

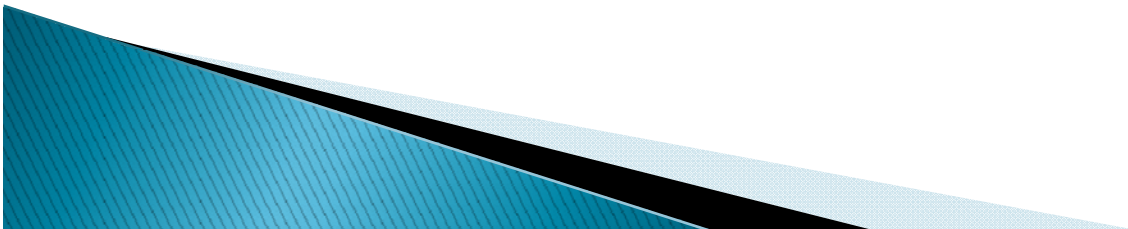
TOURISM STRATEGIES

NATGROWTH SEMINAR

REGENT HOTEL

07 OCTOBER 2008

Presenter: Weziwe Busakwe



Tourism Overview

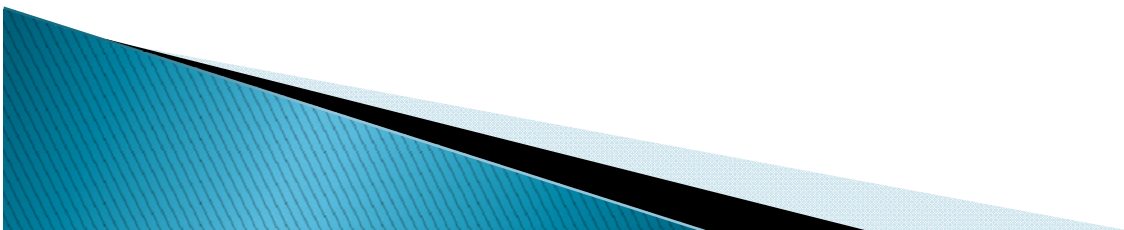
- ▶ Tourism a priority sector due to its employment intensity, unrealised potential and linkages with rural economy
- ▶ A key component of the Province's economy and contributes about 10% of the Provincial Economy
- ▶ Prioritized in the PGDP, ASGISA and the Provincial Industrial Strategy
- ▶ A potential to create an estimated 45 000 new job opportunities per annum in the Eastern Cape
- ▶ White Paper on Tourism development and promotion (1996) sets the key responsibilities for the Provincial Department
- ▶ These are delivered through key priority areas / strategies that are levers for tourism development and growth

Tourism Overview

- ▶ Should find expression both at the macro -level through fostering economic growth and increase in state revenue
- ▶ And at the micro- level through improvement in people's well being in the areas of employment creation, income/ revenue distribution and balanced local economic development
- ▶ Hence tourism is defined as an industry though it has no single production characteristics or defined operational requirements
- ▶ Multifaceted and its economic dimension cannot occur without social, cultural and environmental considerations
- ▶ Has significant multiplier effects and spill over benefits to other sectors of the economy

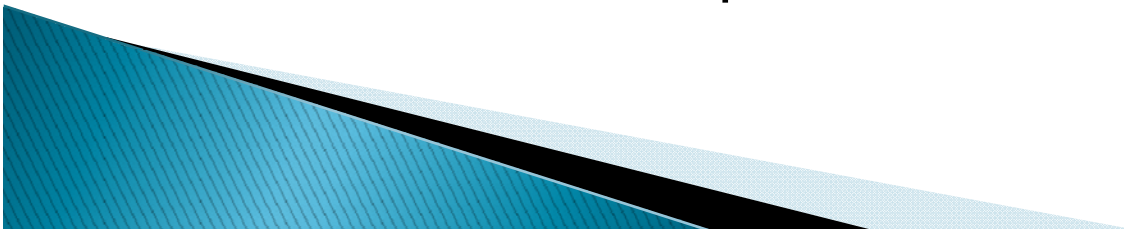
Tourism Overview

- ▶ Eastern Cape is a world in one province
- ▶ The EC. Boasts rich natural, cultural, political and historical heritage
- ▶ Contains all 7 of the country's biomes/ ecological types
- ▶ A birthplace to political heroes
- ▶ A museum that is devoted to an international icon – Nelson Mandela
- ▶ These tourism assets are merely raw material which have to be developed and managed so as to be productive and add value to the provincial economy
- ▶ The Province is the third most popular for domestic tourists (after the Western Cape and Gauteng), but only in seventh position in receipt of foreign tourists



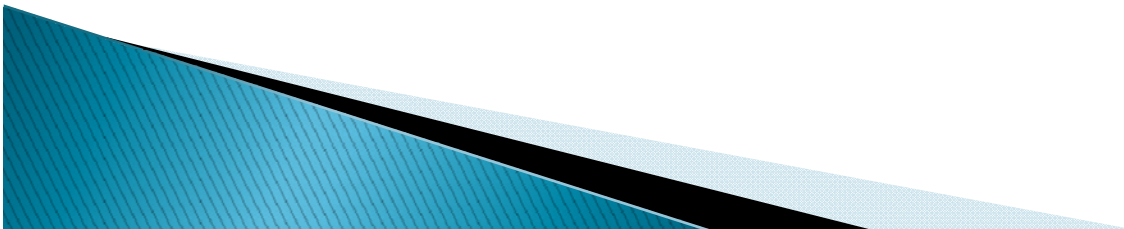
Tourism Strategies

- ▶ In order to harness the value of these tourism assets, there is a need to overcome several challenges thru:
 - ❖ Widening the visitor appeal and promoting sustainable economic development by developing strategies/ policies for enhancement and development of tourism
 - ❖ Expanding the industry without putting our natural, cultural and built heritage at risk
 - ❖ Promoting the establishment of partnerships (CPPP's) to promote ownership, equity and skills transfer
 - ❖ Investing in human capital development to improve the quality of our tourism offer and competitiveness of our local tourism enterprises



Tourism Strategies

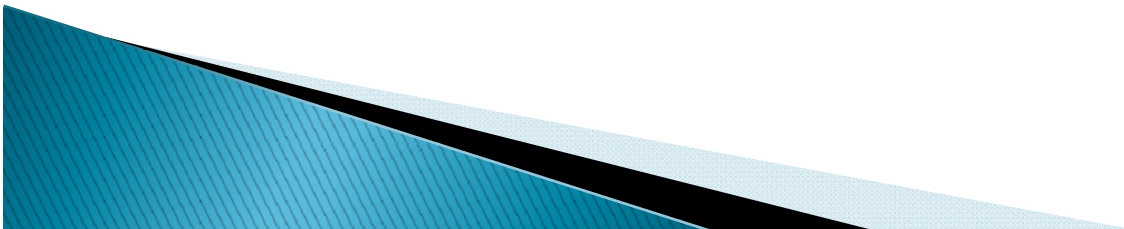
- ❖ Coordinating and supporting the improvement of tourism infrastructure development as well as support infrastructure
- ❖ Embracing diversity thru accelerating the transformation agenda of the tourism sector
- ❖ Establishing a coordination mechanism that will seek to integrate all tourism efforts in the province



Tourism Overview

KEY STRATEGIC PRIORITIES

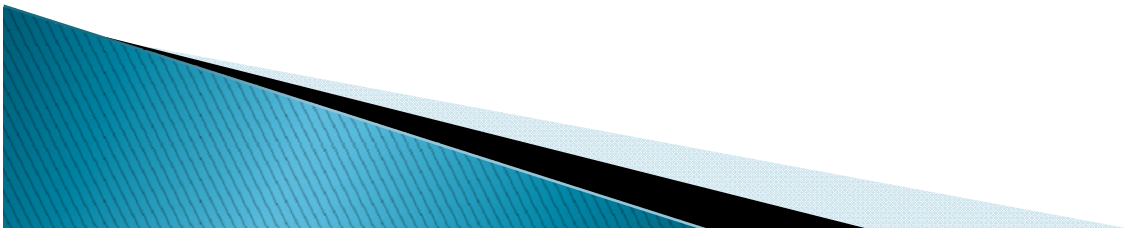
- Product Development
- Marketing
- Transformation and BBBEE
- Human Resources Development
- Tourism Relevant Infrastructure
- Tourism Safety and Security



Tourism Overview

➤ **Research and information**

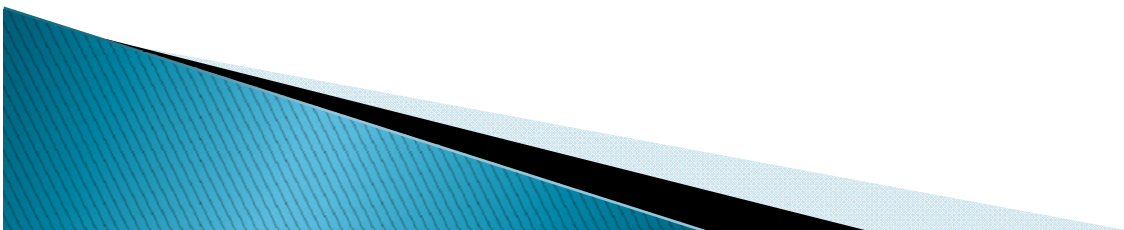
- Develop a centrally coordinated tourism data bank
- Upgrade and maintain tourism web portal
- Develop an integrated information database
- Develop and re-inforce tourism information centres at key tourism nodes and gateways



Strategies

▶ **Product Development**

- Enhancement of existing products
 - Continue to attract public and private investment in existing and emerging magnet attractions
 - Investment in low magnet attractions particularly to improve the quality of niche markets especially inland
- New product offerings
 - Potential to create new attractions thru conducting feasibility studies in potential areas
 - Product clustering and linkages



Strategies

Skills Development

- ▶ Program for the unemployed tourism graduates/ students:
 - Tourism Awareness Program
 - Tourism Ambassador Program
- ▶ Building competence in tourism management and leadership in provincial and local governments
- ▶ Capacity building for tour operators, tour guides and product owners in the industry on several learning areas
- ▶ Negotiations with DOE, Theta, Institutions of higher learning for possible partnerships on specific learning areas
- ▶ Alignment with the National Initiatives

Strategies

Relevant tourism infrastructure

- Accomodation infrastructure in the high priority areas as well as in other areas that are inland
- Tourism signage for the entire province
- Coordinate the development and maintenance of transport infrastruture

Strategies

Transformation and BBBEE

- ▶ Promote increased awareness on the tourism BBBEE scorecard (compliance, reporting, verification)
- ▶ SMME support program – grading, participation in trade shows, skills development, Incubator program
- ▶ Business opportunities workshops for all municipalities
- ▶ Monitoring and reporting on provincial public sector procurement spend (travel and accommodation)
 - Pilot with DEDEA and its public entities
 - Target group – CFO's, Finance and Supply Chain Management

Strategies

Tourist Safety and Security

- Provincial Tourist Safety and Awareness Strategy in collaboration with DSL
- Alignment with National and Provincial initiatives
- Tourist Safety monitors – Wild Coast and Great Kei Beaches during Easter and Summer Season
- Provincial and Regional Tourism Safety forums being established
- OR Tambo Tourist Safety Plan being developed
- Tourist safety model that goes beyond crime related issues

Strategies

Marketing

- Coherence between the local, provincial and national marketing initiatives
- Develop a new , unique brand identity to market the unique selling points of the province
- Develop a communications strategy to promote and improve the image of the province
- Identify key tourism events to leverage tourism opportunities and maximise tourism value
- Market the products at relevant trade shows and exhibitions

Way forward

- ▶ Consultation with role players to consolidate the priority projects
- ▶ Unblocking impediments e.g. stakeholder buy-in, land ownership, provision of basic services
- ▶ Establishment of partnerships
- ▶ Resource mobilization for the effective implementation of the priority projects
- ▶ Attraction of private sector investment during planning period
- ▶ Strengthen coordination arrangements
- ▶ Aggressive facilitation

THANK YOU

