KAAP AGULHAS MUNISIPALITEIT
CAPE AGULHAS MUNICIPALITY
U MASIPALA WASECAPE AGULHAS

TOURISM STRATEGY 2019

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1) Tourism Overview

The success of tourism in South Africa is based on the warmth of the people, the attractiveness of the unique attractions, infrastructure, iconic, cultural & heritage sites and the abundance of natural assets.

The Tourism Act of 2014 clearly states that the purpose is to promote growth and development of the tourism sector; promote quality tourism products and services; provide for the effective domestic and international marketing of South Africa as a tourist destination; enhance cooperation and coordination between all spheres of government in developing and managing tourism; and promote the practice of responsible tourism for the benefit of South Africa and for the enjoyment of all its residents and foreign visitors.

In recognition of tourism as a national priority, with a potential to contribute significantly to economic development, the *1996 White Paper on the Development and Promotion of Tourism in South Africa* provides for the promotion of domestic and international tourism.
The national tourism sector strategy provides a blueprint for the sector to meet the growth targets contained in the National Development Plan (NDP).

Tourism is a significant and critical sector in South Africa's economy as it contributes positively to the trade balance through foreign exchange receipts and sustains 700 000 direct jobs.

Local communities and rural development are key concerns for governments and local authorities around the world (Alonso & Liu 2010). The increasing global evolution of tourism, along with its many facets, allow communities to benefit from the industry. In view of the above, we as Cape Agulhas Tourism has found it proper to align our strategy in line with what has been envisaged in the National Development Plan.

2) Vision

For Cape Agulhas Municipality to be one of the top preferred tourist destinations in the Overberg and to maximise the economic potential of the tourism industry for our towns and its people.

3) Values

Our values are:

- Inclusivity and involvement of all tourism stakeholders including business conservation

- Transparent procedures and actions

- Respect for our community and stakeholders

- Acting with integrity

- Accountability and consideration of the outcomes of our actions, and

- Pursuing excellence in everything we do, in line with our municipality's ~~slogan~~vision "~~Tt~~ogether for ~~Ee~~xcellence".

4) Objectives

This strategy is focussed on sustained growth through:

- Marketing Cape Agulhas as the preferred leisure and events destination through co-ordinated promotion and communication efforts

- Optimise tourism volume and yield in a sustainable manner by expanding the events market

- Promote an environmentally responsible tourism industry to benefit the whole community

- Improving visitor experience

- Optimise distribution of tourism benefits

- Involve residents as a proud community of tourism ambassadors

5) Legislative Overview

The following legislation is considered in all tourism activities:

- National Development Plan (NDP) – SA Tourism is entrusted with a critical mandate of contributing towards creating an environment for sustainable employment and inclusive economic growth through tourism. SA Tourism has ~~spesifically~~specifically interrogated and aligned its role to the NDP 2030.

- National Tourism Sector Strategy (NTSS) – The NTSS was approved by Cabin~~et~~e and launched in March 2011. It set bold commitments for the tourism sector. The NTSS advocates the development of a Domestic Tourism Growth Strategy aimed at increasing domestic tourism's contribution to the economy.

- Project Khulisa – This initiative from the Western Cape Department of Tourism focusses on the following :

  Developing cultural and heritage tourism

  Focussing our marketing plans on a few, new specialised markets

Boosting local business tourism

6) <u>Implementation</u>

The vision, mission and objectives are considered through the following actions:

6.1 Marketing the destination

6.2 Monitoring and learning from local tourist feedback on experiences

6.3 Collaboration with tourism organisations and stakeholders

6.4 Improved service levels, safety, product quality and pricing

6.5 Facilitating the removal of obstacles

6.6 Focussing on attractive and new markets

7) <u>Situational Analysis</u>

The tourism industry in the province has grown faster and created more jobs than any other industry, and in the case of Cape Agulhas there is no exception. Cape Agulhas is situated in the southernmost part of Africa and encompasses various towns whichthat are rich in history.

Our area is known for its beautiful beaches, wild flowers and abundant birdlife. Memories from the past told through the Shipwreck Museum, showcased in shipwrecks and old architectural treasures, mix pleasantly with new developments in the various towns and villages.

There are many words to describe Cape Agulhas, however to put it simply : the gentleness of the countryside, rich wheat and barley fields, green pastures and a sparkling coastline make up this truly spectacular sub-region of the Overberg.

The key tourist attractions in Cape Agulhas includes:

1) The Shipwreck Museum

2) Waenhuiskrans/Arniston Caves

3) Resident Stingrays, Struisbaai

4) Ghost Trail, L'Agulhas

5) L'Agulhas Lighthouse

6) Southern Most Tip of Africa

7) Heuningberg Nature Reserve

8) Agulhas National Park

9) Elim Wine Route

10) Kassiesbaai Heritage Site

11) Elim Heritage Site

8) Projects:

The projects that we intend to implement, includes amongst others:

a) Dining with the locals

➢ This project entails the promotion of tourism within the local communities whereby communities will be able to interact with tourists.
➢ The development of tourism in rural areas is an initiative widely accepted around the world as a way to revive rural communities and their interaction with wineries.
➢ The involvement of local communities in tourism activities can engenders environmental, economic and cultural benefits for the communities.
➢ The purpose of this project is to ensure that enterprises, especially in the disadvantaged communities, are able to derive benefits from tourism in the area.
➢ *Dining with Locals* is very popular with international tourists. We have a rich culture of flavourful cooking, joyful singing and colourful storytelling that should be shared and this is an ideal way to spread positive vibes and for locals to earn an income from their talents and passion
➢ Members of the community will receive training on basic client service, how to develop their products and communication skills.
➢ This will be an ongoing project as the goal will be to train and assist community members to be financially independent and to promote economic development at the same time.

b) Tourism Marketing and Branding:

➢ This project's intended outcome is to actively promote tourism in the community and bring more tourists to our area.
➢ Social media plays an active part in marketing and promoting products to people. outside the adjacent municipal? areas.
➢ The vision is to change the dynamics of tourism marketing by developing a new website that will be more user friendly for guests.
➢ Current tourism brochure has also been placed under the microscope, and will be further developed to be more appealing to readers.
➢ A repetition of information and unnecessary information appears on the brochure resulting in and creates a lot of reading time for tourists.
➢ Extensive brand marketing is part of creating tourism awareness amongst the local community and visitors to the area.

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> ➤ The brand marketing will entail website changes, new brochures, revised social media platforms and interactions, amongst others. ~~etc.~~

c) Cape Agulhas Tourism Wine Route:

> ➤ The aim of this project is to develop a marketable wine route in the Cape Agulhas region.
> ➤ Tourism and agriculture are two industries in which place image plays a fundamental role.
> ➤ Seen in the context of tourism, tourists are the consumers and destinations boasts a variety of tourism products.
> ➤ A destination needs an identity or brand image~~1~~ to be successful in the market place.
> ➤ A brand image should summarise ~~up~~ the essence of the physical qualities, people, cultures, landscapes and the vibrancy of an area potential for visitors.
> ➤ The international wine industry is characterised by the involvement of capital as well as two contradictory processes of globalisation and localisation.
> ➤ Wine-grape farmers should be able to interact with local communities as well as tourists, in various ways.
> ➤ This interaction includes support given to the local community by ensuring job opportunities and guaranteeing a local market for their wine.
> ➤ Support includes sponsorships, donations, civil partnerships, promotion projects and philanthropic partnerships
> ➤ A link will be created that will be~~is~~ of serious significance to the wine farms.
> ➤ Existing and new wine farms will be incorporated in the route and community participation and stakeholder consultation will form an integral part of the development phase.
> ➤ The focus of the project will be to create a wine-route that~~which~~ will enable tourists ~~to go on these routes~~ to discover the different types of wine farms in the area.
> ➤ There are approximately 12 wineries that ~~we~~ are aimed to be incorporated in this project.
> ➤ A brochure will be designed outlining the various Tourists Wine route packages that a guest can choose from which will also include day trips and options for overnight accommodation facilities.
> ➤ This will be an ongoing project between all role-players, community as well as all other stakeholders.
> ➤ Wine tourists are attracted~~lured~~ to places of natural beauty together with a supply of other related activities ~~and supplied with ample activities~~ and good quality wines.

d) School Tourism Awareness Project:

> ➤ The tourism office would like to implement a concept that is directed ~~aimed~~ at increasing community and youth participation in the tourism

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industry by creating an understanding of the industry and an awareness of its career opportunities.

➢ It will initially be implemented at the two high schools (Bredasdorp High School and Albert Myburgh High School).

➢ The project will have 2 phases:
- Creating Tourism awareness by implementing tourism learning materials.
- The 2nd phase will consist of starting a tourism exhibition road show with the objective of creating tourism awareness but more highlighting the various types of careers in the tourism industry.

e) Tourism Business Training:

➢ The aim of this project is to build a partnership between Cape Agulhas Municipality and the Department of Economic Development and Tourism (Western Cape), Cathsseta and to pioneer a way for Tourism Business Development programmes with the Tourism Bureau Training Programme, Fast Track, The Tourism Mentorship programme and the Tourism Helpdesk Infrastructure.

➢ These programmes will aim to support emerging tourism entrepreneurs in the Cape Agulhas region by building their capacity in an effective and profitable way.

➢ Entrepreneurs will be assisted to manage their own businesses and constant mentorshipwe will be provided also provide constant mentorship for to these entrepreneurs.

10. Conclusion

Tourism development refers to all the activities linked with providing services for tourists, in a destination whereas 'Tourism promotion' is worried withlinked to publicizing destinations to tourists so that they can visit, spend money and go.

Responsible tourism is any form of **tourism** that can be consumed in a more **responsible** way. "**Responsible tourism** is **tourism** which: minimizes negative social, economic and environmental impacts.

Our aim with the above strategy is therefore to develop our local tourism in such a way that it attract more tourists to our area, and subsequently to generate greater economic benefits for local people.

Growth is never by mere chance; it is the result of forces working together.
James Cash Penney
BrainyQuote