

SECTION 2. TOURISM DEVELOPMENT CONCEPTS

2.1 BACKGROUND

In **Phase 7: Tourism Development Plan** the consortium identified various tourism development concepts. These concepts were prioritised and presented to a series of public participation meetings. During these meeting various other tourism development concepts have been raised.

In this section we list all the tourism development concepts for consideration of the implementation agents of the Buffalo City Tourism Master Plan. In the following sections we provide the pre-feasibility studies of the 5 high priority projects as required by our terms of reference.

We have specifically highlighted community and rural development concepts that could be developed as either independent tourism attractions or that could be incorporated in one of the recommended tourism development concepts such as the Struggle Route.

We do not advocate that the tourism development concepts that have not been classified as high priority not be developed. We have been limited by budget constraints to provide pre-feasibility studies on all tourism development concepts, but recommend that the implementation agents utilise the list provided below to evaluate and implement the tourism development concepts listed.

2.2 TOURISM DEVELOPMENT CONCEPTS

The following tourism development concepts have been identified and prioritised:

High Priority Tourism Development Concepts

1. Sport Centre of Excellence
2. Marina Glen Multi-purpose Venue
3. Struggle Route
4. Steve Biko Interpretation Centre
5. Nahoon Seaside Resort

Medium Priority Tourism Development Concepts

6. Formalized Car Guards – Ambassador Programme
7. Grand Prix Circuit development
8. Adventure Buffalo City
9. Sport Festival
10. Military History Route

Other Development Concepts (in no particular order)

11. Adventure festival
12. Jazz Festival – including cultural activities
13. Kidds & Kayser Beach Seaside Resort
14. Gonubie/Sunrise on Sea Seaside Resort
15. Golf Tours and Packages
16. Marine History Route
17. Branded Hotel
18. City Development/City beautification/Artist zone
19. Performance Groups
20. Nahoon beach – Backpackers
21. Overnight Lodge at Umtiza & Bridle Drift Dam
22. Bird Watching Route
23. Hiking Trails

Development Concepts raised during Public Participation (in no particular order)

24. “From Fronteirs to Education”
25. Helicopter Launch pad at Marina Glen
26. People Project Trust
27. Amathole Environment Park
28. German Settler History Route
29. Church and Mission History Route
30. Xhosa History Route
31. Pre-History Route

Below we provide a short description of each of the tourism development concepts.

2.2.1 Sport Centre of Excellence

A task team has been appointed by the National Minister of Sport to investigate high performance sport in South Africa. The Task Team was charged with identifying factors which impact negatively on South Africa's sporting performance and coming up with recommendations as to how such factors could be addressed.

One of their suggestions was to establish Sport Centres of Excellence. These Centres would concentrate on one or two sports and provide development and training to new as well as top class athletes.

The original concept for Buffalo City was to establish a Sport Centre of Excellence that concentrates on athletics, boxing and cricket. Subsequent discussions with Border Cricket have indicated that they have a well-developed and functioning academy system. In order to support under-developed sporting codes and utilise the natural resources and competitive advantage of Buffalo City it is recommended that the Sport Centre of Excellence include a rowing academy rather than repeat or include an already well established and functioning cricket academy. Buffalo City has a strong tradition of rowing clubs and competitions and also has various rivers that can be utilised for this purpose. The factors highlight rowing as a sporting code that could excel with the development of a rowing academy.

It was also originally recommended that the Centre would have its head office at the Bisho Stadium in order to develop the stadium and utilise its facilities. We would recommend that since the Jan Smuts Athletics Stadium has been upgraded for the SA Games, that the stadium be used for the athletic academy until funds can be secured to upgrade the Bisho Stadium, which requires extensive upgrading.

The Sport Centre of Excellence would then have a boxing academy at the Mdantsane Indoor Sports Centre and a Rowing Academy on a site still to be identified on the Buffalo River. It is recommended that Centre partner with tertiary institutions such Fort Hare and Rhodes and sporting institutions.

This tourism development concept is discussed in detail in **Section 3**.

2.2.2 Marina Glen Multi-Purpose Venue

The concept is to develop a multi-purpose venue at the Marina Glen site to cater for a variety of markets.

The recommendation is for an indoor facility that can cater for up to 2 500 people during indoor events such as boxing matches, but also be able to cater for conference delegates. The design should include a large hall that can be subdivided for breakaway rooms during conferences. Innovative design is required and we recommend that the facility have a stage that can open its doors to the outside to host larger events and to provide entertainment to holidaymakers during the peak holiday season.

We recommend that the facility be as versatile as possible to ensure its commercial viability. In general facilities such as these cover their operating costs, if well managed, but do not show a return on capital. Accordingly we recommend that the Buffalo City Municipality develop the venue and outsource the management of it to a suitable private operator. Buffalo City will benefit from this development through the economic impact of hosting events as visitors spend money on accommodation, car hire, food & beverage, shopping etc.

We stress the multi-use of the facility and recommend that the facility be used for:

- Indoor sports events such as boxing, basketball, indoor cricket, etc;
- Conferences;
- Exhibitions;
- Launch events;
- Concerts; and
- Live entertainment for holidaymakers during the holiday season.

We also stress that the operators of the multi-use facility and also the Buffalo City Municipality will need to be innovative in its marketing and in the hosting of events. Both parties would need to be proactive in promoting the facility and creating events. This facility has to be used as the catalyst to fill other facilities on the site and in the city, and therefore other facilities may have to provide good rates for these events and pitch in with marketing costs. This tourism development concept is discussed in detail in **Section 4**.

2.2.3 Struggle Route

To develop a route that showcases the recent political history (“Struggle History”) of the Buffalo City area. It is suggested that the route include the following:

- Lock Street Goal complex where many women of the struggle were imprisoned such as Winnie Mandela;
- Fort Glamorgan Prison where many activists were imprisoned before being sent to Robben Island;
- Duncan Village Memorial;
- Steve Biko statue in East London;
- Contact with veterans through the established Tour of the Dove, where people can hear firsthand stories from political veterans in Mdantsane;
- Bisho Massacre Memorial;
- Griffiths and Victoria Mxenge’s graves;
- Steve Tshwete’s grave in Peulton;
- Steve Biko’s house and grave in King William’s Town;
- Garden of Remembrance in King William’s Town; and
- Amathole Museum in King William’s Town.

We do not recommend that merely a brochure should be developed, but that sites are developed along with route guides. This entails the development of, for example, particular houses that were lived in by veterans to include historical photographs, relevant artefacts, traditional food and beverages, etc as well as the placement of interpretation boards at significant sites such as the Bisho Massacre site.

Route guides should be developed from the local community to lead visitors on the route and provide the required interpretation of significant sites. The names and contact details of the route guides need to be included in any brochure or marketing material for the route.

This tourism development concept is discussed in detail in **Section 5**.

2.2.4 Steve Biko Interpretation Centre

The original concept was to provide an interpretation centre that shows the history of Steve Biko’s life. The centre would be closely linked with the Struggle

Route, but is seen as a separate tourism development project that could be a self-standing attraction.

Following discussions with Mr Nkosinathi Biko and Mr Mncedi Ngoloyi from the Steve Biko Foundation it was established that the Foundation has formulated their own concept of establishing the Biko Heritage and Leadership Centre that will include a museum, an archive (linked with institutions such as Fort Hare), a community resource centre that may include a newspaper, radio station, discussion forum and marketing space for the community to sell locally produced goods to visiting tourists. The land has been secured for the Centre at the entrance to Ginsberg.

A Garden of Remembrance is also planned to commemorate the 45 prisoners that died in police detention.

Mr Biko indicated that the home of Steve Biko has been declared a national monument and the Foundation are in the process of restoring the house at present. The Foundation want to develop food and beverage facilities at the house, improve the content of the exhibits at the house and incorporate living friends of Steve Biko to tell their stories.

A trail/route could thus be developed from the home to the centre to the garden of remembrance.

It was agreed with the Foundation that the first priority for this development concept would be to restore and develop the home of Steve Biko, followed by the development of the Biko Heritage and Leadership Centre and the memorial gardens.

This tourism development concept is discussed in detail in **Section 6**.

2.2.5 Nahoon Seaside Resort

The concept is to transform the current Nahoon Caravan Park into a seaside resort.

We recommend that the Buffalo City Municipality allow the inclusion of a residential estate component to this tourism development project. It is our understanding that the Nahoon Caravan Park has been put out to tender for

development in the past but that no developers have come forward as they perceive the return on investment to be low.

If a residential estate component can be included in the tourism development project it could offset some of the capital cost involved in the development. Buffalo City Municipality would thus provide the Nahoon Caravan Park at a low cost and allow a residential estate development, with the caveat that a seaside resort be developed with self-catering accommodation and camping and caravan sites with supporting facilities such as swimming pools, a restaurant, etc.

This tourism development concept is discussed in detail in **Section 7**.

2.2.6 Ambassador Programme

The concept is to formalise the current “car guards” operating in Buffalo City into Tourism Ambassadors. The current car guards will be provided with standardised clothing, equipment and training in order to fulfil the following functions:

- Provide visible security by acting as the eyes and ears of the police;
- Provide information to tourists; and
- Keep their respective area of responsibility clean.

It is not envisaged to create a new police force, but rather utilise the existing car guards to act as the eyes and ears of the police. The tourism ambassadors should be provided with two-way radios in order to be in direct contact with the police. Any crime can thus be quickly reported and dealt with.

By providing the tourism ambassadors with standardised clothing or uniform, visible security is increased providing an improved feeling of safety for tourists.

The tourism ambassadors should also be trained as information officers to provide directions to tourist attractions, local transport, etc. They could also be provided with tourism brochures to hand out.

It is important that the tourism ambassadors take responsibility for the area in which they operate to ensure that it is kept clean. This will address the view that Buffalo City is a dirty town.

The tourism ambassadors should also provide change for parking meters and ensure that parking meters are correctly utilised, rather than soliciting money from tourists to watch their car without putting any money in the parking meters.

2.2.7 Grand Prix Circuit Development

The concept is to develop the existing Grand Prix Circuit in East London into a motor related attraction that can be utilised throughout the week. It is recommended that in addition to the grand prix circuit, an off road course be built to accommodate 4x4, motocross and quad bike enthusiasts.

A motor museum could also be incorporated in the development drawing on the rich motor racing history of East London.

The tourism development project could then host regular events during the weekends, while being utilised for 4x4 courses, etc during the week.

2.2.8 Adventure Buffalo City

The concept is to create and market a single point of reference for all adventure activities in Buffalo City. It is envisaged that the words “Adventure Buffalo City” and a telephone number be extensively marketed. The telephone number will be for a dedicated Buffalo City Tourism line with an information officer that has the details of every possible adventure activity in Buffalo City.

The concept is to book the activity through “Adventure Buffalo City” rather than have an information officer redirect a tourist to the relevant service provider. A tourist would thus book an activity through “Adventure Buffalo City” and arrive for the activity at the agreed time and place, rather than the tourist having to phone the service provider themselves.

In essence it will be a central reservation system for adventure activities aimed at addressing the perception that there are no activities in Buffalo City.

The success of the project is dependant on the willingness of the adventure providers to be part of the project and provide up-to-date information, as well as the extent of the marketing done.

2.2.9 Sport Festival

The concept is to create a week to two week long festival of sport aimed at juniors/school children.

The festival can be held during the June/July school holiday period to ensure participation from a variety of schools as well as address low occupancies of accommodation facilities during this time of the year.

Juniors are being targeted as they travel within large groups and are usually accompanied by family members, teachers, coaches, etc.

The festival should include a range of events such as athletics, soccer, tennis, etc that can be held throughout Buffalo City. The Sport Centre of Excellence mentioned above should be utilised for this purpose.

The festival should be a national event with schools from all over South Africa being invited and sponsors being obtained to subsidise travelling and accommodation. Schools within Buffalo City could host other schools in South Africa and compete in specific events for which the hosting school has facilities.

2.2.10 Military History Route

The concept is to establish a frontier wars military history route in Buffalo City that draws on the areas numerous forts and their history.

It is suggested that the route include the following:

- East London Museum with a section devoted to the Frontier Wars;
- Fort Glamorgan Powder magazine;
- Fort Pato which is an earthworks fort;
- Fort Murray which is a stone fort;
- Fort Hill that has two powder magazines;
- The Military Reserve, King Williams Town that has numerous well preserved buildings; and
- Amathole Museum that has a new history display.

As with the Struggle Route we do not recommend that only a brochure should be developed, but that sites are developed along with route guides. In the case of

the military route it entails the development of the various forts included in the route.

Most of these forts are not maintained and have become overgrown. These forts should be cleaned up and interpretation boards and signage to indicate the existence of the route should be added.

Route guides should be developed from the local history community to lead visitors on the route and provide the required interpretation of significant sites.

2.2.11 Adventure Festival

One of the events that could be held in Buffalo City is a week to two-week adventure festival where all the adventure providers from Buffalo City and neighbouring areas are incorporated to provide adventure activities and competitions.

2.2.12 Jazz Festival

A jazz festival could be held in Buffalo City that incorporates a couple of days of a jazz concert and various cultural activities such as performance groups and arts and crafts making and selling.

2.2.13 Kidds & Kayser Beach Seaside Resort

As with the Nahoon Caravan Park, an opportunity exists to develop a seaside resort in the Kidds & Kayser Beach node. We do believe that the Nahoon Caravan Park project has a greater chance of success, but we see no reason why a similar but smaller resort could not be developed in this node by the private sector.

2.2.14 Gonubie/Sunrise on Sea Seaside Resort

A seaside resort could also be developed in the Gonubie/Sunrise on Sea node and we believe that a private sector investor could utilise the available property in this node to develop a seaside resort.

2.2.15 Golf Tour and Packages

Buffalo City has golf courses that have been rated amongst the top ten in South Africa and the opportunity exists to package a golf tour incorporating the Buffalo City golf courses along with golf courses at the Fish River Sun and in the Wild Coast. We recommend that this project be developed by the private sector with the facilitation of Buffalo City.

2.2.16 Marine History Route

As with the military history, Buffalo City has various sites related to marine history and the East London Museum in particular has an extensive marine history display. The East London Museum, various shipwreck sites and the lighthouse on the West Bank could be incorporated into a marine history route.

2.2.17 Branded Hotel

The development of a branded hotel is one of the projects suggested to improve the reality and perception of the standard of hotels particularly on the main beachfront. Following various discussions with stakeholders and the steering committee it was decided to allocate this project as a lower priority. It was felt that there is already a branded hotel on the main beachfront which has not resulted in a changed perception of the standard of hotels in the area. Also some stakeholders felt that a branded hotel may not necessarily bring new tourists to the area but rather take existing tourists from other hotels.

It is recommended that a new branded hotel should be welcomed on the main beachfront but that it should not actively be pursued as a tourism development project.

2.2.18 City Development/City Beautification/Artist zone

Various stakeholders have raised the issue of city development or city beautification in order to address the perception that Buffalo City is run down and dirty. Following discussions with stakeholders and the steering committee it was decided to assign a lower priority to this proposed project as the responsibility for this project falls within a much broader scope than just tourism.

It was felt that this was a wider issue that had to be addressed by the municipality as well as land owners and that efforts would be better spent by Buffalo City Tourism if they concentrated on key tourism development projects which would have a positive impact on the city development and city beautification such as addressing the development of the main beachfront and creating tourism ambassadors.

2.2.19 Performance Groups

The creation of performance groups is one way of empowering disadvantaged communities to partake in the tourism industry. However, our discussions with various stakeholders and the steering committee have shown that the existing performance groups are not being utilised on a regular basis.

It was thus decided not to recommend the creation of new performance groups but rather include the existing performance groups in the marketing of Buffalo City. Buffalo City Tourism will create a list of performance groups and provide this information based on requests from the public, corporates, etc.

This would be a marketing initiative rather than a tourism development project and has thus not been expanded on in this phase of the tourism master plan.

2.2.20 Nahoon Beach – Backpackers

It has been suggested that the tea garden or the lifeguard station at Nahoon beach be developed as backpacker accommodation. Our discussions with stakeholders and the steering committee has shown that residents of Nahoon perceive backpacker accommodation in a bad light and would object to such a development.

It has been decided to rather explore ways to incorporate backpacker accommodation in a more upmarket seaside resort development proposed for the Nahoon Caravan Park rather than develop separate facilities.

2.2.21 Overnight Lodge at Umtiza & Bridle Drift Dam

It has been proposed that overnight accommodation be developed in the Umtiza area at or close to Bridle Drift Dam. A need has been identified for overnight

accommodation for hunters to hunting farms outside the Buffalo City municipal area.

It was felt that this projects would be best developed by the private sector for a specific niche market and it has subsequently been assigned a lower priority.

2.2.22 Bird Watching Route

As mentioned in our Phase 3 report, Buffalo City has various bird watching spots that are not being fully utilised at present. It was generally agreed that a bird watching brochure would be a good idea, but due to the importance of other tourism development projects with higher economical and social impacts, it was decided to assign a bird watching route a lower priority.

2.2.23 Hiking Trails

There are various hiking trails in Buffalo City, as highlighted in our Phase 3 report. As these hiking trails are not being fully utilised at present it is recommended that Buffalo City Municipality develop no new hiking trails. This does not however exclude any private investor from developing a hiking trail. It merely means that the municipality's efforts could be best spent elsewhere.

2.2.24 “From Frontiers to Education”

Mr Msi Selinga from Fort Hare University wants to establish a tourism route to showcase the history and educational assets of Buffalo City. The route is to include Lovedale, Hilltown, Fort Hare University, Stewart Memorial, etc.

2.2.25 Helicopter Launch Pad at Marina Glen

Mr Brain Katz wants to explore the possibility of establishing a helicopter-landing pad at the Marina Glen. A helicopter could then be used to take tourists on scenic flights over Buffalo City and the Wild Coast.

2.2.26 People Project Trust

Mr Maqungu and others have established the People Project Trust to develop a pocket of land as a community and tourism centre. The People Project Trust owns the land in Mdantsane and the development is envisaged to include an arts & crafts production and distribution centre, a hall for events, a skills training centre, a child care centre, an HIV & Aids counselling centre, an Old Age Home, a soup kitchen, and possibly a community radio station.

2.2.27 Amathole Environment Park

The Amathole District Municipality is investigating the possibility of establishing the Amathole Environment Park that will have its pilot project in the Eden Valley area. The pilot project will be focused around fly fishing and a feasibility study has been called for by the ECDC.

2.2.28 German Settler History Route

Ms Gill Vernon (East London Museum – retired) wishes to establish a route to showcase the German Settler History in Buffalo City. Attractions on the route could include German settler monuments in East London and King William’s Town such as the Ohlson’s Memorial, Charles Vix’s Cottage, Von Ronow’s Cottage, Moser’s Cottage and the Tndale Road cemetery. The East London Museum and Amathole Museum also have very good displays on German Settler History.

2.2.29 Church and Mission History

Ms Gill Vernon (East London Museum – retired) wishes to establish a route to showcase the Church and Mission Historical assets in Buffalo City. Attractions on the route could include the Missionary Museum, John Brownlee’s Mission, Peulton Mission, Mount Coke Mission, the Mission Church at Southernwood, St Peter Church, St Johns the Evangelist Church, St Georges Church, Trinity Church, St Andrews Evangelical Church, Church of the Immaculate Conception, Nderduitse Gereformeerde Kerk, The Mosque, Church of the Holy Trinity, St Andrews Church, Gonubie Presbyterian Church, Brakfontien Lutheran Church and the Ncera Church.

2.2.30 Xhosa History

Ms Gill Vernon (East London Museum – retired) wishes to establish a route to showcase the Xhosa Historical assets in Buffalo City. This route would showcase Xhosa history in the 19th and 20th centuries and would be complimentary to the Struggle Route. Attractions on the Xhosa History route could include Nonkosi's Pool, the graves of Nonhetha Bungu, Velile Sandile, Mgolombane Sandile, Walter Rubusana, Clements Kadal, SEK Mqhayi and the Cattle Killing victims. The East London Museum and Amathole Museum also have displays on Xhosa History.

2.2.31 Pre-History

Ms Gill Vernon (East London Museum – retired) wishes to establish a route to showcase the Pre-History assets in Buffalo City. Attractions on the route could include the fossil footprints of early man, the Abatwa Rock Art Museum, Canasta Place, Calgary Transport Museum, Cove Rock/Gompo Rock and the displays in the East London and Amathole Museums.

2.3 COMMUNITY AND RURAL DEVELOPMENT CONCEPTS

During the finalisation of the Buffalo City Tourism Master Plan a series of public participation meetings was held with ward councillors and community representatives. These meetings were held on:

- 24 August 2004 at the East London City Hall to cover East London and the surrounding areas;
- 25 August 2004 at the Mdantsane Library to cover Mdantsane and the surrounding areas;
- 26 August 2004 at the Berlin Town Hall to cover Berlin, Ilitha, Ndevana and surrounding areas;
- 27 August 2004 at the Moses Twebe Hall to cover Dimbaza and the surrounding areas;
- 27 August 2004 at the King William's Town Civic Centre to cover Zwelitsha, King William's Town, Bisho and surrounding areas.

The existing and potential projects that have been highlighted by the various communities are reflected in **Annexure G**.

The information provided in **Annexure G** is not meant to be extensive. The purpose of the public meetings was to highlight the existing and potential community and rural projects. During the implementation of the Tourism Master Plan, this information of these projects need to be expanded through interviews, documentation and referencing.

It is envisaged that similar projects could be highlighted in different areas. These similar projects would need to be prioritised as not all could be implemented through the Tourism Master Plan.

2.4 CONCLUSION

During the course of the Buffalo City Tourism Master Plan we have identified 31 tourism development concepts and various community and rural projects. We are certain that there are also many more development concepts that have not been included in this report. The aim of the Buffalo City Tourism Master Plan is not to identify every possible tourism development concept but to put in place mechanisms to facilitate the development of these concepts.

In **Phase 11: Institutional Arrangements** we recommend the delivery mechanisms to implement any tourism development concept that has either been identified or conceptualised after completion of the Tourism Master Plan. It would be the prerogative and responsibility of the implementation agents to prioritise and facilitate the development of these concepts. The concepts identified and prioritised in this report merely act as a guide to the responsibilities of the implementation agents.