

SECTION 3. TOURISM NODE EVALUATION

3.1 BACKGROUND

In order to prioritise the identified tourism nodes in Buffalo City, we incorporated the principles of sustainable tourism as well as market attractiveness in our evaluation criteria. The evaluation and criteria used are shown in **Annexure C** and detailed below.

3.2 TOURISM NODE EVALUATION

3.2.1 Tourism Development Needs

When evaluating the tourism nodes we ensured that the principles of sustainable tourism were adhered to. Accordingly we assigned equal importance to economic, social and environmental criteria.

We utilised the descriptions of each nodes (see **Section 2**) as sub-criteria for the main economic, social and environmental criteria. We evaluated the sub-criteria according to the development need i.e. if more accommodation is required in a particular node; it received a high ranking out of 10. The allocation of the sub-criteria are indicated below:

- Economic
 - Accommodation required;
 - Activities required;
 - Services required;
 - Attractions required
 - Importance in Spatial Planning Issues;
- Social
 - Water Supply needed;
 - Electricity Supply needed;
 - Sanitation needed;
 - Roads needed;
 - Transport Services needed;
 - Socio-Economic Indicators relating to the need to develop;

- Environmental
 - Fauna that needs to be conserved;
 - Flora that needs to be conserved;

Following the evaluation of the sub-criteria (Indicating a score out of a possible 10) we calculated the value of the main criteria to equal 1/3 or 33% in order to give equal importance to the main criteria namely economic, social and environmental. The rank of the tourism nodes based on the tourism development need evaluation is shown in **Table 3.1**.

Table 3.1: Ranking of Tourism Nodes based on Tourism Development Needs

Tourism Node	Percentage	Ranking
Bridle Drift Dam	69.3	1
Laing Dam	69.3	1
Mdantsane	66.0	3
King/ Bisho	57.8	4
N6 to Mclean Town	51.2	5
Kidds & Kayser Beaches	42.9	6
Main Beachfront	42.9	6
Nahoon Beach/ Bonza Bay	36.3	7
Queens Park/ Zoo	36.3	7
Gonubie & Sunrise on Sea	33.0	8
CBD/ Quigney	27.8	9
West Bank	26.4	10
Harbour	19.8	11

Bridle Drif Dam and Laing Dam are ranked first in terms of tourism development needs as there are currently no tourism developments in these nodes. Mdantsane has little tourism development and requires much development in regards to infrastructure.

3.2.2 Market Attractiveness

We also evaluated the tourism nodes according to their market attractiveness. Tourism developments in tourism nodes that are attractive to tourism markets have a higher probability of being viable, while developments in tourism nodes that are not attractive to the tourism markets may have to be subsidised due to the added difficulty in marketing a less attractive destination or product.

We evaluated the attractiveness of the tourism nodes by broad market segments and allocated double the number of points to high priority market segments than to the medium and low priority segments (see **Phase 5**).

The ranking of the tourism nodes based on their market attractiveness is shown in **Table 3.2**.

Table 3.2: Ranking of Tourism Nodes based on Market Attractiveness

Tourism Node	Percentage	Ranking
Nahoon Beach/ Bonza Bay	7.1	1
King/ Bisho	7.1	1
Main Beachfront	6.8	2
Gonubie & Sunrise on Sea	6.2	4
N6 to Mclean Town	6.2	4
Kidds & Kayser Beaches	6.0	6
CBD/ Quigney	6.0	6
Mdantsane	5.3	8
Queens Park/ Zoo	4.6	9
Bridle Drift Dam	4.1	10
Laing Dam	4.1	10
Harbour	4.0	12
West Bank	2.7	13

King William’s Town/ Bisho is ranked first along with Nahoon Beach/ Bonza Bay in regards to market attractiveness. This ranking is based on the development of its cultural/ heritage & historical potential. The node can be developed as an attractive node for, amongst others, foreign organised tours, foreign FIT’s, USA African American/ Scandinavia tourists, foreign special interest tourists as well as Eastern Cape Day Visitors & City Break tourists.

3.2.3 Prioritisation

In order to prioritise the identified tourism nodes we utilised the two evaluation methodologies to create a priority matrix. We ranked the tourism nodes’ tourism development needs against their market attractiveness.

Nodes with high tourism development needs as well as being attractive to tourism markets should be considered as high priorities. Nodes with low tourism development needs as well as being less attractive to tourism markets should be considered as low priorities as they would achieve few social development goals and may require subsidising. The priority matrix is shown in **Table 3.3**.

Table 3.3: Buffalo City Tourism Node Positioning

		Tourism Development Need Evaluation	
		Low	High
Market Attractiveness Evaluation	Low	West Bank Queens Park/ Zoo Harbour	King/ Bisho N6 to McLean Town Mdantsane
	High	Nahoon Beach/ Bonza Bay Main Beachfront Gonubie & Sunrise on Sea Kidds & Kayser Beach CBD/ Quigney	Bridle Drift Dam Laing Dam

Tourism developments in the nodes of King William’s Town/ Bisho, N6 to McLean Town and Mdantsane will achieve social development goals as well as have a high probability of being viable.

Tourism developments in the nodes of Nahoon/ Bonza Bay, Main Beachfront, Gonubie & Sunrise on Sea, Kidds & Kayser Beach and CBD/ Quigney will achieve less development goals but have a high probability of being viable.

Tourism developments in the nodes of Bridle Drift Dam and Laing Dam will achieve social development goals but are less likely to be viable.

Tourism developments in the nodes of the West Bank, Queens Park/ Zoo and Harbour will achieve less development goals and are less likely to be viable.

3.3 CONCLUSION

Following the reduction in the budget for the Buffalo City Tourism Master Plan, we indicated that we would compile development proposals for 5 high priority development projects and 5 lesser priority development projects. To aid in prioritising the tourism development projects we have prioritised the tourism nodes as detailed below.

We recommend that the 5 high priority nodes be (in no particular order):

- King William's Town/ Bisho;
- N6 to Mclean Town;
- Mdantsane;
- Nahoon Beach/ Bonza Bay;
- Main Beachfront;

We recommend that the 5 lesser priority nodes be (in no particular order):

- Gonubie & Sunrise on Sea;
- Kidds & Kaysers Beach;
- CBD/ Quigney;
- Bridle Drift Dam;
- Laing Dam.

We do not recommend that the tourism nodes of the West Bank, Queens Park/ Zoo and the Harbour not be developed but rather that developments in these nodes be assigned a lower priority.

We also do not recommend that only one project be developed per node as some nodes may be able to accommodate more than one tourism development project. It would thus be possible for one node to accommodate a high priority project as well as a lesser priority project.