Rural Tourism Strategy
Western Cape,
Department of Economic Development and Tourism
9 July 2012
Presentation Outline

1. Definitions
2. Vision and Mission
3. Problem Statement
4. Goals and Aims of the Strategy
5. Rationale
6. Methodology
7. Stakeholder Participation
8. SWOT Analysis
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10. Strategic Themes and Objectives
11. Recommendations
Definitions

- According to the Dept of Rural Development and Statistics South Africa, there is no accepted legal definition of rural areas in SA.
  
  (a) Western Cape is using the measure of less than 150 persons per sq km
  
  (b) CRDP scope of rural
      - Former Bantustans Act 9
      - Farm workers on commercial farms
      - Land Reform Projects
      - Rehabilitation of small rural towns

- HSRC: “Rurality” refers to a way of life, a state of mind and a culture which revolves around land, livestock, cropping and community.

- UNWTO’s definition is:
  ‘Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.’
Vision and Mission

The vision and mission of the strategy is derived from certain fundamental components of tourism and rural development. The components translate into the envisaged benefit method that seeks redress communities for tourism purposes, their livelihoods and the integration of efforts amongst state actors.

Vision

• A developed rural tourism economy.

Mission

• To enhance the growth and development of tourism in rural communities particularly in less visited provinces.
Problem Statement

• There is **no legal or consensus** of a rural location means in South Africa,

• The Rural Development Framework states that “between 10 – 15million South Africans live in areas that are characterized by extreme poverty and underdevelopment,

• Some of the **key constraints** are identified by the White Paper – Tourism Development of South Africa, 1996 still stand today,

• The White Paper on the Development and Promotion of Tourism in South Africa (DEAT 1996) contends that **prime tourism attractions** are not located in the city centres but they are in rural areas,

• The NTSS has **reconfirmed** rural tourism as a potential focus area which presents an opportunity for uplifting of community led economies.
Broader Goals and Aims of the Strategy

The strategy aims to address the following broader objectives:
• Create a platform to share knowledge of best practice, development opportunities and challenges in rural areas for tourism development;
• Facilitate coordination of rural tourism development initiatives amongst relevant stakeholders;
• Create an enabling environment for rural tourism development to stimulate job creation and local economies;
• To identify and recommend strategic areas/nodes for tourism development in rural areas within the sector,
• To guide strategy development within key documentation generated for tourism development and management in South Africa.
Rationale

• The strategy is a response to the broader national outcomes, 4, 7, 11. (4) Decent employment through inclusive economic growth, (7) Vibrant, equitable, sustainable rural communities contributing towards food security for all, (11) Creating a better South Africa and contributing to a better and safer Africa in a better world.

• NTSS, 3 Strategic themes (1) Tourism Growth and the economy, (2) Enhanced visitor experience, (3) Sustainability and good governance - to address the issue of geographic, seasonal and rural spread.

• Harness growth potential of the sector.

• Promote specific niches related to rural tourism development i.e. village tourism.
Methodology of the strategy

Phase 1

Desktop and Archival Research
Framework, literature review & best practice models

Basis
Comprehensive Rural Development Plan Consulted, GCP, CWP, Presidential Poverty Nodes

Phase 2

Stakeholders Consultations
Identification of key stakeholders
SWOT analysis developed

Identification of strategic themes
Stakeholder reports assessments

Phase 3,4,5

3. Nodal Development
Rationale for Nodal Approach
Nodes Juxtaposed for a comparative analysis
Nodes consolidated and verified with provinces

4. Mapping Of nodes

5. Formal Approval Processes
Strategy Dissemination Launch
Stakeholder Participation

• 1st Workshop in June and July 2011;
  • **Purpose:** To consult widely on the Rural Tourism Framework.

✓ Key stakeholders from NDT, SALGA, COGTA, DAFF, House of Traditional Leaders, Provincial Economic Development Departments, Provincial Tourism Authorities, SEDA, National Empowerment Fund and Independent Development Corporation. (488 delegates)

• 2nd Workshop in November 2011;
  • **Purpose:** To verify the recommended nodes of the National Stakeholder Consultation and consult on draft strategy (30 delegates)

✓ Provincial tourism practitioners, tourism coordinating committees and NDT officials
Stakeholder Consultation

• Consultations with:
  ✓ PEDC for progress and peer review
  ✓ Development Working Group for update and comments (x2)
  ✓ MIPTech

• Electronic Distribution
  ✓ Electronic posting of report for final stakeholder inputs
  ✓ Electronic posting of strategy for final stakeholder inputs
  ✓ Inputs received internally and from provincial stakeholders
Rural/Urban Map – StatSA
SWOT Analysis

**Strengths**
- Unique rich culture and heritage offerings – kingdomship – Chieftaincy.
- Provincial Tourism Master plans, Provincial Spatial Development Frameworks, PGDPs and IDPs.
- Availability of State land, accessibility – land, air, sea.
- Beautiful climate conditions, Bio-diversity Ubuntu - Friendliness of rural communities.
- Land zoning, Geographical and strategic provincial locations.
- Eco-tourism potential, Nature Reserves.
- Academic institutions.

**Weaknesses**
- Lack of education and tourism awareness programmes and skills base
- Poor tourism supporting infrastructure- roads, tourism signage, electricity, sanitation, ICT Infrastructure, etc.
- Poor coordination of tourism initiatives – (IGR).
- Poor resources allocation
- Lack of inclusive planning – community involvement an political buy in Capacity gap at municipalities.
- Poor service delivery – lack of implementation.
- Lack of political and community by-in.
- Poor land zoning.
- Poor profiling of rural product offerings.

**Opportunities**
- Sustainable exploitation of untapped rural culture and heritage offerings - Culture and heritage tourism
- Unspoilt natural and rural tranquillity.
- Indigenous knowledge systems.
- Agri-tourism, Sport tourism
- Adventure tourism, Eco-tourism
- Township tourism, Business tourism
- Leisure tourism, Marine tourism.
- Volunteer tourism
- Regional product development linkages – tourism is boundless.

**Threats**
- Lack of reliable data and statistics.
- Land ownership, Competition
- Environmental degradation – share balance between environment and tourism.
- Political instability, Xenophobia
- Perceptions created by media and bad publicity.
- Global recession.
- Corruption and unemployment., political interference.
- Perception on safety issues.
Strategic themes

1. Product Development
2. Tourism Marketing
3. Human Resource Development
4. Tourism Infrastructure
5. Tourism Research and information
Nodal Approach

Understanding the resource and tourism opportunities

Planning model

1. Broad consultation for nodal identification.
2. DRDLR & SRI focus meetings held.
3. Nodal verification with provinces.
4. Nodal profiling and economic development analysis.
5. Comparative analysis (See Insert)

Summary of Qualities and Issues

Analysis and planning workshops for areas with high tourism potential and poverty levels.

Development of mapping model.

Node overview, node economy, tourism potential profiled.

Not to the exclusion of projects with value, but a strategic focus.
Recommended Rural Nodes
Other Programmes and Strategies

- It is important that the SRI and TEP programmes are aligned to development in each of these nodes.
- It is important that other related strategies developed by NDT are implemented in the nodes:
  - Heritage and Cultural Tourism Strategy;
  - Avi-tourism Strategy;
  - Event Strategy;
  - Social Tourism Research Findings
West Coast Node – “Support Package” to be developed
What is a “Support Package”? 

- 3 Spheres of Govt
  - What, How, When, Cost?
- Infrastructure
  - Access
    - Attractions
    - Accommodation
    - Amenities
- Destination Enhancement
- HRD
  - Service Excellence
- Partnerships
  - Resources
# Development of Support Packages

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<tr>
<th>Access</th>
<th>Roads</th>
<th>Air</th>
<th>Rail</th>
<th>Ports</th>
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<td>Signage</td>
<td>Information Centres</td>
<td>Accommodation</td>
<td>ICT</td>
<td>Other</td>
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<tr>
<td><strong>Tourist Attractions</strong></td>
<td>Heritage and Culture</td>
<td>Special Interest</td>
<td>Adventure</td>
<td>Wildlife and Safari</td>
<td>Other</td>
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<tr>
<td><strong>Events</strong></td>
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<td>Sport</td>
<td>Adventure</td>
<td>Lifestyle</td>
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# Development of Support Packages

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<th>SRI</th>
<th>Dormant</th>
<th>Active</th>
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<tr>
<td>SOCIAL TOURISM</td>
<td>Municipal Day Visitor Facilities</td>
<td>Protected Area</td>
<td>Private Resort</td>
<td>Other</td>
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<tr>
<td>SERVICE EXCELLENCE</td>
<td>Awareness Campaigns</td>
<td>Training and Service Providers</td>
<td>Pilot Areas</td>
<td>Service Excellence Needs</td>
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<tr>
<td>HUMAN RESOURCE DEVELOPMENT</td>
<td>Participation in NTCE</td>
<td>Educators Seminars</td>
<td>Pilot Projects</td>
<td>Other</td>
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Heritage and Culture – Rock Art (Stadsaal Caves)
Avitourism

West Coast National Park

- X: 18.1624607958984
- Y: -33.176640892542
- Province: Western Cape
- Project Type: Special Interest
- Type Of Project: Birding Watching

View Profile
Recommendations and Way forward

• Development and completion of support packages;
  • Infrastructure needs;
  • Heritage and cultural products;
  • Avi-tourism sites/route;
  • Events in support of domestic tourism
  • Social tourism opportunities

• How do we take these forward in terms of business plans and funding?
THANK YOU