

**A Pathway to a Prosperous Africa: Developing a 21st Century Vision for African
Tourism
Lusaka, Zambia: February 6-11, 2005**

ABSTRACT

**Developing an Urban Model for Responsible Tourism: The case of the Kliptown Open
Air Museum, February 7, 13:40-15:20**

Community based tourism models in South Africa are typically based on wildlife/nature management in rural areas. The Kliptown Open Air Museum potentially ushers in a new model for community-based tourism in an urban context. The Open Air Museum is a model that uses heritage and culture as an asset that ultimately provides social, cultural and economic benefit to the community, whilst providing a unique and globally competitive visitor experience.

At present, Kliptown is a community grappling with a range of social ills- such as a 72% unemployment rate, high incidences of teen pregnancy, HIV/AIDS, alcohol and substance abuse, poverty and a general lack of access to social services, health services and skills development. In the face of competing pressures for scarce resources, many of the characteristics of a Kliptown of yesterday (a model of racial diversity and community pride, a hub of intellectual activity, etc.) have fallen away, leaving a community that is only a shadow of its former self.

Through adopting the model of an Open Air Museum, or Ecomuseum, which prioritises community development, in situ interpretation (focusing on place, heritage and community) and links with the local environment, the Museum aims to address some of the human development costs of poverty. It is envisaged that community participation will ultimately lead not only to economic benefit, but also to an increase in creativity and social capital- i.e. the community's ability to identify and solve its own problems, and to develop its own resources.

As part of the Responsible Tourism project¹, the community is integral to the development of the museum, particularly in the process of collecting its own stories, developing an archive,

¹ The White Paper on Responsible Tourism was developed by the Department of Environmental Affairs and Tourism to ensure that the global principles of Fair Trade in Tourism govern tourism in South Africa.

interpreting its stories for 'visitor consumption', developing associated small businesses and job opportunities and in the management of the museum as a whole.

At the same time, the Museum forms part of a larger government funded urban regeneration project that includes the provision of housing, transport and bulk infrastructure, environmental upgrading, and economic and social development.

Due to open in June 2005, the museum has adopted a fresh approach to community revitalization, where the economic demands of attracting visitors, are placed alongside the community needs for ownership, pride and expression, and the nation's need to commemorate and celebrate it's sites of national significance.

Ngaire Blankenberg, bio

Ngaire Blankenberg is currently the Programme Manager for the Kliptown Open Air Museum. She has led a team of consultants to complete the Feasibility Study and the Business Plan for the Open Air Museum, and is currently Manager and Senior Curator for the Implementation of phase 1 of the Museum. Previously she developed the Programming strategy for Constitution Hill- a flagship heritage site and museum in Johannesburg, and the home of the new Constitution Court. She has developed the plan for the Omuthiya Cultural Centre in the King Nehale Conservancy in Namibia, as well as consulted on a number of other heritage and culture projects. Previous to her work in heritage and culture, she spend 14 years as a television producer and director.

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