Eastern Cape Tourism Sector Summit

Agreement

25-26 September 2007
ETC Conference Centre
Spondo Street, Struandale
Port Elizabeth
1. VISION, OBJECTIVES AND OUTCOMES

1.1 INTRODUCTION

Based on the 2006 Provincial Jobs Summit Agreement, the provincial Executive Council (EXCO) resolved to organize sector summits to take further resolutions of the Jobs Summit into sector specific interventions. This Tourism Sector Summit is convened as a result of this decision and as part of efforts to unlock potential of tourism in the Province of the Eastern Cape.

The Tourism Sector Summit is also part of the continuing greater national effort to mobilise a broad range of stakeholders for a common vision on socio-economic development and key interventions that must be undertaken.

The Tourism Sector Summit also takes place at the backdrop of successful round of District and Metro Growth and Development Summits. This Sector Summit Agreement therefore, represents a further consolidation of DGDS outcomes into a coherent Provincial Industrial Action Plan on Tourism, located within the overarching objectives of the Provincial Growth and Development Plan.

A further key consideration that informs this Summit Agreement is the hosting of 2010 FIFA World Cup by South Africa, with our province playing a crucial contributing role to the success of this world spectacle. Outcomes of this Summit thus represent a catalyst to ensuring provincial readiness for 2010 as well as for the long term development of provincial tourism economy beyond 2010.

The important role players to this Agreement include:

- DEDEA (Department of Economic Development and Environmental Affairs)
- Department of Safety and Liaison
- Department of Roads and Transport
- Department of Sport, Recreation, Arts and Culture
- ECTB (Eastern Cape Tourism Board),
- ECDC (Eastern Cape Development Corporation)
- ECPB (Eastern Cape Parks Board),
- DEAT (Department of Environmental Affairs and Tourism)
- SALGA (South African Local Government Association)
- Organised labour,
- Private Sector – including the Southern Africa Tourism Services Association (SATSA) and the Tourism Business Council of South Africa (TBC),
- Institutions of Higher Learning, and Further Education and Training
- Organised civil society
- The House of Traditional Leaders
1.2 VISION

Realising a vibrant and transformed Eastern Cape tourism economy characterised by high levels of job creation and economic growth, through unlocking tourism potential and maximising the outcomes of 2010.

1.3 OBJECTIVES

The broad objectives of the Summit as set out by Provincial EXCO are as follows:

1.3.1 To Identify priority interventions within the tourism sector
1.3.2 To conduct a realistic assessment of bottlenecks and critical interventions required
1.3.3 To identify institutional arrangements for implementation and monitoring
1.3.4 To ensure alignment of the GDS processes and the forthcoming PGDP review processes
1.3.5 To provide a platform for clear implementation process for key 2010 projects. This will ensure that the 2010 world cup preparations in the Eastern Cape maximise local benefit from this event and provides a catalyst for long term tourism development in the province.

1.4 OUTCOMES

1.4.1 The outcomes of the Tourism sector summit as contained in this Agreement represent a road map for finalising an Eastern Cape Industrial Action Plan for Tourism based on a broad consensus between all critical sector role players present at this Summit.
1.4.2 In order to give effect to the content of this agreement, the partners commit themselves to build an enduring partnership around a number of short, medium and long range outcomes that will support the development of a provincial tourism economy which will contribute significantly to economic growth, job creation and sustainable development.
1.4.3 Reinforce GDS agreements on tourism development; create consensus on provincial tourism priorities; identify and clarify roleplayers responsibilities and make concrete proposals co-ordination and implementation arrangements.
2 KEY AREAS OF INTERVENTION

Based on the realisation that there are a number of priority interventions which could significantly improve the competitiveness of the provincial tourism sector and which would provide the catalyst for long range development of the tourism economy, the undersigned partners commit to the following interventions that must be prioritised:

1. Product development (including marketing, branding, attractions and environment management)
2. Infrastructure Development,
3. Investment, SMME support and Skills development
4. Institutional Development and Co-ordination
5. Information and Research
6. Safety and Security

These interventions must be informed and guided by the following cross-cutting interventions and themes:

- Broad Based Black Economic Empowerment (BBBEE),
- Responsible Tourism,
- GDS integration and IDP development
- District level monitoring;
- Partnership development

2.1 MARKETING, BRANDING, PRODUCT DEVELOPMENT, ATTRACTIONS AND ENVIRONMENT MANAGEMENT

2.1.1 ECTB commits to deliver on the following:
2.1.1.1 Work closely with all critical stakeholders to develop, deepen and implement a single, strong and distinct Eastern Cape brand that will take full advantage of all strategic opportunities present in our province and that will be supported by all inhabitants of the province.
2.1.1.2 Facilitation of additional funding of the marketing plan budget.
2.1.1.3 Creation of marketing platform and media plan for the Eastern Cape products in domestic and international arena
2.1.1.4 Identification and facilitation of funding to implement tourism product development and to align industry marketing efforts
2.1.1.5 Facilitate ease of movement in and around the province through signage installation
2.1.1.6 Establishment and management of Tourism Development Fund which seeks to promote BBBEE

2.1.2 All partners commit to the development of new and more diverse product offerings and support systems to connect tourists to these products and attractions in order to maximise opportunities for spending by tourists in the Eastern Cape.

2.1.3 All Partners commit to create an excellent service culture and hospitality amongst all the participants in the industry, including those not directly involved in the
industry. To this end, Partners commit to launch a provincial version of the national ‘Welcome Campaign’ and ‘SA Host Programme’

2.1.4 Private sector, local government and the provincial government commit to enter into Public-Private-Partnerships on commercialisation of management and facilities in parks and development of nature reserve niche markets

2.1.5 ECPB commits to forge and strengthen partnership with bio-diversity management stakeholders including the South African Bio-Diversity Institute (SANBI), Local Government and higher education to promote and upgrade natural environment as a key tourist attraction product

2.1.6 The Eastern Cape Gambling and Betting Board (ECGBB) affirms its belief that the gambling industry has an important contribution towards tourism and sees itself as a partner in tourism promotion

2.1.7 In working out criteria for awarding casino licences, the ECGBB is committed to integrating elements of tourism promotion in accord with the tourism framework developed at, and agreed to at this Tourism Summit

2.1.8 All partners commit to develop and promote indigenous knowledge system as a unique value proposition for the Eastern Cape

2.2 INFRASTRUCTURE DEVELOPMENT

2.2.1 Eastern Cape Parks Board (ECPB) commits to formulate infrastructure plan for all provincial parks

2.2.2 Department of Land Affairs and Department of Roads and Transport commit to jointly resolve challenges on land acquisition, availability and planning permission that impact on the speedy implementation of tourism related infrastructure projects that aim to unlock tourism potential, particularly in the OR Tambo/Wild Coast areas. Furthermore, the two departments commit to consult with the Traditional Leadership who are the custodian of land in rural areas as prescribed by the Communal Land Association Act

2.2.3 DEDEA, Department of Public Works and Department of Roads and Transport commit to work closely to coordinate a 2010 tourism infrastructure development drive in the province, that should include amongst others 2010 connectivity drive, 2010 accommodation drive, efficient tourist and public transport system and upgrading of access roads

2.2.4 South African National Roads Agency Limited (SANRAL) commits to development of N2 Toll Road to unlock tourism in OR Tambo and Amathole Districts.

2.2.5 Department of Roads and Transport commits to:

2.2.5.1 Resuscitate major rail networks in the province such as Karoo Rail network and establish a train tourism service in the Langkloof, Somerset East and Graaf-Reinet for the promotion of rail based tourism

2.2.5.2 Upgrade and service Mthatha Airport, Bulembu Airport and all identified strategic airstrips, such as Port St Johns, Matatiele, etc, located in local municipalities.

2.2.5.3 Work with Airports Company South Africa (ACSA) towards development of Port Elizabeth Airport into a fully-fledged international airport, and the development and servicing (including flights) of East London Airport
2.2.5.4 Forge partnerships with the Department of Public Works, DEDEA, DEAT, Private sector, Rhodes University and local government for development of tourist facilities such as Waterfront and marine development in Port Elizabeth, East London and Port St Johns

2.2.5.5 Lobby for international and local flights to under-developed tourist areas

2.2.6 Department of Sport, Recreation, Arts and Culture, Nelson Mandela Museum and National Heritage Council commit to the establishment of liberation heritage route that will be a living monument to celebrate the rich heritage of our struggle for liberation and freedom. This Route will act to further enhance and diversify tourists product offerings and community empowerment

2.3 INVESTMENT, SMME SUPPORT AND SKILLS DEVELOPMENT

Investment and SMME Support

2.3.1 DEDEA commits to make transfers from Tourism Partnership Fund to its agencies, ECTB, ECPB and ECDC for development of emerging SMMEs

2.3.2 All Partners commit to formulate a provincial tourism investment strategy that must have the following key elements:

2.3.2.1 Identification of consumer demands and product gaps in the market

2.3.2.2 Product linkages between small, emerging enterprises and big established business

2.3.2.3 Spatial referencing of investments to be made

2.3.2.4 Product clustering to enhance tourism experience, with particular focus to unlocking tourism potential in rural and marginalised areas

2.3.3 The Tourism Business Council of South Africa commits to work together with the Provincial 2010 Coordinating Committee, FIFA Local Organising Committee, Tourism Grading Council, DEDEA and the Department of Environmental Affairs and Tourism to ensure that 2010 opportunities are effectively communicated to the business tourism industry.

2.3.4 ECDC, SALGA, the private sector and the Department of Economic Development and Environmental Affairs commit to provide a one stop point of access to tourism product development incentives, capital and finance for SMME development

2.3.5 Department of Land Affairs and provincial government commit to assist local communities with mechanisms that would promote investment into their land, by ensuring that the legalities of land ownership are sorted out and adequately addressed.

2.3.6 All Parties and stakeholders commit to:

2.3.6.1 Streamline supply chain management processes to better support SMME development. Towards this end, partners make a commitment to develop a toolkit that will better inform tourism product service providers

2.3.6.2 Enter into active partnership and joint venture facilitation in mega tourism development in the Province, to ensure BBBEE and community interests are achieved
Skills Development

2.3.7 DEDEA, Office of the Premier, Department of Labour and THETA commit to create a provincial tourism skills development forum by end of November 2007. The forum will have the following key responsibilities:

2.3.7.1 Be a platform to improve tourism Industry skills development co-ordination
2.3.7.2 Mobilise all relevant role players in the tourism industry to attend and participate in the forum activities relating to tourism skills development
2.3.7.3 Provide a common platform for sharing of relevant information to inform skills development policy and process in province
2.3.7.4 Ensure ongoing monitoring and review of skills demand and supply situation in the province through an annual audit.

2.3.8 The Office of the Premier through the NATIONAL Skills Fund commits to make available funding around training in tourism in all districts in the Province

2.3.9 Higher Education Institutions, Private Sector and Tourism, Hospitality and Sport Education and Training Authority (THETA) commit to working jointly to improve skills in the industry and link skills development with clearly identified business and job opportunities. Prioritised skills should include amongst others:

2.3.9.1 Language Interpretation
2.3.9.2 Customer Service and Excellence
2.3.9.3 Arts and Craft
2.3.9.4 Tourist Guiding
2.3.9.5 Heritage tourism such as Rock Art

2.4 INSTITUTIONAL DEVELOPMENT AND COORDINATION

2.4.1 DEDEA and ECTB commits to complete the Tourism Master Plan review process by end 2007
2.4.2 DEDEA and ECTB commit to facilitate formulation of Districts and Metro Tourism Master Plans, in partnership with Nelson Mandela Bay and all District Municipalities for an integrated and coordinated tourism development strategy in the province
2.4.3 DEDEA, ECTB and the private sector commit to provide support to municipalities in establishing Local Tourism Associations which are well positioned to market local tourism products and co-ordinate community projects
2.4.4 DEDEA commits to strengthen its participation in the IDP processes of Districts and Metro to ensure effective implementation of tourism sector developmental programmes within IDPs
2.4.5 DEDEA commits to building and enhancing capacity of ECTB to lead the tourism sector
2.5 INFORMATION AND RESEARCH

2.5.1 DEDEA in collaboration with its public entities commit to provide funding for research around tourism in line with their mandate

2.5.2 The higher education sector commits to forge partnerships with DEDEA and its public entities, the private sector and other research institutes in undertaking research that is responsive to tourism needs of the Province in line with their mandates

2.5.3 DEDEA commits to establish a provincial tourism information portal which will allow the industry players to coordinate and share information and to work from the same information base

2.5.4 The higher education sector commits to undertake value chain research and other research related to the 2010 process. The current work by Stats SA on the Tourism Value Chain should be taken into consideration

2.6 SAFETY AND SECURITY

2.6.1 The Department of Safety and Liaison in collaboration with ECTB commit to establish a Provincial Tourism Safety and Awareness Forum by November 2007 and develop a Provincial Tourism Safety and Awareness Strategy September 2008

2.6.2 Department of Safety and Liaison commits to produce a safety tips booklet by November 2007 and to establish Victim Support and After Care Centres in all police stations by 2010

2.6.3 The Department of Safety in collaboration with Department of Safety and Liaison commits to engage relevant stakeholders on establishment of a Rapid Response System by November 2008 and to put the system in place by 2009

2.6.4 ECTB in collaboration with the Department of Safety and Liaison commit to develop a concept document on a joint capacity building programme by March 2008 and have a capacity building programme in place by September 2008

2.6.5 ECTB together with the Department of Safety and Liaison commit to undertake a public education campaign by June 2008 and to develop an integrated Tourism Communication Strategy with all key role players by October 2008

2.6.6 Department of Safety in collaboration with the Department of Safety and Liaison commits to engage municipalities to ensure that tourism safety is highlighted and integrated into their Integrated Development Plans

2.6.7 ECPB in collaboration with DEDEA commits to review the Liquor Act by November 2007.
3 CROSS-CUTTING ISSUES

3.1 BROAD BASED BLACK ECONOMIC EMPOWERMENT (BBBEE)

3.1.1 All Partners commit to accelerate implementation of tourism BBBEE scorecard.
3.1.2 Towards this end, DEDEA in partnership with the DTI commit to convene a provincial workshop to inform and empower stakeholders on implementation of Tourism BBBEE scorecard and to develop a BBBEE plan of action that will assist in the implementation of the tourism BBBEE scorecard and targets.
3.1.3 Provincial Government, Organised business and SALGA commit to put in place mechanisms to monitor and report on transformation progress in the tourism industry.
3.1.4 Organised civil society commits to establish and empower community structures for their effective involvement in community-based tourism promotion, awareness and beneficiation.
3.1.5 Private sectors in the tourism industry commit to utilise local community and cultural tourism products and experiences that will help promote community job creation and empowerment.
3.1.6 The ECGBB is obligated by its founding act as amended to advance and protect the interests of BEE partners in all its operations and will at all times strive to promote true and genuine empowerment of BEE enterprises.

3.2 PROMOTING RESPONSIBLE TOURISM

3.2.1 All Partners commit to principles and practices of responsible tourism as outlined in DEAT guidelines.
3.2.2 DEDEA and DEAT commit to provide adequate funding and supportive policy frameworks to assist local government develop and implement practical responsible tourism guidelines and destination management strategies to create better places for host communities and the tourists who visit.
3.2.3 Media institutions and outlets will be engaged to exercise responsibility and provide an objective, balanced and fair reporting about state of tourism in the province, portrayal of tourist destinations, including successful initiatives being undertaken to deal with tourist related crimes.

3.3 DISTRICT GROWTH AND DEVELOPMENT SUMMIT (GDS) INTEGRATION AND IDP DEVELOPMENT

3.3.1 All partners acknowledging that the GDS process highlighted the importance of tourism in local government and clearly identified significant untapped potential within this sector across the province commit to mainstream GDS outcomes on tourism within this Tourism Sector Agreement and Action Plans to be developed post the summit.
3.3.2 Furthermore, Partners commit to mainstream GDS outcomes on tourism to strengthen IDP Tourism Sector Plans

4 POST SUMMIT MANAGEMENT PROCESS AND COMMITMENTS

4.1 All Partners commit to establish and participate in the Provincial Tourism Coordinating Committee as an institutional arrangement to coordinate implementation and monitoring of Tourism Sector Summit Agreement. The Committee will be chaired and championed by DEDEA and will have close linkages and collaborations with the 2010 Provincial Coordinating Committee. All Partners will ensure they are represented by senior managers to ensure effective decision-making by the Committee.

4.2 All Partners through the overall coordination by DEDEA, commit to cost, within 90 days post the summit, initiatives derived from the deliberations of the Tourism Sector Summit and commitments contained herein, relevant to each respective partner in order to provide the following;

4.2.1 A clear plan of action
4.2.2 Time bound targets
4.2.3 Assign accountable institutional programmes and persons

4.3 All Parties commit to developing action plans for each of the 2010 Committee priority areas by 15 October 2007

4.4 DEDEA commits to host post-summit session after ninety days of the summit where Tourism Sector Action Plan will be consolidated
5 SIGNATORIES TO AGREEMENT

We, the undersigned, hereby commit to this agreement signed at the Eastcape Training Centre, Port Elizabeth, on the 26th September 2007

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