Provide special economic zones with better infrastructure and develop their linkages with local economies.
- Upgrade information technology at custom posts and improve the interconnectivity of systems within SADC.
- Create a regional fund for infrastructure and increase private sector participation in infrastructure projects.

These six points are crucial for tourism development in the region, and must be integral to urban/regional regeneration strategies. The implementation of effective regional integration in the SADC may have positive impacts to the local residents. For example, according to the study conducted by Nguyen and Diekmann (2019), tourism development brings positive influences to individual local residents through new employment opportunities and improved public infrastructure. Rodríguez-Pose and Tselios (2015, 31), harmonise that “regional development policy assists with reducing interpersonal inequalities and interregional disparities, and promotes greater economic, social, and territorial cohesion through a harmonious, balanced and sustainable development”.

In April 2016, Statistics South Africa (2016) reported tourism and migration figures noting 97.4% of all African tourists to South Africa come from SADC countries, which the majority coming from landlocked Lesotho. They are regarded as regional tourists since they come from neighbouring countries. One of the initiatives that transformed the tourism sector in the SADC region is the Transfrontier Parks (which are indicated in the map displayed in Fig. 13.3 and details of the map are explained in Table 13.1) that extend into the hinterlands of urban areas. Also referred

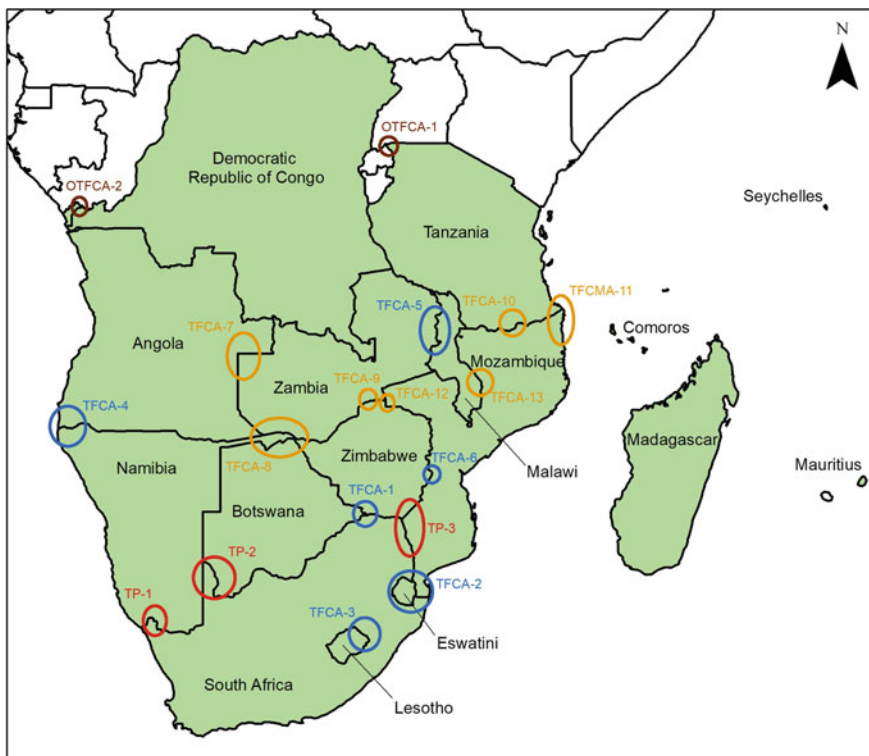


Fig. 13.3 Transfrontier areas in the SADC region (map produced by Nicholas Wise based on SADC 2012). Details of each of the transfrontier areas are outlined in Table 13.1

Table 13.1 The corresponding transfrontier parks (TP), transfrontier conservation areas (TFCA), transfrontier conservation marine area (TFCMA) and other noted transfrontier conservation areas (OTFCA) observed in Fig. 13.2

Type of agreement		
Figure 13.2 code	Name of park or area	Between nations
Transfrontier parks (TP) with a signed treaty		
TP-1	!Ai-!Ais/Richtersveld	Namibia and South Africa
TP-2	Kgalagadi	Botswana and South Africa
TP-3	Great Limpopo	Mozambique, South Africa and Zimbabwe
Transfrontier conservation areas (TFCA) with signed memorandum of understanding		
TFCA-1	Limpopo-Shashe	Botswana, South Africa and Zimbabwe
TFCA-2	Lubombo	Mozambique, South Africa and Eswatini
TFCA-3	Maloti-Drakensberg	Lesotho and South Africa
TFCA-4	Iona-Skeleton Coast	Angola and Namibia
TFCA-5	Malawi-Zambia	Malawi and Zambia
TFCA-6	Chimanimani	Mozambique and Zimbabwe
Transfrontier conservation areas (TFCA) and transfrontier conservation marine area (TFCMA) that is in the conceptual phase of development		
TFCA-7	Liuwa Plain-Kamela	Angola and Zambia
TFCA-8	Kavango-Zambezi	Angola, Botswana, Namibia, Zambia and Zimbabwe
TFCA-9	Lower Zambezi-Mana Pools	Zambia and Zimbabwe
TFCA-10	Niassa-Selous	Mozambique and Tanzania
TFCMA-11	Mnazi Bay-Quirimbas	Mozambique and Tanzania
TFCA-12	Zimoza	Mozambique, Zambia and Zimbabwe
TFCA-13	Liwonde-Lichinga	Malawi and Mozambique
Other noted transfrontier conservation areas (OTFCA) with nations within and nations outside of SADC		
OTFCA-1	Kagera	Rwanda, Tanzania and Uganda
OTFCA-2	Malombe Forest	Angola, Congo and Democratic Republic of the Congo

to as Transfrontier Conservation Areas (TFCA), these are a “large ecological region that comprise the boundaries of two or more countries encompassing one or more protected areas and multiple resources-use areas” (SADC 2012, 20).

The vision of cross-border collaboration gives effect to the stated objectives of SADC to promote regional economic, social and conservation synergy. Cross-border collaboration promotes joint management regarding matters concerning conservation, safety and security, finance, human resources and legislation to promote regional tourism growth. Cross-border collaboration allows visitors with cross-border access within the perimeters of the TFCAs. For example, the |Ai-|Ais/Richtersveld Transfrontier Park has 6,222 km² in extent, with 1,902 km² (31%) in South Africa and the majority in Namibia. Another example is that of the Greater Mapungubwe Transfrontier Conservation Area, 4,872 km² in extent, with 2,561 km² (53%) in South Africa, 1,350 km² (28%) in Botswana and 960 km² (19%) in Zimbabwe. There is also a Great Limpopo Transfrontier Park (formerly Gaza-Kruger-Gonarezhou Transfrontier Park) that is 35,000 km² in extent, with 10,000 km² is in Mozambique, 20,000 km² in South Africa and 5,000 km² in Zimbabwe. Lubombo Transfrontier Conservation and Resource Area is 4,195 km² in extent, with 317 km² (8%) in Eswatini, 2,783 km² (66%) in Mozambique and 1,095 km² (26%) in South Africa. The Maloti-Drakensberg Transfrontier Conservation and Development Area: 8,113 km² in extent, with 5,170 km² (64%) is in Lesotho and 2,943 km² (36%) in South Africa. There is also a Kgalagadi Transfrontier Park (KTP), 37,991 km² in extent, with 9,591 km² (27%) in South Africa and the remaining area in Botswana (Fig. 13.3).

Such initiatives are likely to promote Intra-Africa regional trade which is motivated by business and a dominant Visiting Friends and Relatives (VFR) market, and helps with regenerating the image of cities and the region. It has been found that a significant number of international tourists to South Africa are regional tourists drawn from other sub-Saharan African countries (see Rogerson 2013). Rogerson and Kiambo (2007, 508) add “the emergence of South Africa’s new democracy and reintegration into the international economy triggered a wave of regional tourist arrivals from across Africa, particularly for purposes of business”. There has been a surge in both formal and informal business travel for the vast majority of arrivals from Africa coming to South Africa by land as opposed to air travel. In order to ensure increased expenditure from regional tourism, entrepreneurs must research the needs of regional tourists and this may extend to language service offerings that include French, Swahili and Portuguese.

13.5 Is Urban Regeneration Possible in the SADC Region?

The concept of gentrification is complex, and it has been largely affected by the different theoretical and political underpinnings. Visser (2003, 80) defines gentrification as a “powerful and often rapid process which plays an important role in refashioning the physical, economic and social characteristics of inner-city areas”. Although the concept of gentrification has been covered widely in the developed world, particularly in the United States of America, there is limited literature on urban gentrification in the African continent. One of the reasons is because many African nations experience land annexations driven by off-shore interests, called investments by some and land-grabs by others (Geisler 2012). These enclosures entail millions of acres and affect millions of African lives. Extraterritorial ownership and control of sub-Saharan African land has a long and troubled history.

However, due to a growing population in Botswana and South Africa, this has led to lower-income groups selling their houses to middle-income groups, thus resulting in gentrification (Kampamba et al. 2018). This trend has also been noted in South Africa where “landowners have the ability to influence income and employment levels, thereby affecting economic sustainability” (Lyon, Hunter-Jones and Warnaby 2017, 238). In SADC, the concept of gentrification is described differently. One may argue that gentrification without displacement has had its successes and failures. In some communities, gentrification evokes instant distrust. Kampamba et al. (2018) warn us that those with lower-incomes will become displaced or homeless in near future—thus creating an opportunity for illegal settlements to develop.

13.6 The Role of Cultural Heritage Sites and Villages in the SADC Region Sub-Saharan Africa to Promote Regeneration

Tourism development and cultural heritage promotes stakeholder participation. As a UNESCO World Heritage Site, Richtersveld Cultural and Botanical Landscape management planned to refurbish !Ai-!Ais Hot Springs Resort in 2009 to promote adventure tourism and showcases the unique landscape and the region’s rich cultural heritage (SADC 2019). The Kavango-Zambezi (KAZA) Transfrontier Conservation Area within the borders of Angola, Botswana, Namibia, Zambia and Zimbabwe includes 36 formally proclaimed national parks and a host of game reserves, forest reserves, game management areas, and conservation and tourism concession areas to display natural resources (SADC 2019). In this TFCA, local communities were not required to re-settle outside the boundaries of the park, but remained encompassed within the park, with the aim of improving socio-economic conditions through routing tourism development and conservation projects. It is these initiatives mentioned above that make gentrification that enhances cultural heritage possible—with new opportunities on the horizon.

Other tourism opportunities such as the proposed cross-border Shingwedzi Cliffs Wilderness Trail between South Africa and Zimbabwe promote the concept of walking tourism. According to SADC (2019), activities to encourage tourism include: an annual Shangaan festival in July; a Rio Elefantes Canoeing Trail down the Olifants River; a Palarangala Wilderness Trail through pristine wilderness; the Lebombo Hiking Trail; and the Elefantes Gorge Backpacking and Fishing Trail. The Shingwedzi Trail is a cross-border adventure trail implemented through public–private community partnerships that aim to benefit communities in both countries (SADC 2019). Such initiatives are some of the unique approaches relevant to the region. The study conducted by Jimura (2016) identifies similar initiatives such as the “michi-bushin” programme (the footpath maintenance organised by regional and local governments) at the Kii mountain range in Japan; which is arranged for the conservation of the pilgrimage routes and enables locals and tourists to be involved in the conservation activities as volunteers. Therefore, being creative or innovative is critical in tourism to promote regional heritage regeneration. In turn, this will contribute towards achieving Sustainable Development Goal 11 (referred to above).

The mission of World Heritage Sites includes encouraging participation of the local population in the preservation of their cultural and natural heritage (Jimura 2019; UNESCO 2019c). ‘Tourism for Good’ outlines an ambition of managing tourism in a responsible way for the benefit of locals, travellers and the planet, as well as being a driver for positive change. The SADC region can embrace the rich history of struggle, displacement and cultural innovation that has resulted to a positive sense of identity and companionship. Embracing heritage in the region is possible by understanding African business practices such as working in teams; meaning that there is significance in operating in groups where the value of ‘Ubuntu’ is shared. The spirit of Ubuntu in SADC presents destination uniqueness/richness based on an African philosophy of life and an important part of the region’s diverse cultural heritage. Cross-border trades, and other cultural exchange initiatives are important to TFCA local communities who share many of the same traditional values whose efforts help enhance community beneficitation.

Cultural heritage tourism can promote participation through inclusiveness. Although the concept of inclusive growth is contested, it is adopted by the World Bank to reduce poverty and inequality through rapid economic growth (see Hampton, Jeyacheya and Long 2018). While there is limited literature on tourism and inclusive growth in the SADC region as a collective, some studies assess different destinations. According to Bakker and Messerli (2017), one of the main criticisms of the inclusive growth approach is that it represents no substantial difference from the pro-poor growth approach, because, the latter. Solely focuses on people below the poverty line. Inclusive growth aims to benefit people from a large proportion of a country’s labour force through productive employment and entrepreneurship. There is a call for inclusive growth development from a project-level approach (which is sometimes referred to as pro-poor tourism initiatives) towards the macro-level in SADC because it promotes cohesion which is regarded as a key driving force for the integration of people and territory (Rodríguez-Pose and Tselios 2015; Bakker and Messerli 2017). According to Hampton et al. (2018, 3) inclusive growth policies

must “allow people from different groups – gender, ethnicity, religion – and across sectors – agriculture, manufacturing industry, services, to contribute to, and benefit from economic growth”.

13.7 The Concept of Gentrification in Townships in South Africa

Tackling infrastructure bottlenecks and improving business regulation to support job creation is a priority to the South African government. “Pervasive apartheid policies had implications that impacted urban development, segregation and social polarization” (Mengich 2011, 12). Such arrangement affected the residential areas of the black population in South Africa, where they were normally located away from city centre and residential areas of the white population. These places were named townships. They were exclusively reserved for non-whites: referring to black, coloured and Indian South Africans. These locations were demarcated on the periphery of cities. Since South Africa’s first democratic elections in 1994, township tourism has been growing rapidly with international tourists eager to see how the country has progressed.

Rogerson (2013) suggests that townships have become spaces of leisure consumption in the context of urban tourism. The South African government has managed to introduce a programme to revitalise old industrial parks located in poor black urban settlements across the country to move jobs to poor urban neighbourhoods (Organisation for Economic Co-operation and Development, 2017). For example, townships experiences in attracting tourism in South Africa includes: Vilakazi street in Soweto (where there are attractions such as the Apartheid Museum and Winnie Mandela’s home); Cape Flats, Alex Township and the Rastafarian Township Tour in Cape Town; and KwaMashu in Durban (one of the oldest townships in Durban). These are some of the examples where gentrification was a success in South Africa.

According to Yoon and Park (2018, 2), there are four stages of gentrification which are as follows:

- In the first stage, a small number of people in the middle class move into the residential area of the working class or low-income class and improve the environment.
- In the second stage, as the middle class moving into the area grows, real estate investment increases, and original residents are displaced.
- In the third stage, property values rise, and full-scale displacement of original residents occurs as mass media pays attention to the area.
- In the fourth stage, as competition among the middle class who migrated to the area and the surge in property investment occur, those who initiated the change relocate to other areas.

All of the above stages do occur when revitalising the townships. Rogerson (2013) cogitates that township tourism is a potential vehicle for inclusive urban tourism

and/or pro-poor tourism development. There is a school of thought among academics and businesses who indicate that culture is one of the reasons why tourists visit townships. A study conducted by Booyens (2010) indicates that tourists were interested in seeing and experiencing more diverse cultural heritage such as cultural attractions, music and dancing, arts and crafts, museums and art galleries and other performing arts. Moreover, studies by Rolfes et al. (2009) and Steinbrink (2013) point out the reasons why tourists visit townships, which include their interest in the local culture, history and the local people. These studies show that there is a demand for the supply of cultural tourism in townships.

13.8 Conclusion

An Afrocentric paradigm was adopted in this chapter (see Thabede 2008). Recent work suggests that an Afrocentric paradigm ensures that those working in the community have a framework in which to apply it. Drawn from a social science paradigm, an Afrocentric epistemological relevance is a panacea to achieve intellectual agency in which the motivational theory was adapted to describe social and cultural change in SADC. Moreover, an “Afrocentric methodology serves as a guide for research with other marginalised and indigenous peoples because it addresses issues pertinent to most formerly colonized societies” (Chilisa and Chilisa 2012, 185). In this chapter, evidence from TFCA cultural heritage sites in the SADC region serves as a fragment of experiencing a destination whilst engaging both tourism and local people, nature and culture.

Whether it is possible for cultural heritage to drive urban regeneration, it is beyond the questions and points proposed in this chapter. SADC cultural tourism routes and cultural villages could have been discussed; however, the focus of this chapter was mainly on TFCAs. In developing countries, the relationship between local people, parks and tourism is linked to sustainable tourism development and conservation efforts. In conclusion, since the well-being of the community has a direct impact on their tourism development, it is critical to support, diversify and develop tourism programs that preserve and promote regional cultural values; they have been referred to as social tourism regeneration (see Wise 2018). A key point for a destination or region to be sustainable is tourism agendas and developments must respect socio-cultural authenticity, conserve built living environments, embrace cultural/traditional heritage and values, and contribute to inter-cultural understanding and tolerance. Preserving cultural heritage can promote serendipitous relationships between sustainable tourism and cultural pride among the locals and assist in promoting wider regional development. Therefore, encouraging transnational companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle can never be understated.

References

- Acha-Anyi P (ed) (2018) Introduction to tourism planning and development: Igniting Africa's tourism economy. Van Schaick, South Africa
- Acheampong K, Tseane-Gumbi L (2016) Tourism in the SADC region and challenges facing the youth market: the Mozambican experience. *Afr J Hosp Tour Leisure* 5(4):1–15
- African Development Bank (2019) African economic outlook 2019. Macroeconomic performance and prospects; jobs, growth, and firm dynamism; Integration for Africa's Economic Prosperity. https://www.afdb.org/fileadmin/uploads/afdb/Documents/Publications/2019AEO/AEO_2019-EN.pdf. Accessed 14 Dec 2014
- African Travel and Tourism Association (2019) An analysis of Africa's tourism market for April 2019. <https://www.atta.travel/news/2019/04/an-analysis-of-africas-tourism-market-for-april-2019/>. Accessed 01 Oct 2019
- Aquilino A, Wise NA (2016) Evaluating the competitiveness of the northern and southern macro-regions of Italy. *AlmaTour J Tour Cult Territ Dev* 7(13):23–47
- Bakker M, Messerli HR (2017) Inclusive growth versus pro-poor growth: implications for tourism development. *Tour Hosp Res* 17(4):384–391
- Booyens I (2010) Rethinking township tourism: towards responsible tourism development in South African townships. *Dev South Afr* 27(2):237–278
- Brouder P (2012) Creative outposts: tourism's place in rural innovation. *Tour Plan Dev* 9:383–396
- Chilisa B, Chilisa R (2012) Community researchers in an adolescent risk reduction intervention in Botswana: challenges and opportunities. In: Goodson L, Phillimore J (eds) *Community research for participation: from theory to method*. Policy Press, Chicago, IL, pp 269–282
- Fyall A, Garrod B (1998) Heritage tourism: at what price? *Manag Leisure* 3:213–228
- Geisler C (2012) New Terra nullius narratives and the gentrification of Africa's "Empty Lands". *J World Syst Res* 18(1):15–29
- Girard LF, Nijkamp P (eds) (2012) *Cultural tourism and sustainable local development*. Ashgate, Oxford, UK
- Hampton MP, Jeyacheya J, Long PH (2018) Can Tourism promote inclusive growth? supply chains, ownership and employment in ha long bay, Vietnam. *J Dev Stud* 54(2):359–376
- Jimura T (2016) World heritage site management: a case study of sacred sites and pilgrimage routes in the Kii mountain range Japan. *J Herit Tour* 11(4):382–394
- Jimura T (2019) *World heritage sites: tourism, local communities, and conservation activities*. CABI, Wallingford, UK
- Kampamba J, Kachepa S, Nkwae B, Matlhogojane NG, Outule T (2018) Housing delivery to the low income in Botswana. *Int J Hous Mark Anal* 11(2):356–385
- Kastariak BI, Barber B (2012) *Fundamentals of planning and developing tourism*. Prentice-Hall, Upper Saddle River, NJ
- Lyon A, Hunter-Jones P, Warnaby G (2017) Are we any closer to sustainable development? Listening to active stakeholder discourses of tourism development in the Waterberg biosphere reserve, South Africa. *Tour Manage* 61:234–247
- Mengich O (2011) *Township tourism: understanding tourist motivation*. Thesis, Gordon Institute of Business Science, University of Pretoria, Johannesburg, South Africa
- Mokhtarian PL, Salomon I, Singer ME (2015) What moves us? An interdisciplinary exploration of reasons for traveling. *Transp Rev* 35(3):250–274
- New Urban Agenda (2016) "THE NEW URBAN AGENDA". In: The United Nations conference on housing and sustainable urban development (Habitat III) held in Quito, Ecuador
- Nguyen TT, Diekmann A (2019) Value presentation and recognition during the "Moment of Truth" in the process of commodifying cultural heritage: the role of tourists on the preservation of local-made product's authenticity and destination's identity. In: 10th international conference on sustainable niche tourism, Da Nang, Vietnam, pp 26–28
- Organisation for Economic Co-operation and Development (2017) *OECD economic surveys: South Africa*. www.oecd.org/eco/surveys/economic-survey-southafrica.htm. Accessed 15 Sep 2019

- Organisation for Economic Co-operation and Development (2018) Africa's development dynamics 2018: growth, Jobs and Inequalities. OECD Publishing, Paris
- Rodríguez-Pose A, Tselios V (2015) Toward inclusive growth: is there regional convergence in social welfare? *Int Reg Sci Rev* 38(1):30–60
- Rolfes M, Steinbrink M, Uhl C (2009) Townships as attraction: an empirical study of township tourism in Cape Town. University of Potsdam, Germany. <https://opus.kobv.de/ubp/volltexte/2009/2894/pdf/pks46.pdf>. Accessed 13 Dec 2019
- Rogerson CM, Kiambo W (2007) The growth and promotion of regional tourism in the developing world: the South African experience. *Dev South Afr* 24(3):505–520
- Rogerson CM (2013) Urban tourism, economic regeneration and inclusion: evidence from South Africa. *Local Econ* 28(2):188–202
- SADC (2012) Regional infrastructure development master plan executive summary, August 2012. https://www.sadc.int/documents-publications/show/Regional_Infrastructure_Development_Master_Plan_Executive_Summary.pdf. Accessed 14 Dec 2019
- SADC (2019) SADC TFCA fact sheet. https://www.sadc.int/files/2514/2122/3333/SADC_TFCA_Fact_Sheetsv_final.pdf. Accessed 13 Dec 2019
- Sifolo PPS (2017) Stakeholder engagement in the tourism industry of South Africa: the case of the Northern Cape province. Doctoral dissertation, The University of KwaZulu Natal Graduate School of Business Leadership, Durban, South Africa
- Steinbrink M (2013) Of voyeuristic safari tours and responsible tourism with educational value: observing moral communication in slum and township tourism in Cape Town and Mumbai. *DIE ERDE—J Geogr Soc Berl* 144(2):161–174
- Swanepoel E (2019) Entrepreneurial management. In: Van Aardt I, Bezuidenhout S, Bendeman H, Clarence W, Naidoo P, Sifolo P, Swanepoel E, Van Aardt C (eds) *Entrepreneurship and new venture management*, 6th edn. Oxford University Press, Oxford, pp 227–254
- Thabede D (2008) The African worldview as the basis of practice in the helping professions. *Soc Work/Maatskaplike Werk* 44(3):233–245
- Tikkanen H (2017) Leader personality, managerial attention, and disruptive technologies: the adoption of the battlecruiser concept in the Royal Navy, 1904–1918. *Manage Organ Hist* 12(1):47–75
- Throsby D (2016) Tourism, heritage and cultural sustainability: three 'golden rules'. In: Fusco Girard L, Nijkamp P (2016) *Cultural tourism and sustainable local development*. Routledge, London, pp 13–30
- UNESCO (2019a) World heritage and sustainable tourism programme. United Nations Educational, Scientific and Cultural Organization. <https://whc.unesco.org/en/tourism/>. Accessed 26 Oct 2019
- UNESCO (2019b) Safeguarding cultural heritage. United Nations Educational, Scientific and Cultural Organization. <https://www.unesco.org/new/en/venice/culture/safeguarding-cultural-heritage/>. Accessed 25 Oct 2019
- UNESCO (2019c) World heritage. United Nations Educational, Scientific and Cultural Organization. <https://whc.unesco.org/en/about/>. Accessed 26 Oct 2019
- Viljoen J, Henama US (2017) Growing heritage tourism and social cohesion in South Africa. *Afr J Hosp Tour Leisure* 6(4):1–15
- Wells VK, Smith DG, Taheri B, Manika D, McCowlen C (2016) An exploration of CSR development in heritage tourism. *Ann Tour Res* 58:1–17
- Wise N (2018) Editorial: tourism and social regeneration. *Soc Sci* 7(12):262
- Wise N, Mulec I (2015) Aesthetic awareness and spectacle: communicated images of Novi Sad, the exit festival and the event venue petrovaradin fortress. *Tour Rev Int* 19(4):193–205
- World Travel and Tourism Council (2017) Travel and tourism: economic impact 2018 world. World Travel and Tourism Council
- UNWTO 2018. 2019 visa openness report for Africa. <https://www.e-unwto.org/doi/book/10.18111/9789284421039>. Accessed 13 December 2019

Yoon J, Park J (2018) Stage classification and characteristics analysis of commercial gentrification in Seoul. *Sustainability* 10:2440

Yousaf A, Amin I, Santos JA (2018) Tourists' motivations to travel: a theoretical perspective on the existing literature. *Tour Hosp Manage* 24(1):197–211