SAHRA PROVIDES FOR THE IDENTIFICATION, CONSERVATION, PROTECTION AND PROMOTION OF OUR HERITAGE RESOURCES FOR PRESENT AND FUTURE GENERATIONS
AIM OF NHRA

To introduce an **integrated** and **interactive** system for the management of the national heritage resources
PREAMBLE

- To encourage communities to nurture and conserve their legacy
- Defines cultural identity
- Lies at the heart of our spiritual well-being
- Power to build our nation
- Potential to affirm our diverse cultures
- Shape our national character
- Celebrates our achievements
- Contributes to redressing past inequities
PREAMBLE

- Facilitates healing and material and symbolic restitution
- Promotes new and previously neglected research into our rich oral traditions and customs.
Heritage Resources - Places and Objects of cultural significance

- Places, buildings, structures and equipment of cultural significance
- Places to which oral traditions are attached or associated with living heritage
- Historical settlements
- Landscapes and natural features of cultural significance
- Graves and burial grounds
NATIONAL ESTATE
CULTURAL SIGNIFICANCE

- Its importance in community/SA history
- Potential to yield information – contribution to understanding of SA’s heritage
GENERAL PRINCIPLES

- HR have lasting value in their own right, provide evidence of origins of SA society, they are valuable, finite, non-renewable and irreplaceable and must be carefully managed.

- Every generation has a moral responsibility to act as trustee and state has an obligation to manage hr in the interest of SA.
PRINCIPLES

- Generations have moral responsibility to act as trustee of the national heritage
- Have capacity to promote reconciliation, understanding and respect, contribute to unifying SA identity
- To develop skills and capacities of communities involved in its management
HERITAGE TOURISM TOWARDS RURAL DEVELOPMENT

Provides opportunity to address issues related to poverty alleviation;
Can generate employment and offer development opportunities;
Can revive traditions and restore cultural pride;
Negatives:
cultural alienation and;
if uncontrolled can lead to destruction of heritage
TYPES OF SITES

MOST HERITAGE SITES WHICH WERE NEGLECTED AND MARGINALISED ARE IN RURAL AREAS i.e. cultural landscapes; places associated with oral traditions; graves and burial grounds; ancestral graves; graves of traditional leaders; victims of conflict in wars against land invasion and archaeological sites
HERITAGE AS A TOOL OF SUSTAINABLE RURAL DEVELOPMENT

1. HERITAGE TOURISM STRATEGY

   Establish working relations with traditional leaders/local authorities
2. AUDIT OF EXISTING HERITAGE RESOURCES
   • Growing interest in rural/traditional cultural heritage
   • Sites associated with living heritage are great destination attractions
   • Most of these sites are located in rural areas
3. BUY-IN FROM COMMUNITY

- Gain entry to communities and build trust
- Establish core working team
- Develop working strategy/Terms of reference
- Identify critical areas
- Conduct workshops/meetings for adoption of strategy
4. DO NEEDS ASSESSMENT
   . Identify critical community needs
   . Observe protocols
   . Involve women and the youth
   . Capacity Building/ Training
5. FUND-RAISING/ BUDGET
   . Audit of critical needs
   . Cost needs etc
   . Develop fundraising strategy
6. ASSESS POTENTIAL MARKET
   - Identify users of sites
   - Identify local and national visitors
   - Identify international visitors
7. IDENTIFY BUSINESS PARTNERS
   - Establish networks with heritage bodies
   - Collaborations with relevant tourists organizations
   - Partnerships with local and big business
8. HERITAGE MANAGEMENT PLAN

- Guidelines for;
- Conservation of site
- Use of Site
9. DEVELOP INFRASTRUCTURE
   . Improvement of roads,
   . Develop relevant structures,
   Install basic ICT
10. AFFIRM CORE PRODUCT
   - Focus on heritage/sites
11. IDENTIFY OTHER RELATED ECONOMIC ACTIVITIES

- Crafts,
- Transport,
- Hospitality etc
12. BENEFITS FROM HERITAGE TOURISM
   - Education and training
   - Job Creation,
   - Infrastructural development
Promotion of cultural heritage
Improved livelihood
13. PROMOTION AND TOURISM
   - Develop promotion and educational materials
   - Ongoing collaborations with educational institutions
THANK YOU