





**TOURISM
TERM 2**

GRADE 11

Topic: Culture and Heritage

Content: The South African cultural uniqueness

Concepts:	
Cultural uniqueness	<ul style="list-style-type: none"> • The cultural experience on offer is specific to the area and cannot be experienced elsewhere.
Cultural diversity	<ul style="list-style-type: none"> • The existence of a variety of cultural or ethnic groups within a society.
Tourism importance of the Xhosa culture in the Eastern Cape that attracts tourists to South Africa:	
Arts and crafts 	<p>Typical items tourists can purchase include:</p> <ul style="list-style-type: none"> • Beadwork • Traditional clothing • Arm and ankle bracelets • Clay pots • Wooden smoking pipes • Baskets • Woven mats • Wooden sculptures • Traditional weapons 
Customs / practises 	<ul style="list-style-type: none"> • Cattle form part of the Xhosa custom of lobola whereby the man compensates the family of his fiancée for her hand in marriage by giving cattle. • In modern times, lobola is more often paid in money, equivalent to the value of the cattle. • Initiation ceremonies for boys to become men are practiced among most Xhosa groups. • Initiates (<i>abakhwetha</i>) are taught about Xhosa traditions and how to behave as men. Circumcision is a key procedure in the initiation ceremony. 

Cuisine (food)



Umpokoqho

Tourists can enjoy these foods during visits to Xhosa cultural villages, or even taverns in villages and township areas:

- *Umngqusho* (samp and beans)
- Umqombothi (sorghum beer)
- Xhosa bread
- *Umpokoqho* (maize mixed with sour milk)
- *Isopho* (corn soup)
- *Imithwane* (pumpkin leaf and butter mélange/mixture)
- *Ilaxa* (pumpkin leaf cooked together with fresh pumpkin)



Umngqusho

Dress



- Traditional women's clothing includes dresses in bright colours such as orange, green, red and white with braiding and beads worn over a skirt. The headdress is a colourful braided turban.
- The Xhosa people are known for their beautiful beadwork which forms an important part of women's traditional clothing.
- Traditionally women wear long necklaces made from beads, with collars of multi-coloured beads around the neck, as well as beaded arm and ankle bracelets.
- Traditionally, the women's clothing and ornaments show the stages of their lives.
- Traditionally Xhosa men wear a covering around the waist and a short cloak made from animal skin over the shoulders. The cloak is sometimes replaced with a blanket. Xhosa men traditionally also wore sandals made from animal skin.
- During initiation, Xhosa boys whiten their bodies and wear a blanket or sheepskin to ward off evil.



Folklore



Imbongi

- Folklore is the traditional beliefs, customs, myths and stories of a community, passed through the generations by word of mouth.
- Xhosa tradition is rich in creative verbal expression. *Intsomi* (folktales), proverbs, and *isibongo* (praise poems) are told in dramatic and creative ways.
- Praise singers (*iimbongi*) play an important cultural role.

Music and dance



- Xhosa traditional music places a strong emphasis on group singing and handclapping as accompaniment to dance.
- Drums are used occasionally.
- Other instruments used include rattles, whistles, flutes and mouth harps.



Cultural villages

- Cultural village day trips and homestays provide tourists with original and memorable experiences through interaction with local villagers.
- These visits allow tourists to experience the Xhosa culture, their way of life, experience traditional music, sample local dishes and beverages as well as purchase arts and crafts.
- Examples of Xhosa cultural villages that welcome tourists to the Eastern Cape are:
 - Cata Cultural Village near Keiskammahoek
 - Khaya La Bantu Cultural Village near East London
 - Mgwali Village near Stutterheim
 - Isinamva Cultural Village near Mount Frere



Traditional leaders

- Traditional leaders are regarded as community leaders and are symbols of unity in the community.
- They, however, express the need to be consulted before any changes to their position are made. Traditional leaders have an important role to play in development in communities and regions.
- Tourists are interested in visiting the Eastern Cape because it is the birthplace of some of South Africa's famous political figures such as Nelson Mandela, Robert Sobukwe, Steve Biko, Chris Hani, Govan Mbeki, Thabo Mbeki and Oliver Tambo.

Traditional medicine and healing

- Diviners and healers (*Sangoma's*) are important in the spiritual life and health of Xhosa people. They are the living link between the people and their ancestors. Sangoma's also practice traditional African medicine.
- Sick people may visit traditional Xhosa herbalists (amaxwele) who will give them mixtures of bark, roots and herbs to help the healing process.



Historical sites and buildings



Albany Museum



Nelson Mandela Museum, Mthatha

- The Albany Museum, located in Makhanda (formerly Grahamstown) was established in 1855 and is the second oldest museum in South Africa.
- The Nelson Mandela Museum offers visitors a journey through the life of Nelson Mandela. It is located in three historical sites: Mthatha, Mvezo and Qunu.
- Route 67 in Nelson Mandela Bay's central business district is an art and heritage walk that includes 67 public art pieces by 67 different local Eastern Cape artists. The walk tells the story of Port Elizabeth's rich heritage – both the colonial history and the history of Nelson Mandela. The art works include the Voting Line sculpture at the Donkin Reserve.
- The Owl House in Nieu Bethesda near Graaff Reinet, is a museum displaying concrete and glass animals.



Voting Line sculpture



Owl House

Art festivals



- The National Arts Festival, hosted in Makhanda (formerly Grahamstown) is the largest celebration of culture and the arts on the African continent.
- The festival runs for 11 days during June and July each year. From theatre to dance, opera to cabaret, fine art to craft art, classical music to jazz, poetry readings to lectures, every art form imaginable is represented in one of the most diverse festivals in the world.



How cultural uniqueness and diversity in South Africa can promote inbound and domestic tourism

Inbound tourism

- Our cultural uniqueness and diversity are particularly important in attracting inbound tourists.
- International tourists have a keen interest in visiting South Africa since it is home to very diverse cultures that have developed their own unique and distinctive music, cuisine, art forms and traditional rituals symbolizing their values and beliefs.
- South Africa has certain unique cultural practices that tourists can only find in this country.

Domestic tourism

- Attending cultural festivals is one of the main motivators of domestic travel.
- Examples of cultural festivals are the Cape Town Jazz Festival and Macufe in Bloemfontein.
- The Sho't Left Campaign has also encouraged South Africans to become curious and interested in each other's cultures and heritage.
- This has promoted domestic tourism and has also helped to reduce seasonality in the domestic tourism market.