



URBAN-ECON

DEVELOPING A BASIC TOURISM PLAN

Workshop 2

Day Two: 4 April 2017

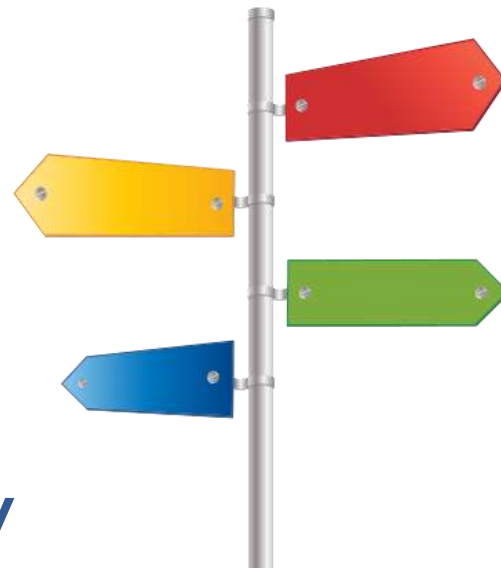
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Celebrate **Development Diversity**



Purpose...

The purpose of this workshop was to **equip attendees** with skills, which would **enable** them to **develop a basic tourism plan**, thereby **unlocking potential tourism economic opportunities** in their destination.



Steps to developing a tourism plan...



Tourism Overview



- Fundamental truths about tourism.
- What is planning?
- Why plan?
- Overall barriers to growth in tourism.
- Tourism and Local Municipalities.

Steps to developing a tourism plan...

T Tourism Overview



O Orientating yourself



- A visitor friendly test for a destination.
- Vision formulation.

Steps to developing a tourism plan...



The product:

- The Tourism Value Chain.
- Developing a Tourism Inventory.
- Conducting a Product Audit.

The market:

- Using secondary information to develop a demand analysis.
- Available tools.

How to develop a worthy SWOT

Steps to developing a tourism plan...



- Finding strategic direction to strategic constraints.
- Framework development: Thrusts, Programmes, Projects, Outcome/ KPIs, Implementation Agents, Potential Funding Sources, Timeframe, Linkages to other projects, Priority.

Steps to developing a tourism plan...



- Identification of high priority projects.
- Implementation Plans: Background and Purpose, Scope and Description, Objectives, Key Considerations, Envisaged SMME Development and Transformation, Cashflow and Timeframe, Linkages to other projects and Conclusion.

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Steps to developing a tourism plan...



- Possible funding sources

Steps to developing a tourism plan...



- Making it work!

Outcome of the workshop...

- It is important to understand the **environment** in which you work.
- Local tourism plans need to be **guided by** provincial strategies and provincial strategies by national. **Alignment** is important.
- Understand your destinations **value chain** – it is important to note that tourists visit a destination not necessarily a guesthouse.
 - Travellers want to be **immersed** in a destination, to experience!
- Try not to **confine yourself** within tourism and your department. Tourism departments don't always **own** the 'tourism' assets in their destination.
- We need to **move towards** an integrative and collaborative approach and away from silos.
- Private sector and other key players need to be **engaged** with from the start.
- Key players in the sector need to play a **proactive role** in the development and implementation of a destination tourism plan.

The way forward

The following needs to be **developed** and **dispersed** at a **national** level:

- a **basic tourism plan template** for all municipalities to use as a guideline
- a **suggested list of key players** who need to be consulted during the planning process
- a **standardised tourism inventory database** which can be fed into the National Tourism's Supply Database



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'Tourism planning is everybody's business'

- Local Government Tourism Conference '17

THANK YOU

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Tourism



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