

## Authenticity, emotion and experience: tourists' motivation for visiting re-enactment sites in KwaZulu-Natal

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### Abstract

Tourism continues to be a driver of economic growth and contributes to direct and indirect employment. The diversity of visitor experiences has allowed more South Africans and visitors to explore individual stories, communities, authentic places and ideas that shape the social and physical environment. Considering that tourists are becoming major role players in sustainable tourism, this study sought to determine the push and pull factors for tourists visiting cultural and heritage sites in KwaZulu Natal. The push and pull factors were then analysed and triangulated with other attributes of the subcategories. The results are that the sustainability of cultural and heritage places have improved due to public participation and tourism awareness. The push factors identified include the desire for escape, relaxation, and exploration of cultural heritage sites. Tranquillity, authentic natural environment, rurality and emotion were found to be the main pull factors. The study concludes that KwaZulu Natal is becoming a favourable cultural tourism destination with participants expressing satisfaction with the essential amenities.

**Key words:** sustainable tourism, emotion, motivation, heritage, experience, authenticity, culture, history



Source: [https://www.dac.gov.za/sites/default/files/IMG\\_5924.JPG](https://www.dac.gov.za/sites/default/files/IMG_5924.JPG)

## 1. INTRODUCTION

The 'living history' has become an important educational tool, and also an important part of contemporary leisure life for participants and spectators as well as educators and historians (Carnegie & McCabe, 2006). Heritage landscapes contribute a significant part of the destination's distinctive cultural identity. Simultaneously, these landscapes are being staged and commoditized as past experiences for leisure and recreational activities. Re-enactment spans diverse history-themed genres, from theatrical and living history performances to museum exhibits, television, and films (Janes, 2008). As a result of re-enactments of historical landscapes, reconstructions and representation of cultural and heritage events at various historical sites have emerged in South Africa. The cultural capital has realized that tourist activities are staged and yet still reveal the inauthenticity and kitsch offered by the performances (MacCannell, 2001). Considering the past 30 years, tourism has become the world's fastest-growing economic sector, and South Africa is ranked amongst the world's 25 top tourist destinations (Marschall, 2008). Due to its rich cultural and heritage resource diversity, cultural heritage tourism has been identified as a sustainable option to preserve, commercialise and celebrate the past. Amongst the nine provinces in South Africa, KwaZulu-Natal (KZN) is depicted as a prime tourism destination with a range of unique and pristine tourist attractions. Topping the list in KZN is the Drakensberg area, the cultural history of Indian, Zulu and the Western people, as well as beaches and museums which are cited as outstanding attractions (George, 2001). KwaZulu-Natal is promoted as the magical Kingdom, which is multi-cultural in character, with the Zulu cultural identity featuring prominently symbolising the imagery of Zulu Monarchy.

The Zulu sites depict Zulu leaders, traditional Zulu ceremonies and cultural villages. Of special significance is the Inanda Heritage Route which explores Ohlange Institute, Phoenix Settlement of Ghandi, Inanda Seminary and Ebuheni, place of Shembe Church. The Phoenix Settlement is officially positioned by the government and the Phoenix Settlement Trust as a symbol of unity, reconciliation and peace, yet it is a contested and highly politicized site, overshadowed by a dark history of racial violence, which is still deeply lodged in local community memory and oral history (Sabine, 2008). Tourists enter KwaZulu-Natal with a heady sense of 'being there', capturing an essential part of the life, culture of the locality, its traditions and capturing some sense of 'real' meaningful experience in action, a ritual in motion" (McCabe, 2004). Therefore cultural and heritage tourism can be considered as a dynamic activity developed through physical experiences, searching and celebrating what is unique and beautiful, represented by our own values and attributes which are worthy to preserve and descendants to inherit in such a way that communities can be proud of them (Vargas-Hernández, 2012). The Global Competitiveness Report (2009), however, shows that there is an emerging interest in cultural heritage, where foreign tourists would prefer to participate interactively with local cultures and take part in township tours and homestays. The link between cultural heritage and tourism is inevitable and staging or re-enactment of historical events is seemingly becoming a viable sustainable tourism option. However, Endresen (1999) cautions that the growth in this area will present an increasing challenge in terms of managing visitor flows to cultural heritage sites.

## 2. LITERATURE REVIEW

Tourist gaze presents a complex and dynamic social representation associated with tourist experiences. The

reconstructed experiences allow tourists understand the lived experiences of certain people with varied social relations implications. As Urry (1988: 39) explains that in “this world of spectacle there is nothing which is original, no real meaning, everything is a copy, or text upon a text. It is a depthless world of networks of information and communication in which information has no end purpose in meaning.” Not only does the tourist gaze suggest seeing things differently, what is perceived, myths and imageries are extraordinarily different. Destinations are depicted and promoted by contrasting people’s lifestyles with their daily work routine. Hence, the niche area of cultural and heritage tourism, comprising township tours, cultural villages, battlefield tours and the like, is believed to hold particular promise for racial transformation of the tourism sector and the empowerment of previously marginalized communities, as this type of tourism is structured around existing, often community-based resources (WTO, 1985; Nzama, *et al.*, 2005; Marschall, 2012). Therefore, the growth of this market has influence the re-enactment of historical sites. Hunt (2004) identified historical re-enactment as a leisure pursuit and defined it as a form of tourism where travellers get an opportunity to engage creatively to become participants. Studies have shown that culture and cultural heritage are crucial to people’s identity, self-respect, and dignity (Endresen, 1999). Therefore, cultural tourism is a tourism product by itself and can have high contributions to regional economic development (Vargas-Hernández, 2012).

As such it has become a buzzword for attracting tourists to visit cultural heritage sites. The sustainability of this form of tourism lies in its ability to strike a balance between community benefits, tourism industry and culture and heritage resources providers. “The potential benefits of World Heritage extend far beyond the sites which have been listed, since these areas can play a leadership role in setting standards for protected areas as a whole, can bring resources for training which will be of wider application,

and can be “flagships” in terms of raising public awareness of conservation issues” (Parveen and Sharma, 2013:71).

### **2.1 Tourists’ motivation to travel to a destination**

Although a substantial literature has evolved in this area, there has been relatively little discussion on the distinction between the constructs of quality of performance and level of tourist satisfaction, nor has there been any assessment of their relative impact on subsequent behaviour (Baker and Crompton, 2000). Due to its rapid growth (Richards, 2007), cultural tourist typologies are well documented by Smith, (2009) who identifies categories and related place activities and attraction types. Stebbins (1996), McKercher (2002), and Richards (1996) also discuss tourist classifications. Tourists for instance typically travel for pleasure, and therefore view their world through what might be considered a hedonistic cultural lens which defines the locality in relation to the degree with which it fulfils their leisure needs and matches their expectations (Janes, 2008:23). Different perspectives on tourist typologies have been studied from an institutional and non-institutional perspective (Cohen 1972, 2004), Socialites (Urry, 1990, 1995), Marketing (Urry, 1995; Torres, 2002) Environmental/Intellectual (Corrigan, 1997), Postmodern (Feifer, 1986; Torres, 2002) and Interaction.

### **2.3 Tourist motivation theories**

Motivational theories are discussed by Crompton, (1979) who identified two layers of socio-psychological motivation while Botha, Crompton, & Kim (1999) examined personal motivations (push factors), destination attributes (pull factors), and situational inhibitors. Botha, *et al.*, (1999) analyse how potential tourists narrow destination choices in order to make a travel decision. Kim and Lee (2002) describe the formation of a demand-supply relationship and how this

impacts on destination choice. Dann (1977) discusses motivational factors as a significant source of disequilibrium that can be corrected through a tourism experience which is supported by Gnoth (1997), emphasis on the situational parameters in which motives are expressed. Similar studies by Van Vuuren and Slabbert (2011), explored the travel behaviour of visitors to a South African resort by analysing travel motivations and aspects influencing travel decision making. Others who have explored this subject include Saayman, Slabbert & Van der Merwe (2009), Law, Cheung & Lo, (2004) and Correia, A., Oom Do Valle, P. & Moço (2007). Travel motivations form an integral part of travel behaviour and have been widely researched and applied in tourism marketing strategies (Van Vuuren and Slabbert, 2011). Dellaert, Ettema, & Lindh, (1998) examined multi-faceted tourist travel decisions and developed a constraint-based conceptual framework to describe tourists' sequential choices of travel components. Travel behaviour can therefore be defined as the way tourists behave according to their attitudes towards a certain product and their response by making use of the product (George, 2004; March & Woodside, 2005).

### **3. PROBLEM INVESTIGATED**

Cultural tourism has long existed, but recent demographic, social, and cultural changes in the main source countries have led to an increasing number of new niche markets in destination countries, including culture-oriented holidays (Endresen, 1999). Heritage and cultural tourism provides a unique opportunity for cultural exchange and transmission of cultural knowledge between local communities and tourists, as well as to increase the participation of local communities in the tourism industry. Even though tourists continue to pursue other forms of tourism the challenge is to develop experiences that are unique, relatively intriguing, educationally relevant and socially constructed. The main reasons people become involved in re-enactment societies are not as maybe expected educational, but more often as a

form of 'serious' leisure (Carnegie & McCabe, 2006). Cultural and heritage tourism have been identified as a new form that can sustainably unlock economic potential cultural resources responsibly. However, due to lack of integration between cultural and heritage resources and the main stream tourism has led to underrepresentation in the development of marketing strategies for South Africa as a destination. Hence the potential value of cultural heritage tourism products has not been realised. Lack of comprehensive data and integrated marketing frameworks have resulted in disparities between cultural heritage tourism products and market segments.

The major task for the heritage sector has been on the protection and conservation of heritage resources without due consideration of socio-economic prospects resulting thereof. Consequently, there is an opportunity cost resulting from lack of alignment of heritage conservation and tourism development. Throughout South Africa, museums and heritage sites struggle to attract visitors from previously disadvantaged communities, despite the frequent absence of an entrance fee (Marschall, 2012). Therefore, the high level and sustained interest in this topic derives from a widely held belief that the primary managerial criterion for success should be defined in terms of level of satisfaction (Baker & Crompton, 2000) but it seems intuitively logical that a number of studies conducted on historical re-enactment as a leisure pursuit, have found no empirical evidence on push and pull factors behind visiting re-enactment sites.

### **4. RESEARCH AIM AND OBJECTIVES**

Considering that tourists are becoming major role players in sustainable tourism, the aim of the paper is to interpret tourists' behavioural intentions for visiting historical re-enactment sites and determine how the push and pull factors have influenced the sustainability of cultural and heritage sites in Kwazulu-Natal.

To address the aim of this paper, the objectives of the study are as follows:

- i. To explore the relationship between push and pull factors in order to realise the potential value of cultural heritage tourism products.
- ii. To examine the extent to which cultural tourism provides a unique opportunity for cultural exchange and transmission of cultural knowledge between local communities and tourists.
- iii. To assess the distinctive competencies necessary for sustained representations and interpretations at heritage sites to uphold the integrity and authenticity of heritage and cultural tourism products.
- iv. To discuss the opportunity lost resulting from a lack of alignment of heritage conservation and tourism development.
- v. To suggest strategies that can be adopted by site managers and destination marketers on how historical re-enactment as a leisure pursuit can be promoted.

## 5. RESEARCH METHODOLOGY

An empirical survey was carried out in KwaZulu-Natal during the month of November, 2013. The survey was based on a questionnaire which was developed and analysed based on similar studies conducted on the subject. Most questions were based on a five point Likert scale. To ensure anonymity of the result, all survey data was kept strictly confidential, participants' names were not needed in the survey, participation in the survey was voluntary and participants were given an option to stop the interview at any time. In choosing the sample, questionnaires were distributed only to those who were willing and able to fill in the questionnaire. Due to the nature of the study, most questions were descriptive in nature. However, observations took a different dimension altogether. Tourists were observed based on their attitude, behaviour, places visited, non-verbal cues and at times casual discussions were conducted with the

respondents. To ensure accuracy of data, field notes, were taken at each site visited.

Questionnaires were distributed in three selected sites, namely; Talana museum (Dundee), cultural village (Shakaland) and a nature based site (Isimangaliso) all in KwaZulu-Natal. A total of 170 questionnaires were self-administered by research assistants to ensure a high return rate. To develop meaning and represent reality, I relied on literature review and empirical evidence for interpretation and re-interpretation. Through self-reflexivity I managed to triangulate the results based on empirical evidence, participant observation, reports on tourism, relevant policies, newspaper articles, published journal articles and field notes. The empirical data was analysed using SPSS. To ensure that variables were reduced to manageable number for ease interpretation, descriptive analysis such as central tendency, relationship and variability were used more specifically the Wilcoxon Signed-rank analysis which compared and matched selected push and pull factors to determine the differences in the impact on the decision to visit KZN between push and pull factors.

## 6. RESULTS

The majority of the participants were females (53.85%), aged between the ages 18 and 20 years. Moreover, slightly more than 50% of all the respondents were below 21 years of age. About 23% of all tourists were older than 21 and under the age of 40 years.

However, in this age range, women (62.17%) compared to men (37.84%) were almost twice as likely to be represented in the sample. While women comprised the vast majority of the total respondents, both male and female tourists between the ages 41-60 contributed nearly 23%. The least represented tourists are those in the age cohort above 60 years who contributed 5.59% of the total sample as shown on table 1.

**Table 1: Demographic profile for people visiting KwaZulu-Natal**

Age	Gender		Total
	Male	Female	
18-20	25	56	81
	30.86 (43.86)	69.14 (53.85)	100.00 (50.31)
21-40	14	23	37
	37.84 (24.56)	62.17 (22.12)	100.00 (22.98)
41-60	13	21	34
	38.24 (22.81)	61.76 (20.19)	100.00 (21.12)
Above 60	5	4	9
	55.56 (8.77)	44.44 (3.85)	100.00 (5.59)
Total	57	104	161
	35.40	64.60	100.00
	(100.00)	(100.00)	(100.00)

Source: Results of the survey

The table shows that most respondents visited heritage sites mainly for relaxation (60%), escapism (56%), visiting friends and relatives (69%). 63% of the respondents were neutral about Nostalgia (63%) and their trips were mostly pre-arranged (61%). No peer influenced (53%)

affected the respondents' decisions but most of them wanted to increase their knowledge (74%) about culture and heritage issues in KZN. Table 2 shows the push and pull factors for visiting KwaZulu-Natal.

**Table 2: Push and pull factors for visiting KwaZulu-Natal**

Push factors	Total (N)	Response levels					Total (%)
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Relaxation	167	29 17.37	19 11.38	38 22.75	60 35.93	21 12.57	100.00
Escapism	166	20 12.05	26 15.66	39 23.49	56 33.73	25 15.06	100.00
Nostalgia	160	11 6.88	35 21.88	63 39.38	37 23.13	14 8.75	100.00
Visiting Friends & Relatives	165	19 11.52	16 9.70	21 12.73	69 41.82	40 24.24	100.00
Pre-arranged trip	168	17 10.12	49 29.17	17 10.12	61 36.31	24 14.29	100.00

Peer influence	169	20 9.58	53 31.36	28 16.57	40 23.67	28 16.57	100.00
Increasing Knowledge	168	12 7.14	18 10.71	19 11.31	45 26.79	74 44.05	100.00
<b>Pull factors</b>							
Unique destination	167	16 9.58	36 21.56	25 14.97	47 28.14	43 25.75	100.00
Experiencing History	166	5 3.01	15 9.04	34 20.48	60 36.14	52 31.33	100.00
Strengthening relations with loved ones	161	6 3.73	29 18.01	64 39.75	45 27.95	17 10.56	100.00
Prior knowledge of destination	160	7 4.38	29 18.13	13 8.13	66 41.25	45 28.13	100.00
Visited destination Before	161	6 3.73	11 6.83	11 6.83	43 26.71	90 55.90	100.00

Source: Results of the survey

Some of the pull factors noted varied from the uniqueness of the destination (47%), experiencing history (60%), to Prior knowledge of destination (66%) with 90% having visited the destination before. However, Respondents were rather neutral on strengthening relations with loved ones (64%).

Table 3 shows the analysis of four observations made on the participants' responses on selected push and pull factors. It shows the mean response, median response, standard deviations of the means and confidence intervals. The confidence intervals indicate the range of scores within which a response per Likert

item would on average fall i.e., the variability of responses to the push and pull factors. The table shows that the mean responses for pull factors, with the exception of 'Attracted by fair', were generally higher compared to the means for push factors. However, the differences between the impact of push and pull factors cannot be ascertained using the means, thus the median responses were also calculated. It can be observed that, unlike for push factors, the majority of median scores for pull factors were above 3. The standard deviations, which were generally higher for push factors, show greater variability of responses to push factors than for pull factors.

**Table 3: Mean response, median response and standard deviation of the mean**

Factor	Mean	Median	Standard deviation of the mean	Confidence intervals (95%)	
				Lower	Upper
<b>Push factors</b>					
To get way from daily routine	3.15	3	1.29	1.86	4.44
To escape monotony at home	3.24	3	1.24	2.00	4.48
To spend time with family	3.58	4	1.27	2.30	4.85
Attending organized event	3.15	4	1.27	1.88	4.43
Influenced by friends	3.02	3	1.30	1.72	4.32
Need to learn Zulu culture	3.88	4	1.31	2.57	5.18
Nostalgia	3.05	3	1.04	2.01	4.09

<b>Pull factors</b>					
Unique cultural heritage sites	3.93	4	1.18	3.20	5.08
Prior knowledge of Zulu Kingdom	3.81	4	1.07	2.73	4.88
Will visit KZN again	4.24	5	1.09	3.15	5.33
KZN is a good place for family	3.98	4	1.04	2.94	5.03
Attracted by Fairs	3.24	3	0.99	2.25	4.23

Source: Results of the survey

To complement the above analysis, Wilcoxon Signed-rank analysis was conducted. Wilcoxon Signed-rank analysis is a nonparametric One Sample Median test used to compare two sets of matched data of response scores collected from the same sample or participants. The test is also used when the data is ordinal, such

as that collected using Likert items, and is not expected to assume normality. Therefore, having used ordinal Likert items to collect the data for two sets of factors, push and pull, Wilcoxon Signed-rank test was conducted and the following results were obtained.

**Table 4: Wilcoxon Signed-rank results**

Matched factors (the test null hypotheses)	N	Positive response	Negative response	Neutral response	Z score	Prob >  z
To escape home monotony = KZN is a good place for family	166	28	92	46	-5.991**	0.000
Nostalgia = Prior knowledge of Zulu Kingdom	153	29	86	38	-5.837**	0.000
To spend time with family = Will visit KZN again	159	21	80	58	-5.999**	0.000
Need to learn Zulu culture = Zulu culture experience	166	62	50	54	0.429	0.668
To get away from daily routine = Unique cultural heritage sites	158	25	87	46	-6.411**	0.000
Nostalgia = Prior knowledge of Zulu Kingdom	153	29	86	38	-5.837**	0.000

Source: Results of the survey

\*\* Significant at  $p < 0.05$

Table 4 shows the Wilcoxon Signed-rank results analysis, which compares selected and matched push and pull factors to determine the differences in the impact on the decision to visit KZN between push and pull factors. The first column of the table shows the paired factors with each pair starting with a push factor. The pairs themselves represent the null hypotheses that were tested, for example, the null hypothesis for the first pair was: The difference between the median response for 'To escape home monotony' and 'KZN is a good place for family' equals zero. Taking  $X_1$  to represent the push factor  $X_2$  to represent the pull factor and Md to

mean median, the null hypothesis would thus be statistically expressed as;  $H_0: Md X_1 - Md X_2 = 0$ , and the alternate hypothesis would be  $H_a: Md X_1 - MD X_2 \neq 0$ . The positive response column shows the number of times which the push factor exceeded the pull factor. The negative response column shows the number of times which the pull factor exceeded the push factor. The neutral column shows the number of times which the median score for both push and pull factors were equal. The z-scores represent the extent and direction in which the median distribution for a push factor deviates from that of a pull factor and the 'Prob > |z|' column



shows the level of significance, p-value, the push and pull factors differ at 95% level of confidence. The results in table above show that pull factors had a higher impact on the decision to visit KZN than push factors as shown by the negative z-scores observed on all pairings. The majority of the study sample were significantly more influenced to visit by the unique cultural heritage sites in KZN than the need to escape monotony at home ( $z=-6.411$ ;  $p < 0.00 < p < 0.05$ ).

## 7. CONCLUSION

The study concludes that there is need to develop a positive image of the destination particularly on the targeted audience in order to reinforce and create demand for cultural and heritage products. To be able to reach out to a bigger audience, destination marketers need to publicize cultural and heritage sites in KZN, there by showcasing the range of available cheap and affordable accommodation, accessibility and product opportunity across different price points. The evidence presented shows that the cultural and heritage product in KZN is steadily growing and needs to be strengthened by service delivery. The tourism marketing promise should be supported by people with the skills to guide and interpret the cultural assets. There is a need to focus more and more on the domestic front to ensure emotional connection between tourists and heritage sites. As it was noted by Marschall (2012), a visit to the local heritage site is the start of developing a culture of engaging in domestic heritage tourism that will in due course benefit other heritage sites in the country, because an interest in visiting heritage sites is often kindled during childhood through museum visits with parents. Therefore, there is a need to go beyond the local audience, and focus more on other markets that have easy access to KZN particularly those that attend shows, sporting events and films in Durban. Apart from the usual museums, there is a need to develop new 'products' that will appeal to new market segments. The strength of cultural and heritage tourism lies in the pride and knowledge of

locals about their history, culture and heritage, therefore, locals need to be educated in order to build a strong conduit of knowledge that can provide fascinating, potentially provocative or humorous insights for tourists and substantially enrich the quality of their visitor experience, while empowering locals by allowing them direct access to and interaction with tourists (Marschall, 2012). From the look of things, judging by the level of visitation, the study concludes that the current market is not being matched with the market opportunity. However, further research is recommended to understand this complex but dynamic market.

## 8. RECOMMENDATIONS

Managing and marketing cultural and heritage sites could be very expensive and demands a great deal of resources. These sites are not only developed for economic tourism value purposes but they are mainly for conservation purposes. Therefore, stakeholders play a significant role in the upkeep of these resources; hence the government needs to support this endeavour. Selling a tourism product is very complex considering its intangibility and variability, skills training and development should be a priority. Sometimes practitioners make a mistake by depending on one product which might have dire consequences in the event of a loss in market share. Diversifying the tourism product is no longer an option but a strategy for unlocking the economic potential of the region. To be able to tap into this growing market, destination marketers need to focus attention on integrated marketing and promotion that will ensure linkages of all domains of culture and heritage tourism.

The managerial implications are that, destination management organisations should play an important role in product development and cultural heritage tourism promotion. Because of the complexity of the tourist products and services, good cooperation of related economic sectors is required. As shown from the analysis, the South African cultural and heritage tourism

market segment is small; therefore a coordinated approach to developing common, innovation and creative marketing strategies is essential in providing unique and alluring historical experiences.

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