

DISCUSSION PAPER 1:

CULTURAL & NATURAL HERITAGE SECTOR (MUSEUMS, GEOLOGY, PALEONTOLOGY, ARCHAEOLOGY, HISTORICAL PLACES, CULTURAL LANDSCAPE, NATURAL HERITAGE)

a) INTRODUCTION:

Cultural Heritage is **an expression of the ways of living developed by a community and passed on from generation to generation**, including customs, practices, places, objects, artistic expressions and values.

Cultural Heritage is often expressed as either Intangible (such as traditions and language), or Tangible (such as buildings, works of art, and artefacts), and Natural (including culturally significant landscapes, and biodiversity). Perhaps unsurprisingly then, there are a variety of career options within this vital sector

Questions of heritage and identity are not as straightforward as they might first appear. Perhaps the first and best place to begin addressing these topics is by acknowledging that in a country like South Africa, there is not one heritage, or an easily delineated set of distinct identities. The cultures, languages and heritages of South Africa are multiple, diverse, and dynamic.

Like 'heritage' and 'identity,' 'culture' is a term that causes much confusion and suffers from its misuse. Traditionally it has been used to refer to the ways of life of a specific group of people, including various ways of behaving, belief systems, values, customs, dress, personal decoration, social relationships, religion, symbols and codes. The pitfalls of the term are however, considerable.

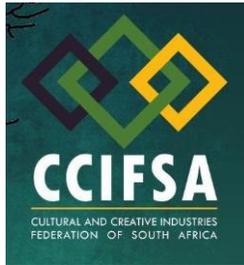
South Africa has a hugely diverse population, representative of a vast spectrum of different languages, practices, and values.

It is for this reason that one of the DSAC's key mandate include social cohesion and nation building – which requires the arts sector to assist the government and society towards building a united nation – with arts and culture playing a pivotal role.

b) NATURE OF THE SECTOR:

The works and products of the creatives should reflect on how cultural and natural heritage plays its role towards nation building and preservation of the countries heritage.

Heritage might be best broken up into two types: natural and cultural. A country's natural heritage is its environment and natural resources, like gold and water. Areas that are very special and where animals or plants are in danger of extinction like the St. Lucia Wetlands and uKhahlamba Drakensberg Parks in Kwa-Zulu-Natal are often designated World Heritage sites. They are respected and internationally protected against harm. Cultural heritage, on the other hand, can be an altogether more contentious issue. Normally, the term 'cultural heritage' is used



to describe those things that contribute to the sense of identity of a particular population or community of people. These can be special monuments, like a building, sculpture, painting, a cave dwelling or anything important because of its history, artistic or scientific value.

CCIFSA is entrusted to ensure that cultural and natural heritage of our country is developed, protected and preserved with dignity. There are many heritages in KZN still “undiscovered”. KZN alone could produce over 100 PHDs on the province’s heritage – a required intellectual contribution to decolonize the status quo.

Social Impact:

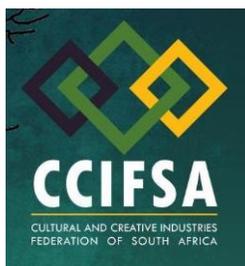
Increasingly it is being recognised that culture contributes to the development of social and human capital. It has important social and educational impacts. Cultural activities such as industrial theatre are currently being used in traditional manufacturing firms to transform the organisational capacity respond to change and to increase social cohesion in a divided nation. But more importantly, cultural activities can assist in personal development, increasing self-confidence and promoting self-esteem. They can create common ground between people of different ages; strengthen people’s ability to act as democratic citizens and develop new training and employment routes.

c) TOWARD NEW DEVELOPMENT PERSPECTIVES OF CULTURAL HERITAGE IN CREATIVE ECONOMY:

Development potentials of cultural heritage hold a place of particular importance within creative economy which brings together culture, economy, science and education. Firstly, heritage ensures cultural continuity in addition to identifying and strengthening individual and collective identities, respecting other cultures and a diversity of cultural expressions, as well as affirming symbolic, educational, social, economic and other values. Secondly, cultural heritage can be a knowledge base for development of a creative society and a means of encouraging local economic development.

Cultural heritage has generated many positive external effects throughout contemporary creative economy development, influencing both the local environment and local economic prosperity either by means of a market mechanism or without it.

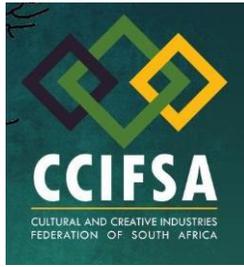
Heritage buildings may be used in physical terms – as new spaces that become the community’s creative hotspots and places of networking, exchange and communication among artists, creative entrepreneurs and other professionals through rehabilitation processes. In addition to their physical uses, they can also have a symbolic purpose – as heritage elements and cultural codes which become an inspiration to the development of local creative and knowledge industries. Cultural heritage generates values on which products and services can be based and, as such, it includes primary monuments for creative economy development. What is more,



when a society lacks a responsible approach toward cultural heritage and its constituent elements, there is no infrastructure for development of the creative economy. Such an approach in the field of architectural heritage includes sustainable management of these monuments – identification, valuation, protection, rehabilitation and sustainable use. In addition to sustainable management, cultural heritage should also serve local self-governments as a framework for other local development strategies and projects. Cultural heritage can be integrated into local culture development policies as a significant cultural monument thereby becoming an integral part of a local government’s sustainable development strategy with regard to its social, cultural and economic principles. Cultural heritage can also be relevant in terms of the local environment protection plan or the local tourism development strategy. Finally, cultural heritage is also relevant for encouraging entrepreneurship—whether through self-entrepreneurships or development of small and medium-sized enterprises.

The aforementioned discussion principles point out that sustainable management of cultural heritage at local level is best based on abiding by the following principles:

- *The principle of intergenerational equity* – ensure access to cultural monuments for future generations;
- *The principle of social sustainability* – goods and services generated by cultural heritage should ensure quality of life both for people who work on cultural heritage conservation (old, rare and artistic crafts), as well as for the wider local community;
- *The principle of responsible cultural heritage management* – heritage protection refers to the entire community whereby engagement (and encouragement) of the private and civil sector should be enabled on the basis of combined measures and instruments undertaken by the state.
- *The principle of sustainable use of heritage* – creating dynamic plans/strategies of cultural heritage management should ensure sustainable patterns of the use of space, renewable and non-renewable monuments, as well as a broader economic justification for investing in heritage.
- *The principle of social cost-effectiveness of investing in cultural heritage* – means that the implementation of cultural heritage protection projects brings about the effectuation of social interests, but also that they need to be grounded in financially justified and rational behavior. Economic benefits from investing in cultural heritage should not be perceived merely as a simple sum of direct benefits to be obtained from the use of heritage buildings (income, ticket sales, leasing, etc.), but should also include the indirect benefits gained through multiplication and acceleration effects that these investments have on the local economic growth;
- *The principle of respecting and preserving the diversity of cultural identities* – this means ensuring the preservation of the cultural diversity of ideas, beliefs, traditions, and so on through cultural heritage management programs



- *The principle of the holistic approach to cultural heritage* – this means working to strengthen cross-sectoral connections and cooperation among public authorities, non-governmental organizations, local communities, and the private sector through various development policies.

FOR DISCUSSION:

How as CCIFSA do we want to engage with cultural heritage; the maintenance, protection, promotion, teaching or communication of it, selling it, researching it, writing about it, creating products related to it, or organizing events associated with it?