

South Africa's cultural tourism gems

According to Samuel Nassimov, founder and managing director of Premier Hotels & Resorts, the country has a number of sites that serve as a reminder of our unique past, how far we have come as a nation and how much further we need to go in building a better South Africa for all.

“Cultural tourism, not only enables us to tell our story through buildings, monuments, museums and more but is also more profitable than other tourism types, with numerous studies showing that cultural tourists tend to stay longer and spend more. This, in turn, helps to create jobs and impacts positively on the economy.

With Premier Hotels & Resorts spread across the country, Nassimov shares a few of his favourite cultural spots around South Africa:

Johannesburg gems



Richard Matthews via [Wikimedia Commons](#) - 8115 Vilakazi Street

The commercial heart of South Africa, Johannesburg is home to multiple historic cultural sites such as the Apartheid and Hector Pieterse Museums, Maboneng Precinct, Vilikazi Street, Regina Mundi Church and Constitution Hill. The story of South Africa's struggle for democracy is incomplete without a visit to these landmarks. The lessons from the two Vilikazi Street residents who went on to become Nobel Prize winners (Nelson Mandela and Archbishop Emeritus Desmond Tutu) are vital for guiding our new direction.

Durban diamonds



Image Source: [ISKCON Durban](#) - Sri Sri Radha Radhanath Temple

Durban's wealth of cultural diversity is celebrated at the Hare Krishna Temple of Understanding, the West Street Mosque, The Indian Quarter, St Thomas' Church and St Emmanuel Cathedral. On Scottburgh's main beach, you'll find an on-site scuba diving school and the Cutty Sark Restaurant serving up South Africa's favourite comfort foods.

Pretoria pearls



Leo za1 via [Wikimedia Commons](#) - National Cultural History Museum

The capital city boasts landmarks like the Ditsong Museum of Natural History, Fort Klapperkop, Freedom Park, Melrose House, the Union Buildings, the Voortrekker Monument and the National Cultural History Museum.

East London emeralds



Image Source: hiveminer.com - Khaya La Bantu Cultural Village

Khaya La Bantu Cultural Village, the Steven Biko Garden of Remembrance, the East London Museum and the Amathole Museum are some of the many cultural attractions that can be enjoyed in addition to the city’s abundance of beaches.

Cape Town crystals



Magemu via [Wikimedia Commons](https://commons.wikimedia.org/wiki/File:Cape_Town_City_Hall.jpg) - Cape Town City Hall

The Mother City boasts over 80 museums covering a broad spectrum of interests and culture. Robben Island, just one of Cape Town’s world heritage sites, is revered for its most famous prisoner, Nelson Mandela. The Castle of Good Hope and City Hall are also magnets for history buffs. Other cultural icons include District Six and Groote Schuur Hospital where the

world's first heart transplant occurred.

“The myriad of cultural sites and experiences across South Africa offer emotional lessons and direction for the future that are key to moving the country - and each one of us - forward in the right direction,” concludes Nassimov.

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