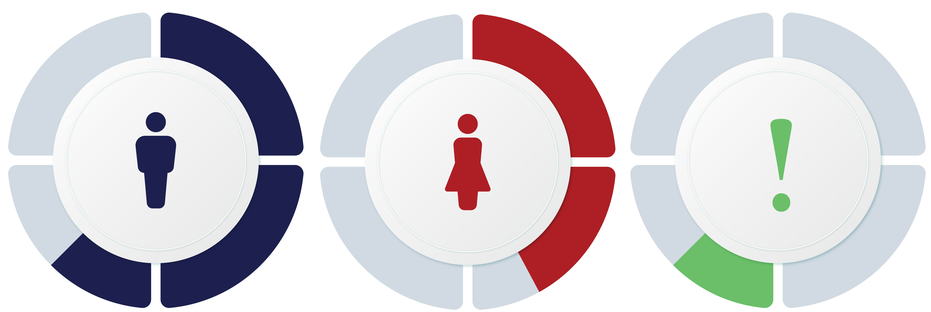
Moses Kotane Research Institute
Research · Innovation · Excellence

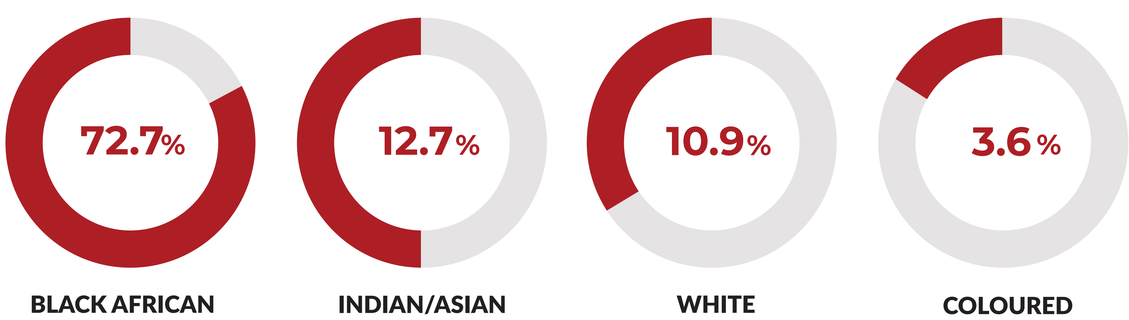
CULTURE, HERITAGE, INVESTMENT AND TOURISM (CHIT) STUDY – PART 1 (HERITAGE SITES INSIGHTS)

PROJECT OVERVIEW

The study investigated the feasibility of developing a thriving heritage tourism industry in the KwaZulu-Natal province. The specific focus was on leveraging the province's rich cultural heritage and history to drive economic growth, job creation, and community empowerment. The study targeted heritage sites and monuments located across the KZN province along with the communities located around these sites. A total of 55 were reached.

1 RESPONDENTS' DEMOGRAPHIC PROFILE (HERITAGE SITE REPRESENTATIVES)

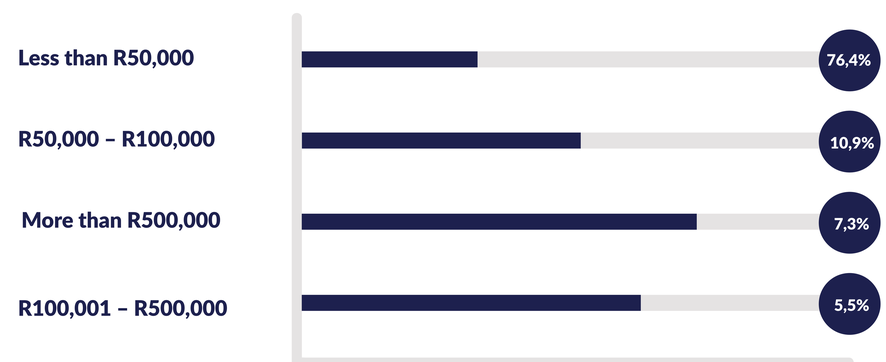




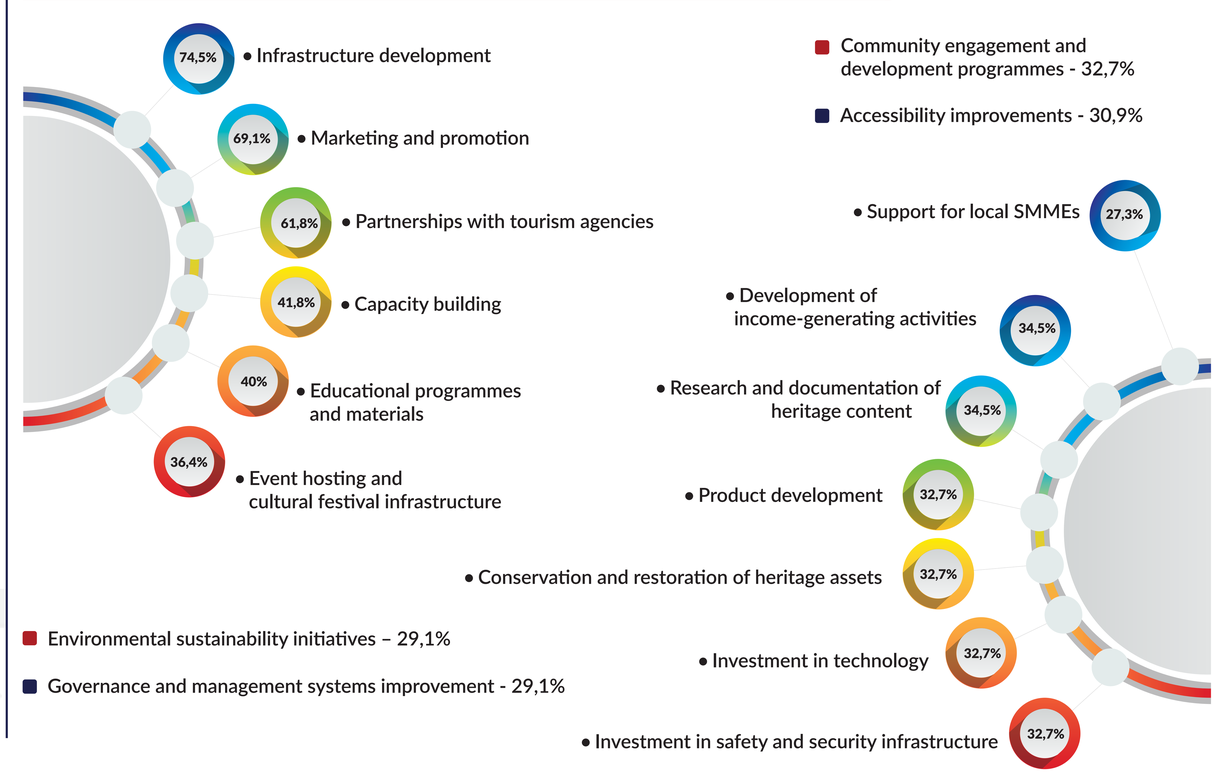
Disability status – almost all the respondents reported having no disability, accounting for 98.2% (n = 54). Only 1.8% (n = 1) indicated having a physical disability, specifically relating to difficulties in walking or climbing stairs.

2 ECONOMIC DEVELOPMENT IMPERATIVES

Estimated Heritage Site Annual Revenue (n = 55 sites)



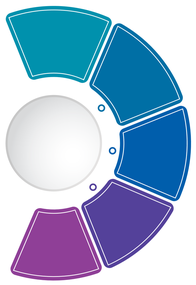
TYPE OF INVESTMENT REQUIRED TO SUSTAIN HERITAGE



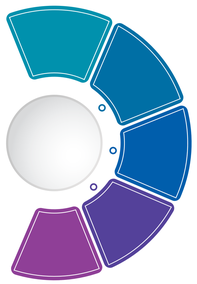
Moses Kotane Research Institute
Research · Innovation · Excellence

CULTURE, HERITAGE, INVESTMENT AND TOURISM (CHIT) STUDY – PART 1 (HERITAGE SITES INSIGHTS)

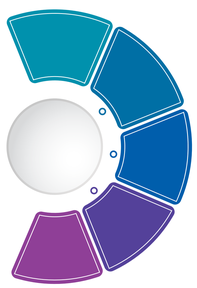
NECESSARY INFRASTRUCTURE UPGRADES TO ENSURE EFFICIENT OPERATIONS



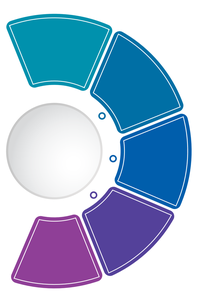
- Improved road and transport access - **50,9%**
- Security features (e.g., fencing, cameras, guards) - **50,9%**
- Visitor information centres - **49,1%**
- Renovation of existing buildings - **43,6%**
- Internet and communication Infrastructure - **40,0%**



- Toilets and sanitation facilities - **36,4%**
- On-site parking facilities - **32,7%**
- Utilities (electricity, water, sanitation) - **32,7%**
- Signage and directional boards - **32,7%**
- Museum or exhibition space - **30,9%**

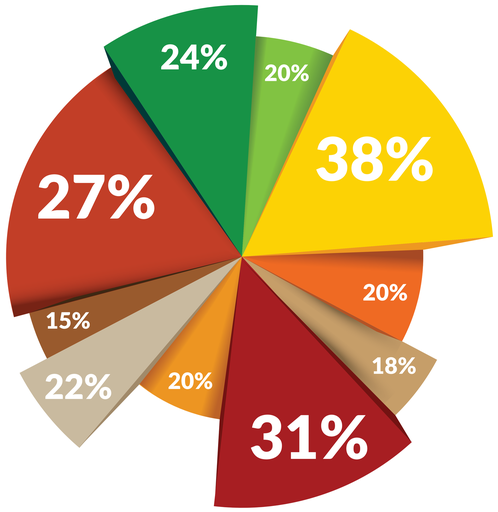


- Accommodation facilities (e.g., guest lodges) - **29,1%**
- Emergency and first aid facilities - **27,3%**
- Storage facilities for artefacts and equipment - **27,3%**
- Outdoor Lighting - **25,5%**
- Waste management systems - **25,5%**



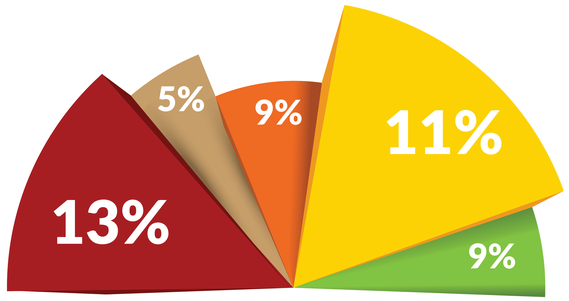
- Cultural performance/stage area - **25,5%**
- Public seating or rest areas **23,6%**
- Food and refreshments facilities - **23,6%**
- Green energy upgrades (e.g., solar panels) - **21,8%**
- Accessible walkways (e.g., elderly/disabled visitors) - **18,2%**

CURRENT REVENUE STREAMS:



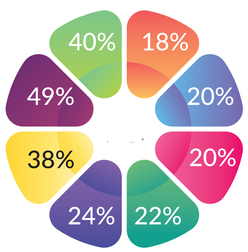
- Educational visits/school tours
- Entry/Admission fees
- Guided tours
- Event hosting (e.g., weddings, cultural festivals
- Cultural performances or shows
- Craft sales or artisan stalls
- Heritage conservation grants
- Leasing of venue space
- Filming or photography permits

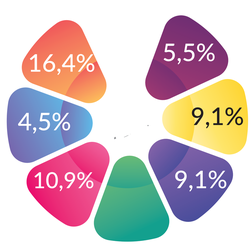
- Not specified
- Agricultural products (if the site includes farms or gardens
- Restaurant/Cafeteria income
- Gift shop sales
- Partnerships with tour operators



HERITAGE SITE ACTIVITIES CONTRIBUTING TO LOCAL OR NATIONAL ECONOMY (GDP)

- Tourism and visitors spending
- Job creation for the local community
- Guided tours and educational services
- Cultural performances or festivals
- Sale of local craft and products
- Partners with local businesses
- Event hosting
- Skills development and training



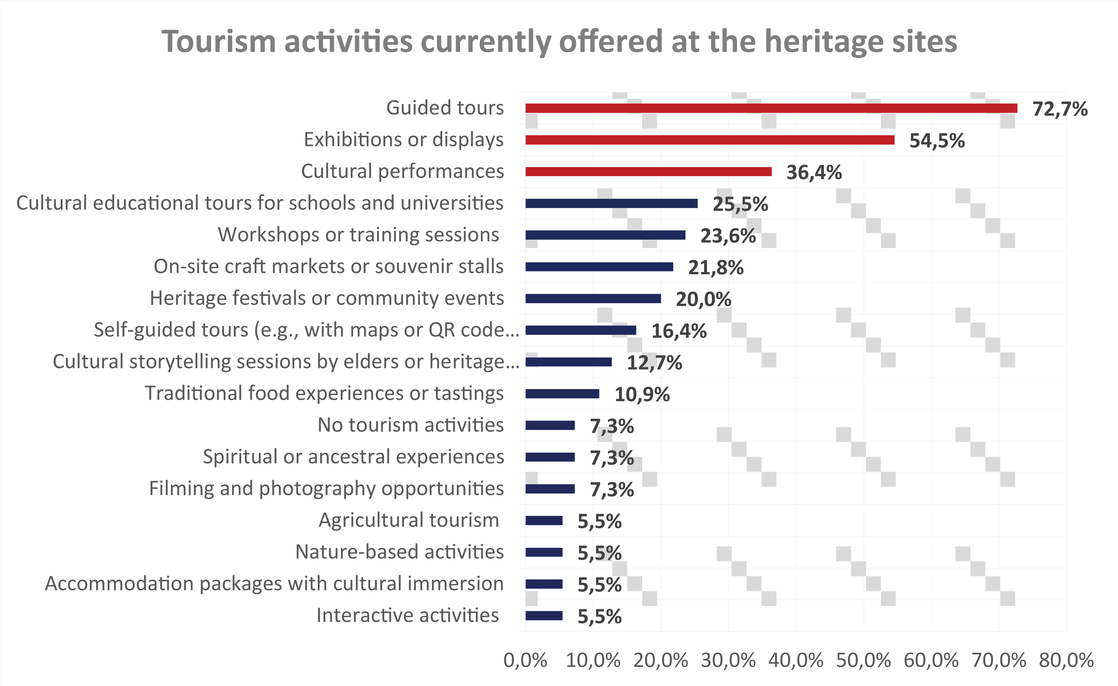


- Accommodation services
- Food and beverage sales
- Agricultural activities
- Not specified
- Transport services linked to site visits
- Conservation-related employment
- Job creation for local community

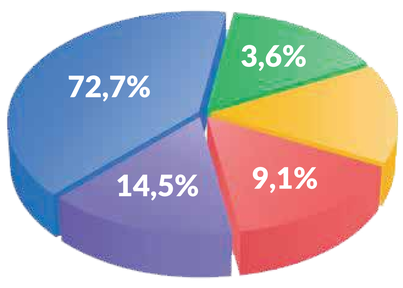
CULTURE, HERITAGE, INVESTMENT AND TOURISM (CHIT) STUDY – PART 1 (HERITAGE SITES INSIGHTS)

3 TOURISM INSIGHTS

Tourism activities currently on offer at heritage sites:



Visitors' access to the heritage site



- Visitors do not pay (free entry)
- Visitors pay entrance fee (ticket issued)
- Visitors pay entrance fees (no ticket issued)
- Visitors buy tickets for entry

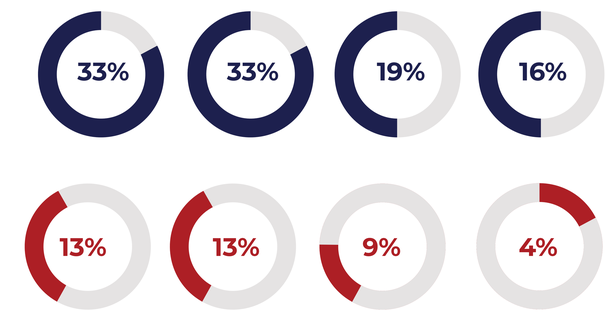
Average number of tourists visiting the heritage sites weekly

Less than 10	34,5%
10 – 20	18,2%
21 – 40	21,8%
41 – 50	9,1%
More than 50	16,2%

4 ENVIRONMENTAL ASPECTS

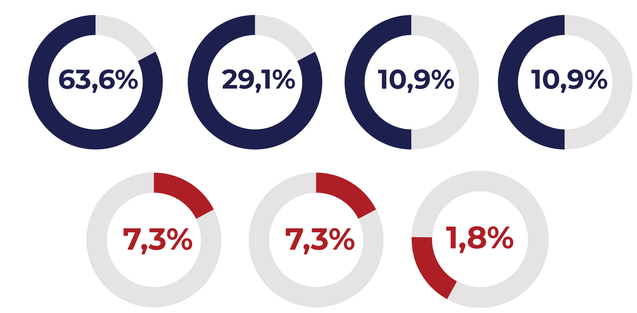
Climate Change and Waste Economy Impacts on the Heritage Sites:

- Historical building disruptions - 33%
- No impact - 33%
- Floods and landslides - 19%
- Road closures - 16%
- Ecosystem disruptions - 13%
- Storm surges - 13%
- Loss of customers - 9%
- Wildfire - 4%

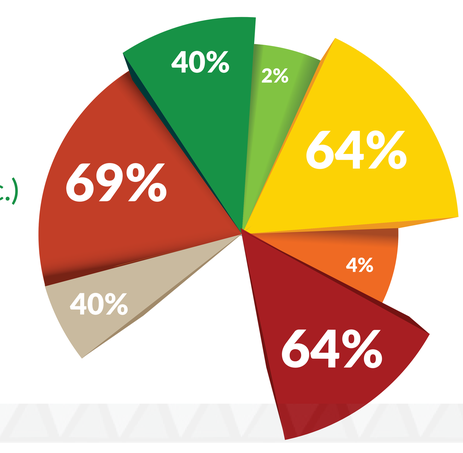


Waste management practices at heritage sites

- Dispose - 63,6%
- Recycling - 29,1%
- Reused - 10,9%
- Waste economy - 10,9%
- Repurposed - 7,3%
- Not sure - 7,3%
- No waste generated - 1,8%



5 INNOVATION AND TECHNOLOGY CONSIDERATIONS

Resources to be digitised in the heritage sites:

- Visitor guides and materials
- Historical records or archives
- Heritage site maps
- Auditorium Upgrades (Projector, sound systems etc.)
- Connectivity and WIFI Setup
- Not sure
- Other (Infrastructure development)