

SECTION 8. INTEGRATION

8.1 INTRODUCTION

Tourism is an integrated activity that has an impact and is impacted upon by various factors. For example a new tourism development would need to be integrated in the environmental, infrastructure and waste managements plan to name but a few. Accordingly it is important to show how the Buffalo City Tourism Master Plan have been integrated in the main planning initiatives of the Buffalo City Municipality.

The Buffalo City planning initiatives that are highlighted are:

- The Integrated Development Plan (“**IDP**”)
- The Spatial Development Framework (“**SDF**”)
- The Mdantsane Urban Renewal Programme (“**MURP**”)
- The Integrated Waste Management Plan
- The Public Transport Framework Plan
- The Water Services Development Plan
- The Housing Policy
- The West Bank Spatial Development Framework
- The GIS Strategy

The Buffalo City Tourism Master Plan also needs to take into account the cross border initiatives, regional initiatives and national initiatives. The initiatives that have been highlighted are:

- The Amathole District Municipality’s Heritage Initiative
- The Nkonkobe-Buffalo City Cross Border Initiative.

In addition each department of the Buffalo City Municipality have been provided with the opportunity to comment on the Tourism Master Plan and their comments are reflected below.

8.2 INTEGRATED DEVELOPMENT PLAN

The Buffalo City IDP is the main planning initiative of the Buffalo City Municipality and was founded on the vision: Buffalo City – a people-centred place of opportunity where the basic needs of all are met in a safe, healthy and sustainable environment.

Flowing from the IDP process has been the development of a revitalisation plan for Buffalo City that identified seven strategic programmes:

1. Effective organisational management;
2. Customer care;
3. Service improvement;
4. Financial management;
5. Improving health;
6. A sustainable city; and
7. Growth and Income

In order to identify specific projects cross-cutting issues and various clusters have been identified. These are:

- Cross-cutting issues
 - Local Agenda 21
 - HIV/Aids
 - Poverty
 - Gender
 - Youth & Children
- Social Development Cluster
 - Primary Health Care
 - Environmental Health
 - Community Facilities
 - Safety & Security
 - Disaster Management
- Environmental Cluster
 - Environment
 - Solid Waste Management
 - Water Soil & Air Pollution
- Economic Cluster
 - Local Economic Development
- Spatial & Infrastructure Cluster

- Spatial Planning & Land Use
- Land Administration
- Housing
- Land Survey
- Built Environment
- Infrastructure – Transport and Traffic Safety
- Infrastructure – Roads
- Infrastructure – Water & Sewerage
- Infrastructure – Electricity
- Finance & Institutional Cluster
 - Finance
 - Institutional

Each cluster has identified various projects for funding and implementation. It is recommended that the Buffalo City Tourism Master Plan be incorporated in the IDP by identifying the various recommended programmes as projects that requires funding.

The Tourism Master Plan also needs to support existing programmes such as the maintenance of key tourism attractions in order to ensure the effective implementation of the plan. For example, the Tourism Master Plan need to support the upgrading of public toilets project identified by the social development cluster as tourists utilise these facilities.

8.3 SPATIAL DEVELOPMENT FRAMEWORK

The Buffalo City SDF is a strategic plan to guide land development in the Buffalo City Municipal area. The SDF has prioritised special development areas for spending and resource allocation. These areas are:

- The Central Business Districts of East London, King William’s Town, Mdantsane and Dimbaza;
- Urban Renewal Areas identified as Mdantsane and proposed “Inner City Urban Renewal; Areas”: Duncan Village, Southernwood and Quigney;
- Development corridors identified as the Mdantsane East London Development (“**MELD**”) corridor and the Rail Corridor between Mdantsane and East London;
- The West Bank Mixed Land Use Cluster, which is associated principally with the East London Industrial Development Zone (“**IDZ**”);

- Rural Development Areas, with the principal target areas being Yellowwoods/Kei Road, Newlands, Needs Camp, Tyolomnqa, Ncera Tribal Trust Area and the Dimbaza hinterland.

The Buffalo City Tourism Master Plan have been integrated with the SDF through projects that have been recommended. For example, the proposed Struggle Route would utilise the MELD corridor, the boxing academy of the Sport Centre of Excellence will be located in the Mdantsane Urban Renewal Area and the Grand Prix Circuit development is located in the West Bank Mixed Land Use Cluster.

8.4 THE AMATHOLE DISTRICT MUNICIPALITY'S HERITAGE INITIATIVE

The Business Plan for the Amathole District Municipality's ("ADM") Heritage Initiative has only recently been completed. The Business Plan recommends the development of heritage sites in the Amathole District Municipal area through the following programmes:

- Pilot site improvement programme which comprise eight identified sites, namely King Phalo's Grave, King Hints'a's Grave, King Ngqika's Grave, Cattle Killing Graves, Mbewuleni, Healdtown, Ntaba ka Ndoda and Jabavu House;
- Route improvement programme that comprise the four routes identified, namely Maqoma Route, Sandile Route, Phalo Route and Makana Route;
- Heritage marketing and promotion programme aimed at marketing ADM's heritage; and
- Heritagae co-ordination programme to co-ordinate the activities of various heritage related institutions operating within the area of ADM.

The Buffalo City Tourism Master Plan need to ensure that the routes recommended in the plan links with the sites and routes recommended in the ADM Heritage Initiative. As none of the recommended routes have been established by Buffalo City or the ADM yet, it is recommended that Buffalo City form part of the task team that will implement the ADM's recommendations to ensure integration.

8.5 NKONKOBЕ-BUFFALO CITY CROSS BORDER INITIATIVE

The local municipalities of Nkonkobe and Buffalo City have launched a cross-border initiative to develop tourism attractions that have linkages but that are located in separate municipal areas.

A framework on the partnership has already been drawn up and will be presented to the mayoral committee of Buffalo City in September 2004. A task team consisting of officials from Nkonkobe and Buffalo City will draft a memorandum of understanding in order to implement that partnership.

The projects that have been identified for inclusion in the initiative are:

- Nkonkobe
 - Existing Bed & Breakfasts
 - Double Drift Game Reserves
 - Hogsback attractions
 - Hogsback festival
 - Mpofy Game Reserve
 - Planned Binfield dam development of eco-tourism and recreational facilities
 - Planned Nkonkobe Art Gallery
 - Planned Cultural Village
 - Planned Alice walking tours including various heritage sites
- Fort Hare
 - De Beer's Art Gallery
 - Archives of liberation Movements
 - Alice Craft Centre
 - Christian Union Hall
 - Planned Fort Hare Gateway
 - Planned Fort Hare Interpretation Centre
 - Planned Archives of liberation building
 - Planned Walking tours inside Fort Hare
 - Planned renovation of the Fort @ Fort Hare

The Buffalo City Tourism Master Plan recognises and supports this initiative.

8.6 BUFFALO CITY DEPARTMENTAL INTEGRATION

The Buffalo City Tourism Master Plan needs to integrate with the planning initiatives of all the departments of Buffalo City. The integration with the IDP and SDF has already been mentioned above and below we highlight the initiatives and comments of other departments.

- The City Manager’s office highlighted the need for the Tourism Master Plan to be integrated with the Department of Transport in order to regulate the metered taxis operating in Buffalo City. The metered taxis, which are utilised by tourists, are in need of upgrading and maintenance and the task team implementing the Tourism Master Plan need to provide input as to the standard required for metered taxis.
- A task team has been established to address tourism and environmental issues and is called the integrated tourism and environmental development programme. An integrated coastal management plan is being drafted at the moment and it recommends the following pilot projects:
 - Establishment of the Nahoon Estuary reserve
 - Establishment of the Nahoon Point Reserve stretching from Marina Glen to the Nahoon River. The reserve will have nature trails, a boardwalk and include the fossil footprint site.
 - Establishment of a waste management programme that will include buy back centres in the East London CBD, Beacon Bay, King William’s Town and Mdantsane as well as the recycling of paper by the Buffalo City Municipality.
- The Transport Planning and Operations department of the Development Planning Directorate indicated that there are problems with the public transport in Buffalo City. They indicated that a municipal bus service that could include tourist products could be developed. They required the task team that will implement the Tourism Master Plan to provide input on the tourism products to include such as the airport, train station, hotels, etc. Metered taxis were also highlighted as an area where input would be required to ensure that the required standards are maintained.
- The Buffalo City Development Agency (“**BCDA**”) is in the process of finalising its initial feasibility study. The recommended tourism development concepts will feed into the BCDA’s planning process where appropriate.

- The Social Services Directorate indicated that they have various initiatives underway that is of importance to tourism, including:
 - Marketing Orient Beach as a water sport mecca and hosting water sport events at the beach;
 - The upgrade of life guard and ablutions facilities each November before the December holiday period;
 - Piloting Gonubie Beach as a Blue Flag beach;
 - Conducting marine awareness campaigns;
 - Integrating the responsibilities of Waste Management, Environmental Services and Public Amenities to upgrade the Marina Glen site;
 - Applying for funding for a development plan for the East London Zoo;
 - Cooperation with the Buffalo City Tourism’s sports committee to host events;
 - Negotiating with Boxing SA to upgrade the Orient Theatre for boxing events;
 - Employing a person to market stadiums in Buffalo City to corporate sponsors.

- The traffic department indicated that they have various initiatives that impact on the safety and security of tourism. A tender have been put out to reinstall parking meters and a card system is proposed to limit the proliferation of “car guards”. The traffic department will also increase the number of traffic wardens and organise hawkers.

- The GIS department indicated that they are willing to link the database of tourism product to the municipal database. The GIS department could provide a live link to the tourism website in order to produce live maps for tourists. The department recommended that a program be recommended and funded to link the tourism website with live maps produced by the municipal GIS server.

- The Social Services: Art & Culture department indicated that they suffer from a lack of budget to maintain heritage sites in Buffalo City. The department indicated that they are looking at integrating the halls that they are responsible for with the library function so that halls could be booked through a central reservation system at local libraries. The libraries and halls could serve a bigger purpose as community centres, however the major challenge was funding of these projects.

- The regional department of economic, environmental affairs and tourism indicated that they have had two applications for community reserves, namely Nkega and Kiwani (Jam Jam). Both applications need assistance with feasibility studies for the projects. An eco-lodge is also planned at Tyolomnqa with a boat launch site and accommodation while a rest stop is planned at the Tyolomnqa bridge.
- The Department of Agriculture indicated that various agricultural projects could be considered for inclusion in the Tourism Master Plan. The projects include:
 - The development of a route in the Nkega area to support the proposed community reserve projects.
 - The encouragement of dairy farms on the road to Kidds Beach and Port Elizabeth to produce cheese and dairy for tourists.
 - The development of Bridle Drift Dam for fishing and water sports.
 - The development of the Piri area where the production of fresh produce at Nbo-Nbo and Dikidikana could be linked with tourism activities in the area
 - The development of the existing conference facility in the Rooikrantz area to include accommodation.
 - The use of agricultural landscaping to serve as a tourists attraction. The project will involve communities to grow organic food and to landscape their fields to provide a visual impact.
 - The development of the existing agricultural research centre at Umtiza.
- The Department of Development Corporation indicated that Buffalo City has two main twinning agreements that could be integrated for tourism purposes. These include the town of Leiden in the Netherlands and Gavle in Sweden. Current small crafts produced in Buffalo City are being sold in Leiden, while Gavle has a reservation system that could be successfully implemented in Buffalo City. A tourism conference is also planned where the cities of Buffalo City, Leiden, Gavle and other could discuss common problems.
- The Eastern Cape Provincial Council of Churches indicated that the Buffalo City Municipality already has a programme with the Council to interact on various projects. The Council is proposing the development of a religious-agri tourism route that include the missions/churches and graves in the Buffalo City area, as well as the agricultural development around the missions such as food and flower production. The missions could also serve as focal points for crafters.

- The Social Services: Communities Services department indicated they are responsible for the maintenance of all cemeteries and the garden of remembrance in King Williams Town, amongst other services such as vegetation control, pound and vet services and civil decorations. The department indicated that they are planning the development of the Edward Street Cemetery in King Williams Town, the Old Dimbaza cemetery, the Haven Hills cemetery and a Garden of Remembrance in Duncan Village.
- The University of Fort Hare indicated that the oral history of the area should be investigated further in addition to documentary history that has been reflected. The University indicated that oral history could provide greater insight into the socio-cultural, socio-political and socio-economic significance of heritage sites.

8.7 RECOMMENDATIONS

As stated at the beginning of this section, tourism is an integrated activity that has an impact and is impacted upon by various factors. In order to ensure that the Buffalo City Tourism Master Plan is integrated with the planning initiatives of the Buffalo City Municipality, we have reviewed and interrogated these planning initiatives. Grant Thornton is of the opinion that none of the recommendations are in contrast to the vision, mission or recommendations of any of the planning initiatives of the Buffalo City Municipality.

Flowing from this integration are the following recommendations:

- All projects and programmes recommended by the Buffalo City Tourism Master Plan should be incorporated in the IDP for action and funding;
- Buffalo City should form part of the task team that will implement the ADM's Heritage Initiative;
- The Nkonkobe-Buffalo City Cross Border Initiative should be supported;
- The Department of Economic Development and Tourism should include relevant departments of the Buffalo City Municipality in the task team to implement the Tourism Master Plan in order to ensure integration of the various programmes and projects of the municipality.