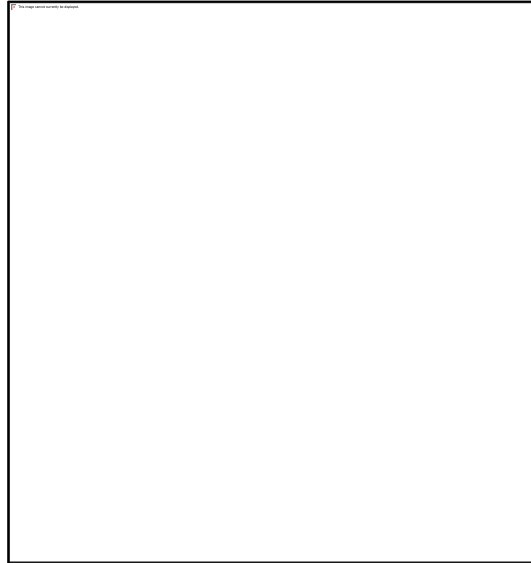**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF CULTURE AND HERITAGE STUDIES

sustainable heritage management and social inclusion. a case study of mapembe nature reserve in ward 34 of mutare rural district, manicaland province

BY

TAKUDZWA TRYSON MAPONGA (B201731B)

A Dissertation submitted to the Department of Culture and Heritage in partial fulfilment for the requirements for the Bachelor of Science Honors Degree in Culture and Heritage Studies.

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Co Supervisor: Mr. S. T Mapiti

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Abstract:

This dissertation explores the challenges and opportunities for collaborative governance and sustainable development in Mapembe Nature Reserve, Zimbabwe. Using a mixed-methods approach, this study investigates the perspectives of local communities, stakeholders, and policymakers on the management of the reserve. The findings highlight the need for more inclusive and participatory approaches to conservation, cultural heritage management, and sustainable tourism development. The study also identifies key barriers to sustainable development, including inadequate governance structures, lack of community engagement, and limited economic benefits for local communities. Based on these findings, the study proposes a framework for collaborative governance and sustainable development in Mapembe Nature Reserve, which prioritizes community engagement, cultural heritage preservation, and sustainable livelihoods. The study contributes to the fields of environmental governance, cultural heritage management, and sustainable development, and provides practical recommendations for policymakers and practitioners working in similar contexts.

DECLARATION

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Approval Form

DEDICATION

A special dedication to my ever-loving, caring and supportive parents Mr. and Mrs. Maponga, my beloved brothers my courageous sisters . ***You are my sources of inspiration and the pillars of my strength.***

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First and foremost I would like to thank the Almighty God for the gift of life, wisdom and strength. It's not because I'm smart or whatsoever, but I wouldn't reach this far if it wasn't for His mercy, love and grace.

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List of Abbreviations and Acronyms

BUSE (Bindura University of Science Education)

ICOMOS (International Council on Monuments and Sites)

IUCN (International Union for Conservation of Nature)

MAP (Mapembe Nature Reserve)

SDGs (Sustainable Development Goals)

UN (United Nations)

UNESCO (United Nations Educational, Scientific and Cultural Organization)

WHO (World Health Organization)

CBO (Community-Based Organization)

CHM (Cultural Heritage Management)

ESG (Environmental, Social, and Governance)

GMOU (Global Memorandum of Understanding)

ICT (Information and Communication Technology)

MDGs (Millennium Development Goals)

NRM (Natural Resource Management)

SD (Sustainable Development)

SME (Small and Medium-sized Enterprises)

STI (Science, Technology, and Innovation)

TB (Tourism Board)

UNDP (United Nations Development Programme)

UNEP (United Nations Environment Programme)

WCED (World Commission on Environment and Development)

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CHAPTER ONE

1.0 Introduction

Heritage management and social inclusion are increasingly important aspects of sustainability in today's world. As our natural and cultural heritage is at risk from various threats such as urbanisation, climate change and political interests, it is crucial to design and implement sustainable management strategies that not only protect but also actively involve communities. This chapter sets the stage for the research that follows, providing a comprehensive overview of the context, background, and rationale for the study. This chapter, explores the research problem, research questions, and objectives, as well as the significance and scope of the study. It also review the relevant literature, conceptual framework, and theoretical foundations that underpin the research. Additionally, the chapter outline the methodology and approach used in the study, including the research design, data collection and analysis methods, and ethical considerations. By the end of this chapter, readers will have a clear understanding of the research context, goals, and approach, setting the stage for the subsequent chapters that present the research findings and analysis.

1.1 Background of the study

In this research, the researcher focused on the sustainable heritage practices and social inclusion initiatives in Mapembe Nature Reserve, located in ward 34 of Mutare Rural District in province of Manicaland, Zimbabwe. As one of the last remaining naturawell-beingn the area, Mapembe Nature Reserve holds significant ecological value and cultural importance for the local community well-being.

Sustainable development has long been associated with a desire to manage change. Keeping one eye fixed on long-term imbalances in social and economic systems, whilst ensuring that short-term benefits are equitable and do not compromise wishes for future generations. In essence, sustainable development is an attempt to provide a better quality of life for present and future generations. Sustainable development in every field of activity today is rightly concerned with the future repercussions of present activities. Brundtland (1987). However, as it is generally agreed that sustainable development is not a simple, fixed state of equilibrium, it is complex and difficult to define, with different states of equilibrium to be sought in different societies and at different times. There are trade-offs between environmental protection, social well-being, and

economic development, and should some irreplaceable aspect of a given society's heritage be a casualty of development, the course of that society's development may be altered, and historical resources be lost to further present and future generations. The general field of management has been defined by the International Council on Monuments and Sites as a conscious activity utilizing acquired knowledge and practice, in which the needs, potentialities, and constraints of people and materials are identified and evaluated, and appropriate actions are selected and carried out with a view to achieving a given objective. This field of effort, applied to heritage, is known as heritage management. Heritage management is an interdisciplinary league comprising many actors, including but not limited to policymakers, local communities, and private organizations. Fischer (2015). Its aim is to make decisions and implement actions that will bring about benefits to the communities. This field has also changed over time, and there are modern outlooks on what heritage management is. Taking the broad view of conserving the past for the future, any action that will impact cultural resources, preserving them so that they can be appreciated for their aesthetic and historical value, comes under heritage management. Steps and measures taken to ensure cultural continuity can also be defined as heritage management. The modern viewpoint is that heritage management is the management of change, derived from the realization that heritage is a finite resource and neither its tangible nor intangible attributes will be the same in times to come. Measures of identification, evaluation, protection, maintenance, and preservation are still key processes in heritage management, but given the rate of global change due to population growth, urbanization, and technology, much of heritage management is aimed at mitigating and/or enhancing change and the effects thereof. This is a complex task involving ethical considerations and the weighing of options for sustainable decisions, thus lending itself to sustainability theory.

Sustainable heritage management is the process of resourceful utilization of inherited resources to meet the needs of present and future generations, and involves the concept of conservation to give a clear understanding of this process, "maintenance or alteration of a cultural resource in a fashion that sustains or increases its value, as evidenced by its continued existence, excellence, or influence" (Feilden 2000). The process of conservation is the most important aspect of heritage management, because it is trying to save resources from the present and future, the current and future practices must be reviewed to make sure that they are not too destructive on resources. Therefore, a sustainable conservation plan must be put in place, but there are many

issues regarding this concept and which cultural resources should be conserved, Baldacchino (2005) talks of how the definition of heritage is ever changing and there are always new aspects of culture and the past which could potentially be heritage resources in the future. Smith (2000) raised questions about whether the rights of the community exceed the rights of the resource and vice versa, so even though greater involvement from communities are necessary to ensure the needs and values of resources, there could be conflicts between resource rights and community rights. Despite these issues it is vital that there is a bridge between past and present and sustainable heritage management essentially is trying to achieve this by ensuring there are tangible and intangible links to past culture for future generations.

Social inclusion can be defined as the degree to which people are able to participate in the economic, political, and cultural realms of their society. Kabeer (2014). The importance of social inclusion in the management of heritage is significant. Predominantly, it is required that access to heritage becomes more widespread and diverse, and that this is enabled through the involvement of a wider cross-section of the community in the management of heritage places. In many instances, marginalized groups and communities have been excluded from mainstream involvement in economic, political, and cultural life. As such, the social value of heritage has not been realized for these groups, and there is a continued cycle of disempowerment as decisions regarding heritage disproportionately impact on these groups and heritage resources are used in ways which marginalize and further exclude these groups from participation in society. Atalay (2012). A diverse and inclusive approach to management is a necessity in addressing the needs of an increasingly culturally diverse community. This involves moving away from a set of universal standards and practices based on the values of a select social group and towards a more relativist approach which caters for different cultural perceptions and needs in the management of heritage. This can be achieved through the increased involvement of people from culturally and linguistically diverse backgrounds in the management of heritage and through the implementation of practices which encourage tolerance and the negotiation of different values and perceptions of heritage.

Social inclusion in heritage management is crucial for promoting equity, diversity, and community engagement (Kabeer, 2014). Inclusive management approaches are vital to address the needs of diverse communities and break the cycle of disempowerment (Atalay, 2012). Social

inclusion in heritage management fosters community empowerment and ownership (Chhabra, 2015), enhances cultural diversity and representation (Smith, 2011), promotes intercultural dialogue and understanding (Galla, 2012), supports human rights and social justice (Silverman, 2015), and encourages participatory governance and decision-making (Waterton, 2010). To achieve social inclusion, heritage management should adopt inclusive practices such as community-based initiatives and partnerships, cultural sensitivity and awareness training, diverse representation in decision-making processes, inclusive interpretation and storytelling, and accessible and inclusive physical and digital spaces. By prioritizing social inclusion, heritage management can become more equitable, democratic, and community-driven, ultimately enriching the lives of diverse individuals and communities.

1.2 Purpose of the Study

To investigate challenges and develop effective strategies for conservation and community engagement.

1.3 Statement of the problem

Although the Mapembe Nature Reserve has significant natural and cultural heritage, long-term cultural significance and ecological sustainability are not sufficiently taken into account by present management techniques. The management strategies employed on the reserve do not meaningfully include the local communities or offer benefits that would inspire their support. Due to this, there is a risk of social marginalization and hostilities between the native population and the reserve. This problem needs to be addressed to ensure sustainable heritage management and adequate community involvement. This problem is important to address because without the support of local communities, the sustainability of the reserve and its natural and cultural heritage is at risk. Furthermore, the exclusion of local communities from decision-making and benefits from the reserve is inequitable and unjust. Finally, this issue is critical to handle since it has the potential to spark confrontation between locals and the reserve, which might have major effects for both sides.

1.4 Research Objectives

The objectives of the research on investigating challenges and developing effective strategies for conservation and community engagement. are as follows:

To assess the existing barriers and challenges in integrating social inclusion principles into sustainable heritage management practices.

To explore strategies for designing and managing heritage tourism activities that actively promote social inclusion and benefit communities.

To understand the perspectives and aspirations of the communities regarding heritage tourism and their role in decision-making processes.

To propose policy and governance mechanisms that foster social inclusion in sustainable heritage management

1.5 Research Questions

The research will explore the following key questions:

1. How can existing barriers and challenges be addressed to integrate social inclusion principles into sustainable heritage management practices?

2. How can heritage tourism activities be designed and managed to ensure the active participation and benefit of marginalized communities? (No change needed)

3. How can the perspectives and aspirations of marginalized communities regarding heritage tourism be effectively represented and incorporated into decision-making processes?

4. How can policy and governance mechanisms be implemented to foster social inclusion in sustainable heritage management?

1.6 Assumptions

Mapembe Nature Reserve can be a valuable resource for the local community in terms of employment, income generation, and tourism. It is a reasonable assumption in the sense that, nature reserves often attract tourists who are interested in experiencing and appreciating the natural beauty and wildlife of a particular area. Clegg S.R (2002) This, in turn, can create employment opportunities for local residents, such as guides, hospitality workers, and artisans who produce and sell crafts or souvenirs. The income generated from tourism can contribute to the local economy and improve the standard of living for residents.

It is the researcher`s assumption that the reserve can be a source of pride for the community and plays a role in preserving cultural heritage is also reasonable. Many nature reserves are not only home to diverse ecosystems but also hold cultural and historical significance. P.J.C. Field P.J.C (2003) The reserve may contain sites of archaeological or cultural importance, traditional practices, or indigenous knowledge that are valued by the local community. Protecting and preserving these cultural heritage aspects can foster a sense of pride and identity among the community members.

Lastly, assuming that there are tensions between the need for economic development and the need to protect the environment and cultural heritage is a common challenge faced by many communities. Balancing economic development and environmental conservation can be complex, as there may be competing interests and priorities. Schaller G.B (1993) Local communities may have aspirations for economic growth and improved living conditions, while also recognizing the importance of safeguarding the environment and cultural heritage for future generations. Resolving these tensions often requires careful planning, stakeholder engagement, and sustainable management practices that take into account both economic and environmental considerations.

1.7 Significance of the study

This study on sustainable heritage management and social inclusion in the Mapembe Nature Reserve is significant because it provides a comprehensive understanding of the current situation, challenges, and opportunities related to conservation and community engagement. By investigating these problem areas, this research aims to identify the specific challenges and barriers that hinder sustainable heritage management and social inclusion in the reserve. This will provide a basis for developing targeted strategies and recommendations to address these issues and promote a more inclusive and sustainable approach to managing the reserve's natural and cultural heritage. As such, it serves as a foundation for further research, policy development, and practical interventions to ensure the long-term preservation of the reserve's natural and cultural heritage while promoting social benefit and inclusion.

The Mapembe Nature Reserve was chosen as a case study for several reasons. Firstly, its rich cultural and natural heritage makes it an ideal location to explore the complexities of sustainable

heritage management. The reserve's unique blend of traditional practices, historical significance, and biodiversity offers a fascinating context to investigate the intersections between heritage, culture, and the environment. Moreover, Mapembe Nature Reserve faces challenges common to many heritage sites, such as balancing conservation with community needs, managing tourism impacts, and addressing climate change. By focusing on this specific case study, I aimed to gain a deeper understanding of the local dynamics and develop practical solutions that could be adapted to similar contexts.

Regarding sustainable heritage management, I believe it is a critical issue in today's world. Heritage sites like Mapembe Nature Reserve are not only important for their historical and cultural value but also for their role in supporting local communities and promoting environmental sustainability. By exploring sustainable heritage management, I sought to contribute to the development of effective strategies that prioritize the long-term conservation of cultural and natural resources while benefiting local communities and promoting environmental stewardship. Through this research, I hope to shed light on the complex relationships between heritage, culture, and the environment, and to provide insights that can inform sustainable heritage management practices in Mapembe Nature Reserve and beyond.

1.8 Delimitations of the Study

According to The Manica Post (12 August 2022) Dube L stated that Mapembe Nature Reserve, also known as Mapembe Mountain Conservation Project, protects the ecosystem of Mapembe Mountain whose coordinates are 19°4'60" S and 32°22'0" E. The Mapembe Nature Reserve, a state protected area managed by the Zimbabwe Environmental Management Agency, located in an area also known as Mapembe in eastern Zimbabwe, is about 15 km from Odzi Township turn off at Riverside along Mutare-Harare highway road and about 45 km from Mutare city in Manicaland Province of Zimbabwe.

The total protected area of the reserve is 850 hectares and is bordered by communal lands. The Mapembe Nature Reserve lies in the agroecological zone with annual rainfall ranging from 650 to 800 mm (Moyo et al., 1993). The nature reserve falls partly in Nyagundi and Chikundu old resettlement areas in Ward 34 of Mutare Rural District. At the mountain top are caves and rock shelters where rain-making ceremonies are held annually.

1.9 Limitations of the Study

The impact of Mapembe Nature Reserve on the local community is likely influenced by external factors beyond the direct control or influence of the reserve management. These factors can include broader economic trends, political changes, or natural disasters. Separating the specific influence of the reserve from these external factors can be challenging.

Moving on to Stakeholder perspectives. Understanding the perspectives and experiences of various stakeholders, such as local residents, park management, businesses, and indigenous communities, is crucial for a comprehensive analysis. However, obtaining a representative sample of stakeholders and their diverse viewpoints can be challenging and may not fully capture the complexity of their interactions and interests.

Incomplete representation of community perspectives is another limitation. The study may not capture the full range of community perspectives and experiences, particularly those of marginalized or underrepresented groups. Language barriers, cultural differences, or power dynamics can hinder the inclusion and meaningful participation of certain community members, leading to an incomplete understanding of their perspectives.

1.11 Ethical Considerations

Ensuring that the investigation is conducted with respect, integrity, and accountability. In the context of the Mapembe Nature Reserve study, some ethical considerations include:

Cultural sensitivity: Approaching the study with respect and awareness of the local culture, traditions, and values, avoiding cultural appropriation or exploitation.

Environmental impact: Minimizing the study's ecological footprint, avoiding harm to the reserve's natural environment and wildlife, and adhering to environmental regulations.

Community engagement: Collaborating with local communities, involving them in the research process, and ensuring their voices and concerns are heard and addressed.

Privacy and confidentiality: Protecting participants' personal information and maintaining confidentiality when sharing findings.

Benefit sharing: Ensuring that the research benefits the local communities and the reserve, and that benefits are shared equitably.

Respect for indigenous knowledge: Recognizing and respecting indigenous knowledge and traditional practices, and involving local communities in the research process.

Compliance with regulations: Adhering to relevant laws, regulations, and guidelines governing research in the reserve and involving human participants.

By addressing these ethical considerations, the study can contribute to sustainable heritage management and social inclusion in the Mapembe Nature Reserve while maintaining the highest ethical standards.

1.12 Definition of key term

Sustainability is a multidisciplinary concept that encompasses environmental, social, and economic dimensions. It refers to the ability of a system to maintain its functions and services over time, without depleting natural resources or causing harm to the environment, society, or economy (WCED, 1987; Meadows et al., 1972). Scholars have emphasized the importance of balancing economic growth with environmental conservation and social justice, ensuring that development is both sustainable and equitable (Sen, 1999; Pearce et al., 1989). By adopting a sustainability approach, we can reduce waste, protect biodiversity, and promote human well-being, ultimately creating a more resilient and thriving future for all (Hansen et al., 2019; Kates et al., 2001**).**

Heritage is the cultural, historical, and social legacy inherited from past generations, encompassing both tangible assets like monuments and artifacts, as well as intangible traditions, language, and beliefs (Smith, 2006). Heritage is a cultural construct, shaped by social, political, and economic factors (Kirschenblatt-Gimblett, 1998), and can be used to create a sense of identity, community, and belonging (Hall, 1999). However, heritage can also be contested and politicized, particularly in cases of cultural appropriation or exploitation (Torgovnik, 1996). Recognizing the importance of heritage in sustainable development, UNESCO highlights its contribution to cultural diversity,

social cohesion, and economic growth (UNESCO, 2015). By understanding and valuing heritage, we can promote cultural preservation, social justice, and human well-being.

Sustainable heritage management balances conservation, tourism, and community development to ensure the long-term viability of cultural heritage resources (Taylor, 2009). This approach integrates conservation and development goals (ICOMOS, 2013), involves local communities in decision-making (UNESCO, 2019), and shares economic benefits equitably (Richards, 2018). It also protects heritage from climate change and natural disasters (UNESCO, 2019), promotes education and community engagement (Bhatt, 2017), and encourages sustainable tourism practices (Richards, 2018). By adopting sustainable heritage management, we can preserve cultural diversity, promote sustainable development, and foster community engagement and identity (Jokilehto, 2017TWO

Social inclusion is a multifaceted concept that aims to create a society where all individuals have equal access to resources, opportunities, and services, regardless of their background or circumstances (European Commission, 2019). It involves addressing discrimination and promoting diversity (European Commission, 2019), empowering marginalized communities (Sen, 2000), and fostering social cohesion and community engagement (Putnam, 2000). Social inclusion also ensures access to essential services like education (UNESCO, 2017), employment, and healthcare (WHO, 2019), and addresses social determinants of health to reduce health inequities (WHO, 2019). By promoting social inclusion, we can build a more equitable and just society where everyone has the opportunity to thrive and reach their full potential.

Nature reserves are protected areas designated to conserve and protect natural resources, including flora, fauna, and ecosystems (IUCN, 2019). These reserves play a crucial role in preserving biodiversity and ecosystems (Myers et al., 2000), protecting endangered species and their habitats (IUCN, 2019), and maintaining ecological processes and services (Daily et al., 1997). Nature reserves also provide opportunities for scientific research and monitoring (Balmford et al., 2005) and support sustainable

tourism and education (Newsome et al., 2017). By establishing and managing nature reserves, we can safeguard the natural world and ensure the long-term health of the planet.

1.13 Dissertation outline

This study is divided into five chapters, summarised below:

Chapter 1

This chapter provides an introduction to the dissertation, setting the stage for the research investigation. This chapter reviews the background and context of Mapembe Nature Reserve

Chapter 2

This chapter provides a review of related literature, in particular the theoretical and conceptual framework. The literature review is premised on key issues regarding the effects of COVID-19 on museums.

Chapter 3

This chapter outlines the research methodology selected and related research instruments. The merits of using various research instruments are discussed. The reliability and validity of the research instruments and sampling procedures used are also explained in this chapter.

Chapter 4

This chapter is centred on data presentation, analysis and discussion of the study results.

Chapter 5

This last chapter basically provides the conclusion and recommendations to the museum experts and researchers interested in pursuing related studies.

1.14 Dissertation Time Frame

Project Start Date: Novemer21, 2023

Project End Date: June 31, 2024

Duration: 07 months

Milestones and Deadlines:

Literature Review: Complete a comprehensive literature review (Due: February 28, 2024)

Data Collection: Complete data collection and analysis (Due: April 30, 2024)

Final Report: Submit the final project report (Due: June 06, 2024)

CHAPTER TWO

2.0 Literature review and theoretical framework

2.1 Introduction:

Sustainable heritage management and social inclusion are critical components of conservation efforts, ensuring the protection of cultural and natural resources for future generations. This literature review explores the intersection of sustainable heritage management and social inclusion, with a specific focus on Mapembe Nature Reserve in Mutare rural district.

2.2 Sustainable Heritage Management: A Critical Aspect of Tourism

Sustainable heritage management is a vital aspect of tourism, ensuring the preservation of cultural and natural resources for future generations (UNESCO, 2015). This concept is supported by the Sustainable Tourism Framework (STF), which emphasizes the importance of sustainable tourism practices in protecting cultural and natural heritage (World Tourism Organization, 2019).

Archaeological heritages are significant tourist attractions and are highly promoted as a tourism product (Newsome et al., 2017). The Tourism Product Life Cycle (TPLC) framework can be applied here, as it explains the stages of development and decline of tourist attractions, including archaeological heritage sites (Butler, 1980).

Be that as it may, tourism has a negative impact on destinations and their fragile heritage sites due to high flows of domestic and foreign tourists, as well as inadequate archaeological heritage management. Authorities and non-governmental organizations are gradually recognizing the importance of safeguarding and preserving archaeologicalheritages, and they are focusing on planning and policies for long-term archaeological heritage management. According to Helmy and Cooper (2002), planning sustainable tourism is shifting from focusing on the negative impacts of tourism and preserving resources from deterioration to a more integrated strategy that includes tourist and community participation. Page and Thorn (1997) identified several prerequisites for developing a sustainable tourist planning strategy, including cooperation, industry coordination, strategic planning, and a commitment to long-term objectives. It is necessary for the tourism industry and public sector planning organizations to drastically reconsider the effects of tourism and operation.

Furthermore, in order to achieve sustainable tourism goals and execute appropriate planning and management strategies, the management and sustainability of heritage resources must take into account numerous participants and their corporations. These core tactics include carrying capacity, boundaries of acceptable change approaches; tourist impact management, visitor experience, and resource preservation; environmental impact assessment and auditing.

Research on sustainable heritage management and social inclusion in Mapembe Nature Reserve, within the context of the Mutare rural district, is limited and requires further exploration. The reserve's unique cultural and natural heritage, including sacred sites and traditional practices, necessitates a deeper understanding of the complexities of sustainable heritage management. Additionally, the impact of tourism on the reserve's resources and the local community's involvement and benefits need to be examined.

2.3 Community and Stakeholder Involvement

The relationship between tourism and archaeological heritage is strongly interlinked, and they need each other (Buckley, 2017). The Stakeholder Theory (ST) framework highlights the importance of involving local communities and stakeholders in the management of archaeological heritage sites (Freeman, 1966). Without community and stakeholder involvement, archaeological heritage management will not be successfully achieved (ICOMOS, 2013). The Community-Based Tourism (CBT) framework emphasizes the importance of involving local communities in tourism development and management (Murphy, 1985).

Cooperation and PartnershipSuccessful tourist development necessitates effective collaboration and partnership among government, businesses, and communities at all levels, including national, regional, and local. Otherwise, tourism cannot thrive until cooperation and collaboration occur (Causevic & Lynch, 2013). The government must facilitate the development of the tourism business. This is done by providing an efficient and safe infrastructure, including airports, roads, utilities, safety, and security. It is not appropriate nor efficient for the government to operate tourism-related businesses. However, the government must listen to and understand businesses in order to assist them and implement policies that protect culture and the environment (Gnyawali & Fogel, 1994). At the same time, private enterprises must

understand their customers' needs, listen to the needs of communities, be knowledgeable and accountable in company management, and provide input to the government (Rao, 2000).Other areas of collaboration and partnership exist; for example, the South Coast region's department of conservation and land management (CALM) collaborates with a variety of partners to enhance conservation and tourism. The collaboration has been developed with numerous organizations, including federal, state, and local governments, industry bodies, community groups, education providers, indigenous people, and non-profit associations.

Furthermore, conservation collaborations have been formed in the natural, cultural, and heritage environments, encompassing heritage conservation, a volunteer program, and a conservation card (Dowling & Sharp, 1997).As part of its tourism and leisure action plan, the CALM south coast area strengthened its collaboration with the Albany residence museum. It entails a collaborative effort to educate visitors and the local community about nature conservation and recreational activities. The museum will be transformed into a regional interpretation center, providing visitors with an outstanding overview of the Albany area while also encouraging them to learn more about national parks. The relationship between CALM and the museum successfully fosters the link between the natural and cultural surroundings (Dowling & Sharp, 1997).

In this research, the roles of stakeholders, including local authorities, communities, and tourists, in sustainable heritage management and social inclusion require further investigation. Moreover, the effectiveness of current management practices and policies in balancing conservation, tourism, and community needs evaluation.

2.4 Conservation and Preservation Efforts

The protection and conservation of historical and cultural heritages have become an essential resource for sustainable tourism development and sustainable visiting of these historical and cultural sites (Chimuti, 2017). The Conservation Theory (CT) framework explains the importance of preserving cultural and natural heritage for future generations (Harrison, 1994).

The planning and management of archaeological heritage resources is a specialized area that receives increasing attention and follows managing the archaeological heritage for visitors and coming generations (Newsome et al., 2017). The Resource-Based View (RBV) framework can be applied here, as it explains the importance of effective resource management in achieving organizational goals (Wernerfelt, 1984).

In Mapembe Nature Reserve, the potential for sustainable heritage management to contribute to the well-being and empowerment of local communities, particularly in the context of rural development, requires exploration, offering opportunities for innovative and collaborative approaches to conservation, tourism, and community development.

2.5 Sustainability and Policy

The sustainability of archaeological heritage should be one of the sub-policies of central tourism planning and policies (Mason, 2016). The Sustainable Development Framework (SDF) emphasizes the importance of integrating sustainable development principles into tourism policy and planning (United Nations, 2015).

The appropriate protection and conservation of archaeological heritages should be formed by the good cooperation between tourism, archaeological authorities, and conservation agencies with adequate financial support and specialist personnel (Buckley, 2017). The Collaborative Governance Framework (CGF) explains the importance of collaboration and partnership in achieving sustainable tourism development and heritage conservation (Ansell & Gash, 2008)

2.6 Theoretical frameworks

This study employed the Sustainable Tourism Framework (STF) and the Sustainable Development Framework (SDF) as the primary theoretical frameworks, complemented by the Social Justice Theory (SJT). These frameworks will provide a comprehensive understanding of sustainable heritage management and social inclusion in Mapembe Nature Reserve.

2.7 Sustainable Tourism Framework (STF)

The STF provides a holistic approach to sustainable tourism development, emphasizing the importance of balancing economic, social, and environmental factors (World Tourism Organization, 2019). This framework will guide the analysis of sustainable heritage management practices in Mapembe Nature Reserve, including the impact of tourism on the reserve's resources and the local community's involvement and benefits.

2.8 Sustainable Development Framework (SDF)

The SDF provides a broad framework for understanding sustainable development, emphasizing the importance of meeting the needs of the present without compromising the ability of future generations to meet their own needs (United Nations, 2015). This framework will guide the analysis of the potential for sustainable heritage management to contribute to the well-being and empowerment of local communities, particularly in the context of rural development.

2.9 Social Justice Theory (SJT)

The SJT provides a critical perspective on social justice, emphasizing the importance of addressing power imbalances and promoting equity and fairness (Rawls, 1971). This framework will complement the STF and SDF by highlighting the social justice implications of sustainable heritage management and social inclusion in Mapembe Nature Reserve, particularly in relation to the rights and interests of local communities and indigenous peoples.

By combining these three frameworks, this study will provide a comprehensive understanding of sustainable heritage management and social inclusion in Mapembe Nature Reserve, highlighting the importance of balancing economic, social, and environmental factors while promoting social justice and equity.

2.10 Chapter summary

This literature review informs the theoretical framework and research methodology of this study, which aims to address these gaps and contribute to the body of knowledge on sustainable heritage management and social inclusion in Mapembe Nature Reserve

CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN

3.0 Introduction

This study aims to explore sustainable heritage management practices in Mapembe Nature Reserve, focusing on the intersection of conservation and community development. The scope of this research encompasses the reserve's cultural, historical, and environmental context, with a specific emphasis on stakeholder perspectives and experiences.

3.1 Research Design and Approach

This study employs a qualitative research design, using a case study approach to gain an in-depth understanding of the complex issues surrounding sustainable heritage management in Mapembe Nature Reserve. The qualitative approach allows for a nuanced exploration of the research questions, enabling the collection of rich, detailed data through semi-structured interviews, observations, and document analysis. This design enables an examination of the

complex relationships between stakeholders, practices, and contexts, providing a comprehensive understanding of the reserve's heritage management landscape.

A case study design was chosen for this research due to its exploratory nature, allowing for an in-depth examination of the reserve's unique context. This design enables a rich understanding of the cultural, historical, and environmental complexities of the reserve, which is crucial for developing effective heritage management strategies. By adopting a case study approach, the research can unravel the complex issues surrounding heritage management, such as balancing conservation and community needs, and provide detailed insights into the reserve's specific challenges, opportunities, and practices. This design also offers flexibility in data collection and analysis, enabling the researcher to adapt to emerging themes and issues, and ultimately, provide a comprehensive understanding of the context. Furthermore, case studies focus on real-world situations, making the findings more applicable to practical contexts, and enabling the development of practical solutions for sustainable heritage management in Mapembe Nature Reserve.

By choosing a case study design, this research can provide a comprehensive understanding of sustainable heritage management practices in Mapembe Nature Reserve, contributing to the development of effective conservation strategies that balance community needs and environmental stewardship.

3.2 Population of the study

This study's population sample comprises a diverse range of key stakeholders involved in heritage management at the Mapembe Nature Reserve. Specifically, the sample includes 2 government officials responsible for cultural and tourism policies, 2 heritage site administrators who oversee the day-to-day management of the reserve, 2 community leaders who represent the interests of local residents, and 9 community members (including both male and female perspectives). This sample of 15 individuals provided a rich and informed understanding of the complex issues surrounding heritage management at the Mapembe Nature Reserve.

3.3 Sampling

Sampling is a research methodology technique that involves selecting a subset of individuals or cases from a larger population or dataset, to make inferences or generalizations about the larger group. There are various types of sampling methods, including random, stratified, systematic, cluster, snowball, and quota sampling, which can be either probability or non-probability based. Sampling is used in various fields, including research methodology, statistics, marketing research, social sciences, healthcare research, and business research, as it allows for generalization to the larger population, reduces data collection costs and time, and enables researchers to study a representative subset of the population. By using sampling, researchers can increase the precision of estimates and reduce bias, facilitating the use of statistical methods to analyze data.

3.4 Purposive sampling

Participants were selected based on their expertise, experience, and knowledge of sustainable heritage management practices in Mapembe Nature Reserve. This sampling strategy ensured that the most relevant and informed stakeholders were included in the study.

3.5 Data collection methods

This study employed semi-structured interviews and participant observations to gather rich and nuanced data. In-depth interviews were conducted with a diverse range of stakeholders, includiSmplingl community members, community leaders, reserve staff, and tourists, to gain a comprehensive understanding of their experiences, perspectives, and insights. These interviews were audio recorded and later transcribed to ensure accuracy and detail. Additionally, participant observations were conducted during various activities such as tourism events, community gatherings, and daily life in the reserve, allowing the researcher to witness and record firsthand the dynamics and interactions within the community. Field notes were taken to document these observations, providing a detailed and contextualized account of the data collected.

3.6 Interviews

Interviews were employed in this study to gather in-depth and nuanced data, as they offer a direct and quick response from participants, allowing for follow-up questions to seek clarification (Denzin & Lincoln, 2018). Participants were approached and invited to participate, and informed consent was obtained prior to each interview. The interviews were conducted in a quiet, private space, lasting approximately 15-25 minutes, and open-ended questions were used to encourage participants to share their experiences and perspectives. The interviews were audio recorded and later transcribed verbatim, ensuring a detailed and accurate account of the participants' responses. This methodology enabled the collection of rich and detailed data, providing valuable insights into the research topic.

3.7 Observations

To gain a deeper understanding of the context, the researcher participated in tourism activities and community events, employing participant observation methodology. Field notes were taken to record detailed observations, including descriptions of the setting, participants, and activities. These observations were conducted over several days, allowing for a comprehensive and immersive understanding of the context. By participating in these activities and events, the researcher was able to observe firsthand the dynamics and interactions within the community, gaining valuable insights into the research topic. The field notes provided a rich and detailed account of the observations, supplementing the data collected through interviews.

3.8 Data Recording

The collected data was carefully managed and stored to ensure participant confidentiality and data quality. Audio recordings of interviews were securely stored and transcribed verbatim, while field notes from observations were written up in detail and stored securely. All data was anonymized to protect participant confidentiality. By combining interviews and observations, this study collected rich and detailed data, providing a comprehensive understanding of sustainable heritage management practices in Mapembe Nature Reserve. The purposive sampling strategy ensured that the most relevant stakeholders were included, and the data collection procedures were designed to minimize bias and ensure data quality, resulting in a reliable and trustworthy dataset that supported the study's findings.

3.9 Data Analysis

This study used thematic analysis, a qualitative data analysis approach used to identify, code, and categorize patterns and themes within the data.

By using thematic analysis and these procedures, the study was able to identify and interpret patterns and themes in the data, providing a rich understanding of sustainable heritage management practices in Mapembe Nature Reserve.

3.10 Data Quality and Validity

To ensure the highest level of data quality and validity, several measures were taken. Data triangulation was employed, combining data from interviews, observations, and documents to increase validity and reliability. Member checking was also conducted, where participants reviewed and validated the findings to ensure accuracy and credibility. Additionally, peer debriefing was undertaken, where a peer researcher reviewed the data analysis process and findings to ensure objectivity and reliability. Data saturation was reached, ensuring that no new themes or codes emerged, and coding reliability was ensured through multiple researchers coding the data. These measures collectively contributed to the trustworthiness and credibility of the research findings, providing a robust and reliable understanding of sustainable heritage management practices in Mapembe Nature Reserve.

3.11 Measures taken to address and minimize bias

To ensure the integrity and reliability of the research findings, the study acknowledged and actively addressed potential biases and assumptions throughout the research process. The researcher employed purposive sampling to select participants with diverse perspectives and experiences, minimizing participant selection bias. Data collection methods, such as open-ended questions and observations, were chosen to minimize data collection bias. Additionally, data analysis bias was mitigated through systematic and transparent coding and theme identification processes. By implementing these measures, the study aimed to ensure the quality and validity of the data, minimize bias, and increase the reliability of the findings, ultimately contributing to a trustworthy and credible research outcome.

3.12 Ethical Considerations

Bryman and Bell (2007) note that a lack of informed permission as an ethical issue is not extensively interrogated in academic literature. The present study had to consider certain ethical issues which are the Consent Letter which was sent to all respondents who appended their signatures to confirm their voluntary participation in the study and contributors were completely informed concerning the objectives of the study.

This research was mindful of ethical considerations to ensure the well-being and rights of participants. Informed consent was obtained through a detailed consent form, which participants signed before participating, ensuring they understood the purpose, risks, and benefits of the research. Confidentiality and privacy were protected by keeping personal information anonymous and minimizing intrusion during data collection. The research design and methods were carefully planned to avoid causing physical, emotional, or psychological harm to participants. By addressing these ethical issues, the research ensured the dignity and autonomy of participants, maintaining the highest ethical standards and upholding the principles of respect, beneficence, and non-maleficence.

By addressing these ethical issues, the research aimed to protect the rights and dignity of participants, ensure the integrity of the research process, and maintain public trust in research.

3.13 Chapter summary

This study employed qualitative approach for data collection and analysis methods. A case study design was used to explore the sustainable heritage management practices in Mapembe Nature Reserve. Data collection involved semi-structured interviews with local community members, community leaders and reserve staff, as well as observations of tourism activities and review of documents. A purposive sampling strategy was used to select participants. Thematic analysis was used to analyze the qualitative data. Measures taken to ensure data quality and validity included triangulation, member checking, and peer debriefing. Ethical considerations included obtaining informed consent from participants and ensuring

confidentiality. The study's limitations include the small sample size and the potential for bias in the data collection process.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDS

Participant	Number	Male	Female	Mode of inquiry
Community leaders	2	2		Interview
Site Custodians	2	1		Interview
Government officials	2	1	1	Interview

4.0 Introduction:

This chapter presents the findings of the research conducted at the Mapembe Nature Reserve, focusing on the conservation challenges, tensions with local communities, governance complexities, and community aspirations. The analysis provides insights into the critical issues affecting the reserve and the communities surrounding it.

4.1 Data presentation

This section presents the statistical and demographic descriptions of the interviewees who participated in this study.

Community representatives	9	4	5	Interview

Table 4.1 ~~~~~~~~~

Source:

The tot

populat

Respondents by gender
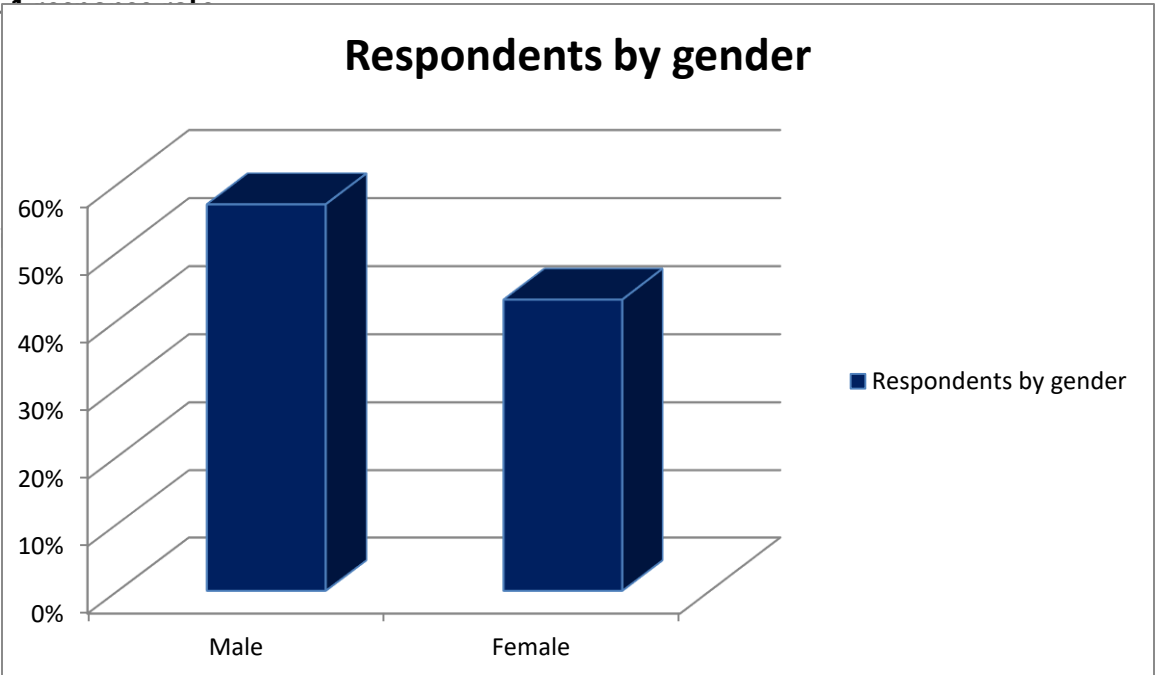
Fig 4:1 Respondents by gender

Source: research data, 2024

Male 8= 57%

Female 6= 43%

Impotance level | Number of repondance

Fig 4.2 pie

Legend:
- very impotant
- somewhat important
- not very important
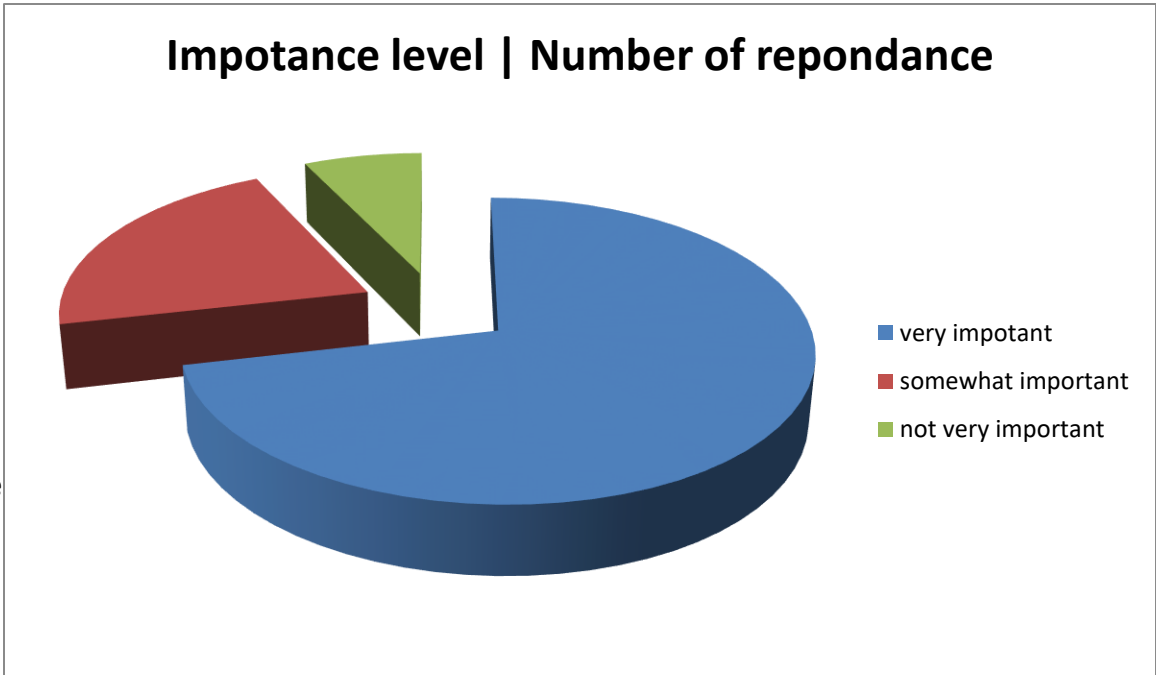
Source: Research Data, 2024

Very important 10

Somewhat important 3

Not very important 1

Quote 1: 'our cultural heritage is our identity, and we must preserve it…'(Government official 2)

Fig 4.3 shows the how the community surrounding Mapembe Nature Reserve appreciates the importance of cultural heritage conservation.

4.2 Data Analysis

By applying data analysis techniques, individuals and organizations can gain a deeper understanding of the presented data, make more informed decisions, and drive meaningful outcomes**.**

Conservation Challenges

In examining the conservation challenges facing the reserve, the data reveals a concerning pattern of habitat degradation, poaching incidents, and unsustainable resource utilization. In response to this issue, the custodian of Mapembe Nature Reserve pointed out that since the reserve is in an agroecological zone, there is high rate of deforestation for people need firewood for burning their tobacco for sale. He also mentioned that tobacco companies like Northern Tobacco in particular is playing avital role trying to eradicate this problem as they introduced a system called Sustainable Tobacco Program where contracted famers are given either coal or firewood from their plantations which is helping. He also mentioned that people are digging pits as an animal trap which also trapes baby animals.The responses paint a stark picture, with widespread concern expressed about the degradation of habitats, frequent instances   of   poaching,   and   alarming   rates   of   resource

depletion

Fig 4.4 shows the custodian on interview with the researcher at Mapembe Nature Reserve.

These findings underscore the urgent need for the implementation of robust conservation strategies to effectively address these pressing issues and protect the communities` heritage and reserve's fragile ecosystem.

Tensions with Communities

The data sheds light on the negative consequences of excluding local communities from decision-making processes and failing to distribute benefits equitably. The analysis reveals a pervasive sense of marginalization among community members, who feel their voices are not heard in reserve management decisions. In response to this issue the interviewee X one of the women in the surrounding community is of the view that there is now conflict of interest

between the community and EMA over the reserve. She stated that because people are getting nothing formally from something that is supposed to improve their standard of living and EMA is benefiting in their ways which people don't know . people are now hunting for food which they are calling poaching and fetching firewood for their commercial farming. She continued opining that in this case what they are calling regulations are only affecting one side which is the community hence there is tension. Some also express frustration that tourism revenue does not benefit the local population, perpetuating economic disparities. Furthermore, numerous accounts of conflicts with reserve authorities highlight the strained relationships between the two parties.

Fig 4.5 shows the interviewee X and the researcher at her place.

These findings underscore the importance of community engagement and fair benefit-sharing mechanisms in building trust and promoting sustainable reserve management.

Governance Complexities

The Governance Complexities outlined in the data highlight the challenges posed by ambiguous policies and inadequate coordination among stakeholders in effectively governing the reserve. The analysis reveals widespread confusion among stakeholders regarding existing policies and regulations, with many citing a lack of clarity and consistency. Additionally, stakeholders express frustration about the lack of coordination and communication among various parties involved in reserve management. W a government agronomist also believe that unclear policies hinder effective management practices, leading to inefficiencies and conflicts.

These insights underscore the need for clear, transparent policies and enhanced coordination mechanisms among all stakeholders to improve governance operations within the reserve.
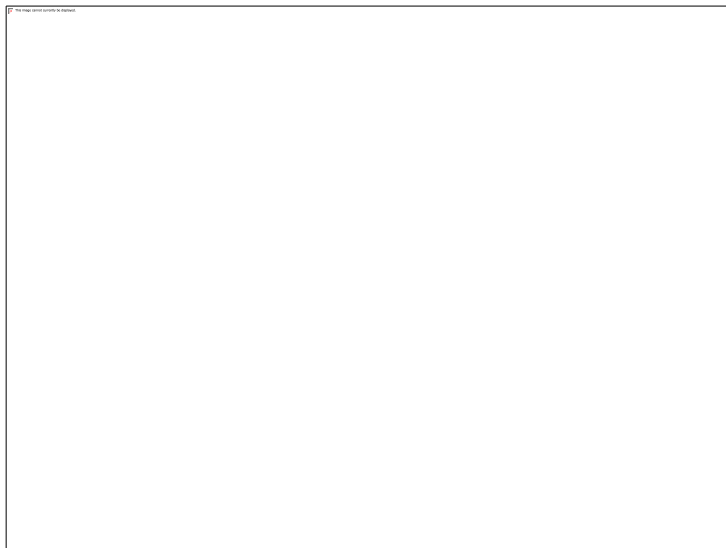

Fig 4.6 shows the researcher and the respondend W at his place.

Community Aspirations

Community Aspirations, as revealed through the data, provide a glimpse into the desires and ambitions of local residents regarding the reserve. The findings indicate a strong inclination

towards preserving traditional practices and sacred sites within the reserve, diversifying income streams through sustainable heritage tourism endeavors, and actively participating in conservation and management initiatives. The community emphasizes the importance of preserving cultural heritage and expressing a keen interest in fostering sustainable livelihoods through tourism-related ventures. On interview with Ishe Kasunzuma, he pointed that the name EMA is now popular than the community. He stated that change should be done completely because there is now an issue of ownership and authority. Ishe Kasunzuma also opines that EMA should come as an ex-official to the reserve and the community leader should address the community members as a patron. He continued saying constitution of the reserve should come from the community with the help of the selected committee and EMA should be involved not to be in charge. From the responses, in the matters of sustainable livelihoods communities aspire to diversify their income sources through sustainable heritage tourism opportunities. Talking of environmental stewardship, the communities want to actively participate in the conservation and management of the reserve.

These aspirations underscore the significance of community-driven initiatives and inclusive management strategies in aligning conservation objectives with the needs and aspirations of the local populace, highlighting the need for a collaborative and culturally sensitive approach to reserve management.

4.Observations

The Mapembe Nature Reserve can be a shining example of sustainable development in action. Through its diverse income-generating activities, including fish farming, api culture, and tourism, the reserve does not only promote economic resilience but also preserving and showcasing local culture at its culture center.
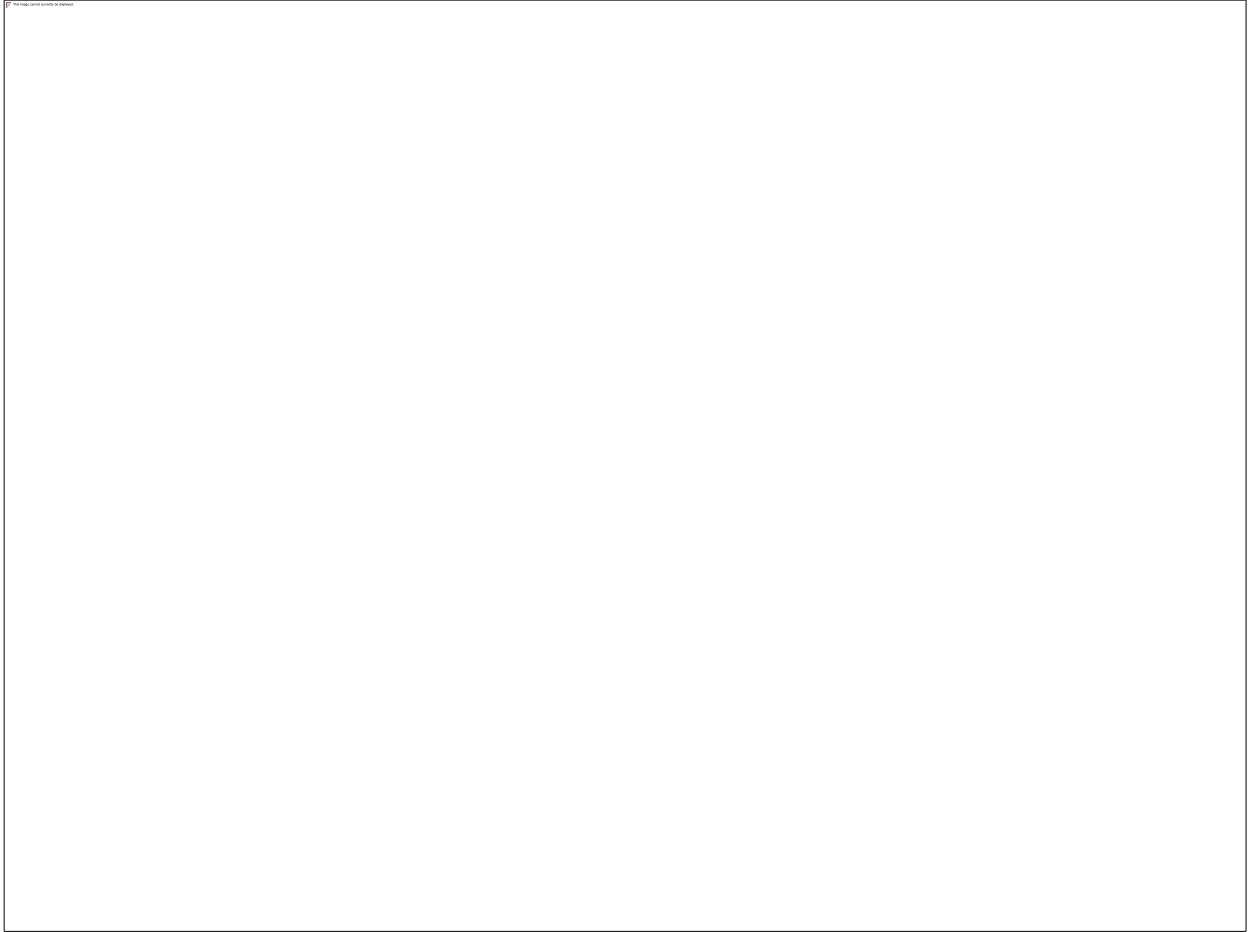
Fig 4.7 shows a culture center at Mapembe Nature Reserve.

Fig 4.8 shows deforestation within the nature reserve

Fig 4.9 shows api-culture or bee keeping within the reserve

Fig 4.10 shows fish ponds within the reserve for fish farming

By aligning its efforts with the aspirations of local communities to diversify their income sources, the reserve should making a positive impact on the well-being of local people. This holistic approach to conservation and sustainable development is a testament to the reserve's commitment to creating a better future for all stakeholders involved.

CHAPTER FIVE: SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND AREAS FOR FURTHER RESEARCH

5.0 Intoduction

This project explored the complex relationships between heritage tourism, community engagement, and sustainable development in the context of the Mapembe Nature Reserve. The project aimed to identify strategies for harnessing heritage tourism's potential to contribute to

the conservation of cultural heritage and the well-being of local communities.This chapter is the summary of the study that was carried out. This chapter covers the main problems and findings of the research in trying to respond to all objectives and all questions of this research. A number of recommendations are put forward with the aim of improving sustainable heritage management and social inclusion.

5.1 Summary

The project's key findings highlight the importance of community engagement and participation in heritage tourism development. The research revealed that benefit-sharing models and inclusive decision-making processes are essential for ensuring equitable distribution of resources and benefits. Additionally, capacity building and training programs are necessary for local communities to effectively manage and benefit from heritage tourism.

Despite the project's successes, several challenges were encountered. Limited resources and infrastructure in the reserve/heritage site posed significant hurdles. Difficulty in engaging all stakeholders in the decision-making process also presented a challenge. Balancing conservation and tourism development goals required careful consideration and negotiation.

The project offered several valuable lessons. Community engagement and participation are critical in heritage tourism development. Collaborative governance and inclusive decision-making processes are essential for ensuring that heritage tourism contributes to sustainable development and cultural preservation. Capacity building and training programs are necessary for sustainable heritage tourism development. These lessons can inform future heritage tourism development initiatives.

5.2 Recommendations

To the Reserve and the community

To combat the pressing conservation challenges facing the reserve, a multi-faceted approach is necessary. Habitat restoration programs can rehabilitate degraded areas, while anti-poaching efforts and community engagement can help reduce poaching incidents. Sustainable resource

management plans and eco-tourism initiatives can promote responsible resource utilization, and collaborative conservation efforts can leverage resources and expertise. Effective monitoring and enforcement mechanisms are also crucial, along with research and capacity building to address emerging challenges. By implementing these solutions, the reserve can effectively address habitat degradation, poaching, and unsustainable resource use, ensuring a thriving and protected environment for future generations.

To the community leaders

Addressing the existing barriers and challenges to social inclusion in heritage management to avoid tension between the community and the reserve, requires a multifaceted approach. This includes community engagement and participation, capacity building and training, policy reforms and legislation, inclusive storytelling and interpretation, accessibility and inclusivity, collaborative governance and partnerships, education and awareness, inclusive funding and resource allocation, monitoring and evaluation, and supporting community-led initiatives. By implementing these strategies, heritage managers and stakeholders can promote social inclusion, address the needs of marginalized communities, and ensure that heritage management practices are sustainable, equitable, and beneficial to all.

To the policy makers

Effective policy and governance mechanisms are crucial for fostering social inclusion in sustainable heritage management. By establishing clear and inclusive policies, engaging diverse stakeholders in decision-making processes, and providing training and capacity-building programs, heritage management can become more equitable and sustainable. Collaborative governance structures, participatory monitoring and evaluation, and legal recognition of indigenous peoples' and local communities' rights to their cultural heritage are also essential. Moreover, transparent management of resources and benefits, as well as accountability mechanisms, can ensure responsible governance and management of heritage resources. By implementing these measures, heritage management can become a tool for social inclusion, community empowerment, and sustainable development.

To EMA and other stakeholders

The effective representation and incorporation of communities' perspectives and aspirations in heritage tourism decision-making processes requires a collaborative and inclusive approach. This involves actively engaging with communities through culturally sensitive methods, building their capacity to participate and advocate for their interests, and providing platforms for their voices to be heard. Inclusive decision-making structures and benefit-sharing models ensure equitable distribution of resources and benefits, while community-led initiatives and collaborative governance models empower marginalized communities to take ownership of their cultural heritage and tourism development. By adopting these strategies, heritage tourism can become a tool for community empowerment, cultural preservation, and sustainable development, rather than a source of exploitation and cultural erasure.

5.3 Conclusion

The project demonstrates the potential of heritage tourism to contribute to sustainable development and cultural preservation, highlighting the importance of community engagement, inclusive decision-making, and benefit-sharing models.

5.4 Areas for furtheReferences

Further research could explore the intersections of heritage management, social inclusion, and sustainable development, including the impact of heritage management on local communities and economies, and the role of cultural heritage in shaping identity and influencing political discourse. Additionally, investigating the effectiveness of community-based heritage management approaches, and developing innovative methods for heritage education and community engagement could provide valuable insights. Moreover, studying the impact of sustainable tourism on heritage sites and local communities, and analyzing the applications and limitations of different research methodologies in various fields could further advance our understanding of these complex topics. By exploring these areas, researchers can continue to build on the existing knowledge and address emerging challenges in heritage management, social inclusion, and sustainable development.

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