

SECTION 1. INTRODUCTION

1.1 BACKGROUND

The United States Agency for International Development Mission to South Africa (“USAID/ SA”) through its agent Creative Associates International (“CREA SA”) sought the services of a consortium or company to conduct a Situational Analysis and Develop a Tourism Master Plan for the Buffalo City Municipality (“BCM”). This project falls under the auspices of USAID/ SA’s Local Government Support Programme that is a bilateral agreement with the national Department of Provincial and Local Government in South Africa. The programme has the following objectives:

- Support for developing policies and for supporting national programmes that enable effective democratic governance.
- Direct assistance to municipalities to implement democratic and effective local governance
- Horizontal sharing of lessons learned through the programme and from other interventions across a wider group of municipalities, and feedback to policy makers

After a first phase of the programme, further areas for support were refined through a consultative process and the following areas were defined:

- Strengthening participatory democracy through systems to improve community access and council outreach.
- Building civic responsibility and empowering citizens and community groups to engage with local development initiatives.
- Developing integrated approaches to complex social and economic problems.
- Improving the capability (skills, systems and structures) of municipalities to establish systems of participatory governance and meet social and economic challenges.

BCM successfully submitted a proposal under the second phase of the programme for the development of a Tourism Master Plan, and the CREA Rfp No. GMTA - 047 and requested proposals to address the development of the Tourism Master Plan on behalf of BCM under the programme.

Grant Thornton (previously Grant Thornton Kessel Feinstein) along with its consortium partners were commissioned to develop the Tourism Master Plan on behalf of the BCM. The consortium partners are:

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|---------------------------|--|
| Grant Thornton | Tourism specialists |
| East London Museum | Historical, Heritage, Culture |
| Ithemba Environmental | Environmental & Community Facilitation |
| Setplan | GIS & Town Planning |
| Online Innovations | Database and IT |
| Stewart Scott | Transport & Infrastructure Engineers |
| TMT Communications | Market Strategy and Planning |
| Empower ED | Training and Skills Development |
| Prodigy Business Services | Market Research |

1.2 METHODOLOGY

Our methodology for the Buffalo City Tourism Master Plan consists of 15 phases spread over 18 months. This report relates to **Phase 14: Tourism Marketing Plan** only and our methodology for this phase is detailed below. We also attach the project plan in **Annexure A** to further place this phase in context.

In short the phases of the Buffalo City Tourism Master Plan are:

- Phase 1: Project Set-Up
- Phase 2: Analysis of Existing Characteristics
The output of the phase is a report on the review and analysis of the environmental, historical, socio-cultural, economic, resource, land use, and other relevant characteristics of the study area.
- Phase 3: Tourist Attractions, Activities, Facilities and Services
The output of these two phases is:
 - *A n inventory and evaluation of the existing and potential tourist attractions and activities*
 - *A n inventory and evaluation of the existing and planned accommodation and other tourist facilities and services.*
- Phase 4: Transportation Access & Infrastructure
The output of this phase is a study of the characteristics and an evaluation of transportation access to and within the region, and of other infrastructure for present and future tourism development.

- Phase 5: Tourism Markets
The output of this phase is an analysis existing and potential markets that Buffalo City can penetrate.
- Phase 6: Carrying Capacity
The output of this phase will be a identify constraints on general tourist carrying capacity of the area and its major tourism destinations.
- Phase 7: Tourism Development plan
The output of this phase will be a Tourism Development Plan, including recommendations on major tourist attractions and activity areas, tourism development regions, tourist facilities and services, and related infrastructure to serve the tourist markets.
- Phase 8: Environment Management Proposals
The output of this phase will be an environmental impact evaluation and environmental management proposals.
- Phase 9: Socio Cultural Management Proposals
The output of this phase will be a socio-cultural impact evaluation and socio-cultural management proposals.
- Phase 10: Skills Development Programme
The output of this phase will be a comprehensive labour study and skills development programme for tourism and to support the Tourism Development Plan.
- Phase 11: Tourism Institutional Arrangements
The output of this phase will be the recommended public and private organisational structures for tourism.
- Phase 12: Enterprise Development and Support Programme
The output of this phase will be a programme and booklets/ material to assist the development of SMME 's and other Tourism Enterprises.
- Phase 13: Tourism Database
The output of this phase will be a tourism database for continuous operation.
- Phase 14: Tourism Marketing Plan
The output of this phase will be a Tourism Marketing Plan (including a Communications Plan and Stakeholder Management Plan) and an interactive website.
- Phase 15: Tourism Development Action Plan
The output of this phase will be a ten year tourism development action plan

Phase 13: Tourism Database

We have specified the tourism database required to support the Tourism Master Plan, including the requirements of tourists before and during their visits to the

area, and the requirements of other stakeholders. We have also given consideration to the best database platform to use.

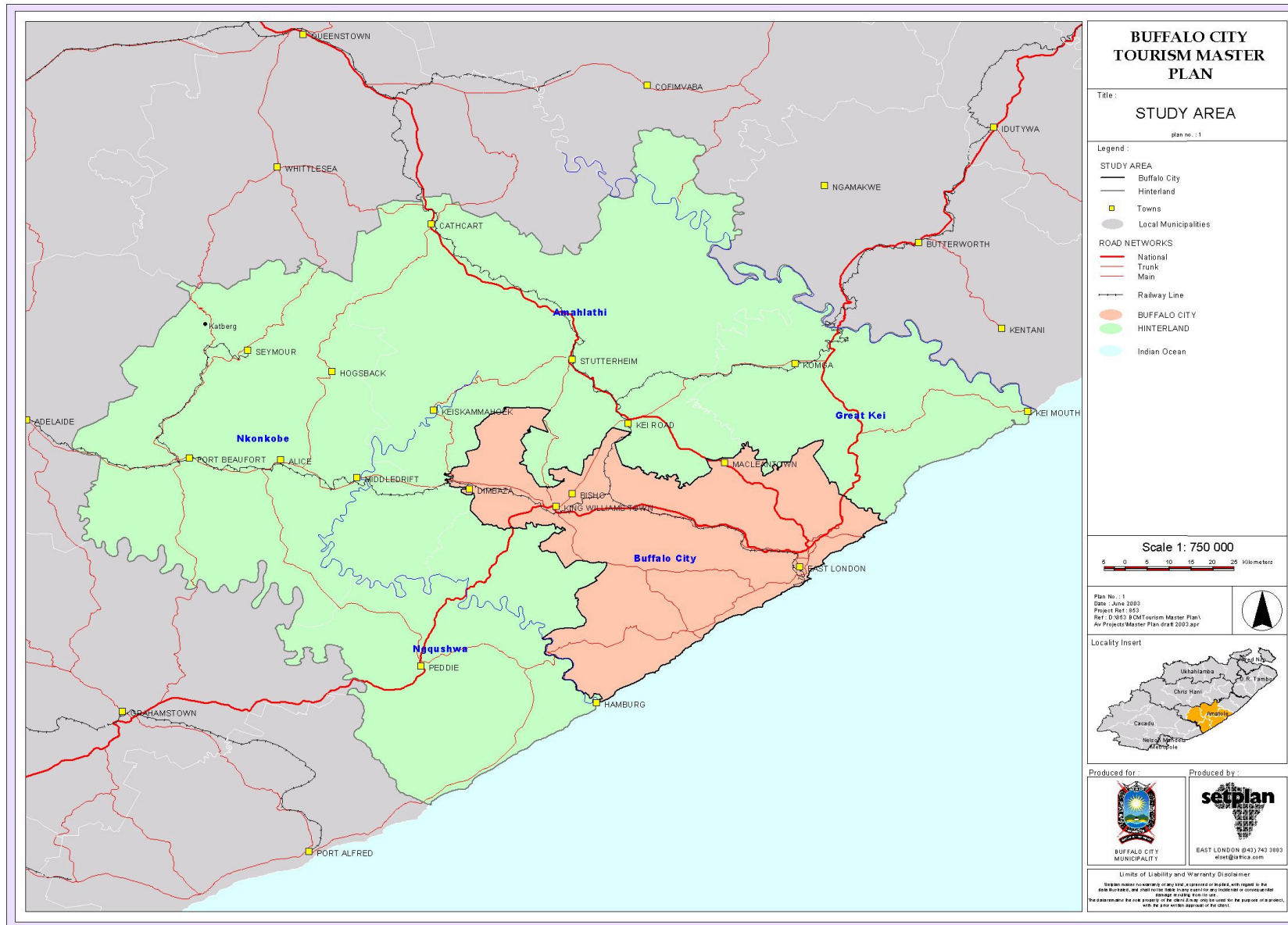
We have made recommendations on ways in which the data system can be managed, including collection, compilation, analysis, and reporting procedures, and links with suitable data sources.

The output of this phase is a database of tourism, attractions, activities, facilities and services linked to a GIS system, with recommendations on how to create an integrated tourism data system.

1.3 THE STUDY AREA

For the purpose of this study the study area is defined as the Buffalo City Municipal area. Cognisance will be taken of the hinterland extending inland to include the Hogsback/ Katberg area, west to the Keiskamma River and east to the Great Kei River.

This extended planning area necessitated a collaborative planning partnership with the Amatole District Municipality, Great Kei, Amahlati, Nkonkobe and Ngqushwa Local Municipalities and the Tourism Stakeholders of this region (including the national Department of Environmental Affairs and Tourism, the Eastern Cape Tourism Board, Local Tourism organisations, product owners, community representatives and entrepreneurs). The study area is shown in the map below.



1.4 TERMINOLOGY

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| BCM | - | Buffalo City Municipality |
| CREA SA | - | Creative Associates International |
| DEAT | - | Department of Environmental Affairs & Tourism |
| ECDC | - | Eastern Cape Development Corporation |
| FIT | - | Foreign Independent Traveller |
| NGO | - | Non-Governmental Organisation |
| SA Tourism | - | South African Tourism |
| Stats SA | - | Statistics South Africa |
| USAID | - | United States Agency for International Development Mission to South Africa |
| VFR | - | Visiting Friends and Relatives |