

# Eastern Cape looks beyond 2010

## Focus is on tourism industry

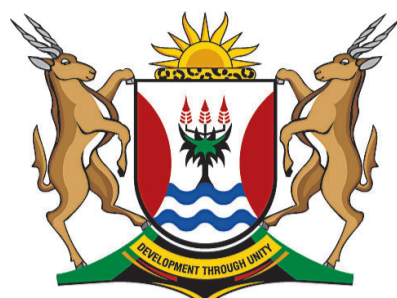
**H**UMILITY, pleasure and delight are just some of the soft elements that follow the hosting of the 2010 FIFA Soccer World Cup.

This remains a dream come true for many of those people whose lives have been embedded in poverty and all kinds of social ills.

The Department of Economic Development and Environmental Affairs (DEDEA) in the Eastern Cape has invested up to R40m in tourism development, environmental management and economic development.

The department's core mandate is a three-pronged approach whose basis is on supporting the tourism industry's backlog and transformation.

In preparation for the hosting of the Soccer World Cup, the DEDEA was one of the very first provincial departments to host the 2010 Tourism Readiness Conference in June 2007 in Nelson Mandela Bay.



## Province of the EASTERN CAPE ECONOMIC DEVELOPMENT AND ENVIRONMENTAL AFFAIRS

The pioneering conference managed to make resolutions on key actions for the accommodation, food and beverages sector in the Eastern Cape by pronouncing on the following:

1. The province should develop a comprehensive checklist of services that accommodation establishments are expected to provide.
  2. A comprehensive stock-taking exercise should be undertaken throughout the province.
  3. Assessment of alternatives, for example home stays, was to be done.
  4. A skills development programme should be developed for accommodation establishments.
  5. The province must ensure that tourists can access all necessary information on accommodation establishments in the province.
- The conference resolutions

shaped the mandate of hosting the World Cup with a primary framework crafted in the form of a partnership model.

In accelerating the 2010 Tourism Readiness Plan, the department has focused on:

1. Regulatory frameworks in the design of the tourism master plan and launched it.
  2. Planning.
  3. Service delivery with targeting exercise to transform the industry.
  4. Systematic support for districts.
  5. Assessment and review of special projects through the establishment of a programme management office.
- In partnership with the department, the Eastern Cape Tourism Board's role was centred on:
1. Alignment of projects within a 2010 Integrated Marketing Plan inclusive of the Eastern Cape Parks Board.
  2. Regional-based support to



emerging tourism businesses.

3. Internal capacity.
4. Stakeholder and resource mobilisation.
5. Access to international and domestic markets.

While aiming to mainstream the plan of marketing the Eastern Cape, several factors were lifted with a particular focus on:

1. Ensuring the implementation of an integrated Eastern Cape brand platform.



2. Designing and implementing an integrated marketing strategy for the Eastern Cape.
3. Ensuring maximum marketing value from the leverage of the World Cup.
4. Maximising community engagement in the marketing and brand platform.
5. Instituting a sustainable Eastern Cape marketing leadership structure.

6. Increasing the level of awareness and needs in the international and domestic markets.
7. Enhancing the domestic and international market perception of the Eastern Cape as a tourist destination – including that of in-province perception.
8. Showcasing the province's

unique adventure and cultural experiences.

9. Increasing total leisure visits to the province.

10. Increasing total length of stay and bed nights in the province.

11. Providing reliable, updated information to trade in marketing the province.

12. Creating communication channels between SMMEs and potential tourists.

These were achieved through an action plan that emphasised the following deliverables:

1. Launch of tourism brand with 2010 sub-brand titled 'Adventure Province – 2010 and Beyond'.
  2. Emphasis of Eastern Cape hosting status in all marketing collateral.
  3. Highlighting destination offering coupled with hosting readiness activities with an umbrella 2010 campaign "where the game never ends" targeting top ticket-buying nations.
  4. Packaging of experiences in the five pillars of the brand – wildlife, culture, extreme adventure, exploration and coastal.
- This packaging of experiences was further extended around the host city, Port Elizabeth, and six provincial public-viewing areas in Matielie, Lady Grey, Cofimvaba, Mdantsane, Grahamstown and Port St Johns.

## Greening legacy programme

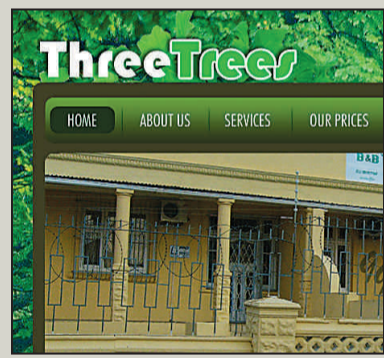
THE Department of Economic Development and Environmental Affairs Unit has developed a 2010 Greening and Legacy Programme.

It has identified Grahamstown – host of the Grahamstown National Arts Festival – East London and Port Alfred, which was awarded the cleanest provincial town status, as the preferred towns for its 2010 Greening Plan.

The towns are part of the N2 tourist route to the Wild Coast. Elements of the 2010 Greening and Legacy Plan include:

- Planting up to 4 000 indigenous trees in tourist attraction areas, schools and local communities.
- Placement of locally-designed waste bins on town main roads, B&Bs and local communities.
- The launch of a series of Responsible Tourism Campaigns in preparation for the Soccer World Cup to benefit locals, SMMEs and tourists.
- Creating employment for locals.

A crucial issue around greening is encouraging event participants to become actively involved in greening initiatives and to ensure that the public is aware of the process.



Raising awareness is a critical element of leaving behind and creating a legacy of sustainable development best practice.

Incorporating a principle to address participation and communication will ensure that appropriate interventions (that facilitate broader involvement and awareness and encourage and support appropriate behaviour change) are included in an event-greening plan.

The participation, communication, education and public awareness principle include:

- Developing and implementing a broad communication strategy and action plan.
- Involving local media before, during and after the event.
- Organising competitions to



GOING GREEN . . . A crucial issue of greening is to encourage event participants to become actively involved in greening initiatives

- Create awareness and acquire or require active participation from the local community.
- For any economy to develop, sector development is required with the stringent measures of safeguarding the investment in

the tourism industry. To meet this demand, many interventions were flagged with a particular focus on:

- Economic viability of rural tourism initiatives for poverty alleviation.

- Assist with rural area tourism staffing needs and provide training in hospitality and service excellence.
- Geographic spread of tourism revenue to under-marketed regions.

- Marketing support for neglected potential tourism nodes
- These projects fall within the DEDEA-funded 2010 Co-ordinating Programme administered/ hosted by the Eastern Cape Tourism Board

## Bringing change to tourist sector

TOURISM-sector transformation is a key challenge for policy regulators and business owners.

This is a key element that requires stringent measures of equitable share in the industry.

For two years, the department has concentrated on tourism skills development and capacity-building with these results:

- More than 100 SMMEs were identified for tourism business training.
- About 30 SMMEs are going through a mentorship training programme.
- Up to 150 tourism SMMEs received grading financial support from the department as stipulated by the South African Grading Council inspectorate.
- In anticipation of industry-related hazards, 80 beneficiaries were trained in food, health and safety management system (ISO 22000/HACCP) ISO 22000 quality systems training. This covers food safety standards and is aimed primarily at ensuring accommodation establishments are ready for 2010 – it also covers



SKILLED . . . A few of the bed and breakfast owners who have written exams in food safety



SMILING . . . A group of unemployed graduates who received training and are in a mentoring plan

other players in the industry. So far, about 20 bed & breakfast (B&B) owners have written exams in food safety. SA Bureau of Standards certification is awarded to those who meet the

standards. About 40 unemployed graduates were also trained opening the way for skills enhancement and job opportunities. These graduates are being placed in a

mentoring plan with food chain players such as restaurants, hotels and suppliers. The outcome is that they will act as food safety assessors.

- In securing the skills index

of the province, 40 unemployed graduates were also trained in food, health and safety quality measures (ISO 22000/HACCP) and also trained in auditing procedures.

The tourism ambassadors' project also involves the skilling of educators, unemployed graduates and tourism SMMEs.

They have received training, accredited by the Tourism and Hospitality Training Authority on understanding the hosting element of tourism, knowing their cities and working with tourists.

The department's key priority areas which were projectised were:

- Entrepreneurship
- Mentoring and training
- Institutional capacity
- Sector focus
- Tourism safety awareness and security
- Local economic beneficiation
- Destination marketing
- Research and information
- Language programme
- Investment promotion
- Infrastructure development and upgrading
- Vigorous campaigns on 2010 opportunities
- Regulatory review
- SMME promotion linked to LED
- Access to markets
- Environmental management
- 2010 Greening Legacy

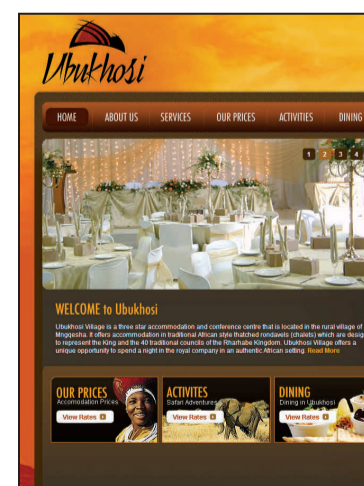
## Targeting local and foreign markets

IN APPROACHING international and domestic marketing, outcomes in this project have included redevelopment of the tourism brand and billboard campaigns in European countries during the Euro 2008 championship.

Another has been development, with implementation due to start shortly, of a branding and destination management system. This is essentially a booking system that links directly to B&B owners.

The project has also included installing signage along national roads, covering the area's attractions, maps and important numbers to call.

In providing supplementary information about the destination, a number of high-profile projects were observed.



- Refurbishment of up to five visitor information centres across the province in Idutywa, Baviaans Kloof, Port St Johns, Aliwal North and Cradock
- Installation of interactive touch screens at 15 key tourist touch points. This includes garages and malls throughout the province.
- Destination web portal to be launched next month
- Themed route development on nine tourism nodes portrayed as the most exciting experiences to be part of in South Africa.