

URBAN CULTURAL TOURISM IN THE CITY OF JOHANNESBURG METROPOLITAN MUNICIPALITY AND ITS POTENTIAL BENEFITS TO ECONOMIC GROWTH.

by

**Lovelyn Olawumi Olawale
(Student Number 13375670)**

A dissertation submitted in fulfillment of the requirements for the degree of

**MAGISTER HEREDITATIS CULTURAEQUE SCIENTIAE
(HERITAGE AND CULTURAL TOURISM)**

in the Department of Historical and Heritage Studies at the

**UNIVERSITY OF PRETORIA
FACULTY OF HUMANITIES**

SUPERVISOR: Prof. A. S. Mlambo

July 2016

DECLARATION OF AUTHENTICITY

I, the undersigned, hereby declare that this dissertation is my own original work and has not been submitted previously at any other university for a degree.

.....

Signature

Olawumi Lovelyn Olawale

.....

Date

ABSTRACT

Cultural tourism is considered to be one of the largest and fastest growing types of global tourism markets. Culture is increasingly being used to promote destinations and enhance their attractiveness and competitiveness. Many cities are now actively developing their cultural assets as a way of developing comparative advantages over others in the tourism marketplace. In the light of this, there is need to diversify the tourism economy of the City of Johannesburg by strengthening the Cultural tourism aspect. Despite the fact that Greater Johannesburg Metropolitan Area has a good cultural infrastructure which includes a number of theatres, museums and art galleries, cultural tourism is one of the underdeveloped aspects of the local tourism economy. The main focus of the research was to identify ways to diversify the tourism economy of the City of Johannesburg by anchoring it on cultural products and activities, thereby improving the cultural image and competitiveness of Johannesburg as an urban cultural city destination in Africa.

Keywords: City of Johannesburg, urban tourism, South Africa, heritage and cultural tourism, sustainable tourism.

DEDICATION

This dissertation is dedicated to my heavenly Father, the One who I believe in, The God Almighty, who has counted me worthy by His mercy to complete this work. I will continue to rely on your faithfulness for consistently giving my life hope and meaning. Lord, I couldn't have made it this far without you.

ACKNOWLEDGEMENT

My journey through this dissertation has renewed my belief that only that, which is ordained by God, will be possible to accomplish for whatsoever is born of God overcometh the world... And for this to happen, He positions people along one's path. To Him alone is the Glory over this dissertation for seeing me through.

Therefore, I wish to express my unreserved gratitude and heart-felt appreciation to the following:

My remarkable supervisor, Prof Alois S. Mlambo, for his patience, unrelenting support, advice and guidance throughout the duration of the dissertation that saw to the successful completion of this work.

My role model, Prof. Karen L. Harris, for her unwavering support and encouragement since my BHCS (Honours) days. Thank you for believing in me even when I didn't believe in myself.

This piece would not be completed without acknowledging my husband and best friend Dare Olawale; my nations and diamonds, Gideon, Shalom, Joseph and Divine. Thank you for your love, encouragement, support and for always being there for me during the highs and lows of this Master's programme. Darling, I remain grateful for your financial commitment and moral support all throughout.

And to all those who contributed in one way or the other to this success story, thank you.

"Praise to the Lord, who doth prosper thy work and defend thee;

Surely His goodness and mercy here daily attend thee:

Ponder anew, what the Almighty can do

If with His love he befriend thee"

-Joachim Neander (1650-1680)

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LIST OF ABBREVIATIONS

ATLAS	European Association for Tourism and Leisure Education
CCCB	Barcelona's Contemporary Cultural Centre
CoJ	City of Johannesburg
DAC	Department of Arts and Culture
DEAT	Department of Environmental Affairs and Tourism
ECOC	European City of Culture
EU	European Union
GCP	Global Competitiveness Project
GDP	Gross Domestic Product
GDS	Growth and Development Strategy
GJMA	Great Johannesburg Metropolitan Area
GJMC	Great Johannesburg Metropolitan City
G20	Group of Twenty of the World Largest Economies
JDA	Johannesburg Development Agency

JTB	Johannesburg Tourism Board
LED	Local Economic Development
MACBA	Barcelona's Contemporary Art Museum
MICE	Meetings, Incentives, Conferences and Exhibitions
NDT	National Department of Tourism
NGO	Non-Government Organisation
OECD	Organisation for Economic Cooperation and Development
SAT	South African Tourism
SDI	Spatial Development Initiative
SSA	Statistics South Africa
UK	United Kingdom
UNWTO	United Nations World Tourism Organisation
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

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CHAPTER I

INTRODUCTION

1.0 Introduction and Background

The city of Johannesburg was built primarily on industrial and mining activities, after the discovery of the Witwatersrand gold reef in 1886. It was the third-biggest city in South Africa by 1890 and one of the 50 largest urban agglomerations of the world. According to the 2011 census, Johannesburg is now the largest city in South Africa with a current population of 4.4 million. In recent years, the decline of traditional manufacturing and mining activities, due to economic recession and reduction in gold production because of falling world prices, has prompted local government agencies to turn to tourism as a source of revenue as happened in many cities of the developed world.

The World Tourism Organization's (WTO) definition of tourism includes 'the activities of persons during their travel and stay in a place outside their usual place of residence, for a continuous period of less than one year, for leisure, business or other purposes' (World Tourism Organization, 1993). Tourism is, increasingly, a modern-day engine of growth and is one of the largest industries globally. In 2012, the Group of Twenty (G20) heads of state from 20 of the world's largest economies recognised tourism as a driver of growth and development, as well as a sector that has the potential to spur global economic recovery. Tourism is one of two sectors with the highest strategic priority for economic development planning in contemporary South Africa (Mlambo-Ngcuka, 2006). In South Africa, the tourism industry contributed R69,8billion of the country's R545 billion GDP in 1999, of which R14 billion originated from Johannesburg. The

government aims to increase tourism's contribution, both directly and indirectly, to the economy from the 2009 baseline of R189,4 billion (7.9% of GDP) to R499 billion by 2020 (National Department of Tourism, 2012). According to World Travel and Tourism Council (WTTC) Economic Impact 2015, the tourism industry contributed R357,0 billion (9.4% of GDP) in 2014 to South Africa's economy and is forecast to rise by 4.3% per annum to R561.4 billion (10.4% of GDP) in 2025.

Despite growing international debate and scholarship focused on tourism in urban places in the north, the most undeveloped literature relates to that of the developing world as a whole and to Africa in particular (Rogerson and Visser, 2007). As Scott (2004: 463) emphasizes, across urban Western Europe and North America, the cultural-products industries, including tourism, are 'significantly on the rise of late and they are notably visible as drivers of local economic development'. The economic evidence supports the notion that culture is an economic commodity and has an important part to play in the urban tourism product. As Ashworth and Larkham (1994:69) note, 'the city is being rediscovered for the purposes of tourism and recreation... positively emphasised in a never-ending flow of plans to renew city centres and waterfronts'. They further add '...and more attention is being paid to the cultural function of the city centre'.

Taking the World Tourism Organisation's definition of tourism as its basis, the European Association for Tourism and Leisure Education (ATLAS) definition of cultural tourism is:

The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs (Richards, 1996). This definition is not very precise, because of the vast range of cultural attractions and events and the different cultural motivations that people may have.

Another detailed definition of cultural tourism, as quoted in *Private ownership of historic homes and castles in Europe and the Southern United States*, by Osti et al. (2000), outlines that:

Heritage or cultural tourism can be described as tourism related to the cultural heritage of the site or area visited: it includes all aspects of the society's culture that are so important and crucial for a community that they are passed from one generation to the next, protected and preserved for the future with the objective of propagation of a community's way of viewing itself (Herbert, 1995; Hewison, 1989)

A more detailed definition of cultural tourism, as quoted in *Tourism development in protected areas: A case study of Al-Moez Street in Cairo*, by Mortada et al. (2010), states that:

Cultural tourism is one of the most important fields of conventional tourism through which individuals attempt to get acquainted with new things and widen their knowledge and culture by visiting foreign countries, cities or sites in their own country or abroad in order to know the characteristics of their people, their arts and crafts, their products, customs, traditions and industries through visits to historical and archaeological sites, museums, participating in cultural activities, carnivals, festivals, enjoying various shows and performances available (such as folklore dancing, singing and music) and sharing the local people's way of life (Ali, 2008).

This later, more detailed, definition of cultural tourism will apply in this study.

Cultural tourism is also seen as a desirable market by many countries and regions because it is generally high spending tourism, usually undertaken by highly educated individuals who stimulate cultural activity in the destination. Local residents also seem to appreciate the potential benefits of cultural tourism. In a survey carried out in Spain by the Organisation for Economic Co-operation & Development (OECD, 2009), when asked what forms of tourism they would like to see developed in future, over 90% of

Barcelona residents indicated that they would prefer to develop cultural tourism (Richards and Palmer, 2011).

The complex and versatile nature of cultural tourism is reflected by the broad range of terms used in the literature on this type of tourism, such as ethnic tourism (King,1994); historical tourism (Ashworth & Tunbridge,1990; Ashworth & Larkham,1994; Smith,1989); heritage tourism (Herbert,1995; Light & Prentice,1994); literary tourism (Herbert,1996), and cultural tourism (Davies,1993; Silberberg,1995; Squire,1994), to mention but a few.

In 2011, the central theme for the World Tourism Day celebration (27th September 2011) was 'Tourism - linking Cultures', where the intrinsic value and benefit of cultural resources was clearly defined by the United Nations World Tourism Organization (UNWTO) Secretary General in the following statement:

Experiencing different ways of life, discovering new food and customs and visiting cultural sites have become leading motivations for travel, and, as a result, a crucial source of revenue and job creation, particularly for developing countries (Taleb Rifai, 2011).

In particular, this illustrates that cultural tourism provides a unique opportunity for the participation of both tourists and local communities in tourism activities and initiatives. It also underlines the fact that tourism continues to thrive on the packaging of local cultures for tourist consumption.

Currently, as a tourist destination, South Africa is positioned largely around "safari-type" experiences and scenic natural environs which, undisputedly, constitute an integral part

of the biodiversity of heritage resources (National Heritage and Cultural Tourism Strategy, 2012). South Africa, however, also has much more to offer as a cultural landscape endowed with a diverse wealth of exciting cultural products in the form of the arts, crafts, festivals, oral history, storytelling and folklore, places of historical and cultural significance, archaeological remains, paleontological evidence and geological formations. The 2005 gap analysis conducted by South African Tourism (SAT), where the performance of tourism then was compared to what it could be, shows that more tourists prefer cultural and historical sites than wildlife viewing, yet fewer had experienced it while in South Africa (South African Tourism, 2005:3).

The hosting of the 2010 FIFA Soccer World Cup has boosted the South African economy and the tourism industry through the expansion of tourism and other infrastructure. Moreover, it presented a huge opportunity to showcase South Africa to the world as an important tourist destination. Tourist arrivals reached an all-time high of 8.1 million in 2010, with 1,061,687 more tourist arrivals to South Africa than in 2009. This is a growth of 15.1%, which was ascribed mainly to South Africa hosting the 2010 FIFA World Cup in June and July 2010. South Africa also outperformed global tourism which grew by 6.7% in 2010 (South African Tourism, 2011:11).

1.1 Problem Statement

As noted, Johannesburg was founded and built on the mining industry, which then stimulated the development of other industries and businesses, in turn. Since 1988, with the decline and eventual closing of some mines due to economic recession and

reduction in gold production, a process that took place almost exclusively in the gold industry where approximately 60% of its workers lost their jobs within a decade (Malherbe 2000:38), the economic welfare of Johannesburg was seriously affected. Not only did the decline cause a reduction of the number of people in the mining industry, but it also affected businesses negatively. However, in the 1990s a deliberate attempt was made by the city of Johannesburg to expand tourism activities in the city. This has seen the city moving away from a heavy reliance on mining and industrial production towards sustainable tourism as a key factor in urban economic growth. Since then, there has been a steady rise in the income from this sector for the City of Johannesburg (CoJ). The results of these improvements in income can be seen over the past many years. For example, of the R69,8 billion contributed by the tourism industry to the South African economy's R545 billion GDP in 1999, R14 billion came from Johannesburg (National Department of Tourism, 2012).

Until then Johannesburg had not traditionally been known as a tourist destination, even though the city is a transit point for connecting flights to Cape Town, Durban, and the Kruger National Park. Consequently, most international visitors to South Africa pass through the vicinity of Johannesburg at least once. Also, the city of Johannesburg's 2001 Tourism Strategy indicated that Johannesburg stood out as the only South African destination with a high proportion of visitors from elsewhere in Africa who do not travel to other cities or provinces. It is also the only destination where travelling for the purpose of business was on a par with travelling for a holiday (King and Flynn, 2014:108). For a city like Johannesburg, tourism development and promotion bring the added benefits to residents of improved infrastructure, better security and usable leisure

facilities (Rogerson and Kaplan, 2007:267). Thus, Johannesburg is joining dozens of other cities worldwide seeking replacement industries when traditional ones have declined.

According to the then Tourism Minister, Marthinus van Schalkwyk:

Tourism is a vital contributor to the South African economy, contributing more to gross domestic product (GDP) than, for instance, the automotive industry and sustaining more direct and indirect jobs than the mining industry. In 2011, tourism's direct contribution to GDP increased to R84billion, with the combined direct and indirect contribution making up 9% of the GDP which amounted to one in every 11 jobs. In 2012, international tourist arrivals to South Africa increased by 10.2% year-on-year, far outpacing the global industry growth of 4%(National Department of Tourism, 2013).

Globally, the tourism industry has been quoted as the fastest growing global economic activity in recent years, growing at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care (WTTC: World Economic Impact, 2015). According to data released by WTTC, tourism generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. There is no doubt that tourism has 'upgraded' to the family of major economic sectors worldwide and South Africa is no exception in that the tourism industry is becoming increasingly important to the national economy.

However, Johannesburg is focused on business tourism, since the Greater Johannesburg Metropolitan Area (GJMA) represents the major agglomeration of the headquarter offices of South African enterprises and of the branch offices of international corporations, as well as being 'the gateway to southern Africa'. Approximately 80 per cent of the graded accommodation facilities in Gauteng are found in the GJMA, which further enhances its capacity in the business tourism market

(Gauteng Province 1997a). Of the 79 conference venues listed for the province in 1997, 85 per cent were concentrated in Johannesburg. The city further boasts 70 per cent of South Africa's total exhibition space, as well as the highest concentration of four and five-star graded hotels in Africa (GJMC, 1999).

In the light of the above, there is a need to diversify the tourism economy of Johannesburg by strengthening the cultural tourism aspect. Despite the fact that GJMA has a good cultural infrastructure which includes a number of theatres, museums and art galleries, cultural tourism is one of the underdeveloped aspects of the local tourism economy (Dirsuweit, 1999). Available information shows that, of the 30 museums that were listed in Gauteng in 1997, 14 were located in the GJMA (Gauteng Province, 1997a). Besides, craft markets, such as Mai-Mai Bazaar and Gandhi Square, are potential attractions for energising cultural tourism (Tomlinson & Rogerson, 1998; Govender, 2000). Furthermore, the city has a large and culturally diverse migrant population, which has brought with it different cuisines and types of music from various parts of Africa. Certainly, the opportunities for cultural-led tourism in the GJMA are considerable.

In many cities of Western Europe and North America, the consumption of cultural products is used widely to attract tourism and to enhance the image of places for attracting inward investment (Law, 1993, 1996; Lim, 1993; Couch & Farr, 2000). Outside North America and Western Europe, however, there are only a few examples (Hong Kong and Singapore) of urban tourism anchored on cultural products (Chang et al, 1996; Teo & Yeoh, 1997; Chang, 1999). The research problem is, thus, given the substantial and growing contribution of tourism to the economy of Johannesburg, how

can urban cultural tourism, in particular, be developed to enhance the overall contribution of the tourism sector?

1.2 Research Objectives

Given the above, the main area of this study will be to identify ways to diversify the tourism economy of Johannesburg by anchoring it on cultural products and activities, thereby improving the cultural image and competitiveness of Johannesburg as an urban cultural city destination in Africa.

More specific objectives of the study are as follows:

1. To identify and stress the role of experiences which become the effective attractions for tourist visits which promote Johannesburg's urban economy.
2. To explore factors central to success in achieving urban destination competitiveness, namely, planning and development of cultural tourism, creation and promotion of local cultural resources and the existence of effective governance and management structures.
3. To identify the barriers and challenges in the urban cultural tourism industry in Johannesburg and investigate their causes, and
4. To identify the city's urban cultural tourism potential and to suggest possible strategies to promote this sector.

1.3 Significance of the study

The study will contribute to scholarship on the role of urban cultural tourism in economic development in general and in Johannesburg in particular by helping to identify

competitive and some unique cultural products that attract tourists in a sustainable manner and to improve the appearance and image of the city of Johannesburg.

1.4 Hypothesis of the study

Urban cultural tourism has potential benefits for economic growth of the City of Johannesburg Metropolitan Municipality.

1.5 Methodology

This study will use a qualitative research approach, design and techniques. In the following sections, different aspects of qualitative research are discussed. Also discussed are data collection methods and the data analysis process, as well as the ethical considerations and limitations of the study.

Research Approach

The research approach used for this study is based on the main research aim and objectives as stated above, the overall aim being to identify ways to diversify the tourism economy of Johannesburg by anchoring it on cultural products and activities, thereby improving the cultural image and competitiveness of Johannesburg as an urban cultural city destination in Africa. In the light of the above research objectives, it is clear that the qualitative research method is the most appropriate for this study. Qualitative data, in relation to this research, consists of perceptions, views and opinions of people and stakeholders involved in cultural tourism in the City of Johannesburg in particular and, to some extent, Gauteng Province and South Africa in general as well as documentary evidence.

Qualitative research is concerned with developing explanations of social phenomena. In other words, it aims to help us to understand the world in which we live and why things are the way they are. It is concerned with the social aspects of our world and seeks to answer questions about:

- Why people behave the way they do
- How opinions and attitudes are formed
- How people are affected by the events that go on around them, and
- How and why cultures have developed in the way they have

Bryman (1988:8) states that ‘the way in which people being studied understand and interpret their social reality is one of the central motifs of qualitative research’. According to Henning (2004:5), the qualitative research method is “the type of enquiry in which the qualities, the characteristics or the properties of a phenomenon are examined for better understanding and explanation”. Similarly, in the second edition of their *Handbook of Qualitative Research*, Denzin and Lincoln offer the following definition:

Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that makes the world visible. These practices ... turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. (2000: 3)

Creswell (2012) identified certain characteristics of qualitative research approach which makes it applicable to this study. Some of the characteristics are the following:

Firstly, qualitative research depends largely on literature review for justification of the central issues under study. In order to locate the current enquiry within the field of cultural tourism and in order to identify ways to diversify the tourism economy of Johannesburg by anchoring it on cultural products and activities, thereby improving the cultural image and competitiveness of Johannesburg as an urban cultural city destination in Africa, this study pays considerable attention to available and related literature, from which it can identify the critical issues and debates that inform its own approaches and research questions.

Secondly, to take into consideration research participants' experiences, qualitative research methodology allows a broad problem statement. This study fulfills this characteristic of qualitative research, because it involves interaction and consultation with different stakeholders whose perceptions, views and opinions inform its findings and analysis.

Thirdly, according to Creswell (2012:16), a “qualitative research report uses flexible, emerging structures and evaluative criteria... including the researcher’s subjective reflexivity and bias”. Since the findings of this study will be subjected to different interpretations, in line with the research objectives, this criterion of qualitative research will also be fulfilled by this study.

Other special characteristics of the qualitative research approach, which make it suitable for this study, include the fact that it:

- uses an inductive form of reasoning: develops concepts, insights and understanding from patterns in the data,

- uses the emic perspective of enquiry - an approach which investigates how local people think (Kottak, 2006): derives meaning from the participants' perspective,
- is ideographic: aims to understand the meaning that people attach to everyday life,
- regards reality as subjective,
- captures and discovers meaning once the researcher becomes immersed in the data,
- uses concepts in the form of themes, motifs and categories,
- seeks to understand phenomena,
- determines observations by information-richness of settings, and modifies types of observations to enrich understanding,
- presents data in the form of words, quotes from documents and transcripts
- analyses data by extracting themes,
- uses a holistic unit of analysis, concentrating on the relationships between elements, concepts and so on,
- uses words as the basis for analysing rather than numerical data, and
- Considers that the whole is always more than the sum (Brink & Wood 1998:246; Burns & Grove 2003:357).

Advantages of Qualitative Research Method for this Study

For this study, using qualitative research method has many advantages, some of, which are the following:

- Obtaining a more realistic feel of the world that cannot be experienced in the numerical data and statistical analysis used in quantitative research;
- Flexible ways to perform data collection, subsequent analysis, and interpretation of collected information;
- Provide a holistic view of the phenomena under investigation (Bogdan & Taylor, 1975; Patton, 1980);
- Ability to interact with the research subjects in their own language and on their own terms (Kirk & Miller, 1986);
- Descriptive capability based on primary and unstructured data.

Using this method, the researcher was able to interact with stake holders and the people involved in cultural tourism in the City of Johannesburg on their own terms and in their own language.

Research Design

Research design can be taken to be “specific procedures involved in the research processes” (Creswell, 2012:627). Research design serves to “plan, structure and execute” the research to maximise the “validity of the findings” (Mouton, 1996:175). It shows how all of the major parts of the research study work together to address the research questions. Furthermore, according to Yin (2003:19), “colloquially, a research design is an action plan for getting from here to there, where ‘here’ may be defined as the initial set of questions to be answered and ‘there’ is some set of (conclusions) answers”. The procedures involved in research processes are data collection tools; data analysis; and research reporting writing. This research has been executed using the

qualitative method on the basis of primary and secondary data collections. The following sections will discuss systematic procedures used in collecting and analyzing information or data relating to identifying ways to diversify the tourism economy of Johannesburg by anchoring it on cultural products and activities.

Secondary Data Collection

Secondary data is the data that has been already collected and recorded by someone else and readily available from other sources. As Veal (2006:147) points out, secondary data is existing data 'collected for some other (primary) purpose but which can be used a second time in the current project'. Hart (1988 in Bell 2005) points out that a researcher will not have a good understanding of his research topic without the verification of what and how information has already been produced on it. For this study, secondary data is mainly extracted from documentary sources like books, journals, historical data and information, websites, diaries, official statistics, mass media products, newspaper and magazines.

Pros and Cons of Secondary Data

Secondary data has many advantages some of which are the following:

- It can be less expensive than gathering the data all over again,
- It may allow the researcher to cover a wider geographical range,
- It does not exhaust people's good will by re-collecting readily available data, and

- Its collection demands less time and efforts.

Veal (2006) adds that the fact that the researcher can do the analysis of the secondary data collection whenever it is convenient is another major advantage over primary data collection. By analyzing secondary data through a literature review, researchers are able to identify many major issues related to the selected research topic. One key disadvantage of secondary data is that it could be biased.

Secondary data used in this study was largely extracted from academic journals; publications from different organization and stakeholders in tourism in the City of Johannesburg; and text books available in University of Pretoria Library.

Primary Data Collection

Primary data is the data collected by the researchers themselves for a specific purpose. It could be done through interviews, observations, questionnaires, action research and case studies to mention a few. Primary data are directly related to the issue or aim and objective of the research and they are original in nature. As important as primary data is, it has own pros and cons which will be discussed next.

Advantages of Primary Data

The following are some of the advantages of primary data collection:

- The degree of accuracy of primary data is very high because it is original and relevant to the topic of the research study.

- Primary data give a better and realistic view to the researcher about the issue under consideration because it is current and the researcher is directly involved.
- As an offshoot of the previous point, primary data is very reliable because it is collected by the researcher as a concerned party.

Disadvantages of Primary Data

One of the major disadvantages of primary data, according to Veal (2006), is that it could be time consuming and very expensive. Others disadvantages are:

- If the primary data is to be collected by interview, the coverage is limited or many more researchers will be needed for wider coverage.
- The questions must be very simple to understand and be responded to.
- If the data is through surveys, some respondents do not respond on time and sometimes may give false and socially acceptable responses while trying to cover up the realities.

For this study, primary data is obtained from structured interviews with individuals in their professional capacity to gain new insight into urban cultural tourism. This is the method by which “a researcher asks one or more participants general or open-ended questions and records their answers” (Creswell, 2012:217). Interviews with individuals in relevant professional positions are one of the main methods of data collection used in qualitative research. This is important as the researcher engages in conversations with respondents in key metropolis positions relating to tourism and is able to grasp their point of view (Legard et al: 2003).

Firstly, structured interviews were held with the curators and staff of three cultural sites in Johannesburg. The main purpose of these interviews was to understand the history and cultural importance of these sites. Other objectives were to determine the number and characteristics of tourists to the selected sites on a weekly, monthly and annual basis; to analyse the reasons responsible for the number of tourists; to determine the challenges experienced by these sites; and to suggest ways to improve the sites to attract even more tourists.

Secondly, interviews were held with professionals in the City of Johannesburg – Tourism Unit; City of Johannesburg Directorate of Art, Culture and heritage Development and Johannesburg Development Agency. The purpose was to gather the stakeholders' perspectives and relevance of Cultural tourism on the economy of Johannesburg. On completion of the data collection, the answers were then transcribed and documents provided by the stakeholders and the interviewed respondents were prepare for analysis.

Data Analysis

Data collected through the interviews was analysed according to important steps for qualitative data analysis suggested by Creswell (2012:236)

- Firstly, the preparation and organization of the data for analysis was done according to tools used in collecting them as well as the research objectives. The process of data organization entailed typing up notes made during interviews.

- Secondly, data was coded. This involved careful examination of the data so as to make sense of what the interviewees were saying about urban cultural tourism and thereafter, reducing the data to description and themes of ideas, people, and places as they appeared relevant to the study.
- Thirdly, codes made from the data were used to build themes that help present larger and broader meanings than ordinary coding. This second coding was done in order to show how identified issues were linked and co-dependent.
- Fourthly, interpretation of the findings was benchmarked with the research objectives.

Technical and Quality Issues

In this study, technical and quality issues relate to terms such as test of reliability and validity of the research; reduction of bias; and ethical issues. They are described as “the scientific processes that show how findings of a study are related to the methods used and questions asked” (Lohr, 2004). These technical and quality issues, as they concern this study, are discussed in subsequent sections.

Reliability and Validity

Reliability and validity relate to the credibility of research findings. Creswell describes reliability and validity as “the development of sound evidence to demonstrate that the

intended test interpretation (of the concept or construct that the test is assumed to measure) matches the proposed purpose of the test” (Creswell 2012: 630). To ensure the reliability and validity of the findings of this study, the method of data triangulation was used. By definition, triangulation is “the process of corroborating evidence from different individuals, types of data, or methods of data collection in descriptions and themes in qualitative research” (Creswell 2013: 629). Thus, in this study, a response from one participant to a particular question was evaluated against the response of others to the same question.

Potential Bias

According to Creswell (2012:277), bias basically concerns any tendency which encourages unfair reflection of research question, methods and findings. In this study, efforts were made to reduce apparent and preventable sources of bias such as undue recognition of personal prejudices. In other words, the researcher didn’t influence the findings of the study in anyway. Furthermore, the researcher use appropriate terms and language that reduces bias in writing the report.

Ethical Issues/Confidentiality

With respect to research, ethics refer to what is right and wrong or the method, procedure, or perspective for deciding how to act and for evaluating difficult problems or situations (Creswell 2012:230). Patton (2002) suggests that general ethical issues in research include confidentiality, informed consent and data access and ownership.

The study was undertaken in line with principles of ethical research involving human subjects in line with the requirements of the Ethics Committee of the Faculty of Humanities at the University of Pretoria. To meet the ethical standard required for a study of this nature, the researcher ensured that participants were duly informed of the nature and purpose of the study as well as their rights, such as the right to participate in the interviews anonymously. The researcher emphasized that their participation was voluntary by obtaining their written informed consent. Furthermore, in order, to ensure confidentiality of participants, the names, official titles, addresses and contact details of the participants were not used on any documents, nor did the study refer to the individuals in person in any part of the dissertation to ensure their right to anonymity. The researcher did not employ deceptive or unethical means to falsely obtain information from those participating in the study.

Limitations

The scope and time frame of this study is limited. In view of these limitations, the sample population of the study was intentionally selected. According to Creswell (2012:206), “purposefully sampling is the process by which a researcher intentionally decides on participants and sites to study the central subject of his or her research”. Creswell’s description was complemented by Patton (1990:169) who states that “the criterion used for deciding on participants and sites is if they are information rich”. Individuals and sites purposefully chosen for participation in this study are “information rich”. This is because they are directly involved in cultural tourism in the City of Johannesburg. Their views, opinions and suggestions will therefore aid the researcher

in learning more about urban cultural tourism in the City of Johannesburg and its potential benefits to the economic growth of the city.

Limited amount of time and money to explore more variables and more different methods of data collection is the most notable limitation of this study. The researcher appreciates the importance of analyzing tourism development in a holistic manner but at the same time became equally aware of the huge amount of time and consequently the costly character of such a research exercise (Veal 2006; Bell 2005; Denscombe 2003). The methods used produced valuable data but with limited representativeness and validity due to the limited samples employed.

1.6 Overview of the chapters

This research study will contain six chapters. The primary purpose of each chapter is outlined below:

Chapter one presents the introduction and background of the study. It defines urban tourism, cultural tourism and urban cultural tourism. It also outlines the research aims and objectives. It also explains the selected research methods to be used for this study. Different methodological approaches are assessed for their effectiveness and how applicable they are to the research study.

Chapter two provides a review of the existing literature and analyses a selection of theories and issues related to urban tourism and urban cultural tourism. It examines academic publications on the impact of urban cultural tourism in the economy of large cities.

Chapter three attempts contextualising urban tourism and development, while Chapter four presents some international examples where the CBD or city has been reinvented in terms of urban cultural tourism.

Chapter five provides an overview of the history and development of tourism in Johannesburg.

Chapter six discusses the findings of the study and its limitations and makes recommendations for further research on tourism activity that is relatively popular in Johannesburg.

1.7 Conclusion

This chapter has presented a general overview of the study. It outlined the background of the study and presented the problem statement. It also provided the aim and objectives, the significance and the underpinning hypothesis of the study as well as data collection and analysis methods, ethical considerations and limitations of the study were discussed.

CHAPTER II

LITERATURE REVIEW

2.0 Urban tourism research studies

The literature on urban tourism is huge. Most of the works are however centered on North American and Western European urban tourism. Studies regarding urban tourism in Africa are still small but has potential for growth. As Cornellisen (2006:11) observes, “urban tourism is an underdeveloped component of scholarship on African tourism”.

Mullins (1999:246) notes that most of the largest cities in countries in Southeast Asia have realised that they could take tourism as a way to ‘expand consumption opportunities’ and, therefore, contribute to the growth of their economies. He further argues that three characteristics that influenced urban tourism and tourism urbanisation in Southeast Asia were: 1) Tourists demand for tourism products; 2) Economic suppliers as those who manufacture, market, and sell goods and services to tourists; and 3) Political actors that use ‘political means’ in projecting urban development.

Moreover, international tourism was the central development for that region and for growing cities in Southeast Asia especially in the principal tourist destination countries in the middle 1990s, such as Malaysia, Singapore and Thailand (Mullins, 1999). In addition, Mullins (1992:250) found that in Southeast Asia, ‘the more dynamic and capitalist the economy, the more urbanized the country and the greater the likelihood of having the infrastructure and facilities to cater to international tourists’.

In, *Cultural heritage tourism – Opportunities for product development: The Barcelona Case*, Jordi Datzira-Masip (2006) states that tourists are increasingly interested in exploring local cultures and resources. Consequently, many destinations, including Barcelona, were trying to diversify their cultural offer and to expose their cultural identity. He further stated that, in Barcelona, because of the creation of several cultural attraction products, many visitors were attracted to Barcelona despite negative aspects like lack of general cleanliness and personal safety.

Examples of such new cultural attraction products were 'Barcelona walking tours', a generic guided tour which leads through the old town using existing attractions; the 'Modernism tour', an itinerary or guided tour depending on the preference of visitors that introduces the most important modernism attractions; or the 'Gothic tour' a route designed to showcase gothic monuments. The 'Gaudi tour', an itinerary created in 2002, refers to all the buildings designed and built by the modern art architect Antoni Gaudi. Statistics published by Turisme de Barcelona in 2002 document changes in motivation to travel to Barcelona and indicate that, since 1990, business purposes have been replaced by vacation purposes and that Barcelona has become a leisure tourism destination, offering great cultural resources, some of which are mentioned above.

Such cultural related products initiatives could be carried out in Johannesburg. The literature discussed above suggests potential for Johannesburg to become a leading African tourism destination through diversifying to cultural related products.

In an article entitled “Urban tourism in the developing world”, Rogerson (2002) offers an analysis of the tourism economy within the GJMA and of the policy environment that

conditions tourism development. He argues that because of the character of its tourism products which is business related, the local tourism economy of the GJMA must be understood as being markedly different to that of the largely leisure-dominated tourism economies. In other words, Johannesburg is not a competitive area for promoting leisure tourism, unlike metropolitan Cape Town and Durban. Overall, it is argued that the policy environment is structured by a set of emerging provincial and local-level initiatives designed to support or drive the tourism economy of the GJMA.

In the case of the GJMA, as with many cities in Western Europe and North America, Rogerson stated that the impetus for promoting tourism is linked to broader objectives for economic development and urban regeneration. In Johannesburg, it is argued, tourism became an essential element in the re-imaging of a city which had suffered with concerns over its record of safety and crime. As part of a wider strategic planning for building Johannesburg as a 'world class African city', the tourism sector began to be targeted for promotion with a particular focus upon business tourism, shopping tourism and cultural and political tourism, he argued. As reviewed by Rogerson and Visser (2011), a number of strategies are currently deployed to further enhance and develop the tourism potential of South African cities. Urban tourism, post-2000, has continued to be promoted as part of development planning in South Africa.

Prior to the 1980s, research on urban tourism was fragmented and not recognized as a distinct field. Among the early studies were: Burgess (1975), Pearce (1977) based on Lynch's (1960) ideas on city imaging; Blank and Petkovich (1979); and Judd and Collins (1979). References to urban tourism as a distinct phenomenon and area of research began to appear in the literature in the 1980s. A number of authors such as Law (1993),

Page (1995), McCarthy (1998), Pearce (2001) and Edwards et al (2008) have observed that there have been limited research studies on urban tourism. Vandermeij (1984) points out that of all the types of tourism, urban tourism is one of the most misunderstood and underestimated. Vandermeij further argues that “urban tourism has not received recognition in tourism research, and yet its potential market is great”. In Edwards et al (2008), Hall (1987) draws attention to the potential for tourism to contribute to the regeneration of declining industrial urban centres, and Pearce (1987) notes the dearth of research on urban tourism. However, the paper which appears to have sparked an upsurge of interest in the topic is Ashworth’s “Urban tourism: an imbalance in attention” in which he states:

There has been quite simply a rural bias noticeable in both the quantity of the literary output and the quality of the theorizing about tourism. This is in itself remarkable because most tourists originate from cities, many seek out cities as holiday destinations and the social and economic impacts of tourism are substantial in urban areas. Thus the failure to consider tourism as a specifically urban activity imposes a serious constraint that cannot fail to impede the development of tourism as a subject of serious study (1989:33).

Since the 1990s, a growing volume of published work has emerged. In particular, there has been an increase in the number of books, mostly edited collections, which have now been published on the topic, including Ashworth and Tunbridge (1990; 2000); Page (1995); Law (1993; 1996); Van den Berg, Van der Borg and Van der Meer (1995); Murphy (1996); Grabler, Maier, Mazanec and Wober (1997); Tyler, Guerrier and Robertson (1998); Judd and Fainstein (1999); Orbasli (2000); Hayllar, Griffin and Edwards (2008); and Ashworth & Page (2011). The research literature on urban tourism covers a number of topics which include heritage conservation, urban structure and infrastructure of tourism precincts, regeneration of the inner city and waterfronts, and

those activities conducted specifically in urban contexts, such as big city shopping, theatres, gambling/casinos and eating out.

Similarly, the study by Ashworth and Page (2010:1) confirms that “despite its significance, urban tourism has remained only imprecisely defined and vaguely demarcated with little development of a systematic structure of understanding”. Ashworth and Page (2010) believe that this understanding at theoretical level is constrained by the existing series of paradoxes and lack of engagement of many tourism researchers. According to Pearce (2001), one of the series of paradoxes is to understand the relationship between the tourists and the city (with implications for policy and management), the use of urban facilities and services, as well as the evaluation of potential benefits from tourism activities. These can be stated clearly as contrasting opinions that characterise urban tourism.

Starting from the 1990s, however, many authors have given attention to urban tourism as a significant and distinctive field of study (Law, 1993; Page, 1995; McCarthy, 1998). Nevertheless, authors such as Pearce (2001), Rogerson & Visser (2005), and Ashworth & Page (2010) have observed that research studies on urban tourism remain limited. According to Pearce (2001) the dearth of literature on urban tourism research is caused by little attention from scholars of either tourism or of the city, particularly in linking theoretical research to tourism studies more generally. In the early 2000s, various authors such as Griffin et al (2000), Pearce (2001), Thomas & Long (2001) and Rogerson (2002) recognised urban tourism as a distinctive knowledge area of research studies and have sought to understand the phenomenon of tourism development within

an urban environment. This research will draw from the above existing scholarship in its study of urban cultural tourism and its potential in Johannesburg and hopes to contribute to the body of knowledge on urban tourism.

Both in developed and developing countries, many have turned to urban tourism as a new phenomenon. European cities such as Rotterdam, Glasgow, Leeds and Dundee, and many US cities such as San Francisco, New York and Washington, have taken to urban tourism as an interesting field of research. Authors such as Judd (1995), McCarthy and Pollock (1997), Cybriwsky (1999) and Thomas and Long (2001) observed that many cities spend substantial funds to create new tourism infrastructure and to promote their cities as tourist destinations creating an attractive city image. In an attempt to understand urban tourism, cities such as Tokyo and Melaka in Asia, Sydney and Melbourne in Australia, Auckland in New Zealand, Nairobi in Kenya, Accra in Ghana, Cairo in Egypt, Maseru in Lesotho and Johannesburg in South Africa have also engaged in research studies on urban tourism (McCarthy, 1998; Pearce, 2001; Barker & Page, 2002; Ismail & Baum, 2006).

Because of its potential to influence urban economic benefits and to promote urban attractions, many cities embraced urban tourism. The work of Ismail and Baum (2006) tried to understand urban tourism phenomena in developing countries using the city of Melaka in Malaysia as an example. In this study, Ismail and Baum (2006) established that the development of urban tourism is based on the geographical and historical position of the city of Melaka as a tourism destination and availability of natural and cultural resources. Ismail and Baum (2006) established that the findings of the study provide better insight into the concept of urban tourism and its significance as for urban

development as part of the need for cities in developing countries to expand their economic and physical boundaries. Using Johannesburg, Rogerson's study (2002) sought to explore the potential role of urban tourism in urban economic development within the context of developing countries. According to Rogerson and Visser (2007b:27), urban tourism in the developing world has not received much research attention. Meanwhile, Xiao and Wall (2009) established that Dalian City in China saw tourism development as a means of facilitating urban tourism development linked to economic development, increasing the image and competitiveness of the city. Similarly, the present study seeks to investigate the potential role of urban tourism in stimulating urban economic development in the Greater Johannesburg Metropolitan Area.

Many researchers have noticed that urban tourism studies are widening in scope as many research topics have attempted to build theoretical knowledge (McCarthy, 1998 & 2002; Van der Merwe & Patel, 2005; Orueta, 2006), or investigated tourism promotion in urban cities (Rogerson & Kaplan, 2005), and tourism in developing countries (Rogerson, 2002; Ismail & Baum, 2006; Xiao & Wall, 2009). Rogerson and Visser (2005:63) argue that "the frontier of research on urban tourism was extended geographically to encompass studies on Australia, New Zealand, Hong Kong, Singapore and, most recently, China and Taiwan". Many research studies by Russo and van der Borg (2002), McKercher & du Cros (2003), McKercher, Ho & du Cros (2005), and Richards and Wilson (2006) supported the importance of cultural heritage management for urban tourism promotion. This increase in urban tourism research is due to two factors, namely, tourists' increasing demand for urban historical sites and

heritage cities; and efforts by the policy makers to focus on the role of tourism in revitalizing urban areas to enhance economic activities (Chang & Huang, 2004).

Because of these two factors, Pearce (2001) observed that urban tourism has been a subject of discussion throughout the world especially in Europe, North America, Asia and Africa. Pearce (2001), Edwards et al (2008), and Ashworth and Page (2010) argue that the complex setting of urban tourism has delayed research in this field and has made it more difficult to study. To understand the complexity of urban tourism, it is vital to consider two types of approaches as suggested by Feinstein and Gladstone (1997, cited in Edwards et al, 2008) who divided all research into two – the political economy approach and the cultural approach. The political economy approach assesses the contribution of tourism to urban and regional economies and to the well-being of the residents of the place being visited, whereas, the cultural approach is concerned with the impact of interactions between travelers and host communities. It also emphasises the symbolic aspects of tourism. This study follows a cultural approach in exploring the potential role of cultural tourism in stimulating urban development using the Greater Johannesburg Metropolitan Area as a case study.

According to Pearce (2001:1035), it is vital to examine “topics that are more generic which include festivals and events, cultural, economic and social impacts, tourist attitudes and destination marketing”. Most of the research studies within urban areas have focused on travel patterns of the visitors according to Law (1993) and Page (1995). However, according to Hayllar and Griffin (2005) and Griffin and Hayllar (2009), tourist experiences within urban areas have not yet received much attention.

CHAPER III

CONTEXTUALISING URBAN TOURISM AND DEVELOPMENT

3.1 Urban Tourism and Development

Urban tourism is the focus of vibrant research in developed countries. One particularly distinguishing characteristic of tourism in an urban context is that it is just one of many economic activities within a city and it must compete with a number of other industries for resources such as labour and land (Edwards et al, 2008). To understand the concept of urban tourism, it is vital to precisely understand what is meant by “urban”. In general, “urban” is understood as being “connected with a town or city”. However, Balchin, Isaac and Chen (2000) define “urban” in terms of human population density of an area. Furthermore, Mclinty, Knowles-Ya’nez and Hope (200, cited in Edwards et al, 2008:1035) see “urban” as being “characterised by the presence of human and natural resources. Thus Edwards et al (2008:1036) believe that “urban” can be defined as an area or a place with:

A strong and broad economic base that is serviced from multiple cores for major business professional activities; a significant public transport network that acts as a gateway to commutes to and from the multiple cores; and long-term planned development.

According to the 2011 census, Johannesburg is the largest city in South Africa with a current population of 4.4 million and one of the 50 largest urban agglomerations of the world. The latter definition of “urban” will guide this present study because Johannesburg fits into the description.

Though tourism takes place in cities, according to Ashworth and Page (2010:3), “this in itself does little to elucidate the possible relationships and interactions between tourism and that multifaceted entity, the city”. According to Edwards et al (2008:1038), “urban tourism” can be defined as one among many social and economic forces in the urban environment because:

It includes an industry that manages and markets a variety of products and experiences to people who have a wide range of motivations, preferences and cultural perspectives and are involved in a dialectic engagement with the host community. The outcomes of this engagement realises a set of consequences for the tourist, the host community and the industry.

Several authors such as Law (1993), Page (1995), Pearce (2001), Edwards et al (2008), Xiao and Wall (2009), and Ashworth and Page (2010) have argued that the conceptualisation of urban tourism is based on the position of an urban centre of city as a tourism destination, the attractiveness and settings of the city, availability of primary and secondary resources, from demand, supply and policy perspectives as well as urban infrastructure.

Page (1998) points out that because of the varied and diverse nature of urban areas, researchers tend to examine the urban context in three ways. Firstly, urban areas are heterogeneous in nature in terms of the location, size, function, appearance and heritage. So such features make urban tourism more complex and interesting as researchers and urban planners face challenges of how to develop policies and planning strategies to manage the function of tourism. Secondly, the scale of urban area and its functions make it more complex to understand as is multifunctional. Lastly, urban tourist functions are produced and

consumed not by a single user but by a whole range of users. In this regard, it simply means that cooperation in urban planning with a precise understanding of the multifunction of urban areas is required to help and enhance the engagement of tourism researchers and planners, whether from the perspective of geography, anthropology, ecology or sociology. This study seeks to assist in building a fundamental understanding of the complexity of urban tourism and its paradoxes and thus contributes towards closing an existing gap in the literature on urban tourism.

Urban tourism is the only type of tourism product that is stable throughout the year as it involves various types of urban tourism products. According to Law (1993:163), the flow of visitors to large cities “is remarkably even throughout the year in contrast to other types of tourism”. Law (1993) and Page (1995) point out that cities consist of a hierarchy of tourist attractions which includes primary and secondary elements. The question can, thus, be asked why people visit large cities. According to Law (1993), urban tourism is concerned with two primary motivations, namely business and culture. Law (1993), Page (1995), and Keyser (2002) have observed that primary elements such as museums, festivals, waterfront, historical districts, parks and casinos are the most attractive factors that pull visitors to large cities. Secondary elements such as hotels, markets, and accessibility, shopping and tourist facilities are the supporting factors to the primary elements. In addition, “the major visitor markets for urban tourism are considered to be: business travellers, conference and exhibition delegates, short-break and long-break holiday-makers, day trippers and visitors to friends and

relatives” (Law, 1993:30). Large cities attract many visitors of all ages who have a greater primary motivation to explore different types of tourism products on offer.

3.2 Understanding urban tourism

Urban tourism has become more pervasive and widely accepted as a new phenomenon of study, therefore understanding this phenomenon of urban tourism depends on understanding the urban environment in which it is embedded. Authors such as Page (1995) and Ashworth and Page (2010) believe that the urban environment is very mixed and diverse in nature. In understanding the urban environment, Edwards et al (2008:1037) point out that “the context of urban tourism can be divided into three perspectives which are: cultural, urban planning and industrial”.

To elaborate further, cultural resources are integrated into the tourism product to facilitate easy consumption and conservation of the resources, while urban planners perceive tourism as a socio-cultural development tool and economic contributor in the city. The industrial sector sees tourism as an industry that offers, sells and distributes various products to different target markets. This study employs the cultural perspective of urban tourism. Shaw and Williams (1994, cited in Page, 1995) suggest that researchers tend to examine the nature of urban areas in three ways to understand its uniqueness and relationship. Firstly, urban areas are heterogeneous in nature as they are diverse in terms of the location,

size, function, appearance and heritage. Secondly, the scale of urban areas and the function they provide make them multifunctional and complex to understand.

Lastly, the understanding of urban tourism in developing countries is still in its infancy when compared to developed countries like Spain, Germany, the United Kingdom (UK), and Canada. Urban tourism has received limited attention despite some initial attempts by cities such as Johannesburg in South Africa (Rogerson, 2002, Rogerson & Visser, 2005), Maleka in Malaysia (Ismail & Baum, 2006) and Gaborone in Botswana (Moswete, Thapa, Toteng & Mbaiwa, 2008). Tourism research in Africa remains limited and is basically focused on nature-based tourism. However, this study seeks to examine the potential of cultural tourism product in stimulating urban economic regeneration.

3.3 Tourism promotion in large cities

Tourism offers large cities numerous advantages and is a growth industry. As a result, many large cities have adopted tourism as an economic strategy. Tourism promotion in cities is not a new phenomenon; there is long history of people traveling to visit cities. However, Law (1993:28), for instance states that “tourism was never perceived as a panacea for urban problems but as part of the solution”. Page (1995: 8) argues that “tourism in cities is not a distinctive attribute which is associated with the main function of the city”. The growth of tourism in large cities has been escalated by the increase of demand from the tourist for urban attractions. According to Page (1995), tourist demand for urban attractions can be categorised according to the tourist” motivations, type of

holiday and the experience they desire. According to Keyser (2002), tourists are the “actors” in a tourism system and they are interested in satisfying their needs in buying tourism products, thereby creating demand. Cornelissen (2005, cited in Rogerson & Visser, 2007a) confirms that the drive towards greater maturity of the tourism industry in cities has been reinforced by the diversification of tourism products being offered. Because of the increase of tourism demand, many cities have sought to develop and promote different types of tourism products such as business, sport, urban, events, coastal, adventure and cultural tourism with the intention of increasing economic development (Keyser, 2000).

3.3.1 Urban tourism research in Africa as a tool for urban economic development

According to the New Partnership for Africa’s Development (NEPAD), tourism is one sector with the potential to contribute to the economic regeneration of the African continent (NEPAD, 2004). Urban tourism has not received much research attention in Africa. Tourism’s contribution to local and national development and poverty reduction has emerged as a further element that requires further research in Africa.

Even though several research studies in Africa have addressed issues such as economic growth and development, poverty alleviation and sustainable development, there is no sufficient data available on these issues. According to Rogerson (2007), “several issues such as inadequate data on tourism, limited research studies and insufficient support for small enterprise development have hindered the growth of

tourism development and research studies across the African continent”. Research studies of the World Bank have recognised that in Africa, national governments play a central role in urban tourism development with the intention to enhance economic growth and alleviate poverty. The NEPAD Action Plan for Tourism acknowledges the important role that the tourism sector plays in Africa’s transformation. In this respect, some of the key objectives of the Action Plan are to create an enabling regulatory environment, strengthen institutional capacity of tourism planning, promote research and development, improve skills in tourism marketing, and increase community involvement in tourism and to promote investment tourism infrastructure and products (AU/NEPAD African Action Plan 2010 – 2015:75) .

Muuka et al (2006:21) emphasise that “the strength of African tourism lies in the continent’s cultural and environmental resources, as well as the diversity and authenticity of tourism products across the regions”. Muuka et al (2006) outline Africa’s main tourism products which are classified as cultural tourism (traditions, customs, festivals), business tourism (convention and conference centres, information technology services, events and fairs), eco-tourism (natural endowments including game parks, natural wonders such as the Victoria Falls in Zambia/Zimbabwe), resort tourism (sun, sea and sand), cruise tourism (Indian and Atlantic ocean cruises), and “African roots tourism” where increasing numbers of Africans living abroad return home for holidays, visiting relatives and re-discovering their African roots. Among these different types of tourism products, this study focuses on the rapid growth of cultural tourism in stimulating urban economic development in South Africa with special reference to Johannesburg.

3.3.2 Urban tourism in South Africa as a tool for urban economic development

Tourism development was invisible in South Africa during the apartheid era; mainly because it was shackled by racist legislation that limited the free movement of people within and into South Africa's cities; and, because of this, "urban tourism in South Africa has largely remained invisible to the scholarly gaze" (Rogerson & Visser, 2007b:17). As a mirror of the performance of the tourism economy as a whole until as late as the early 1980s and 1990s, urban tourism in South Africa was undeveloped and of limited economic consequence and was primarily confined to the (white) domestic leisure and business travel market (Rogerson and Visser, 2007). In post-apartheid democracy, tourism development has been given a priority in South Africa's broader development framework. Even though the cities of East London and Durban attempted to promote urban attractions in the early 1930s, Rogerson and Visser (2007b) observed that researchers and policy-makers did not consider urban tourism an important issue until recently.

According to Rogerson and Visser (2007b), South Africa witnessed the first academic research which sought to understand tourism as an urban development strategy only in the 1970s. In the mid-1980s, a new chapter opened up which sought to investigate the promotion of tourism, understanding urban policy and economic restructuring. In the 1990s, there was an upsurge of research which examined the impact of urban tourism on conservation, business development and local economic development. In South Africa, research studies on urban tourism have been visible only in major cities such as Johannesburg (Rogerson, 2002; Rogerson & Kaplan, 2005; Rogerson, 2006), Durban

(Khosa & Naidoo, 1998; Nel, Hill & Maharaj, 2003), Cape Town (Visser, 2002; 2003; 2004) and, recently, Bloemfontein (Visser, 2007). Since the early 2000s, research on urban tourism as a distinctive field of study started to increase because of the peaceful transition to a non-racial democracy which made the South African tourism industry experience an upturn. This study seeks to add to the existing academic research on the potential role of cultural tourism as a tool for urban economic development in Johannesburg.

Rogerson and Visser (2006:211) observed that South Africa is “emerging as a tourist destination in which urban places have become a focal point in the country’s overall tourism product portfolio”. Urban tourism now forms part of the local and regional urban economic development strategies of major cities in South Africa. Johannesburg has assumed a distinctive niche in the particular form of business tourism which involves cross-border trading (Rogerson, 2012:196). Rogerson (2011c) observes that Johannesburg, with its considerable array of large shopping malls offering a diversity of goods which are either unavailable, high-cost or in short supply in other neighbouring African states, has capitalized on its shopping attractions for urban tourism. The city has invested in major urban tourism-based products such as museums, theatres, exhibitions, art and culture, casinos and entertainment complexes. As Rogerson & Visser (2007b:28) stated, urban tourism in South Africa “is now an established aspect of the larger national tourism economy, but it is only the starting point”.

Since the advent of democracy in South Africa, the national government has singled out the tourism sector as a potential contributor towards economic growth, poverty alleviation and job creation. The 1996 White Paper points out that the tourism sector in

South Africa is seen as an instrument that can be used to develop the local and national economy, as well as create jobs and alleviate poverty. South Africa has been singled out by the World Tourism Organisation (WTO) in the Tourism 2020 Vision as one of the six countries predicted to make great strides in the tourism industry during the period leading up to 2020 (WTO, 2003, cited in Rogerson & Visser, 2007c). Many urban governments, particularly the GJMC, have turned to tourism as a strategic element in terms of economic development through adopting tourism-based approaches. During his State of the Nation Addresses on 10 February 2011, President Jacob Zuma pointed out that the tourism sector remains an important sector for economic development, poverty alleviation and job creation in South Africa; and on 14 February 2013 he reiterated that tourism is identified as one of South Africa's job drivers (Zuma, 2011; 2013). As a result, the government was looking at continuing with the development of the cultural industries sector of tourism, which contributed about R2 billion to the country's gross domestic product (GDP). The key findings of the research study for the Global Competitiveness Project (GCP) conducted by the Department of Environmental Affairs and Tourism (DEAT), Department of Trade and Industry (DTI) and the South African Tourism (SAT) in 2004 indicated that a cultural product enjoys high desirability but low usage by both the domestic and international markets. The international tourist perceives the South African cultural product as the country's key attraction and those that are interested in the cultural experience are Americans (85%), Europeans (77%) and Asians (60%). In view of the above, this work seeks to study the potential of cultural tourism products in stimulating economic development, job creation and poverty alleviation in the Greater Johannesburg Metropolitan City.

3.3.3 Tourism as a development strategy of the Greater Johannesburg Metropolitan City

The Greater Johannesburg Metropolitan City (GJMC) has embraced a tourism-led programme as one of its strategies for local economic development. According to the “Joburg 2030” document issued by the city’s corporate planning unit (CPU), the core goals regarding inner city economic development are to elevate Johannesburg into the ranks of “world cities” with strong economic growth in order to increase standards of living and quality of life of all city residents and to specialize in the service sector (GJMC, 2002). The Johannesburg tourism strategy recognizes that Johannesburg is not a competitive area for the promotion of leisure tourism but it is, nevertheless, a leading destination for business tourism. The major tourism market segments for Johannesburg are business tourism - Meetings, Incentives, Conferences and Exhibitions (MICE market), cross-board shopping and day visitors. The tourism market lately emerging in Johannesburg is cultural and heritage tourism where the city is building on the wealth of historical and cultural assets within the city to attract tourists.

As a result, the Gauteng Spatial Development Initiative (SDI), a strategy focused on achieving development through economic growth, direct investment and in creating an environment in which smart industries like information technology, telecommunications equipment, research and development, and biomedical industries can thrive was established to unlock the economic potential in selected areas within Gauteng as well as across the nation of South Africa (Rogerson, 2004a). According to Rogerson (2004c:474-500), the Greater Johannesburg Metropolitan City (GJMC), Johannesburg Development Agency (JDA) and National Department of Justice, in partnership with

Blue IQ – a multi-billion rand initiative of the Gauteng provincial government to invest in economic infrastructure development in identified mega-projects in the areas of tourism, technology, transport and high value-added manufacturing – initiated some tourism-related development projects.

These projects include the Constitution Hill precinct, Newtown cultural precinct, Kliptown and Walter Sisulu Square. Other development programmes in Johannesburg include the Nelson Mandela Bridge, judged ‘the most outstanding civil engineering project achievement in the technical excellence category’ (The SA Institute of Civil Engineers, 2003), a multi-million rand transport interaction and a new shopping complex, Metromall (Rogerson, 2004a). As a result of such development projects, the state of urban tourism and urban economic development within the Greater Johannesburg Metropolitan City is improving.

3.4 Conclusion

Today, many large cities are seen as travel destinations because of the setting, location, urban context and diversity of tourism resources transforming their cities into a competitive tourist destination. Many have adopted a tourism-related approach towards urban economic development with the intention of securing potential economic benefits, promoting urban tourist attractions and improving the quality of life of the residents. In view of this, this study seeks to make a contribution within an area where there has been little attention by identifying cultural products and activities with potential to increase the tourism economy of Johannesburg.

CHAPTER IV

REFLECTIONS ON URBAN CULTURAL TOURISM OUTSIDE SOUTH AFRICA

4.0 Introduction

For the last 40 years, the effort towards transforming industrial cities into service-oriented economies has been accompanied by a growing interest in using culture as a tool for urban regeneration. The principle of 'arts-led' regeneration was explored in US cities in the 1970s and early 1980s and, consequently, developed, with a wider cultural remit, in European cities such as Glasgow, Barcelona and Bilbao, to name but a few (Garcia: 2004). A key realisation during the last decades of the 20th Century was that, although cities have always had cultural functions, the evolution of a global, service-oriented economy has placed culture at the very centre of urban development, and has shifted traditional notions of culture as art and heritage to a view of culture as an economic asset, a commodity with market value and, as such, a valuable producer of marketable city spaces.

Miles *et al.* (2000) note that this shift in the understanding and uses of culture must be accounted for. They argue:

One of the challenges of the new century is to democratise this [cultural] process and create transparency in the production of urban spaces. That is, critically, to see what takes place and according to what sets of assumptions. Those assumptions ... can then be seen as cultural products and open to change (Miles *et al.*, 2000, p 4).

Against this backdrop, this chapter presents an international comparative perspective of where cities have been reinvented in terms of urban cultural tourism. The key factors that have shaped the development of cultural tourism in post-industrial cities in the UK and Spain are identified.

The choice of western or European cities is deliberate but does not suggest the absence of example of cultural tourism destinations in emerging African, Asian and South American cities. For example, Rio de Janeiro in Brazil is a popular cultural tourism destination in the world. The city is rich in culture and a deep sense of history and heritage. Rio de Janeiro is Brazil's second largest city but the third largest metropolis in South America. It is also the most visited city in the global south. This makes the city an impressive, memorable attraction for visitors from all over the world.

Similarly, in Asia, Shanghai in China is another example of cultural tourism destination in the global south. It is China's largest city. Among some of its wonderful tourist attractions are its teeming population and inland waterways. Shanghai has a population of about 24 million. The city also boasts one of the busiest container ports in the world. Main attractions include world-class museums and art galleries such as the Shanghai Museum and the China Art Museum, numerous lovely gardens and parks, and many fine old temples and traditional pagodas. Shanghai also has a unique history. It is generally regarded as the birthplace of the Communist Party of China. Its excellent infrastructure such as good road network and international airport enhance tourism. More importantly, the city's modern transit system, such as high-speed rail link it to other cities in China.

Despite these examples of cultural tourism destinations in the global south, this study has chosen Glasgow and Barcelona for discussion. The reasons are that cities in the global south are still developing and many look up to the more developed western cities for inspirations. While selected western cities are in their post-industrial phases, cities in the global south are not. Beside, city of Johannesburg appears arguably, to be at par with these cities in terms of development. More importantly too, information regarding the development of cultural tourism in these cities are generally scanty and may not be sufficient for analysis. Thus in subsequent subsections, cultural tourism development in Glasgow and Barcelona are examined.

4.1 Cultural Tourism Development in Post-Industrial Cities in the UK

De-industrialisation in many UK cities led to the search for economic renewal in the late 1970s and early 1980s. Policy makers looked to growth sectors, such as services, including leisure and tourism, to diversify and regenerate their cities. These new service industries were seen to have the capacity to ‘. . . breathe new life into old cities’ (Law, 1996a: 11). The development of urban tourism in post-industrial cities in the UK was also attainable in parallel with other economic objectives such as attracting inward investment and regenerating the city. Regeneration could improve the image and raise the profile of the city and, thus, attract the interest of major investors (Law, 1996b). Also, the rise of the service economy means that for many cities the importance of tourism development in urban economic development strategies cannot be overemphasized, as

Jansen-Verbeke notes ‘. . . tourism is or is becoming part of the urban system’ (1998: 741).

Cultural policy was one of the key policy areas addressed during the 1970s and 1980s in the UK, as the cultural industries were seen to have the potential to stimulate economic growth. When cities were faced with the task of regenerating and diversifying the local economy, cultural policy was soon recognised as having the potential to meet economic objectives (Bianchini, 1993). Cultural policy was used to assist with the problems of ‘urban decline’ where it was incorporated into other areas of policy making such as tourism, heritage and entertainment which thereby ‘. . . enabled the link between the “economic” and the “cultural”’ (Lim, 1993: 589).

Many cities have used their ‘cultural capital’ (Meethan, 1996), i.e. people engaging each other and their resources, - to address the decline in their traditional industries and at the same time, to capitalise on the growth of the service sector. The decline in traditional industries also added a new dimension to cultural tourism development, as areas that were once centres of production were being transformed into centres of cultural and heritage consumption, through the redevelopment and regeneration of disused industrial sites and buildings (Meethan, 1996). Indeed, Ashworth and Voogd suggest that one of the key shifts that have taken place in the city in terms of de-industrialisation has been the shift from cities as centres of production to centres of consumption (1990 in Lim, 1993).

As these post-industrial cities promote tourism, many of the main attractions they are capable of providing are activities of a cultural nature where ‘. . . culture is promoted together with tourism and other related leisure industries, as part of a wider strategy to diversify the local economy’ (Lim, 1993: 590). Bianchini identifies Glasgow, Sheffield, Birmingham, Liverpool and Newcastle as examples of UK cities ‘... where arts initiatives became an increasingly visible part of local responses to the decline of manufacturing industry and steep rises in unemployment’ (1991:221) and that in these cities the arts were used to ‘... lead a broader process of urban regeneration’ (1991:220). For the purpose of this study, we are going to consider the conceptual model of cultural tourism development in the post-industrial city of Glasgow.

4.2 Cultural Tourism Development in Glasgow

Glasgow is generally accepted as the embodiment of the transformation of the British industrial city from one suffering from the problems associated with urban decline to one that has emerged as a vibrant post-industrial city with an economy based on services, leisure, tourism, culture and the arts.

A number of related initiatives and strategies were introduced in the 1980s that developed and matured at the same time ‘producing an important critical mass of cultural activity’ (Booth and Boyle 1993:31). These included the opening of the Burrell Collection in 1983, which Heeley describes as being ‘of critical importance in the evolution of Glasgow’s tourism industry’ (Heeley 1988: 13) and the launch of Mayfest, an annual arts festival in the same year. Other significant developments included

physical improvement projects such as stone cleaning and floodlighting, infrastructure developments such as the Scottish Exhibition and Conference Centre and upgrading of the airport and retail developments such as Princes Square, St Enoch Centre, the Italian Centre and the redevelopment of the Merchant City.

Other initiatives included marketing campaigns, the establishment of The Greater Glasgow Tourist Board in 1983, and the redevelopment of the Clydeside area, the hosting of the national Garden Festival in 1988 and the European City of Culture in 1990. The city has continued to upgrade, improve and add to existing cultural resources including a range of new developments and attractions, cultural and arts-based festivals and events and the improvement of the infrastructure and access to facilitate tourism growth. Specific factors that the literature indicates have been important in the development of Glasgow are summarised in Table 1.

Table 1: Factors significant for the development of Glasgow as a cultural tourism destination

Key factor	Date	Author
Existing cultural capital including Victorian architecture, Charles Rennie Mackintosh connection, Kelvingrove Art Gallery and Museum, The Hunterian Museum, Scottish Opera, Scottish Ballet, Scottish National Orchestra, BBC Scottish Symphony Orchestra, Citizens' Theatre		Bianchini (1991), Law (2002), Buckley and Witt(1985)
'Gateway' City — proximity to international Airport, areas of tourism interest such as Loch Lomond, the West		Leslie (2001)

Coast, Western Isles, Highlands and Edinburgh		
Proactive and entrepreneurial local authority	From 1970s onwards	Bianchini (1991), Lim (1993), Paddison (1993), Van den Berg et al (1995)
Establishment of Greater Glasgow Tourist Board (GGTB) 'Glasgow's Miles Better' — Marketing initiative	1993 1993	Law (2002) Bianchini (1991), Booth and Boyle (1993), Lim (1993), Paddison (1993), Van den Berg et al (1995), Gomez (1998) Leslie (2001)
Boosted morale and civic pride	From 1983 (aim of the 'Miles Better' Campaign)	Paddison (1993)
Burrell Collection	1983	Booth and Boyle (1993)
Mayfest	1983	Booth and Boyle (1993)
McKinsey and Co. Reports	1983 and 1984	Gomez (1998), Bianchini (1991), Lim (1993), Van den Berg et al. (1995)
Scottish Exhibition and Conference Centre (SECC)	1985	Booth and Boyle (1993)
Summer Cultural Event programme	1985	Bianchini (1991)
Establishment of Glasgow Action (Subsequently Glasgow Development Agency (GDA), now Scottish Enterprise Glasgow)	1985	Gomez (1998), Van den Berg et al (1995)
Physical improvement projects i.e. stone cleaning, flood, lighting	From 1980s onwards	Booth and Boyle (1993)
Retail developments: Princes Square, St Enoch Centre, Italian Centre, Buchanan Galleries, upgrading of Buchanan Street	1980s onwards	Booth and Boyle (1993), Gomez (1998)
Redevelopment and regeneration of Merchant City area	From	Gomez (1998)

	1980s onwards	
Nomination as European City of Culture for 1990	1987	Bianchini (1991), Booth and Boyle (1993), Lim (1993)
National Garden Festival	1988	Gomez (1998), Law (2002)
Tourism Review	1989	Van den Berg et al (1995)
European City of Culture	1990	Bianchini (1991), Booth and Boyle (1993), Lim (1993)
Glasgow Royal Concert Hall	1990	Law (2002)
Refurbishment of the McLellan Galleries	1990	Law (2002)
Physical improvement of Cathedral Precinct	1990	Law (2002)
City Marketing – ‘There’s a lot Glasgowing on’ and ‘Glasgow’s Alive, ‘Glasgow’s Miles Better’ updated	1990s	Gomez (1998)
St Mungo Museum of Religious Life and Art	1993	Law (2002)
Gallery of Modern Art	1996	Law (2002)
Festival of Visual Arts	1996	Law (2002)
Greater Glasgow and Clyde Valley Tourism Board (GGCVTB) (merger of GGTB and the Clyde Valley Tourism Board)	1996	Law (2002)
Clyde Auditorium	1997	Law (2002)
UK City of Architecture and Design	1999	Law (2002)
Tourism Strategy and Action Plan 1995-1999	1995-1999	Law (2002)
Glasgow Science Centre	2001	Law (2002)
Tourism Strategy and Action Plan 2002-2007	2002-2007	Law (2002)

Source: Adapted from *Tourism and Hospitality Research* Vol. 6, No 2, 2006 p120

Having considered cultural tourism in Glasgow and identified main factors that make it a unique tourist destination, it is important also to look at cultural tourism in Barcelona.

Barcelona is another success story of cultural tourism as previously alluded to. Like Glasgow it also has certain factors that make attractive to tourists.

4.3 Cultural Tourism in Barcelona

Barcelona is one of the most talked about tourism success stories in Europe in recent years. The number of tourists visiting the city has more than doubled in the last decade, and Barcelona has successfully re-positioned itself as a cultural destination and an attractive Mediterranean city. One can argue that much of this success has been due to culture – either the ‘high’ culture of Gaudí and Modernist architecture, or the popular culture of Barca and the Ramblas. But the discovery of Barcelona as a fashionable cultural capital is part of a far longer and more complex process, stretching back well into the 19th century, and involving the physical development of the city, and its political, economic and social history (Richards, 2004).

The physical location of Barcelona is one of its major assets, and this has also had a major impact on tourism. The city is one of the few major metropolises on the Mediterranean, a major port and a gateway between north and south. Because of its proximity to France, this was one of the first areas to develop tourism in the 19th century, even though most early tourists bypassed the city and headed for nearby coastal resorts.

This pattern continued well into the 1980s, when Barcelona was still basically a day trip destination for tourists on the Costa Brava, or a conference and business tourism destination. However, this began to change in the 1980s, not just because of the

product differentiation taking place everywhere in the Mediterranean, but also because Catalunya wanted to distinguish itself from the rest of Spain, which was still inevitably linked with a sun, sea and sand image (Richards, 2004).

The desire of Barcelona to develop independently of Madrid also led the city to embark on an ambitious series of event-led developments. The first of these was the World Exhibition of 1888, which put the city on the international map and developed the Cuitadella area of the city. There was a second World Exhibition in 1929 which developed the area around Placa Espanya and Montjuic, and probably the most famous example was the 1992 Olympic Games, which developed the Olympic stadium and other sports facilities on Montjuic, as well as creating the Olympic Village and Port Olympic, and opening up Barcelona to the sea (Richards, 2004).

Pere Duran (2003), Director of Turisme de Barcelona argued that each major event made its own contribution to the development of the city, even if they were not all successful in developing a global profile for Barcelona. For example, the Miro year, which in visitor terms was not particularly successful, was an attempt to close the Olympic chapter and establish Barcelona as a cultural city. This approach has been strengthened in recent years with the designation of the Gaudi year, the Dali year and the Forum (Richards, 2004).

Barcelona, much more than many other cities, could be identified as a city created by major events. The success of this strategy led to the staging of many more events and a

themed celebration in the later years, as the city tries to recapture the 'Olympic effect'. But in addition to this development-led initiative, there are also a series of themes per year, including the Dali Year (2004), the Design Year (2003) and the Gaudí Year (2002) (Richards, 2004).

The historic development of the city has evidenced the important role of public sector leadership for the development of cultural tourism as well.

4.4 The Barcelona Model

The most important aspects of the Barcelona Model are:

- 1) Creating consensus between public administrations
- 2) Involving the private sector in the financing of projects
- 3) Creating autonomous entities to control planning and finance
- 4) Supporting an architectural approach to redevelopment
- 5) Introducing strategic planning
- 6) Placing 'good ideas' before 'large finance'.

The architectural approach to redevelopment can be seen in cultural tourism in the development of new cultural facilities as catalysts for development in certain parts of the city. The development of the North Raval, for example, has been spearheaded by the opening of the Barcelona's Contemporary Art Museum (MACBA) and the Barcelona's Contemporary Cultural Centre (CCCB), both of which are now established elements of

the Barcelona cultural tourism product. These developments also reflect a tendency for the city to favour famous foreign architects, such as Richard Rogers and Frank Gehry (Richards, 2004).

Although one element of the Barcelona Model is private finance, experience has shown that public sector leadership and public money have played a vital role in the renaissance of the city. For example, the public sector investment in the Olympic Games from 1986 to 1993 was estimated to be over \$8 billion, of which the public sector contributed two thirds (Richards, 2004).

One example of private/public partnership that has had a direct impact on tourism in the city has been the creation of Turisme de Barcelona – a promotional body supported by the City, the Chamber of Commerce, and Barcelona Promotions (Richards, 2004).

The policy of diversifying tourism and developing new markets has been very successful. The city has shifted from being a business tourism destination to a leisure tourism destination, and the role of culture in the tourism product has grown enormously.

4.5 Culture-led Regeneration in Europe: from Glasgow to Barcelona

Following several decades focusing on regional development, cultural action in the European Union (EU) has progressively shifted towards more localised initiatives in

urban environments, with schemes such as the European Capital of Culture - previously named City of Culture. Evans (2003:426) suggests that through this scheme, 'structural economic adjustment policies and funding have been diverted into arts-led regeneration ... generally bypassing national and even city cultural and economic development policy'. In his words, 'the use of culture as a conduit for the branding of the "European Project" has added fuel to culture city competition, whilst at the same time celebrating an official version of the European urban renaissance' (Evans, 2003:426).

4.5.1 The European City of Culture Programme and the Glasgow Model

The European City of Culture (ECOC) programme was conceived in 1983 by Melina Mercouri, then Greek minister for culture. The purpose of the programme was to give a cultural dimension to the work of the European Community at a time when it did not have a defined remit for cultural action, and to celebrate European culture as a means of drawing the community closer together. The first cities to hold the title were an unsurprising roll-call of great European cultural centres - Athens (1985), Florence (1986), Amsterdam (1987), West Berlin (1988), and Paris (1989) - who all celebrated the year as a marker of their already-apparent cultural importance. The 1990 host city was scheduled to be in the United Kingdom and in 1986 the British government held, for the first time in the history of this programme, a competition to decide which British city should be nominated. Nine cities competed - including Bath, Bristol, Cambridge, Edinburgh and Liverpool - with Glasgow receiving the nomination in October 1986.

The selection of Glasgow marked a radical change in orientation for the ECOC that reflects the previously mentioned transition into an age of city marketing within cultural policy. Glasgow was the first city to use the ECOC as a catalyst to accelerate urban regeneration, which resulted in an ambitious programme of cultural activity with an unprecedented level of funding from local authorities and private sponsors. Key elements that have inspired other urban centres and are seen as pioneering examples of urban cultural policy include the emphasis on using a wide definition of culture, comprising not only the arts but other elements that reflected Glasgow's identity, such as design, engineering, architecture, shipbuilding, religion and sport; the distribution of activities not confined to the city centre but also outlying areas, with a view to reaching out to and stimulating participation in less-privileged communities; the inclusion of flagship national companies and international stars at the same time as supporting emerging local artists and grassroots organisations; and the allocation of funding for both temporary activities and permanent cultural infrastructures. (Garcia, 2004).

Approaches to culture-led regeneration were also being developed in cities such as Barcelona and Paris, which - as discussed in the following section - also saw the value of using major events and hallmark infrastructures as catalysts for urban renewal throughout the 1980s and 1990s. In any case, Glasgow was able to distinguish itself and set some new trends, thanks to its explicit dedication to celebrating culture in a broad sense and supporting cultural activity in deprived neighbourhoods as well as prestigious arts venues.

4.5.2 Alternative Approaches to Culture-led Regeneration

In France and Paris, in particular, culture-led regeneration has been influenced by the programme of “Grand Projects Culturels” involving the refurbishment and development of infrastructures, such as the Louvre Pyramid, the Centre Pompidou and the Opera at La Bastille (Bianchini, 1993, p. 16; Evans, 2003:424-425). In Spain, an interesting variation of the programme is the case of Bilbao, a city that has acted as a pioneer of city-rebranding (Evans, 2003:432) by investing in a hallmark cultural infrastructure - the Guggenheim museum in 1997. The main principle behind these schemes is to create permanent and highly visible infrastructures. However, in common with the ECOC programme, most of these infrastructures have been fundamentally designed as prestige devices, which have generally succeeded in boosting city images and attracting tourism, but have often disregarded the social and cultural needs of the local community and have had a limited impact on employment figures and the long-term economic recovery of the area (see Evans, 2003:425; Gomez, 1998).

Barcelona is another interesting example of culture-led urban regeneration that has resulted in references to a much praised “Barcelona model” of city planning that is being replicated worldwide. Distinctive characteristics in this model are the use of major events as catalysts for city renewal from the Universal Exhibition in 1888 to the 1992 Olympic Games and the 2004 Forum for Cultures and an approach to regeneration that combines physical restructuring like ring roads, waterfront development with symbolic representation like promoting the Catalan/Mediterranean identity and takes place in a

polycentric manner, creating multiple hubs of cultural and business activity rooted in strongly defined communities in every corner of the metropolis.

However, these apparently successful elements should be considered in context. The aggressive use of mega-events as symbolic devices to boost local pride and establish a Barcelona brand reflects a top-down approach to cultural representation, with local identity being used as a marketing device. This has resulted in what Balibrea (2001:199-189) refers to as a “totalizing and coherent representation/meaning of the city” that is “hegemonically constructed for the foreign view” and can lead to the “alienation and displacement” of the local citizen.

4.6 Conclusion

This chapter has considered development of cultural tourism in Glasgow and Barcelona as two global success stories. The main focus of the discussion was on the unique characteristics of these cities and factors which have enabled them to develop as cultural tourism destination. The reason for the discussion has been to compare these two western European cities with the city of Johannesburg. While not attempting to argue that the unique experience of these cities can be replicated in Johannesburg. It is important to emphasise that their experience can be of help to Johannesburg as the city’s authorities aspire to transform it into a world class cultural tourism destination. From the discussion of these two cities, it became clear that effective harnessing of their unique histories played a vital role in their development as cultural tourism destinations in the world. Therefore, it is important that the authorities of the city of Johannesburg

consider ways of how to effectively exploit its unique history in the development of cultural tourism. Similarly, massive physical infrastructure development, management and maintenance are necessary for the development of cultural tourism. Johannesburg has fairly well developed infrastructure such as international airports; good road and rail networks. The city also boasts of Art theatres and galleries, museums and several historical sites. The city of Johannesburg is also unique in another sense. It is not located at the coast.

Against this background it is important, in the next chapter to provide a brief description of the city of Johannesburg and its cultural tourism characteristics such as heritage centers.

CHAPTER V

REFLECTIONS ON URBAN CULTURAL TOURISM IN JOHANNESBURG

5.0 Introduction

This chapter provides an overview of the origin and history of Johannesburg as well as the history and development of tourism and also examines the impact of tourism development on the city and environs.

Johannesburg, shortened as ‘Jo’burg, Jozi’, or City of Gold because it started as a gold-mining town. Johannesburg is the biggest city in South Africa and the second biggest city in Africa and the provincial capital of Gauteng Province. It is one of the largest 50 urban agglomerations in the world and the largest city in the world that is not located on a coast, lake or river (World Population Review, 2015). The City of Johannesburg is one of South Africa’s six metropolitan municipalities. It began as a 19th-century gold-mining settlement in 1886, when gold was found on the Witwatersrand. Below is a brief highlight of the background to cultural tourism development of the city.

In this regard, historians have recorded that by 1875, about 100 000 people lived in Johannesburg and mines were the main source of employment for the people. More than 75 000 workers were then said to be employed in the mines (Rodney 2003). These comprised mainly Black people who were brought from the homelands to live and work for specific contract periods. The workers who were separated from their families lived in inhuman conditions in the hostels. Of interest to this study, is the fact that many of the workers, in order to be emotionally connected to their homes and cultures, began to

practise their traditional dances. Over time, these performances of the mine dancers became part of the weekend entertainment of Johannesburg residents.

In terms of infrastructural development of the city, major building constructions began in the 1930s. Thus, by the late 1940s and early 1950s, areas of the city such as Hillbrow witnessed massive development as high-rise buildings were constructed. Other massive development projects occurred in the 1950s and early 1960s. During these periods, the apartheid government constructed the massive cluster of townships that became known as Soweto (South Western Townships). The city also witnessed the construction of new freeways. These developments resulted in people moving to the peripheries of city.

As the city's economy grew, more physical developments were carried out by the apartheid government. For example, by late 1960s and early 1970s, several tower blocks such as the Carlton Centre and the Southern Life Centre filled the skyline of Johannesburg's central business district. In the 1980s and 1990s, the city of Johannesburg's central area witnessed a slight decline, as property developers directed large amounts of capital into suburban shopping malls, decentralised office parks, and entertainment centres. Sandton City had been opened in 1973, followed by Rosebank Mall in 1976, and Eastgate in 1979. These areas continue to play a vital role in the development of city's cultural tourism.

In comparison to most international cities, Johannesburg is a 'young' city of just over a century in age. At the onset of 20th century, the British colonial government began forcibly relocating blacks from the central city to areas on its outskirts, starting the principle of racial separation that became established in the administration of the city

and ultimately led to the system known as apartheid. The city has a colourful and notorious history with a reputation as one of the most dangerous cities in the world due to the high rate of crime. A key contributor to the city's continued growth is that the city continues to attract people from other provinces and internationally who are looking for better economic opportunities and quality of life.

Johannesburg remains the prime economic hub of South Africa and southern Africa, for both skilled and unskilled migrant workers from beyond the provincial borders of Gauteng and national frontiers. The city population was estimated at 4.3 million in 2014, while the Greater Johannesburg Metropolitan Area has a population estimated at 8 million, unofficially (World Population Review, 2015). As a city and region, it remains one of the fastest growing locations globally offering a plethora of cultural, leisure, sporting, fashion and lifestyle activities. It is a city of stark contrasts, hosting low and high, rich and poor, sprawling low-density suburbia and high-density formal and informal settlement; formal and informal trade and known for having more trees than any other city in the world. In fact, there are 10 million trees in Johannesburg, making it the world's largest man-made, urban forest (Johannesburg Tourism, 2014).

5.1 The Imprint of Change

In the post-apartheid era, there have been notable changes in the economy of Johannesburg. Economic transformation is, thus, one of the most important forces to have had an impact on the city. Johannesburg was founded and built on the mining industry. With the mining industry providing the necessary support, other businesses soon developed. Since 1988, with the decline and eventual closing of some mines due

to economic recession and reduction in gold production, a process that took place almost exclusively in the gold industry where approximately 60% of its workers lost their jobs within a decade (Malherbe 2000:38), the economic welfare of Johannesburg was seriously affected. Not only did the decline cause a reduction of the number of people in the mining industry but it also affected businesses negatively. However, in the 1990s a deliberate attempt was made by the city of Johannesburg to expand tourism activities in Johannesburg and beyond. This has seen the City moving away from mining and industrial production towards sustainable tourism as a key factor in urban economic growth. Since then, there has been a steady rise in the income from this sector for the city of Johannesburg. The results of these improvements in income can be seen over the past decade. For example, of the R69,8 billion contributed by the Tourism industry to the South African economy's R545 billion GDP in 1999, R14 billion came from Johannesburg (National Department of Tourism, 2012).

5.2 Heritage History of Johannesburg

Heritage is concerned with the interpretation and representation of the past. In the City of Johannesburg's 2004 policy document, heritage is widely acknowledged to have an important potential as a catalyst for development. Even more significant in terms of "value added" to Johannesburg's economy are the diverse architectural forms developed over time, which inevitably had their own impact on the style of buildings. The city's heritage includes impressive public buildings; the signature buildings of Johannesburg's mining and financial giants, and a host of commercial buildings, churches, mosques, synagogues and temples which served the spiritual needs of a huge population. Others are the great variety of residential buildings, from the mansions

of the Randlords and captains of industry to the modest township houses, shanties and hostels of the working people. The mine dumps that were formerly the main landmarks no longer stand out. They have been replaced by the vast urban area formed by the expansion of the city into surrounding countryside, side by side with Sandton's impressive high-rise buildings. Some of the heritage resources in Johannesburg include the following:

5.2.1 Constitution Hill

Constitution Hill is a national heritage site. Constitution Hill incorporates cultural, historical, artistic, educational and recreational spaces that celebrate South Africa's ability to negotiate a peaceful, miraculous democracy out of bloody oppression (South Africa Tourism, 2015). The historic Constitution Hill is home to the Constitutional Court, the birthplace of South Africa's democracy and protector of her human rights. Consequently, it is a symbol of South Africa's unique and triumphant democracy.

Constitution Hill provides a unique perspective of Johannesburg and its rich history. It is home to the Old Fort, built by the Transvaal government in 1899 as a fortress to protect the city against the advancing British during the Anglo-Boer War. It was converted in 1904 into a jail that held two Nobel Peace Laureates, Chief Albert Luthuli and the Former President Nelson Mandela as well as Mahatma Gandhi.

Others incarcerated at the Old Fort include the Rivonia Treason Trialists the youth caught up in the June 16 uprising, and a variety of prisoners of all races. Old buildings of historical importance have been turned into Museums and exhibitions spaces. The site is home to the Women's Gaol Museum, Number Four Museum and Old Fort

Museum. Constitution Hill hosts exhibitions with themes that showcase South Africa's rich heritage and which advocate human rights (Constitution Hill, 2013).

5.2.2 Apartheid Museum

The Apartheid Museum tells the story of the triumph of human spirit over adversity. The first of its kind, this museum illustrates the rise and fall of apartheid. The exhibits include film footage, photographs, text panels and artefacts illustrating the events and human stories from the Apartheid era. The museum is an example of design, space and landscape offering both the international and local community a unique South African experience. The Apartheid Museum opened in 2001.

5.2.3 Gold Reef City

Gold Reef City is one of the greatest entertainment theme parks in the city of Johannesburg, created around an authentic 19th century goldmine. Gold Reef City is a huge entertainment complex bringing together fascinating historical attractions with a combination of theme park and casino facilities. Outsiders enjoy traditional African music, dance and history found throughout the complex in addition to a carefully documented history of Apartheid exhibited in its Museum.

5.2.4 Origins Centre Museum

One of the most distinguishing features of Johannesburg is the Origins Centre Museum, located at the University of Witwatersrand. The museum is made up of two independent but closely linked museums; the design is by a team of academics at the University of

Witwatersrand. The Origins Centre Museum uses cutting-edge technology with creative exhibitions for a unique experience of discovery which includes the following:

- The origins of humankind in Africa
- The diverse southern African San rock art
- The earliest image made by man, found in South Africa
- The cave paintings that have been found in South Africa, particularly in the Eastern Free State.

5.2.5 Newtown Cultural Precinct

Newtown Cultural Precinct, located in the inner city of Johannesburg, could be described as a cultural hub of Johannesburg as a result of its unique and extraordinary character based on the existing cultural facilities and a rich historical past (Newtown Management District (NMD), 2008a; 2009a; 2010a). Newtown Cultural Precinct offers world class theatre, dance, music, art, photography, crafts, café and bars. Some of its key attractions include the world famous Market Theatre, Museum Africa, Sci-Bono Discovery Centre, Bassline, Dance Factory and SAB World of Beer which will be described below. The Newtown Cultural Precinct indeed has added to the appearance of Johannesburg city.

5.2.5.1 Market Theatre

The Market Theatre was established in 1976 by a troupe of dedicated anti-apartheid actors and was the first non-racial theatre in Johannesburg. The Market Theatre was founded on the conviction that art and culture have the power to change society. The theatre staged controversial plays that tackled the then inequities of apartheid. The theatre is internationally known as the South African “theatre of struggle”. It houses the market laboratory which runs a drama school and community theatre development programme for the less privileged youths.

5.2.5.2 Museum Africa

The Museum Africa is located in Johannesburg’s former Fresh Produce Market building which was built in 1913 in Newtown, and focuses on the geology, anthropology, archaeology and the history of Southern Africa from the Stone Age and until today. Of great relevance to the heritage of the Freedom Struggle are “The Road to Democracy” exhibition (providing an overview of the social and political upheavals of the early 1990s), ‘Tried for Treason’ exhibition (which tells the story of the 1950’s Treason Trial of more than 150 people including Nelson Mandela, Albert Luthuli and Walter Sisulu. It also contains the Mahatma Gandhi exhibition (focusing on his life in Johannesburg), and a recreated 1950s Sophiatown scene with a blend of Marabi music which was popular then.

5.2.5.3 Sci-Bono Discovery Centre

The Sci-Bono Discovery Centre is Southern Africa's largest world-class science centre that facilitates informal, non-formal and formal learning through collections of interactive science, technology exhibits and exhibitions. Some of Sci-Bono goals are to:

- Improve the teaching and learning of mathematics, science and technology.
- Promote and improve public awareness of and engagement with science, engineering and technology.

5.2.5.4 Bassline

The Bassline is a famous live music venue and club in Johannesburg. The club is home to some of the finest South African jazz musicians as many popular albums were recorded live at the Bassline which has a concert venue capacity of 1000. It has grown to become a major concert production house in South Africa, organising the massive outdoor Africa Day and New Year's Eve concerts in Johannesburg. Some South African jazz music stars started their illustrious careers at Bassline.

5.2.5.5 Dance Factory

The Dance Factory was created to nurture, develop and promote innovation and excellence within South African dance theatre by a group of dancers, teachers and choreographers who identified the need for an accessible, communal space for dance for training dancers, staging performances and cultivating a dance culture in the

province. The dance factory is well known for hosting live performances, classes and workshops for the locals, particularly for communities which have been historically disadvantaged in terms of culture and education and also for hosting international participants. The dance factory is the only dedicated dance theatre in South Africa (NMD, 2008:2009a).

5.2.5.6 SAB World of Beer

The SAB World of Beer Museum, located in Newtown, was opened in 1995 by Nelson Mandela. South African Breweries (SAB) is the most prominent beer brewing company in South Africa. The Museum depicts the rich and very interesting history of Africa's beer culture dating from 6,000 years ago, as a key social element in South African culture. Exhibits begin with ancient Mesopotamia and cover various countries in Africa and Europe (NMD, 2009a) over time.

5.3 Development of Tourism in Johannesburg

Tourism “comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the places visited” (World Tourism Organization). A tourist is, thus, the individual who travels to a place for pleasure activities such as visiting new places, meeting other

cultures for the purpose of seeing exotic places, historical buildings, and the beauty of nature. The common reason for touring involves visiting places as a leisure activity.

Looking at the above definitions , tourism could be described as, activities of persons travelling to, and staying in places outside their usual environment, for a period of time specifically for leisure , business , education , sports, and other activities. Given this fact, the United Nations World Tourism Organization (UNWTO) promotes the need for countries to acknowledge the socio-economic role of tourism in their economic development agenda, especially since tourism has become an important economic and social activity in the national and global economies in the last few decades.

In Johannesburg, as the most visited part of Gauteng Province, tourism has played a major role in planned economic revitalization as a part of wider international trends developing considerably from places of production to places of consumption (Rogerson, 2003). The development of tourism over the past years in Johannesburg has seen a dramatic increase, most especially, in the number of precincts, museums and enhancement of existing cultural and historical visitor attractions developed by both the public and private sectors in the inner city. Some of the developments are Vilakazi Street, where former president Nelson Mandela and Archbishop Emeritus Desmond Tutu lived, the Newtown Cultural Precinct, Maboneng Precinct, the Constitution Hill complex, which is the home to South Africa's Constitutional Court, the Origins Centre at the University of the Witwatersrand, and the Apartheid Museum, among others. Various routes have been developed to take in the city's diversity in terms of themes and attractions, which includes arts, cuisine, adventure and nature. In describing tourism development in the city of Johannesburg, it has to be noted that Johannesburg's

economy is anchored on four distinctive segments, or sectors of tourism activities. This will be important for the purpose of analysis and basic understanding. These sectors of tourism activities relate to business tourism, casinos and entertainment, cultural and regional tourism that focus specifically on cross-border shopping.

5.3.1 Business Tourism

The market for business tourism is the most critical and distinctive element in the tourism economy of the GJMA. Business tourism is very significant, as it offers a high-spending form of tourism. It also spreads its benefits more widely than leisure tourism because it makes use of a range of services, including audiovisual companies, secretarial agencies and even tourist agencies, which are not used by leisure tourists (Swarbrooke, 1999). In addition, business tourism brings senior managers and shareholders of companies together for conferences, exhibitions, team building or training courses.

The City offers many potential advantages in terms of attracting business tourism for the following facts:

- It boasts of 74% of multinational headquarters in South Africa.
- It is home to OR Tambo international Airport, Africa's busiest airport.
- It is Africa second largest city.
- It is home to many world-class conference centres, with hosting capacity of thousands of delegates each. The top four being Sandton Convention Centre; Gallagher Estate; the Coca-Cola Dome, the fourth largest such

structure in the world; and the MTN Expo Centre, which is the city's biggest venue (Official website of the City of Johannesburg).

5.3.2 Casinos and entertainment

Since 1994, the broad trend has been the progressive 'urbanisation of casino gambling' across South Africa (Craven, 2000) as against the situation under apartheid when casino and gaming activities were restricted to the so-termed 'independent' homelands (Crush & Wellings, 1987). Gold Reef City and Montecasino are two large casinos inside the city of Johannesburg. Located close to Johannesburg OR Tambo International Airport is another casino and entertainment centre called Emperors Palace. The scale of these casino developments and of the levels of capital commitments makes them major elements in the Greater Johannesburg Metropolitan Area (GJMA) tourism economy. As research by Business Map SA (1999) discloses, the investments in new casino and entertainment complexes represent some of the largest new commitments made in the GJMA tourism economy since 1994.

5.3.3 Regional tourism

Regional tourism is both significant and growing. Many international tourists to Gauteng are not from the traditional travel-source regions of Western Europe and North America. Rather, there has been an enormous upsurge in travel to South Africa, and more especially to the GJMA, from neighbouring African countries whose purpose of visit is mainly to buy consumable goods in the city's retail malls or other service outlets (Mpeta,

2000). Many of these regional tourists also travel to Johannesburg to make use of the city's excellent private medical care facilities or to attend sports events, meetings or conferences.

The stream of regional tourists from other countries in sub-Saharan Africa was first noticed in the early 1990s. In 1992, it was observed that 'a visit to Johannesburg 's bus and long-distance mini-bus termini indicates the high levels of business which residents of neighbouring states bring to Johannesburg as travellers cram in huge quantities of consumer and electrical goods' (City of Johannesburg, 1992: 11). In a report produced in 1994 to attract investment to Johannesburg, the Director of the Johannesburg Tourism Association is quoted as saying, with reference to African tourism: 'The variety and quality of not just the products but also the shopping malls in the city prove a huge pull for tourists' (City of Johannesburg, 1994: 7).

5.3.4 Heritage and cultural tourism

Heritage and culture have become major forces in economic and urban revitalization as cultural tourism is seen both as a way of providing the necessary financing to (a) rehabilitate and interpret heritage resources as well as (b) a tool for creating economic development. According to South African Tourism research, cultural and heritage tourism is the largest attraction for international tourists visiting South Africa (Monitor, 2004). Cultural heritage includes both tangible and intangible elements. It comes in the form of material objects such as buildings, rural landscapes, and villages, cities, art collections, artifacts in museums, historic gardens, and handicrafts and antiques, but it

also encompasses non-material elements of culture, including music, dance, beliefs, ceremonies, rituals and folklore.

The GJMA has a good cultural infrastructure, including a number of theatres, museums and art galleries. Of the 30 museums that were listed in Gauteng in 1997, 14 were located in the GJMA (Gauteng Province, 1997a). In addition, the existence of craft markets, traditional markets such as Mai-Mai Bazaar and Gandhi Square are potential attractions for energising cultural tourism (Tomlinson & Rogerson, 1998; Govender, 2000). Further, the city has a large and culturally diverse migrant population, which have brought with them different cuisines and types of music from various parts of Africa. Certainly, the opportunities for cultural-led tourism in the GJMA are considerable.

The above sectors of tourism are evident in the city of Johannesburg. It is vital to acknowledge the trend of tourism in the modern world, for it has emerged to be an increasingly growing industry, impacting on and creating direct cultural contact worldwide, thus, reflecting the needs and demands of city residents and businesses.

5.4 Economic Perspective of Johannesburg and the Role of Tourism

According to the World Travel & Tourism Council (WTTC), tourism is now the world's largest industry. Tourism generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014 (WTTC, 2015). This is because more people are becoming eager to explore foreign lands and culture in order to have firsthand experience. It is widely acknowledged that tourism is a valuable source of

long term growth for developing countries, including sub-Saharan Africa. The total contribution of Travel & Tourism to GDP of South Africa was ZAR357.0bn (9.4% of GDP) in 2014, and is forecast to rise by 3.4% in 2015, and to rise by 4.3% pa to ZAR561.4bn (10.4% of GDP) in 2025 (WTTC, 2015). The following table documents the contribution of tourism to South African economy.

Table 2:

2015 Annual Research: South Africa Tourism Economic Contribution Key Facts

S/N	Index	2014	2015 Forecast
1	GDP: Direct Contribution	R113.4bn (3.0% of total GDP)	R117.71bn
2	GDP: Total Contribution	R357.0bn (9.4% of total GDP)	R369.14bn
3	Employment: Direct Contribution	679,500 Jobs (4.5% of total Employment)	705,321 Jobs
4	Employment: Total Contribution	1,497,500 Jobs (9.9% of total Employment)	1,551,410
5	Visitor Exports	R112.9bn (9.6% of total exports)	R117.98
6	Investment	R60.5bn (7.8% of total investment)	R60.68

Adopted from World Travel & Tourism Economic Impact 2015

Johannesburg is a major contributor to the Gauteng provincial and South African national economy. According to the Global Insight (2013) report, the contribution by the City of Johannesburg in value added to economies of Gauteng Province and South Africa is 47% and 16% respectively.

Johannesburg Tourism (2014) indicated that the estimated direct spend from tourism-related activities was approximately R35bn for 2012. When taking economic multipliers

into effect, this number rises to just under R70bn. Given that the Gross Regional Product (GRP) for Johannesburg was R363bn for 2012, this means that the overall contribution to the regional economy by the tourism sector is just fewer than 20% of GRP (Johannesburg Tourism, Annual Report 2012/13). In 2013, Johannesburg was the most popular destination city in Africa with 4.1 million visitors, according to the 2014 MasterCard Global Destination Cities Index. Joburg Tourism (2014) further revealed that Johannesburg also comes out tops in Africa in terms of international visitor expenditure, with travellers spending a substantial US\$3.06 billion in 2013.

“The City of Gold’s status as the most popular destination city among visitors to the African continent is significant for the economic prospects of the city. Visitor spend is an increasingly important source of revenue for the city’s hospitality, retail, transport, sports and cultural sectors,” says Mark Elliott, Division President, South Africa, MasterCard (Joburg Tourism, 2014).

The MasterCard Index of Global Destination Cities ranks 132 cities in terms of the number of their total international visitor arrivals and the cross-border spending by these same visitors in the destination cities. It also gives visitor and passenger growth forecasts each year. The 13 African cities ranked in the Index, amongst which Johannesburg was number one since 2013, are Johannesburg, Cape Town, Durban, Cairo, Casablanca, Accra, Nairobi, Beira, Dakar, Kampala, Lagos, Maputo and Tunis.

With the above, it is evident that the tourism sector is a key player in the City of Johannesburg’s economy by contributing immensely to revenue generation and playing

a major role towards achieving key Johannesburg Growth and Development Strategy 2040 (GDS) challenges such as unemployment.

5.5 The Impact of Tourism Development in the City of Johannesburg

According to the Joburg Tourism Annual Report (2012-2013), since the beginning of the financial year 2012/2013, employees were paid on a total cost to company basis, which included membership of an approved provident fund managed by Liberty Life, as well as compulsory membership of a medical scheme operated by Discovery Health. As from 1 December 2012, employee benefits were aligned with those of the core departments of City of Johannesburg. Employees were given an option to join the medical aid schemes administered by the City. All employees migrated to the e-Joburg Pension fund and all other relevant policies of the city were automatically adopted (Joburg Tourism Annual Report 2012-2013).

The above information shows that, from the perspective of employees from City of Johannesburg, tourism development has provided them with stable incomes and higher standards of living. During the researcher's interviews for this study, some employees also claimed that the tourism industry presents them with the opportunity to gain extensive work experience, new skills, and even the opportunity to pursue formal qualifications that included university diplomas and degrees. Thus, tourism employment in the City of Johannesburg empowered members of the local community by enabling them to become financially self-sufficient. Moreover, many of these positions permitted local community members to pursue career paths that transcended low-skilled or low-

paid jobs. In developmental terms, tourism is a positive venture that benefits both population and business growth and, in turn, increases productivity. Murray (2009:3) listed a range of positive economic impacts of tourism development, among which the following are evident in the City of Johannesburg:

- Direct employment opportunities in the tourism sector
- Indirect employment opportunities in a range of other sectors
- An increased appreciation by the community of natural assets and the environment
- The building of skills and influence amongst community members
- The building of capacity both collectively and individually
- The support of the development of multi-sector or mono-sector non-profit enterprises
- An increase of land values, and thus rates payable to council for community services

The Johannesburg Tourism Company, therefore, identified tourism as a mutually beneficial process from the vantage point of both local business owners and members of the City of Johannesburg.

Although economic impacts are of course an important aspect of tourism development in the City of Johannesburg, this research will also place a significant emphasis on the social impacts tourism has fostered. Indeed, Deery, Jago and Fredline (2012:64) argue that the importance of identifying social impacts caused by tourism development “is

crucial for industry, government tourism departments and agencies to understand how individuals within a host community, as well as the host community overall perceives the benefits and disadvantages of tourism”

Some of the social impacts of tourism development on the community as compiled by Murray (2009:3), which are evident in the City of Johannesburg include:

- The stimulation of infrastructure development (roads, communications, healthcare, education, public transport, access to drinking water and food supplies)
- The promotion of civic pride (in community, culture, heritage, natural resources and infrastructure)
- An increase in local or regional safety and security
- The promotion of cultural understanding
- The preservation of cultural and social heritage and local languages or dialects
- The potential creation of new opportunities and the broadening of idea horizons
- An increased awareness that tourism may be mutually beneficial to all stakeholders in the community
- The support and preservation of local and unique crafts and skills
- The creation of a sense of well-being
- The promotion of greater cross-institutional understanding
- The further appreciation of cross-stakeholder goals and agendas
- The building of skills and influence
- The stronger enforcement of government policy (national, regional and local)

- Further skills enhancement (training; such as administrative, service industry, maintenance, guiding, etc.)
- The building of capacity both collectively and individually
- The development of empowerment (gender and community; social, financial, etc.)

5.6 Sustainable tourism and community development

Around the world, the importance of sustainable tourism development has gained huge attention. Sustainable tourism is defined by Badan & Bhatt (2007:43) as tourism “that is developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period and does not undermine the physical and human environment that sustains and nurtures it”. Tourism development has frequently been identified as an important vehicle for regions or countries to grow economically (Kim, Uysal, & Sirgy, 2012).

While a positive economic impact is viewed as the main outcome of successful tourism implementation, it is also paramount to improve the social well-being of the host community and the environment. After all, poorly implemented tourism development can have severe implications for natural environments, particularly if it takes place in “ecologically fragile areas” (Nyaupane & Poudel, 2011:1349).

In many instances worldwide, during tourism development processes, irresponsible handling of natural environments has resulted in several ecological, economic and social problems. Tourism development must be carefully considered, as haphazard planning without adequate social or environmental consideration may “erode the

very qualities of the natural and human environment that attract visitors in the first place” (Inskeep, 1991, p. 460). Indeed, Badan & Bhatt (2007:42-43) argue that “the idea of sustainable development is that economic growth and environmental conservation are not only compatible, they are necessary partners.” Similarly, Lee (2013) posits that, whilst sustainable development may simultaneously protect physical environments and provide economic growth, it can also provide local communities with opportunities to improve their quality of life. Therefore, to sustain the community social wellbeing and local economy, it is critical to protect the environment with sustainable tourism practices.

Tourism has become an increasingly important aspect of the South African economy. Its importance is not only because of its ability to generate income revenues, but also for its good potential to bring about high levels of employment. Briedenhahn and Wickens (2004:73) underline this importance as follows:

In a country of expanding population, increasing unemployment, a declining currency, and a steady drop in the value of its mineral wealth, until now its most profitable commodity, tourism presents one opportunity to turn the tide of unemployment through the generation of jobs and the creation of entrepreneurial opportunities.

Moreover, Briedenhahn and Wickens (2004:77) add:

Whilst many of South Africa’s rural communities are lacking in education and financial resources, both of which have proved insurmountable barriers to participation in the tourism industry of the past, they are rich in an abundance of flair, creativity, warm hospitality and entrepreneurial skills, which have enabled them to eke out a living in highly adverse circumstances.

In the South African context, tourism development offers diverse solutions to many social and economic ills that plague the nation. Indeed, as Frey and George (2010:621)

have argued, over two decades ago, the 1996 White Paper, Development and Promotion of Tourism in South Africa, underlined that for South Africa, “responsible tourism was not a luxury but a necessity”.

Furthermore, the legacies of the apartheid era, both economic and social on the black majority could be mitigated by tourism. Buultjens et al.’s (2010:597) study, which observed indigenous tourism development in Australia, reveals a number of parallels between indigenous Australians and black South Africans. This research noted that “Indigenous Australians are, in general, more likely than non-Indigenous Australians to be unemployed, to be living below the poverty line, to experience lower levels of education and to suffer greater health problems”. Similarly, it was revealed via the South African census of 2011 that the income of the average white South African household remained six times higher than that of the average black South African (Gender statistics in South Africa, 2011).

5.7 Conclusion

This chapter has provided a brief highlight of the background to cultural tourism development of the city of Johannesburg and how the small mining community was transformed into a World class African city. Tourism development and its impacts were also discussed with the intention of showing some of the tourism attractions of the city.

CHAPTER VI

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.0 Introduction

The main objective of this research is to identify ways to diversify the tourism economy of Johannesburg by anchoring it on cultural related products and activities thereby improving the cultural image and competitiveness of Johannesburg as an urban cultural city destination in Africa. So far, the tourism economy of Johannesburg is based on general business and Meetings, Incentives, Conference/Convention and Exhibitions (MICE) tourism whereas the city is home to some of the best cultural and heritage activities in South Africa. Chapter One of this study highlighted and discussed the methodology of this study. It was pointed out that the study demands the adoption of a qualitative research methodology. The one-on-one interview approach was considered as the most appropriate qualitative research method for the study although the method has certain inherent shortcomings.

Due to the scope and time limit of the study, the sample population was purposefully or intentionally selected among critical stakeholders. In the sections that follow therefore, data gathered from the interview process is sorted, organised, structured and presented. The specific aim is to show the extent to which these data addressed the main objectives of the study as well as align with findings in the literature.

6.1 Demographics

Included in the sample population were professionals and stakeholders from the following bodies: Museum Africa; Constitution Hill; SAB World of Beer; City of Johannesburg Directorate of Art, Culture and Heritage Development; Johannesburg Development Agency; Johannesburg Tourism Company; and City of Johannesburg - Tourism Unit. All the interviews were conducted within the premises of the selected stakeholders. Among the stakeholders interviewed were Public Relations and Communication Manager, Heritage and Education Manager, Curator of Contemporary Exhibitions, Project Manager and a Director. These participants were considered ideal and relevant for the study from the point of view that as stakeholders, they are directly affected by challenges associated with cultural tourism in the city of Johannesburg.

It is important to point out that some of the participants purposefully selected for the study were not interviewed because they voluntarily withdrew from the study at the last minute citing official and personal reasons. Their right to withdraw from the study was respected in line with the ethical requirements of the study.

Four specific objectives were set to be determined in this study: to identify and stress the role of experiences which become the effective attractions for tourist visits which promote Johannesburg's urban economy; to explore factors central to success in achieving urban destination competitiveness, namely, planning and development of cultural tourism, creation and promotion of local cultural resources and the existence of effective governance and management structures; to identify the barriers and

challenges in the urban cultural tourism industry in Johannesburg and investigate their causes, and; to identify the city's urban cultural tourism potential and to suggest possible strategies to promote this sector.

In the following section are the responses of all the interviewees to each question:

QA1 How many tourists visit the museum on weekly, monthly and yearly basis?

Respondent A:

In a week we get plus minus 1740 tourists and in a month we get up to 6500 and in a year we get to 12000.

Respondent B:

Hum, I don't have the exact weekly or monthly figures...according to Gauteng provincial growth and development agency annual report just released...the number of visitors to Conhill in 2014/2015 is over 120,000. In fact, the exact figure is 127,939. In 2013/2014 the total annual figure was 87302. So, from that we can estimate number of visitors on weekly and monthly basis. The increase was due to increased activities on the site.

Respondent C:

We must be specific what we mean by tourists because many people who come to Jo'burg (Johannesburg) are economic migrants and not tourists...tourists come and they visit interesting places....buy art souvenirs...lodge in hotels and so on...these are people contributing to the economy...other are migrants who only come to search for jobs....but many times we call them visitors because they hold tourist visas. Having said

that, SAB World of Beer is receiving annual visitors of up to or in excess of 100,000. It was voted South Africa's top tourist attraction in 2009 and 2011, and is currently rated second most popular Johannesburg museum on TripAdvisor.

QA2 What are the peak seasons?

Respondent A :

Our peak months are when schools are about to close in each quarter of the schools, this is their time for excursions.

Respondent B:

The peak seasons are during schools closing periods because of the many excursions organized by different schools.

Respondent C:

Our Peak season is December and January... the summer season is always almost busy.

QA3 Are you aware of return visits of either tourists or tour operators?

Respondent A

Yes tour operators frequently daily some weekly, some twice a month and some monthly then some quarterly depending on where they are operating from. Most visitors

do come back twice or three time to view the museum as the institution is big and can't be finished in one day especially if you go through all exhibitions in detail, meaning reading all the information provided.

Respondent B

Absolutely...there are return visits of both tourists and tour operators. This is because there are different guided tours that showcase different aspect of the Conhill. Basically, there is more than one museum here. Also, increase in the number of exhibitors due to increase in number of collaborations...increase in number of public programme as a result of increase in number of collaborations. All these make the tourists and operators return many more times. ...tour operators frequently operate...daily...weekly...some twice a month and some monthly then some quarterly depending on where they are operating from. Most visitors do come back twice or three time to view the museum as the institution is big and cannot be finished in one day especially if you go through all exhibitions in detail, meaning reading all the information provided...

Respondent C

Yes, every beer lover who visits SAB World of Beer will always come back whenever the opportunity presents itself.

QA4 What do you regard as the greatest draw card?

Respondent A

The draw card at Museum Africa was the Rise and Apartheid exhibition which closed on 30 April 2015.

Respondent B

Our political history ... Apartheid & the Struggle for Freedom; as well as the legacy of how we achieved a democratic state. The struggle against Apartheid inspired so many visitors. Other reasons include our natural beauty and moderate climate; the 'Rainbow Nation' – our cosmopolitan nature and uniqueness as a country of diverse people; and Nelson Mandela – a true international icon, hero and much respected idol.

Respondent C

As a business, World of Beer is evolving all the time. In the last one year we have improved our offering by doing beer tasting packages, food and beer pairing lunches, Halloween tours, Valentine's Day packages, rugby packages in partnership with sports marketing companies, Saint Patrick's Day promotions, a new and improved Tap Room menu, team building packages, the list goes on.

QA5 How do you think tourism could be improved?

Respondent A

If it could be taught at lower levels of education I think it could be improved as people grow up and studying through should be aware of tourists attraction and the value the industry has.

Respondent B

To improve tourism we have to find solutions to the problems militating against it. The major problems are lack of awareness; or ignorance; or shortage of information about heritage and heritage sites in South Africa. Other concerns include crime; lack of safety; lack of marketing; high entrance fees to sites (for locals); and low levels of black ownership in tour operations.

Respondent C

There is not enough publicity about heritage sites in Johannesburg and South Africa in general. South Africa is well known for safari type of tourism. We have to put more effort to get out info about all other type of tourism and products we have. Furthermore, there is a need for more public private stakeholder's investment and involvement in tourism. Tourism will do better if handled by business people rather than the government bureaucrats as the case is in South Africa. Policies must be streamlined; there are so many conflicting policies right now including immigration.

QA6 To what extent does government (local or regional) assist?

Respondent A

Our local government which is the City of Joburg Municipality does provide us with funding. ..many people don't know about museums and their importance...if it could be taught at lower levels of education I think it could be improved as people grow up and study, they should be aware of tourist attractions and the value of the industry...many agencies exist in the industry and they are not co-ordinated, for example, custom is not co-ordinating with the police...we also have many 'tsotsi' who target tourists...regulation of the sector also affects it.

Respondent B

Well, for now government is providing substantial part of the funding. However, it is not sustainable. In my opinion, an expanded role for public–private partnerships should be pursued for more effective implementation.

Respondent C

This facility is operated by South African Breweries. It is completely a private business venture.

QA7 Are decision made in collaboration with the people involved in tourism here in Johannesburg?

Respondent A

Yes

Respondent B

Yes, to some extent. Stakeholder involvement is fundamental to sustainable tourism development, but can only be successful if all major industry players and decision makers are involved in the process and the locals are empowered, and they receive direct benefits from tourism development

Respondent C

No, as I said earlier, this is a private business and decisions are taking accordingly.

QB1 What are Johannesburg's top unique selling points (advantages)?

Respondent D

Johannesburg is cheap compare to most European countries and with some of the best hotel facilities and shopping malls in Africa. These facilities compare favourably with some of the European countries. The declined value of rand compare to dollar is another advantage.

Respondent E

people...they come to Johannesburg some for shopping...others, they come to see the city of Mandela and the townships like Soweto because they have heard about them...but some they come because Africa is the cradle of humanity, and Mapungubwe National Park so they come to see fossils discovered in Johannesburg...so we have many selling points...like zoos because the people also want to see exotic animals...many conferences, meetings, exhibitions take place here...

QB2 What successful developments, in your opinion, have taken place in Johannesburg over the past few years?

Respondent D

Talking about heritage and cultural tourism in my opinion the successful developments in the past few years are Newtown Precinct project, Constitution Hill, Braamfontein Centre and Mandela Bridge

Respondent E

...a lot of roads and bridges, estates are being constructed, which will ease movements in and around the city...we are also working hard to support cultural heritage development...in Newtown for example, we have revived the 1912 Potato Shed...it will be called 'Newtown Junction'...it has modern malls and lodging precinct...

QB3 How does Johannesburg attract the necessary funding for these developments?

Respondent D

The bulk of the funding for these developments comes from Gauteng Provincial Government, at least, 70% and about 30% from private owners and tenants. The fact that government is the major stakeholder poses a lot of challenge. New developments have been delayed due to a lack of funds. Financial constraint remains a challenge. Many private investor are hindered because of restrictions placed by the South African Heritage Resources Agency (SAHRA)

Respondent E

There is urgent need to attract new private investors. The potential of tourism to stimulate economic development is one of the factors that encourage investors but government policies are an impediment for the willing private investors. Government needs to put in more money as it were.

QB3 Is there anything you would like to clarify concerning cultural tourism in CoJ?

Respondent A

Tourism has played a very important role in the economy of Joburg. The city is benefitting from her position as the hub for anyone coming to South Africa. More economic benefits can be derived from tourism.

Respondent B

International tourism remains important to the CoJ economy due to the robust business tourism in the City. But more can still be achieved if all other aspect of tourism is developed.

Respondent C

Tourism is important to businesses and investments in the City. Many businesses in the City of Johannesburg has a lot to benefit from the inflow of tourists...

which ultimately affect the city's economy positively. The more publicity embarked on to attract more visitors the better.

Respondent D

It is well documented that cultural tourism is about the fastest growing aspect of tourism worldwide. Therefore, CoJ stands to gain tremendous economic benefits from cultural tourism development. Johannesburg is uniquely positioned as the entry point for all tourists to South Africa. By developing her cultural tourism, the visitors will spend more time here and many businesses will get derived benefits from their extended stay.

Respondent E

Business tourism MICE is already very vibrant in the CoJ. In fact, it is the most developed tourism sector in Joburg. Developing cultural tourism will bring more potential economic benefits to the CoJ.

6.2 Discussions

In the subsections that follow, interview results are discussed. This entails a brief summary of the answers provided by the respondents as well as some direct quotations from the interviews. These are used to present the findings in the study and to benchmark them against relevant literature reviewed in chapter three.

6.2.1 Objective 1: Experience and Promotion of Johannesburg's Urban Economy.

Responses to questions designed to determine the first objective of the study regarding the role of experience in promoting tourism in the city. Those interviewed for this study agreed that experience of visitors determine whether they will love to come back or not. They however, varied on who can be called a tourist and whether tourists promote urban economy of the city. For example one of the interviewees noted that:

...we must be specific what we mean by tourists because many people who come to Jo'burg (Johannesburg) are economic migrants and not tourists...tourists come and they visit interesting places....buy art souvenirs...lodge in hotels and so on...these are people contributing to the economy...other are migrants who only come to search for jobs....but many times we call them visitors because they hold tourist visas...

Interestingly, while people from neighbouring countries such as Mozambique, Zimbabwe and Malawi are regarded as visitors and tourists due to the nature of their visas, several of the respondents did not agree. Those from neighbouring countries come countless time not necessarily due to their experiences of the city but their economic need. However, those from Europe, Asia and North America, the Pacific and other places, are those who seem to be considered as cultural tourists and many of them according to respondents come back due to their experiences of the city. Therefore, there seems to be a challenge regarding the net classification of tourists in the city of Johannesburg.

A curator responding to the question pointed out that many tourists/visitors to the museum always come back because of their experiences. The respondent noted that:

...On a week we get plus or minus 1740 tourists and in a month we get up to 6500 and in a year we get to 12000...many of them come back...Our peak months are when schools are about to close in each quarter of the schools, this is their time for excursions...

6.2.2 Objective 2: Factors central to success in achieving Johannesburg's urban destination competitiveness

Respondents identified several selling points of the city of Johannesburg. These selling points range from being considered as the largest and most advanced city in Africa to historical and cultural reasons. Those interviewed identified the city closely with Nelson Mandela and apartheid. There were also references to the city's physical infrastructure. In response to one of the questions: what are Johannesburg's top unique selling points? One respondent answered that:

...people...they come to Johannesburg some for shopping...others, they come to see the city of Mandela and the townships like Soweto because they have heard about them...but some they come because Africa is the cradle of humanity, and Mapungubwe National Park so they come to see fossils discovered in Johannesburg...so we have many selling points...like zoos because the people also want to see exotic animals...many conferences, meetings, exhibitions take place here...

From discussions, it is clear that the interviewees understood the city's selling points as a cultural tourism destination. Several of them also pointed out specific development projects in the city. For instance one of them pointed that:

...a lot roads and bridges, estates are being constructed, which will ease movements in and around the city...we are also working hard to support cultural heritage development...in Newtown for example, we have revived the 1912 Potato Shed...it will be called 'Newtown Junction'...it has modern malls and lodging precinct...

Another respondent to the question on draw card revealed that:

...the draw card at Museum Africa was the Rise and Fall of Apartheid exhibition which closed on 30 April 2015.

Interestingly, respondents appear to agree that the participation of the local communities contributes to the growth of cultural tourism industry in the city of Johannesburg. This implies that industry is also creating jobs for the local population. In this regard, a respondent revealed that:

...tour operators frequently operate...daily...weekly...some twice a month and some monthly then some quarterly depending on where they are operating from. Most visitors do come back twice or three time to view the museum as the institution is big and cannot be finished in one day especially if you go through all exhibitions in detail, meaning reading all the information provided...

6.2.3 Objective 3: Barriers and challenges of urban cultural tourism in Johannesburg

Although Johannesburg attracts millions of cultural tourists every year is generally regarded as an entry point to Africa, many of the respondents to interviews believed that the city's cultural tourism industry is still faced with a number challenges and barriers. They also pointed out that efforts are being made by municipal authorities to overcome some of them. These challenges and barriers are financial, poor co-ordination, shortage of expertise, and the crime in the city. Many of the cultural heritage centres depend on

public funding to operate. Thus, considering the competition between various government departments and agencies for funds, it is becoming increasingly difficult to fund many of the projects of cultural heritage centres. One respondent for example summarized the barriers and challenges of cultural tourism in the city as follows:

Our local government which is the City of Joburg Municipality does provide us with funding...many people don't know about museums and their importance...if it could be thought at lower levels of education I think it could be improved as people grow up and study they should be aware of tourist attractions and the value of the industry...many agencies exist in the industry and they are not co-ordinated, for example, custom is not co-ordinating with the police...we also have many 'tsotsi' who target tourists...regulation of the sector also affect it...

Although some of the issues raised were not expatiated upon, it is clear however, the main challenges affecting the sector are known to the key actors in the industry. However, solutions to them differed as found in respondents' suggestions. While some suggested that more funding from the government should go to the sector, others were more concerned about attracting private investors through aggressive marketing. They agreed however, that authorities of the CoJ are not doing badly in terms of marketing the city. But more efforts and funding should be made available to the sector.

6.2.4 Objective 4: Cultural tourism potential in the city of Johannesburg

All the people interviewed agreed that the city of Johannesburg has a lot of potential, which has not been maximally tapped into. Cultural tourism was identified as one of them.

They agreed that the economic development and growth of Johannesburg is integrally linked to cultural tourism industry development. Among other things, they pointed out that Johannesburg's tourism economy shows unique geographical and sectoral clustering. For example business tourism was identified as one of the most vibrant subsector for tourism development. They also maintained that new development initiatives undertaken at both provincial and municipal levels would increase the role of tourism in Johannesburg's economic development.

To a significant extent, the questions asked and the answers provided address the objectives intended for this study. The findings of the study are presented in the next section and benchmarked against relevant literature reviewed in chapter three.

6.3 Findings:

The aim of the first set of questions was to find out the greatest tourism demand in the City of Johannesburg. From discussions in the preceding sub-sections, it can be seen that the city of Johannesburg has a lot of tourist attractions. Thus, respondents stated unequivocally that Meetings, Incentives, Conference / Convention and Exhibitions (MICE) sector is the biggest tourism demand. This is a direct result of the City position, as a business and economic hub in South Africa in particular and Africa as a whole. It is also in line with the 2004 CoJ tourism strategy which identified that the City of Johannesburg's comparative advantage is in general business tourism, MICE tourism and cross-border shopping or retail tourism.

Other factors that give Johannesburg comparative advantage in MICE and general business tourism are as follows:

- The city is a gateway into South Africa, being the main air transport entry point to and from the country via the OR Tambo International Airport.
- Being located at the cross-roads of all major road networks in the country;
- A sophisticated infrastructure covering roads, telecommunications, ICT, banking; and
- Affordability and relative value for money when compared with other global cities.

(Economic Development Policy, 2008)

6.4 Importance of tourism to city of Johannesburg

The aim of the second set of questions is to find out how important tourism is in the scheme of things in the CoJ. The stakeholders interviewed indicated that tourism is very important in the economy of CoJ, Gauteng Province and South Africa in general. Its impact cut across all sectors creating employment; bringing social benefits and regeneration of the city. One example given by all interviewees is Newtown Cultural Precinct. According to them, Newtown has changed the perceptions of Johannesburg positively having been transformed into a business and cultural district. Furthermore, it is also believed that Newtown creates job opportunities during events or festivals when community members are encouraged to participate. Cultural heritage tourism is growing in importance and it has potential to contribute significantly to the growth of the tourism industry and economy of Johannesburg

According to National Tourism Sector Strategy, 2011, it is one of the six job drivers of the New Growth Path framework. It is important to ensure that the sector realizes its full potentials in terms of job creation, social inclusion, services exports and foreign exchange earnings, fostering a better understanding between people and cultures.

6.5 Johannesburg Cultural Tourism Incentives

The next question proposed to understand recent successful development, in the area of heritage cultural tourism, in Johannesburg over the past few years. The respondents stated that CoJ has a good cultural infrastructure. There have been several major developments in cultural facilities since 1994. In particular, a 'new' heritage infrastructure has been realised, one which better reflects the history of South Africa's people and the struggle against apartheid. Among the key sites are Constitution Hill, the location of a former prison where Nelson Mandela was once held and now home to three museums and the Constitutional Court. The Constitution Hill Precinct is set to become one of South Africa's most popular landmarks. Others are Hector Pieterse Memorial and museum, which commemorates the history of the Soweto uprising of 1976; the Apartheid Museum; Walter Sisulu Square in Kliptown in Soweto; and Chancellor House, the original office of Nelson Mandela's law firm. Johannesburg is also building a Holocaust and Genocide Centre (World Cities Culture Forum 2013). This Holocaust and genocide Centre is scheduled to be completed in 2016. One of the latest additions to tourist attractions in CoJ is The Nelson Mandela Centre of Memory which opened to public following the death of former President Nelson Mandela.

There were a handful of other cultural venues developed, sometimes undertaken in partnership with the private sector. They include a new art gallery in Sandton and a Centre for Contemporary Design on the east end of the old inner city. The most notable is the Soweto theatre. This striking building is the first theatre to be built in a township, and is part of an effort to raise the quality of life in Soweto to compare with the rest of Johannesburg. It is a flagship for the growth in cultural activity which Soweto is seeing (World Cities Culture Forum 2013).

6.6 Johannesburg Cultural Tourism Future Prospects

Destination BC Corp (2014) conducted a study in 2009 for the US National Trust for Historic Preservation. It was found that nearly 80% of all leisure travelers to British Columbia, Canada take part in a cultural heritage activity. It also revealed that cultural heritage tourists spend an average of \$994 per trip, compared to \$611 for the “general” traveller – almost 50% more. Cultural heritage travellers also travel more often than generalists, taking about five trips per year compared to four by general travellers (Destination BC Corp, 2014).

In agreement with Destination BC findings above, according to Mbiza, HM (2013) it has been established that Newtown Cultural Precinct shows great potential to stimulate economic growth, increase tourist visitation as well as regenerate the Johannesburg inner city. His study also found that the majority of the tourists visiting Newtown show a

level of "interest and strong interest" in spending money on various cultural and heritage products and services.

With the above, the potential economic benefits to CoJ are enormous if cultural and heritage tourism infrastructure in CoJ is put to effective use. Also cultural tourism has the potential to contribute to a more equitable distribution of tourism-based development with its related potential benefits to the city.

6.7 Tourism Governance

The next set of questions was to determine how tourism is administered in the city of Johannesburg. All interviewees responded that the local community is allowed to participate in the decision making process in the CoJ. This is very crucial for tourism in general and cultural and heritage tourism in particular as the communities are regarded as legitimate and moral stakeholders in tourism development (Haukeland 2011; Jamal and Stronza 2009) because their interests affect and are affected by decisions of key policy makers (McCool 2009). According to Matarrita-Cascante et al. (2010), McIntyre et al. (1993), Muhanna (2007), and Niezgoda and Czernek (2008), to achieve sustainable tourism development local communities need to participate in decision-making process.

Furthermore, to grow its tourism industry, Johannesburg also goes into partnership with other cities. One such partnership is with Cape Town and Durban. The trio, Johannesburg, Cape Town and Durban combined are estimated to bring in and account

for about 50 percent of all visitors to the country, with over 35 percent of total tourism spending, approximately 54 percent of total visitor assets and 55 percent employment of the visitor industry workforce (City of Joburg, 2012). According to the acting chief executive officer of the Johannesburg Tourism Company (JTC), Phelisa Mangcu, “the only way to entice leisure and student visitors is to expand the knowledge of the experience palette offered by South Africa’s most populous urban centre” (City of Joburg, 2012).

6.8 Conclusions and Recommendations

It is highly recommended that City of Johannesburg and the Gauteng provincial government should identify and prioritise, in partnership with the National Department of Tourism (NDT), potential heritage and cultural tourism products for tourism development;

It is recommended that core products and other economic activities should be strengthened to attract more tourists and increase spending.

Sufficient resources, in terms of funding, human capital and other material resources must be allocated.

The study also found that different cultural projects carried out in the inner city help in rejuvenating the city, thus making it more attractive to tourists both local and international. Sustainability is recommended to enhance the economic benefits.

Since the majority of the visitors arriving to South Africa have to come through Johannesburg because of the OR Tambo International Airport, the study recommends that the cultural heritage tourism sub-sector can further grow if there is better packaging and marketing of the liberation struggle. In other words, attractions like the Constitutional Hill, the Apartheid Museum, and the Tour of Soweto must be repackaged and given more exposure through advertisement to offer as a unique selling proposition to clients, so that the visitors, even though coming for different reasons, might take advantage of their presence to visit those attractions according to Silberberg (1994).

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APPENDIX A

Letter of informed consent

Dear

My name is Olawumi Lovelyn Olawale. I am a Masters student with the Department of Historical and Heritage Studies of the University of Pretoria and am conducting research on “Urban Cultural Tourism in the City of Johannesburg Metropolitan Municipality and its Potential Benefits to Economic Growth”.

My research seeks to identify:

- Ways to diversify the tourism economy of Johannesburg by anchoring it on cultural products and activities thereby improving the cultural image and competitiveness of Johannesburg as an urban cultural city destination in Africa.
- The role of experiences which become the effective attractions for tourist visits which promote Johannesburg's urban economy.
- Factors central to success in achieving urban destination competitiveness, namely, planning and development of cultural tourism, creation and promotion of local cultural resources and the existence of effective governance and management structures.
- The barriers and challenges in the urban cultural tourism industry in Johannesburg and investigate their causes.
- The city's urban cultural tourism potential and to suggest possible strategies to promote this sector.

Research will be based on primary and secondary sources and interviews with people working in the tourism industry of Greater Johannesburg Metropolitan Area. I would be very grateful if you would kindly agree to be interviewed for this study given your considerable knowledge of the issues that are of importance to the proposed research. Interviews will focus on your knowledge and recollection of tourism policies and their effect on cultural tourism activities and its economic benefits and not on you as an individual. Recording of information will be mainly through note taking and if tape recording should become necessary, your consent will be sought first before any taping occurs. If you decline, no taping will be undertaken. Anonymity and confidentiality will be guaranteed by ensuring that neither your name nor your personal details will be revealed at any stage of the project without your express permission. You will, of course, be free to withdraw from participating in the research at any point should you wish to do so.

Research data will be stored in the Department of Historical and Heritage Studies for 15 years and may be used for further research in future.

For any further clarification, please feel free to contact me at Telephone No. 073 492 1400 or at the following e-mail address: lovelyn.olawale@gmail.com. You can also contact my supervisor, Professor A. S. Mlambo at +27 12 420 5475 or e-mail address: alois.mlambo@up.ac.za .

If you are willing to be interviewed for this project, please indicate your consent by signing the Informed consent declaration section below.

Yours Faithfully,

Olawumi Lovelyn Olawale.

Informed consent declaration

I agree to be interviewed by Olawumi Lovelyn Olawale as part of her research on “Urban Cultural Tourism in the City of Johannesburg Metropolitan Municipality and its Potential Benefits to Economic Growth” and do so of my own free will and on the basis of a full understanding of what my participation involves and that I can withdraw my participation at any stage should I wish to do so. I hereby signify my informed consent by appending my signature below.

Signed: Date:

APPENDIX B

INTERVIEW 1: QUESTIONS – (Johannesburg Tourism Board)

A. Johannesburg tourism:

1. What is the greatest tourism demand in Johannesburg?
2. What are Johannesburg's top unique selling points (advantages)?

B. Johannesburg tourism incentives:

1. What successful developments, in your opinion, have taken place in Johannesburg over the past few years?
2. How does Johannesburg attract the necessary funding for these developments?
3. Why the campaign for Explore, Experience and Enjoy Johannesburg?

C. Johannesburg tourism future prospects:

1. Johannesburg Tourism Board (JTB) intends to further enhance Johannesburg city as the continent's leading destination, how do you intend to achieve this?
2. Could you indicate your expectations for the future of tourism in Johannesburg?

D. Johannesburg tourism governance:

1. Does the local community participate in the decision making process?
2. Are there any partnerships with other tourists' cities?

INTERVIEW 2: QUESTIONS – (Heritage and Culture)

A. Tourism Statistics:

1. How many tourists visit the museum on weekly, monthly and yearly basis?
2. What are the peak seasons?
3. Are you aware of return visits of either tourists or tour operators?

B. Johannesburg tourism:

1. What do you regard as the greatest draw card?
2. How do you think tourism could be improved?

C. Tourism governance:

1. To what extent does government (local or regional) assist?
2. Are decision made in collaboration with the people involved in tourism here in Johannesburg?

City of Johannesburg (CoJ) Heritage Conservation Unit

The overriding mission of the CoJ Heritage Conservation Unit is therefore to harness and develop Johannesburg's heritage assets in shaping the city's cultural growth and development.

QUESTIONS:

- 1 How far has the above mission been fulfilled?
- 2 What are the heritage assets that have been developed?