

Policies that will impact on your business

Provincial White Paper

The White Paper on Sustainable Tourism Development and Promotion in the Western Cape provides the policy foundations and a competitive strategy for the Western Cape to become a leading global tourism destination. It sets out:

- The background to the drafting of the tourism policy and strategy.
- The foundations for the tourism policy for the province, the vision, goals and objectives.
- The proposed strategic framework to achieve the vision and objectives of the policy.
- The proposed institutional and funding arrangements to support the implementation of this strategy.

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The 2004 Western Cape Tourism Act

The 2004 Western Cape Tourism Act provides for the establishment of a Destination Marketing Organisation (DMO) to market the Western Cape as a tourism destination, in co-operation with local government and the private sector. The Act promotes co-operative governance and highlights the important role played by the City of Cape Town as the international gateway to the Province. The Act reflects the Provincial Government's commitment to economic development through maximising the opportunities created by tourism, investment and export promotion and related events. It recognises government as a major role player in facilitating economic prosperity through the development of a skilled workforce and infrastructure and in transforming tourism institutional arrangements to reflect the demography of the province.

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Integrated Tourism Development Framework

The Integrated Tourism Development Framework is a comprehensive document that will serve as a guide for the development of infrastructure and products in the tourism industry over the next ten years. The framework identifies 11 priority nodes and corridors for tourism development in the Western Cape. Each of these priority areas have their own unique selling propositions.

Sub-frameworks are currently being developed which will very clearly define the investment, infrastructure and marketing frameworks for each of these priority areas.

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Cultural Heritage Guidelines

Heritage management and tourism are both undergoing transformation in South Africa. The challenges presented by these industries have to be better integrated to ensure the sustainable utilisation of the cultural landscape. Government's role is to ensure that the development and use of cultural

resources in the environment are both environmentally and economically sustainable and can be addressed as an integral part of environmental management. The National Department of Environmental Affairs and Tourism has produced a set of step-by-step guidelines aimed at ensuring the protection of our cultural heritage resources for use by both the heritage management and tourism sectors.

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Responsible Tourism Guidelines

The National Responsible Tourism Guidelines make recommendations that ensure that the current and future generations benefit from sustainable tourism growth. Tourism and the travel industry "is essentially the renting out for short-term lets, of other people's environments, whether that is a coastline, a city, a mountain range or a rainforest." Tourism is dependent upon the social, cultural and natural environment within which it occurs, and its success is dependent upon the environment that it operates within. Good relationships with all tourism stakeholders make good business sense. These relationships need to be based on trust, empowerment, co-operation and partnerships. Too few of the benefits from tourism currently accrue to local communities whose environment are visited, this is however changing so as to make tourism benefit all people of our country.

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Tourism Growth Strategy

The Tourism Growth Strategy marks a new beginning for South African Tourism (SAT). Based on intensive research to understand the international tourism and travel markets, it outlines critical choices that South African Tourism has to make about where (in which markets) SAT should spend its marketing time and money in order to achieve our country's objectives for international tourism.

Website: www.southafrica.net (011) 895-3064

The Road Signage Framework

There is an increasing need to establish programs that encourage the growth of tourist mobility, especially into the areas that have great potential for tourism, but are isolated due to poor signage or infrastructure. Tourism signage, being a vital part of information distribution, is one of the more significant avenues of achieving greater tourist distribution.

To achieve this objective, The Provincial Government has prepared a framework for signage of tourist areas and routes in the province. Regional Tourism Liaison Committees (RTLCS) have been set for each region and have been charged with the responsibility of processing applications for and issuing of signage.

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