

## **Facilitating the Implementation of the Integrated Tourism Development Framework**

The integrated tourism development framework is a comprehensive document that will serve as a guide for the development of infrastructure and product in the tourism industry over the next ten years. The framework identifies 10 priority nodes and corridors for development in the province. These being: The Foreshore, The Cape Flats, •Cape Agulhas Area, The Cedarberg Gateway, The Beaufort West Area, The West Coast, The Winelands Triangle, Langebaan Veldrift Area, Southern Cape Area (Mossel Bay-George), •The Eastern Gateway ( Plettenberg Bay, Knysna, Wilderness)

Sub-frameworks are currently being developed which will very clearly define what has to be done in each area.

## **Facilitating the Formulation and Implementation of Tourism Entrepreneurship Support Programmes Aimed at Emerging SMME's.**

The Chief Directorate has instituted a number of support projects aimed at emerging entrepreneurs in the industry. These include:

### **Tourism Help Desk Programme**

Individuals have been nominated and trained in the six regions of the province to assist emerging entrepreneurs with business development and planning. This project aims to increase capacity of local service providers across the province to be able to provide high quality, focused and much needed assistance to tourism entrepreneurs. The assistance would take the form of a directory of support agencies, business opportunities, financing opportunities and a panel of mentors that entrepreneurs can draw from;

the facilitation of joint ventures; assistance with business plans; bookkeeping advice; together with general and specific data and information on the tourism industry. The various THD functions would also host SMME workshops to provide information on opportunities available to emerging entrepreneurs. The workshops, facilitated by experts in the fields of tourism, entrepreneurship and marketing will also assist entrepreneurs to develop their businesses further.

### **The Entrepreneur Mentorship Programme (with SATSA)**

This project is being run in partnership with SATSA who is in the process of identifying leading entrepreneurs to serve on a mentorship panel. The mentorship panel will be used to assist small business with advice and expertise.

### **Co-ordination of the Western Cape Chapter of the Africa Travel Association**

This project co-ordinates the interaction of SMMEs in the sector with the association whose main aim is to facilitate travel by North Americans to Africa. As the USA is one of our main source markets, we see this as an important business development opportunity.

### **To Ensure that Tourism Development is Sustainable**

The Chief Directorate has been directly involved in the preparation of the International Conference on Sustainable Tourism Development, a pre-WSSD parallel event held in Cape Town in August of 2002. Efforts in this area of work involve looking at the triple bottom line, which is to ensure that tourism projects are environmentally, socially and economically sustainable.

### **To Promote Tourism Awareness and Facilitate Community Participation**

In order to raise awareness of opportunities in tourism, the

Chief Directorate is engaged in a number of activities.

These include:

- Exhibitions which raise awareness of the opportunities in tourism and valuable public sector programmes and projects that could be of benefit to tourism enterprises and / or communities.
- Tourism month to raise awareness of the value of tourism for the region
- Tourism Library Business Corners to provide books, articles, newsletters and any other relevant material to small business library corners
- Trade Fairs to provide tourism enterprises with an accessible platform to showcase their tourism products.

### **To assess, fund, monitor and evaluate tourism development projects**

It is clear that in order for tourism to make a difference in the lives of ordinary citizens we need to ensure that there is enough development of infrastructure and product within areas which most need it. As government we believe that investing and creating economic activity and infrastructure in these areas will lead to an enabling environment for job creation and stability.

Based on the availability of Chief Directorate Funding and according to criteria set by the Chief Directorate Funding Policy, funding proposals will be considered if they are seen to create favourable economic development. Such projects may also be recommended for Poverty Relief Funding. However, as a guiding principle, investment in any particular project has to be in line with the provisions of the integrated tourism development framework. This will ensure that product development is market driven and hence economically viable.

Tourism Development is concerned about ensuring that there is equitable distribution of tourist traffic, that the ownership base is broadened, that more people benefit from the industry and that tourism contributes to skills development, job and wealth creation.

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