

Annexure C

Integrated Tourism Development Framework

Integrated Tourism Development process

Consultation Process

1. Data-gathering

KPMG faxed and e-mailed all LTBs in the Western Cape to inform them of the process, request their participation and request information. LTBs were requested to submit listings of tourism products in their local area, initiatives taking place and so forth, by a specific date. Responses to the first communication were followed up by return phone call or e-mail. LTBs submitted information in the format convenient to them. In some instances, the RTO chose to act as coordinator and submitted the information on behalf of the LTBs. Telephone follow-ups on those LTBs that did not submit the information by the due date were made.

2. Steering committee

A steering committee comprising representatives of the relevant provincial government departments, private sector, a local government representative and RTO representative was established at the outset. The composition of the steering committee was decided on in discussion between DEAAT and KPMG.

The steering committee met at the completion of the various phases, and each member was provided with a report for comment at every point.

3. Stakeholder meetings

KPMG met with a range of stakeholders and roleplayers in order to gain their perspective and tap into their “at-the-coalface” experience. Stakeholders in related industries, e.g. the Film Office, as well as organisations involved in key influencing initiatives, were included in this process.

KPMG also visited all the RTOs, with the exception of the Overberg (telephonic interview) and met with tourism officials and in several cases relevant district council staff. Personal interviews were conducted.

4. Presentationstostakeholder

Arange of presentationsweredone:

- Two presentations at Tourism Road Signs Framework meetings. Representatives of the various district councils and RTOs were invitedtothesemeetings
- PresentationattheJMIworkshop,OudekraalHotel.
- PresentationtoDEAATManagementForum,29June2001.
- Presentation to the then Minister of Tourism, Leon Markovitz, and theMinistersofAgricultureandTransport –13Aug2001.
- Presentation to RTO representatives at Regional Tourism Co -
ordinatorsmeeting,WesternCapeTourismBoard,22Aug2001.
- Presentation at Joint Development Initiative discussion meeting,
TheBayHotel,20Sept2001.
- Presentation at Boland District Council meeting, 18 Oct 2001. This
presentationwasdoneonrequestbyChanelleMaraisofWinelands
Tourism.
- PresentationtoMinisterofAgriculture,TourismandGambling.MrJ
Gelderbom –18March2002.

Thepurposeofthesepresentationswastoinformofkeyfindingsandto
invitecommentandfeedback.