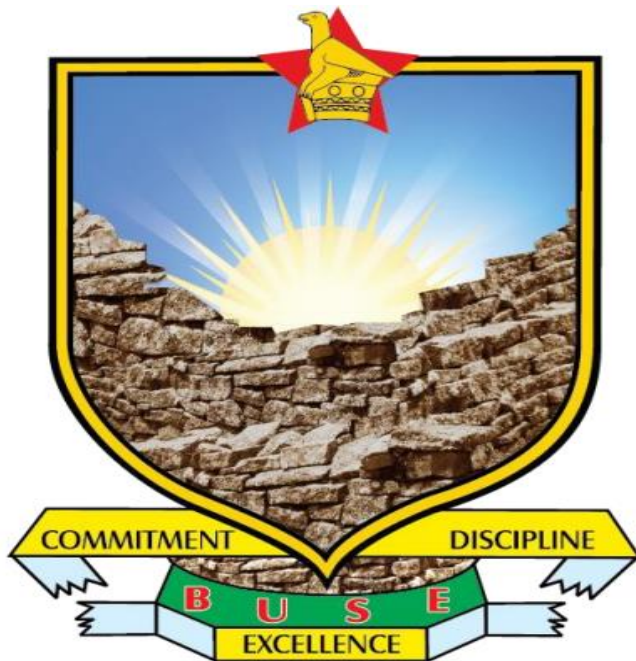


**BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS**



**THE IMPACT OF TOURISM ON TANGIBLE CULTURAL HERITAGE, A CASE
STUDY OF NYANGA DISTRICT, ZIMBABWE**

By

Bridget Chidhakwa (B1953961)

A Dissertation Submitted to the Department of Language and Communication Skills in partial fulfilment for the requirements for the Bachelor of Science Honours Degree in Culture and Heritage Studies

Supervisor: DR Jeffrey Kurebwa

Bindura, Zimbabwe
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Abstract

The purpose of the research is to understand the impacts of tourism on tangible cultural heritage. The research was based on qualitative research which helped in the process of data collection and also understands the meaning of the data collected. The main aim of using qualitative research was to understand the social reality of individuals, groups and their cultures according to how the participants live. The research found out that the majority of the people from various places who visit the pit structures visit for fun and do not know how important the site is to the Ministry of tourism and also to the coming generations. They seem not to know much about the relevance of cultural heritage sites and what they interpret to the people and only the people who visit the site really want to learn about the type of settlement that is shown by the pit structures and why they decided to settle in such a way and also those that are exposed to the site know the importance of the site as they benefit from the site each day that passes. The research has concluded that tourism has more negative impacts on tangible cultural heritage and it was reviewed with the way the site is going down day by day as people do not have enough knowledge about the importance of cultural heritage sites to the coming generations. The research recommends that the Ministry of Environment, Climate, Tourism and Hospitality Industry together with the Nyanga National Park (NNP) committee and also the National Museums and Monuments of Zimbabwe (NMMZ) reconsider the ground rules on the site so as to sustain the site for many years to come.

Declaration Form

I Bridget Chidhakwa (B1953961) hereby declare that this project is my own original work and that it has not been copied or lifted from any other sources without acknowledgement.

Supervisor’s name...Dr J Kurebwa.....

Signature.....

Date ...27...../.....06...../...2023.....

Chairperson of the department Board of examination

The department board of examiners is satisfied that this dissertation report meets the examination requirements and I therefore recommend Bindura University of Science Education to accept a research project by Bridget Chidhakwa (B1953961); The impact of tourism on tangible cultural heritage on the pit structures in Nyanga, Zimbabwe in partial fulfilment of the requirements of the Bachelor of Science Honours degree in Culture and Heritage.

Chairperson Name.....

Signature.....

Date...../...../.....

Dedication

This project is dedicated to my parents Mr and Mrs Chidhakwa, my brother Tafara Robert Chidhakwa, Tabeth Sibanda, Mary-Jane Mberi and all my friends and the extended family at large. I forever cherish the love, support, care and resolute sustenance provision and reassurance to me to keep on fighting on in my academic battles. May the Almighty Lord bless you and grant you everything your heart's desire, many years of love, peace and prosperity. Without your support, I would not be where I am today.

Acknowledgements

My acknowledgement goes to my supervisor Dr J Kurebwa, my lecturers, my parents and all my family and friends for their unwavering support and encouragement. Thank you so much for being there for me when I needed you the most.

I would like to thank the Almighty Lord for the strength and taking me this far.

List of Abbreviations

APA	- American Psychological Association
BUSE	- Bindura University of Science Education
CD	- Compact Disk
GDP	- Gross Domestic Product
ICOMOS	- International Council on Monuments and Sites
MIR	- Major Incident Response
MPG	- Miles Per Gallon
NNP	- Nyanga National Park
OECD	- Organisation for Economic Cooperation and Development
RETOSA	- Regional Tourism Organisation of Southern Africa
SADC	- Southern Africa Development Community
UNESCO	- United Nations Education, Scientific and Cultural Organisation
WHS	- World Heritage Sites
WTO	- World Trade Organisation

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

The chapter has explored the study's sociocultural theory as well as the negative and positive effects of tourism on cultural heritage. The study focused on the negative impacts of tourism on tangible cultural heritage, as they have destroyed cultural heritage. Culminating in the extinction of cultural heritage places. Tourism, on the other hand, has had a positive impact on cultural heritage by helping to improve local communities and the economy.

The negative effects of tourism on tangible cultural property include social change, which refers to changes in the way society acts or behaves in the local population as a result of tourism. According to Bruner (2001), another component of tourism is the loss of authenticity. For example, the Long Neck Tribe in Thailand and the Maasai Tribe in Africa have not changed their customs, the way they dress, speak, or act in generations for the sole purpose of tourism. These people have not embraced globalisation in the same manner that the rest of the world has; they continue to act in culturally appropriate ways. There are additional environmental dangers in the process of satisfying tourists' desires for familiar facilities and experiences, according to (Bruner, 2001).

According to Mandinyenye (2013), general obstacles in regional tourism as well as commerce challenges are also mentioned. The Regional Tourist Organization of Southern Africa (RETOSA) is confronting issues in product quality and sustainability, regional destination marketing, and cross-border tourist movement by foreign and SADC citizens. Southern Africa enjoys only 2% of the global tourism pie; this has been the case for two decades, and a paradigm shift is required to increase market share to 5% by 2027, which means

that Southern Africa's tourism growth rate must be sustainably higher than the global average, (Mandinyenya, 2013).

Tourism in Zimbabwe places numerous stresses on local land use, leading to land degradation as more vehicles continue to move in the same area, overuse of water because tourists claim they paid for the facilities, and climatic conditions as tourism contributes to more than 5% of global greenhouse gas emissions, with transportation accounting for 90%, according to (Baloch, 2022). Tourism also leads to the destruction of natural habitats and increases the burden on endangered species.

Culture and tourism have a mutually beneficial interaction that can increase the appeal of heritage sites. Culture is becoming an increasingly significant component of the tourism industry, which can provide differentiation in a congested global economy. Creating a strong relationship between tourism and culture can thus help destinations become more attractive as well as more competitive as locations to live, visit, work, and invest in OECD (Francais, 2009).

1.2 Purpose of the study

The purpose of this study is to understand the impacts of tourism on tangible cultural heritage.

1.3 Statement of the problem

Stones from the walls are falling every day as a result of ground vibration caused by vehicles going through and people climbing and sitting on the structure. It is a concern because it is gradually destroying the site. It is an issue for the Ministry of Environment, Climate, Tourism, and Hospitality Industry, as well as the Ministry of Home Affairs and Cultural Heritage. If the stones continue to fall, the site will be destroyed and will no longer exist.

1.4 Objectives of the study

The objective of this study is to:

1. To examine the impact of tourism on cultural heritage.
2. To determine the impact of tourism on cultural heritage.
3. To assess the steps that can be implemented to maintain and conserve cultural heritage.

1.5 Research questions

The research questions of the study are:

1. What is the role of tourism on cultural heritage?
2. How does tourism affect cultural heritage?
3. What steps can be made to maintain and conserve cultural heritage?

1.6 Assumptions of the study

1. Tourism have negatively impacted tangible cultural heritage.
2. Cultural tourism has contributed to the demise of cultural heritage sites used as tourism destinations/sites, as shown on the pit buildings, which are gradually deteriorating.

3. Online campaigns and physical education on cultural heritage sites will be beneficial (as will the use of professional tour guides on sites).

1.7 Significance of the study

The results of this research are of much significance to the following stakeholders:

Scholars

Students are the study's stakeholders since they will continue to use the site historically, retelling the types of settlements that were used in the 17th century. They will also be repeating forms of agriculture pointing to the site and developing new theories, such as Kritzinger (2017) who stated that the location was used to safeguard minerals.

Ministry of Environment, Climate, Tourism and Hospitality Industry

The study is also important since tourism will be promoted through safe ways of enjoying the tour on the site, which will assist to sustain the place for many years to come.

Ministry of Home Affairs and Cultural Heritage

The Ministry of Home Affairs and Cultural Heritage will gain from the study since it will help with heritage management and promote safe tourism around cultural heritage sites. This will also help to protect the safety of cultural heritage sites

1.8 Delimitations of the study

The research is focusing on the Pit Structures in the Nyanga National Park as it is the site that holds tangible cultural heritage. There is also intangible cultural heritage in the Park for example there is Mount Nyangani which contains intangible cultural heritage, they are some things that are not supposed to be done or said in the mountain but people do not take it serious, thus disrespecting our cultural taboos and this is being promoted by acculturation by tourist from different areas containing different cultures. Other cultural sites that are being impacted by tourists include the Ziwa terraces, the Rhodes Nyanga Hotel and Museum; the buildings are tangible pieces of heritage that are also being impacted by tourism, but they fall under colonial heritage. Other cultural heritage sites impacted by tourism include the Great Zimbabwe Monuments, Khami Ruins, and Njelele Shrine at Matobo cultural landscape; however they will not be covered in this study.

1.9 Limitation of the study

The challenges likely to be faced by this research are the change of workers who will be monitoring the place and visitors every day. People change, and they may not have enough information about the difficulties that the site faces. The research might find someone who will not give enough information because of fear of being exposed and lose their job as well. The research will have to go to the people who have been staying around or near the site for a long

time so as to get enough information that will help bring solutions to the impacts of tourism on tangible cultural heritage.

1.10 Definition of key terms

Impacts

Impacts can be summarized as having an effect, benefit, or contribute to economic, social, cultural and other aspects of the lives of citizens and society beyond contributions to academic research (Hutchinson, 2019).

Tourism

Walton (2022) defined tourism as the act of spending time away from home in pursuit of recreation, relaxation, and pleasure while using commercially provided services.

Tangible Cultural Heritage

Tangible cultural heritage refers to the physical artefacts produced, maintained and transmitted intergenerational ally in a society it includes artistic creations, built heritage such as buildings and monuments and other physical or tangible products of human creativity that are invested with cultural significance in a society (Fiore, 2021).

Culture

According to Cole (2019) defines culture as values, beliefs, system of language, communication and practices that people share in common and that can be used to define them as a collective.

Heritage

Heritage, according to Waterton & Watson (2015), is a version of the past obtained through items and exhibits, presentations and engagements, spectacular settings and events,

memories and commemorations, and the development of cultural purpose and consumption places.

1.11 Dissertation outline

Chapter One: Introduction

The chapter is an introduction of the focus of the study and gives a brief background of the study as well outlining how the study would be carried out. It is in the same chapter that the problem of the study is defined and discussed.

Chapter Two: Literature Review and theoretical frameworks

The chapter would be a dialogue between scholars who had previously researched on the impacts of tourism on cultural heritage. The idea is to review their findings in relation to the current study.

Chapter Three: Research Methodology and Design

The chapter discusses how the study was carried out, that is the tools used in carrying out the research as well as the method used in gathering the data from the field.

Chapter Four: Data Presentation, Analysis and Discussion of Findings

It is in this chapter that fieldwork results are presented and then analysed as well as discussing the data and inviting scholar's opinions on the main focus of the study.

Chapter Five: Summary, Conclusions, Recommendations and Areas for Further Research

The chapter would be a conclusion of the whole study and it would summarise the problem, method and findings of the study. The researcher would then make recommendations on identified problems and will also provide further research if necessary.

CHAPTER TWO

2.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter two conducts a literature review and interviews with diverse researchers about the effects of tourism on tangible cultural assets. It will provide a theoretical framework appropriate for the research and will delve into the negative and positive effects of tourism on tangible cultural assets.

2.2 Theoretical frameworks

This study is based on the Social learning cultural theory, often known as socio-cultural theory. Lev Vygotsky, a Russian Psychologist, developed the idea in 1962. Marketing (2022) emphasizes the importance of contact between individuals and the culture in which they live. It is considered that because of the effect of culture, parents, carers, peers, and culture in general are responsible for the development of an individual's higher-order functions. Thus, the Social learning theory aids in understanding how people learn in social contexts, learning from one another, and informing the development of active learning in communities. Vygotsky (1962) goes on to say that learning begins with interactions and communication with other people. This indicates that the social context in which people live has an impact. As a result, Vygotsky (1962) stated that learning occurs through many sorts of relationships, such as when pupils connect with their classmates, professors, and other specialists. As a result, through debate, cooperation, and feedback, a teacher develops a learning environment that enhances the learner's ability to interact with others. . Furthermore, Vygotsky (1962) demonstrates that culture is the primary determinant of knowledge formation.

According to Vygotsky (1962), individuals learn via a cultural lens through interacting with societal members, and they are governed by the rules, skills, and abilities shaped by that society's culture. According to Vygotsky (1962), humans learn through combining an individual's collective ability to experience and interpret the environment in a community context. This is known as "learning by doing." Thus, Vygotsky (1962) considers the society as a social structure for learning that leads to collective knowledge. The theory also considers interpersonal relationships and how people of society shape their culture. Individuals in society learn more from one another than individuals in isolation. The learning process requires human participation and is based on authentic experiences that allow individuals to reflect on how knowledge is applied in everyday contexts.

This social-cultural theory was developed as a method of learning. Vygotsky felt that parents, teachers, caregivers, society, and teachers all had an impact on a person's cognitive development Marketing (2022). Scaffolding is another crucial aspect of the theory. According to the scaffolding principle, when an adult gives support for a child, the quantity of assistance provided will be adjusted based on the child's progress. The type of assistance provided to the child is a step-by-step method until the assistance is totally discontinued (Vygotsky, 1978).

According to McLeod (2022), learning on its own requires connection with those who will be present. Vygotsky claimed that learning was a cultural phenomenon, with children from different cultures adopting different learning techniques. Learning is a process of learning knowledge, attitudes, and issues, as well as developing problem-solving techniques through encounters with what is known as (Marketing, 2022). Interaction with others will aid in making sense of the information that people encounter. Scaffolding refers to the advancement of multiple levels of assistance. It is similar to real scaffolding for buildings in that it is used as a

support for the creation of fresh material, the skill/information to be taught, and then removed after the building is finished and the skill/information has been learned.

According to McLeod (2022), this social process is an inherited process in which one relies on the assistance of others to comprehend the world. The process of social learning follows individual growth and is unique to the individual. Vygotsky says that learning is culturally contingent, with people from different cultures learning in different ways. Cherry (2022) states that the relevance of culture in social-cultural theory compels teachers to analyse the effects on the learning environment. The opposite perspective on socio-cultural learning theory holds that learning occurs through observations by learners during demonstrations by the teacher (Bandura, 1971:3). Bandura said that humans learn through observing the behaviour of those around them through observations. Individual performance or an instruction accompanied by rich details on how particular actions are performed is typical of representing behaviour. As a result, the Social learning theory is based on the on-going reciprocal interaction of cognitive, behavioural, and environmental effects.

2.3 Tourism

Walton (2022) defines tourism as the act of traveling for business or pleasure to a destination other than one's home or typical area. Tourism is defined by the World Trade Organization as the practice of staying beyond your typical environment for one year or less for pleasure purposes or 24 hours or less for commercial objectives. Walton (2022) defined tourism as the act of spending time away from home in pursuit of recreation, relaxation, and pleasure while using commercially provided services. Tourism and culture have long been intricately interwoven. Cultural attractions, places, and events are major motivators for travel, and travel itself generates culture. However, it has only been in the last few decades that the

link between culture and tourism has been more explicitly acknowledged as a distinct form of consumption: cultural tourism (Richards, 2018).

Tourism can also be defined as a social, cultural, or economic travel that involves the movement of people to countries or places that are outside or away from their usual environment for personal, professional, or recreational reasons. Tourism provides countries with numerous opportunities for economic development while also allowing tourists to learn about different cultures. It contributes to the development of local infrastructure, as well as the protection and conservation of the natural environment and cultural and traditional assets. (Walton, 2022). Adventure tourism, beach tourism, cultural tourism, ecotourism, medical tourism, and wildlife tourism are just a few examples. According to the study, cultural tourism appears to have had an impact on the local inhabitants and the ecology of the visited place. There are both negative and beneficial consequences. According to Richards (2018), acculturation or the mixing of different cultures is causing the deterioration of local cultures because people will copy and want to experience the lifestyle of others, while tourism will help in the economic development and social life of the local people because jobs will be created, allowing people to improve their social lives.

2.4 Cultural Heritage

According to the UNESCO Institute of Statistics 2009 Framework for Cultural Statistics, cultural heritage includes artefacts, monuments, a group of buildings and sites, museums that have a variety of values including symbolic, historic, artistic, ethnological or anthropological, scientific and social significance (Ferreira, Castro, & Gomes, 2021).

The cultural legacy of people living in the same group or civilization differs according to their beliefs. People will determine what they perceive to be legacy, ensuring that artefacts and locations are well preserved and conserved for future generations. Sites and places will be chosen based on their relevance to the community. For example, if the local people used to

perform a certain ceremony, such as the rain partitioning process, at a specific location, that location will be designated as a community heritage site because culture is capable of connecting people to certain social values, beliefs, religions, and customs (Cole, 2019). Cultural heritage can provide an automatic sense of unity and belonging within a group and allows us to understand better the previous generations and the history of where we come from.

2.5 Negative Impacts of tourism on heritage

Tourism is frequently viewed as a threat to World Heritage conservation. Tourism has become a platform and a vehicle for exhibiting heritage to the public and preserving it, hence tourism is often a balancing mechanism that keeps and protects heritage on its own (Walton, 2022).

Tourism affects the sites physically and in other ways, for instance, pollution, erosion which will also lead to collapse of the walls or artefacts that will be on the site. Ferreira, Castro & Gomes (2021) posited that with the increase of tourism, several negative environmental impacts must be considered such as the deterioration of ecosystems and the erosion of natural resources. People travel with their cars to a tourism site and they will be producing smoke as they will be driving and the smoke will cause changes in in climate conditions and the rain fall will damage the sites and artefacts that are exposed to different weather conditions. Garcia, Calle-Vaquero & Yubero (2017) state that tourism can be a reason to protect and preserve natural and cultural resources, having these positive impacts, on the contrary tourism will be destroyed as well.

Since 1980, the environmental impacts of tourism have gained more attention by relevant organisations such as the WTO and the OECD, Ferreira et al (2021). The World Tourism Organisation has noticed that there has been more damage on heritage sites due to tourism and they decided to pay more attention as these damages were on increase each day that passes. There also has been a notice on the harmfulness of tourism on socio-cultural as

people can easily abandon their local language, commercialization of culture and also that tension between the adopted way of living and the local way of life was going to be on a rapid rise.

Tourism impacts cultural heritage in Puerto Princesa occur when the level of visitor use is greater than the environment's ability to cope with this use within acceptable limits of change. Visitors lean on the walls and the walls might be lose and this will then increase the destruction of the sites as the walls will be pushed continuously. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion as heavy vehicles will lead to soil erosion and due to the vibration of the vehicles walls on the site will be shacking, increased pollution due to throwing of litter everywhere, discharges into the sea as some contains underwater cultural heritage, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources (Garcia, Calle-Vaquero & Yubero, 2017).

Tourists fail to respect local customs and moral values of the place they may have visited due to ignorance or negligence. This will result in acculturation, with locals adopting the visitors' way of life while abandoning their own cultural traditions, according to (Ferreira et al, 2021). Also, tourists fail to respect venerated or respected shrines that contain cultural values of the area, affecting the value of the place to the point where even local people fail to respect and begin using the place or shrine for other activities, disrupting and threatening indigenous identity in such a way that it will be difficult to restore respect to the place.

However, it has been observed that tourism has been poorly organized and has failed to manage heritage sites that visitors visit appropriately. It is causing an increase in biodiversity loss, environmental degradation, and detrimental effects on local communities. Tourism in

protected areas must therefore be handled effectively and in accordance with the principles of sustainable development, as tourism is a major contributor to long-term development (Garcia et al, 2017).

In regards to negative impacts of tourism development, some common trends were reported. Increased visitor pressure is seen as one of the key issues associated with World Heritage Site status and can have severe consequences for the integrity particularly when the increases are either unplanned or very rapid, outstripping the capacity of site infrastructure and management systems to cope. A rapid increase in tourism numbers, particularly when this is not accounted for by the management of the property often threatens the values for which the property was inscribed in the list in the first place. Associated to an increase in visitor numbers are other issues reported in the survey including congestion, heavy traffic, infrastructure development, air, noise and /or water pollution and severe effects to the diversity of the area through physical changes provoked by the presence of large numbers of tourists for example through trampling, disturbance, vandalism due to leaning on walls and the vibration from the movement of vehicle to and from the site (Borges et al, 2011).

Heritage culture Tourism has had a positive economic and social impact in terms of establishing and reinforcing identity, as well as aiding in the preservation of cultural heritage; however, as the number of tourists traveling increases, it has had a negative impact on local communities in heritage sites, causing tension and conflict between heritage management and the tourism industry, as tourism is leading to the destruction of various heritage sites in a variety of ways (Quynh, 2022).

The impacts of tourism have been notice in lesser developed countries although it is not entirely restricted to them. Contact of different people from different backgrounds with different behaviours may result in the transformation of cultural values. The phenomenon has also known as the demonstration effect, and has been particularly noticed in the developing

countries, especially small islands, as a result of frequent encounters between the host and the guests (Pratheep, 2017). The contact or mixture of different people have led to the democratization and modernisation of attitudes among the young generations as they would want to experience how it feels like living a lifestyle of a foreigner.

The commercialisation and commodification of traditional cultural events, arts and erosion of aesthetic values are the products of tourism on heritage sites. The commercialization of traditional cultural events with cultural values may lead to the creation of pseudo-cultural performance for the tourist with no cultural value for either the local population or the visitors. Culture may be sacrificed for reasons of economy thereby creating an additional economic value at the price of losing a cultural value (Pratheep, 2017). Most of the heritage sites are at risk because of economic values that the sites might be bringing and this will lead to the selling cultural values to economic development and at the end there will not be cultural tourism as the sites would have been destroyed beyond renovations or reconstruction. Tourist will profane places of worship by unacceptable dress, photographing and recording ceremonies as they will be taking places, trivialisation objects of veneration or disrespecting venerated places.

According to Pratheep (2017), the most dangerous aspect of tourism in India is the transformation and deterioration of religious, social, and moral values, since tourism has had a deep influence on traditional way of life on art, music, and folklore, habits and customs on daily existence. Cultural values can be modified by bringing together different groups of people, even if just for a short time. The impact of tourism on cultural traditions is significant if those traditions constitute the foundation of the development of tourism.

Shahzalal (2010) asserted that cultural commodification results in the transformation of value-from sacred to profane and from real to the unauthentic (Shepherd, 2002). Probably one of the best examples of commodification is found in a case study of Greenwood 1989 in Spain,

who exemplifies commodification as a ritual that is sold for money in an exhibition by altering or even destroying original meaning to outsiders. In this regard, Cole (2007) summarises that tourism collect various cultural components and then sometimes add something artificial to make it eye catching then package and sell it to tourists.

According to Shahzalal (2010), the combination of western and native cultures in Pefkochori, Greece, has resulted in the creation of a new culture known as the hybrid culture. Borrowing artificial aspects and incorporating them into traditional dance, music, events, and activities are examples; providing hybrid cuisine instead of traditional salads and three course meals instead of appetisers in the evening show; and opening a bar and disco are another. Despite their cultural loss, the locals are content with their good fortune and affluence. They believe that tourists, not locals, supply those benefits, thus they must appease tourists (Herrero, Sanz, Bedate & Barrio, 2011).

According to Alberts & Hazen (2010), properties must have "integrity" and/or "authenticity" and be of "outstanding universal value" in order to be considered for inclusion as a World Heritage site. However, as they point out, these ideas are difficult to define and subject to varied interpretations in different cultural contexts. Jimura (2011) investigates the effects on the local populations surrounding the World Heritage Site in Ogimachi, Japan. This study discovered both positive and negative changes following WHS listing, such as extensive and rapid tourism development following WHS inscription; the high level of appeal of a WHS status for domestic tourists; and improvements in local people's attitudes toward cultural environment conservation and WHS status.

Farid (2018), tourism development, some common trends were reported. Increased visitor pressure is seen as one of the key issues associated with World Heritage Site status and can have severe consequences for the integrity particularly when the increases are either

unplanned or very rapid, outstripping the capacity of site infrastructure and management systems to cope. A rapid increase in tourism numbers, particularly when this is not accounted for by the management of the property often threatens the values for which the property was inscribed in the list in the first place. Associated to an increase in visitor numbers are other issues reported in the survey including congestion, heavy traffic, infrastructure development, air, noise and /or water pollution and severe effects to the diversity of the area through physical changes provoked by the presence of large numbers of tourists for instance through trampling, disturbance, vandalism.

Tourists are also causing socio-cultural impacts at the Domboshava heritage site. According to Woyo & Woyo (2016), the issue of how traditional cultures, in whole or in part, can be mobilised for economic and social development processes without compromising the authenticity of culture itself remains a major concern in tourism development. The tourist industry is increasingly viewed as a significant vehicle capable of revitalizing and uniting citizens of local communities. According to research, tourism can provide direct and indirect opportunities such as employment, income, regional and local development at the community level Aref (2011), emphasizing the importance of consistently monitoring tourist growth (Slabbert, 2013). It may be noted that, tourism development may however, bring many and complex results, which therefore calls for proper planning.

2.6 Positive Impacts of tourism

Tourism has positive impacts on heritage through cultural tourism as cultural tourism has long had an important economic dimension, particularly because the income derived from tourism is argued to help support the preservation of cultural heritage. However, in many cases, debates have emerged about the extent to which income streams derived from tourism have reached the cultural amenities that help to attract tourists to visit cultural heritage sites. Many discussions of cultural tourism, particularly in emerging economies, also revolve around the

main aim of cultural tourism around the world is the need to spread tourism geographically, (Ivanovic & Saayman, 2013).

Shin (2010) asserted that at cultural heritage issues in Gwangju, Korea. It was discovered that the majority of residents around the site were aware of the importance of cultural tourism and that they argued that it could contribute to urban development. Some older residents were unhappy with rapid growth caused by cultural tourism, whereas others saw positive effects from the improved image of the city and strengthened community pride and ethnic identity. According, Vong & Ung (2012) found that tourists experiencing heritage places in Macau were able to learn about Macau's history and culture through on-site heritage interpretation. They emphasise the importance of packaging heritage tourism products from a service-oriented, customer perspective. In this case cultural tourism has no effect on the cultural beliefs of Gwangju, rather it is contributing to the local infrastructural development and other developments.

It is also worth noting that tourism has been lauded for its capacity to balance conservation and development objectives in or around protected areas (Ashworth, 2006). Tourism can help to protect natural regions by raising finances, increasing local and tourist understanding of biodiversity and conservation issues, and discouraging locals from unsustainable practices. Cultural tourism contributes to the preservation and conservation of cultural assets by providing cash to maintain and conserve cultural heritage sites.

According to recent study, cultural tourism is also employed as a means of poverty eradication because individuals would gain employment. Tourism revenue may reduce poverty by stimulating business development and job creation, which is in principle compatible with biodiversity conservation, as well as improving local services and empowering local people to advocate for the protection of the natural environment (Vadi & Schneider, 2014). The locals will defend the sites at all costs because they rely on them to make a life.

Mzembi (2014) observed that tourism in Zimbabwe ranks fourth in terms of contribution to the country's earnings and 10% in terms of Gross Domestic Product (GDP). Zimbabwe's Agenda for Sustainable Socio-Economic Transformation (ZimAsset) is a macroeconomic initiative established by the Zimbabwean government in October 2013 that will last until December 2018. From 2001 through 2008, Zimbabwe had an economic downturn. In 2009, positive economic growth of 4.7% was achieved, indicating a sign of recovery. However, such recovery would not be long-term until the Zimbabwean government implements deeper changes, according to the African Development Bank (2010), the World Bank (2011) (Mzumara 2012). As a result, Zimbabwe manages the 10% earnings through tourism, and these earnings aid in economic development as well as sustainable development.

2.7 Chapter Summary

The chapter has explored the study's sociocultural theory as well as the negative and positive effects of tourism on cultural heritage. The research has focused on the negative consequences of tourism on physical cultural heritage, as they have destroyed cultural heritage, culminating in the extinction of cultural heritage places. Tourism, on the other hand, has had a positive impact on cultural heritage it helps to improve local communities and the economy.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction

This chapter is concerned with the methodology that has been used in this study, including research designs, populations, and samples, sources of data, data collection instruments and ethical considerations. This chapter therefore looks at the method and design of research that gives rise to this study. The population of the research, sampling and data collection methods will be presented in this chapter; a study on pilot studies will also be carried out.

3.2 Research philosophy

Chege & Otieno (2020) identifies research philosophy as a set of fundamental beliefs related to the nature of what is being investigated and decides which type of research philosophy will be employed in an area of research study depending upon the findings that are made. The research will focus on interpretivism philosophy. In the opinion of Brundrett & Rhodes (2013) interpretivism is more like people focused approach that acknowledges research integration in an academic environment where both can have a major impact on perceptions and understandings. Interpretivism philosophy will be used through interpreting the research through the interaction of the researcher and the environment, asking people around the area getting more information that will be in line with the research meaning.

3.3 Research Methodology

A research methodology is a group of techniques or guidelines that are used in a study as well as the guiding concepts, philosophies, and ideals that guide the study (Somekh &

Lewin, 2005). In order to gather data and comprehend the significance of the data acquired, the research will be focused on qualitative research. Mcleed (2023) defines qualitative research as the procedure of gathering, analysing, and extrapolating information that is not numerical, such as language. Finding out how the world is created and how specific people or groups see the world are the main goals of qualitative research, according to (Ormrod, 2010).

3. 4 Research Design

The research design, according to Pandey & Pandey (2014), is essentially the framework or plan for a study that serves as a direction for gathering and analysing data. It entails choosing how the research strategy and methodologies will be applied throughout the research processes. In order to analyse the effects of tourism on the pit constructions as a cultural heritage site, the research approach is influenced by case study design. According to Shona (2019), a case study is a thorough examination of a particular topic, such as a person, group, place, event, organization, or phenomena. Case studies are frequently employed in social education, business research, and clinical research. A case study is employed because it is effective at describing, contrasting, evaluating, and comprehending many elements of how tourism affects cultural heritage.

3.5 Population and Sampling

According to Kitchin & Tate (2000), the population is the target group on which the research is conducted. One could also argue that the population consists of the people or objects that correspond to the characters being studied. More specifically, target population, according to Alvi (2016), consists of all the members who meet the specific criteria required for a research investigation. The museum curators, NPP tour guides, and tourists make up the targeted population, which is a specified set of persons to whom the results will be applied. According to McCauley (2001), a sample is a grouping of individuals who have at least one

characteristic in common with the characteristics of the population from which it was drawn. The research includes a population of 6 participants which are 2 museum curators, 2 NPP tour guides and 2 tourists.

3.6 Purposive sampling

In a category of non-probability sampling methods known as "purposive sampling," units are chosen because they meet the criteria for inclusion in a sample (Nikolopoulou, 2022). The research sampled museum curators, tourists and NPP tour guides. The research chose these participants because museum curators also relate to the site when touring visitors around the museum, so they have to know the state of the site. Tourist visit the site and they are the ones who will tell others about the site, and lastly tour guides are the ones who take tourists to the site, they see every activity that takes place at the site.

3.7 Data Collection Methods

According to Cote (2021), data collection is the systematic process of acquiring information on a certain issue. By doing so, the research gathers the data required to address its research problems and questions. Key informant interviews and documentary research will be used in the study.

3.7.1 Key Informant Interviews

Key informant interviews are methods of data collection that involves verbal interactions in a field research, Muellmann, Brand, Jurgers, Gansefort & Zeeb (2021), they went on to site, (the pit structures) that informants interviews are important approaches to prevention and health promotion in their natural living environment. The research sampled museum curators, tourists and NPP tour guides. The research chose these participants because museum curators also relate to the site when touring visitors around the museum, so they have to know the state of the site. Tourist visit the site and they are the ones who will tell others

about the site, and lastly tour guides are the ones who take tourists to the site, they see every activity that takes place at the site.

3.72. Documentary Research

According to Scott & Marshall (2015), documentation research is a type of study that uses official and personal documents as its source material. It is frequently carried out by social scientists to evaluate a group of documents for their historical or social significance and to build a comprehensive narrative through the analysis of numerous documents pertaining to a specific event or person. Documentation research is the same as content analysis, which involves studying the information that is recorded and physical items. In this study documentation research will help in analysing the site (pit structures).

3.8 Validity and Reliability

On the other side, the "accuracy and truthfulness of the research findings" is the basis for validity (Le Compte & Goetz, 2013). As a result, reliability was maintained by using questionnaires to ask the identical questions to several participants.

According to Hammersley (1992), reliability is the consistency with which examples are classified into the same category by multiple observers or by the same observer at different times. According to Brink (1993), reliability is the ability of the researcher to reliably collect and record data as well as the consistency, stability, and repeatability of the respondent's explanations.

3.9 Data Presentation and Analysis

The technique of combining two or more data sets with visual aids like graphs is known as data presentation. The process of data presentation aids in organizing information by visualizing it and presenting it in a more legible style (Bodgan, 2009). Data analysis is the methodical application of statistical and logical approaches to explain, illustrate, summarize, and assess data. Findings are produced via data analysis, which is a crucial step in the research process. The data is going to be presented in different ways such as textual, tabular and other ways.

3.10 Ethical Considerations

Various ethical concerns are included in social science research as ethical considerations. The study focused specifically on informed consent, participant privacy, and secrecy among all other ethical considerations. Since the researcher had to ask the participants for some sensitive information regarding the nature of conflicts and violence that occurred in the district, the researcher made use of the aforementioned ethics by making clear to the participants the aim and objectives of the study and that the participants' will remain anonymous. To ensure that the respondents would provide information, precautions were taken to protect the identities of the study participants by not disclosing their names when presenting the research findings.

The research ensured confidentiality of the participants' names, of those who gave information that might be sensitive and that no one was going to lose his/her job. The time that was spent on the site was limited, the research needed more time for more accurate results of how tourism is impacting the site.

3.11 Chapter Summary

The advantages of each idea that was employed in carrying out the gathering of pertinent data for the study have also been highlighted and supported in this chapter's discussion of various data collection methods, methodologies, samples, and sampling procedures. The chapter looked at the research methods and design of the study, themes and sub-themes derived from the data, in addition to the study objectives that guided the data analysis.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1. Introduction

This chapter presents the research findings on the assessment of the effects of tourism on tangible cultural heritage in the Nyanga National Park. The chapter will respond to the objectives of the study on the impacts of tourism on tangible cultural heritage. the response rate from the participants was 75%

4.1.1 To analyse the role of tourism on cultural heritage. The participants were asked how tourism contribute on cultural heritage sites

From the participants that the researcher interviewed, it was discovered that 60% of the people do not know much about the importance of cultural heritage to the net generations despite the fact that cultural tourism is seen as an economic benefit to the country and its people and only 40% seem to be worried about the destruction of the site as it will be destroying a unique type of settlement that the local people used in trying to protect their animals. One of the tour guides said ;

It gets me worried seeing people climbing and jumping on the structure yet the structure is no longer strong. I can say that 60% of the people do not have enough knowledge about cultural heritage and 40% will have some knowledge and you can tell the level of education as many people do to care about cultural heritage. If it's possible, our management should help us implement tight rules not to allow people close to the structure, instead they will have to see from a distance.

A museum curator responded and said that:

Tourism helps to educate people about our cultural heritage activities, looking at the pit structures, it helps educate people about unique type of settlement that the local people from Nyanga used in the 17th centuries. So I urge the NPP to try and fence the area so that stones will not continue falling due to physical contact of people.

And then a tourist responded:

Tourism helps people to understand local cultures. The pit structures is an evidence that people during the 17th centuries practiced farming as these pit structures are interpreted in a way that it was a way of protecting animals from wild animals and also that they will not go astray. And also the fact that the structures are built using stones is evidence that it was built by the local people as it can be compared to the Ziwa terreces.

The participants were saying that they are very worried and it is sad to see people climbing and leaning on the walls of the structure as the stones are falling every day, they also said that if what is happening continues, in the next 10 years the walls and the huts will be down and one of our legacy will be gone. This is supported by Ferreira, Castro & Gomes (2021) who posited that with the increase of tourism, several negative environmental impacts must be considered such as the deterioration of ecosystems and the erosion of natural resources. In as much as there are positive impacts, Garcia, Calle-Vaquero & Yubero (2017) state that tourism can be a reason to protect and preserve natural and cultural resources, having these positive impacts, on the contrary tourism will be destroyed as well.

4.2. To identify the effects of tourism on cultural heritage. The participants were asked the threats that the site is experiencing.

On the other hand, the participants were asked about the impacts that tourism has on the site and the impacts and they listed pollution, land degradation as heavy vehicles use the road that is very close to the structures and also the destruction of the site due to the vibration of heavy and other small trucks passing and some parked at the site. One of the tourists said

There has to be a serious attention on the destruction of the pit structures due to tourism, it is very sad that even the local people (Zimbabweans), are part of the destruction and they seem not to care about it but their kids will have to learn about type of settlements yet they are destroying the same site which will be pointed as a unique type of the settlement that the local people used. Ministry of tourism has to look at this issue as it does not point at the pit structures only but to other sites like Ziwa and Great Zimbabwe. If it's possible the NNP has to find a way so that heavy trucks will not have to use the road that is very close to the site because the vibration is leading to the destruction of the site. And the other thing they have to tell people not to lean on the walls.

The tour guide said that:

The site has a very small ground to accommodate more than 100 people, during holidays, people will be more on the site and this is another problem. Vehicles are parked close to the site and the vibration is causing stones to fall as well. Pollution is another problem as we do not have dust bins at the site so at the end of the day papers and plastic bottles will be everywhere at the site. Because the site will be overcrowded, people will end up sitting on top of the roofs of the huts and some will even jump into the pit.

A museum curator responded to the question and said that:

Overcrowding is a major threat at the site because there is limited space for a number of people as people travel during holidays more and mostly during school days, there will be buses of students who visit the site.

This was backed up by Borges et al. (2011), who said that a sharp rise in tourism, especially when it is not properly accounted for by the property's management, frequently poses a threat to the qualities that led to the property's inclusion on the list in the first place. Other issues mentioned in the survey that are related to an increase in visitors include traffic jams, infrastructure expansion, air, noise, and/or water pollution, as well as severe effects on the area's diversity due to physical changes brought on by the presence of many visitors, such as trampling, disturbance, vandalism caused by leaning on walls, and vibration from the movement of vehicles to and from the site.

4.3 To evaluate the measures that can be taken to preserve and conserve cultural heritage. The participants were asked if there are solutions to these impacts

There was clash of ideas as two participants were asked to explain their answers and the tourist said that:

I don't see anything wrong with allowing people enjoy their money since we pay to be on the site. People have to create memories and it is through taking pictures so that they will show friends that they were at the site. Falling stones can be put back. Allow people enjoy their tour.

And the museum curator said that:

I think people has to be more careful when they get to the site and should make sure that they don't bring more stones down because the site has to be seen with more people to come and relate that people used to live in these huts as houses are being built in a different

way as people now copy different styles from other countries and I feel sad seeing people being proud of other people's way of live and being ashamed of their own, I am a proud Zimbabwean and happy because we are being taught of our own culture in school.

A tour guide responded:

The National Museum and Monuments of Zimbabwe (NMMZ) and NPP management has to reconsider the rules at the site so that people will enjoy while respecting the rules. The site need to be fenced so that people will not have access of physical contact with the site, rather they will see and learn from a distance and this will also prevent the baboons from jumping from one hut to the other as they are also another problem. This will help to sustain the site for a long period of time

These people gave their response according to their view on the impacts of tourism as the first participant responded as she see tourism as appositve impact and the second participant responded as he sees tourism on a negative side to tangible cultural heritage, . Garcia, Calle-Vaquero & Yubero (2017) state that tourism can be a reason to protect and preserve natural and cultural resources, having these positive impacts, on the contrary tourism will be destroyed as well.

4.4 Chapter Summary

The chapter has presented that data that was collected and the analysis of the data and also the discussion of findings and has responded to the objectives of the study as it present data on the impacts of tourism on tangible cultural heritage, validated how tourism in impacting tangible cultural heritage negatively and also positively and also gave important notes on the importance of cultural heritage.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND AREAS FOR FURTHER RESEARCH

5.1 Introduction

This chapter contains the summary of the research, the conclusions and also recommendation of the research and areas of further research

5.2 Summary

Chapter 1 was an introductory of the research project as it holds the background of the study where it highlighted how tourism is impacting tangible cultural heritage. Tourism has both the negative and the positive impacts but the problem were the negative impacts as it is bringing the pit structures down each day that passes as people lean on the structure that is no longer strong due to the vibration of the vehicles that come to the site and also some that passes to other destinations. The chapter also contains the objectives of the study which were to see how tourism is impacting tangible cultural heritage and also the research questions which were to guide the research.

Chapter 2 brought out various views from different scholars which are related to the impacts of tourism on tangible cultural heritage. The type of literature which was used was text books, published research papers, online sources and journals. The theory which was used was the socio-cultural theory as it helped in understanding the social and cultural life of the local people and why they value the site as a cultural site. The literature review explores some works which was done and is related to the impacts of tourism on the pit structures as a heritage site.

The research approach was covered in Chapter 3. This chapter, which was primarily concerned with the technique employed in the study, also included research designs,

population, a sample of 20 people, data sources, data collection tools, and ethical considerations. Because of this, the chapter teased out and deconstructed the research design and methods that guided the study, and there was a lot of rationale for the decisions taken.

Chapter 4 presented the research findings on the impacts of tourism on the pit structures as a tangible cultural heritage site in the Nyanga National Park. Thus, the research findings address the study's research questions by outlining the positive and negative effects of tourism on tangible cultural heritage, as well as the best ways to mitigate those effects. They also highlight the importance of educating the public about the significance of tangible cultural heritage, as research indicates that many people are unaware of its significance for future generations.

5.3 Conclusions

The main objective of the study was to analyse the role of tourism on cultural heritage

The research has concluded that tourism has more negative impacts on tangible cultural heritage and it was reviewed with the way the site is going down day by day as people do not have enough knowledge about the importance of cultural heritage sites to the coming generations and scholars as they are using the site to retell and reconstruct Zimbabwean history through the sites. Ferreira, Castro & Gomes (2021) posited that with the increase of tourism, several negative environmental impacts must be considered such as the deterioration of ecosystems and the erosion of natural resources.

To identify the effects of tourism on cultural heritage

The research has noticed that tourism is bringing a number of threats to the site and it is being caused by the increase number of tourists that visit the site each day that passes. Tourism is bringing land degradation at the site, pollution and also bringing down the site. Borges et al (2011) cite that due to a rapid increase in tourism numbers, particularly when this

is not accounted for by the management of the property often threatens the values for which the property was inscribed in the list in the first place. Associated to an increase in visitor numbers are other issues reported in the survey including congestion, heavy traffic, infrastructure development, air, noise and /or water pollution and severe effects to the diversity of the area through physical changes provoked by the presence of large numbers of tourists for example through trampling, disturbance, vandalism dues to leaning on walls and the vibration from the movement of vehicle to and from the site.

To evaluate the measures that can be taken to preserve and conserve cultural

Based on the findings of the research, it is concluded that safe cultural tourism has to be practised on the site and also tight rules has to be given to the tourists so that the site will sustain for more years. According to Alberts & Hazen (2010) argue that, properties must meet the conditions of “integrity” and/or “authenticity” and be of “outstanding universal value”. The value of the site has to be protected.

5.4 Recommendations

Recommendations are going to be made from the research findings and conclusions that were drawn above these are important in ensuring that there is same tourism in the Nyanga National Park that will not continue destroying the pit structures:

5.41 The Ministry of Environment, Climate, Tourism and Hospitality Industry

The study recommends the ministry to help in trying to find another way that leads to other tourism destinations and also to start awareness campaigns so as to teach the people the importance of cultural heritage sites

5.42 The NMMZ management

The NMMZ has to improve the rules and environment of the site. The management has to employ skilled tour guides so that they will not allow any unwanted behaviour around the site

5.43 Tourists

The study also recommend tourist to respect the rules of the site that they visit.

5.5 Areas for further Research

The research focused on the impacts of tourism on tangible cultural heritage at the pit structures. However, tourism also has impacts on intangible cultural heritage for instance Mount Nyangani, Mtarazi falls as people no longer respect what has to be respected at these sites.

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APPENDICES

APPENDIX 1: QUESTIONERES FOR THE MUSEUM CURATOR AND NYANGA NATIONAL PARKS EMPLOYEES

This research is part of an Honours Degree in Culture and Heritage Studies of the interviewer/ researcher **Bridget Chidhakwa B1953961** at Bindura University of Science Education.

The researcher seeks to make an assessment of the causes of the impacts of tourism on tangible cultural heritage sites, a case study of the Pit Structures in the Nyanga national parks. Members are therefore kindly being requested to respond honestly and truthfully to the questionnaire. It is my promise that your information would be confidential, anonymous and would only be used for academic reasons.

- Please do not write your name or identification in this form.
- If you feel like you need to withdraw, kindly let me know.

Demographic data

Age	Indicate here
18-25	
26-35 years	
36-45	
45-55	
56-65	
66+	

Gender	Indicate with a tick
Male	
Female	

Marital status	Indicate with a tick
Single	
Married	
Widow	
Divorced	
Never married	

Education level	Indicate with a tick
Primary level	
Secondary level	
Tertiary level	
Never went to school	

Monthly income	Indicate with a tick
100-200	
201-400	
401-600	

600+	
------	--

Answer on the space provided

1. Is tourism being managed in the Nyanga National Parks

Answer	Indicate with a tick
Strongly agree	
Agree	
Not sure	
Disagree	
Strongly disagree	

2. What are the benefits of the pit structures to the community, scholars, country and the coming generations?

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3. What are the impacts that tourists are bringing on the pit structures?

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4. Are the impacts favouring the negative side or the positive side?

Strongly Agree	
Agree	
Disagree	
Strongly Disagree	

5. Basing on the answer above, explain how and why?

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6. What has been done in trying to manage the negative impacts of tourism on tangible cultural heritage?

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7. Do the tourist respect the cultural values of the site?

Strongly Agree	
Agree	
Disagree	
Strongly Disagree	

8. What do you think should be done in order to reduce or protect the site from destruction?

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9. Cultural tourism a threat to cultural heritage and its sites?

Answer	Indicate with a tick
Strongly agree	
Agree	
Not sure	

Disagree	
Strongly disagree	

10. Cultural tourism has to be stopped as a way of protecting tangible cultural heritage sites and how?

Answer	Indicate with a tick
Strongly agree	
Agree	
Not sure	
Disagree	
Strongly disagree	

APPENDIX 2: INTERVIEW QUESTIONS FOR THE TOURISTS AND SCHOLARS

Demographic data

Age	Indicate with a tick
18-25	
26-35	
36-45	
46-55	
56-65	
66+	

Gender	Indicate with a tick
Male	
Female	

Marital status	Indicate with a tick
Single	
Married	
Divorced	
Widower	
Never married	

1. What do you understand by the term cultural tourism?

.....
.....
.....
.....
.....

2. Looking at the pit structures, is cultural tourism contributing in the destruction of heritage site which is part of tangible cultural site?

Answer	Indicate with a tick
Strongly agree	
Agree	
Not sure	
Disagree	
Strongly disagree	

3. What are the impacts that cultural tourism is bringing on the pit structures?

.....
.....
.....
.....
.....

4. What do you think has to be done in order to protect cultural heritage?

.....
.....

.....
.....
.....

5. Do you think cultural tourism has to be stopped as a way of protecting tangible cultural heritage sites and how?

Answer	Indicate with a tick
Strongly agree	
Agree	
Not sure	
Disagree	
Strongly disagree	

APPENDIX 3: Data Collection Form

FACULTY OF SOCIAL SCIENCES & HUMANITIES
DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS

P. Bag 1020
BINDURA, Zimbabwe

Tel: 263 - 71 - 7531-6, 7621-4

Fax: 263 - 71 - 7534



BINDURA UNIVERSITY OF SCIENCE EDUCATION

Date: -----

TO WHOM IT MAY CONCERN

RE: REQUEST TO UNDER TAKE RESEARCH PROJECT IN YOUR ORGANISATION

This serves to introduce the bearer Bridget Chidhakwa, Student
Registration Number B1953961 is a BSC CULTURE AND HERITAGE
STUDIES student at Bindura University of Science Education and is carrying out a
research project in your area.

May you please assist the student to access data relevant to the study and where
possible conduct interviews as part of a data collection process.

Yours faithfully

P.P. M. Runzonga
DR M RUNZONZA

CHAIRPERSON - LANGUAGES AND COMMUNICATION SKILLS

