

Briefing of the Department of Tourism on full Plan of the Oceans Economy - Coastal and Marine Tourism

Portfolio Committee on Tourism 31 October 2018

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA




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Background

- Operation Phakisa, a fast results delivery programme to help implement the NDP, commenced in 2014 with 4 initial focus areas
 - Marine Transport and Manufacturing activities;
 - Offshore Oil and Gas Exploration;
 - Aquaculture; and
 - Marine Protection Services and Ocean Governance.
- At the Oceans economy review workshop in 2015, two focus areas added
 - Coastal and Marine Tourism (CMT); and
 - Small Harbours.
- The Coastal and Marine Tourism lab convened for 5 weeks (in April & May 2016) to prioritise issues and to develop solutions and action plans. Extensive post lab consultations were held with all stakeholders to prioritise initiatives
- Cabinet approved the CMT Implementation Plan on 16 August 2017



Vision Statement



Our vision is to grow a world class and sustainable coastal and marine tourism destination that leverages South Africa's competitive advantages in nature, culture, and heritage

Estimated R21.4 billion direct contribution to GDP and approximately double the number of jobs to 116 000 by 2026.

Nodal/cluster approach (I)

The CMT Implementation Plan is being implemented in nodal/cluster approach that seeks to:

- prioritise destinations rather than individual tourism projects/products.
- support the enhancement of the general environment in which attractions and products are located.
- strengthen the linkages between attractions and improves the quality of the tourist experience within destinations.
- strengthen the linkages with other areas of Operation Phakisa.

Nodal/cluster approach (2)

The identified nodes/clusters in the First Phase (0 - 5 years) encompass the following geographic areas:

- Durban and surrounds (KwaZulu-Natal);
- Umkhanyakude including Umhlabuyalingana and surrounds (KwaZulu-Natal);
- Port St Johns to Coffee Bay (Eastern Cape);
- East London, Port Elizabeth and surrounds (Eastern Cape);
- Cape Town and surrounds (Western Cape); and
- West Coast and surrounds (Northern Cape).

Additionally, a set of cross cutting initiatives will be implemented across the nodes.



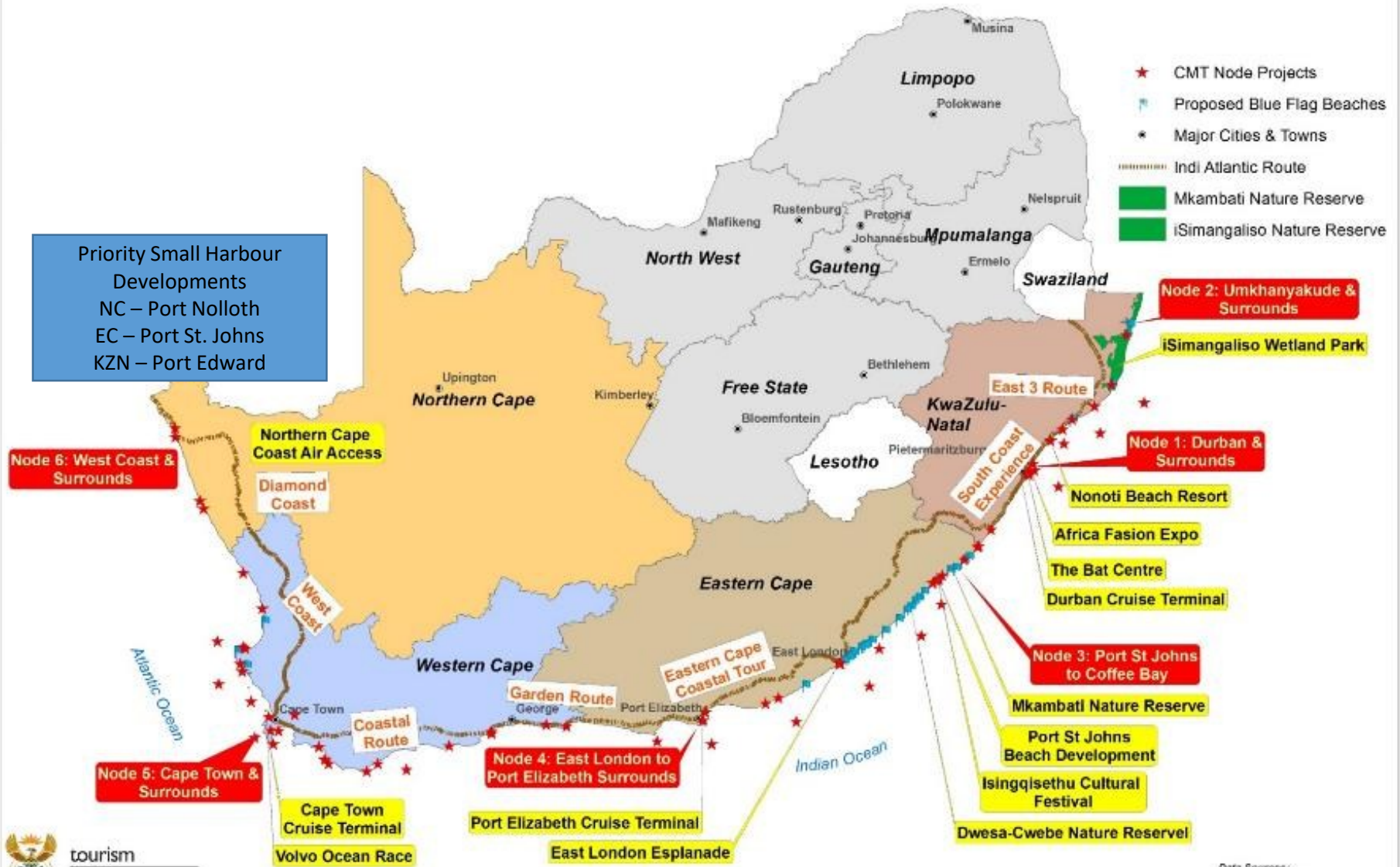
6 Thematic Initiatives

Initiatives in these nodes cover six thematic areas:

- i) Marketing, Events and Routes**
- ii) Regulations and Permitting**
- iii) Research and Spatial Planning**
- iv) Beach Precinct Development, Tourism Infrastructure and Tourism Safety**
- v) Maritime Tourism**
- vi) Skills development**



Key Coastal & Marine Tourism Nodes



Tourism Integration With Other Areas

Priority Environmental Affairs Projects: Boat Based Whale Watching

- Richards Bay
- St Lucia
- Sodwana Bay
- Durban
- Shelly Beach
- Port Elizabeth
- Cape St Francis
- Kenton on Sea
- Port Alfred
- East London

White Shark Cage Diving

- Port Elizabeth
- False Bay
- Gansbaai
- Quoin Point
- Mossel Bay

Priority Transport Projects:

- NC-Kleinsee Airport
- KZN-Durban Cruise Terminal
- WC- Cape Town Cruise Terminal

Priority Aquaculture Projects:

- Hondeklip Bay
- Doring Baai
- Paternoster
- Jacobsbaai
- Saldanha Bay
- Port Elizabeth
- Overberg
- Hamburg
- Haga-Haga
- Amatikulu
- Richards Bay



Province: KwaZulu-Natal

Node 1: Durban and surrounds:

INITIATIVE	OPPORTUNITY
N1.1: Durban Bat Centre Precint (Integration of tourism and creative industry on Durban Beach Front Precinct)	<ul style="list-style-type: none">• Improvement of infrastructure• Creating access to markets for the creative industries• Enterprise development• Utilise available space to set up restaurants to incubate DT Chefs Programme• Local supplier development (arts and craft and fashion fabric)
N1.2: Durban Cruise Terminal (Port infrastructure development)	<ul style="list-style-type: none">• DT Chefs, Sommeliers, Food Safety Assures trainees on board cruise ships• Supply SA wine on board the ships• Ground handling work by local tour operators
N1.3: Africa Fashion Expo	<ul style="list-style-type: none">• Mini restaurants - incubators for DT Chefs Programme• Local supplier development (arts and craft and fashion fabric)

Province: KwaZulu-Natal

Node 1: Durban and surrounds:

INITIATIVE

OPPORTUNITY

N1.4: Unblocking legislative constraints - Nonoti Beach Resort

Enterprise development

- Supply fresh fish to the resort from proposed Amatikulu Aquaculture Development Zone and Mthunzini Fish Farm.
- Tours to the aquaculture facilities.
- Agricultural activities to supply fresh produce

N1.5: Boat Based Whale Watching: Durban and Shelley Beach

- Increase new entrants from PDI background
- Deal with barriers to entry such as capital
- Incubate small entry operators and fast track licensing process

Province: KwaZulu-Natal

Node 2: Umkhanyakude / Umhlabuyalingana and surrounds

INITIATIVE	OPPORTUNITY
N2.1: iSimangaliso Wetland Park	Enterprise development: <ul style="list-style-type: none">• Local supplier development (fresh produce, fresh fish, linen, laundry facilities)• Skills development (Chefs, Food Safety, Sommeliers, Life guards, water quality etc.)
N2.2: Bhanga Nek Community Camps	Enterprise development: <ul style="list-style-type: none">• Local supplier development (fresh produce, fresh fish, linen, laundry facilities)• Turtle tours, recreational fishing
N2.3: Boat Based Whale Watching: <ul style="list-style-type: none">• Richards Bay• St Lucia• Sodwana Bay	<ul style="list-style-type: none">• Increase new entrants from PDI background• Deal with barriers to entry such as capital• Incubate small entry operators• Fast track licensing process

Province: Eastern Cape

Node 3: Port St Johns to Coffee Bay

INITIATIVE	OPPORTUNITY
N3.1: Unblocking legislative constraints - Mkambati Nature Reserve	Enterprise Development <ul style="list-style-type: none">• Local supplier development (Fresh fish, fresh produce, community owned tourist camps, charcoal business, transport business, horse trails)• Skills development
N3.2: Development of a Port St Johns - Coffee Bay Master Plan	<ul style="list-style-type: none">• Short- to long-term planning• Diversified and enhanced tourism product offerings• Quality visitor experience• Customer satisfaction and inspire repeat visitation• Infrastructure development, maintenance and enhancement
N3.3: Feasibility / Technical study for Port St Johns Beach Front	<ul style="list-style-type: none">• Infrastructure development, maintenance and enhancement• Quality visitor experience• Customer satisfaction and inspire repeat visitation

Province: Eastern Cape

Node 3: Port St Johns to Coffee Bay

INITIATIVE	OPPORTUNITY
N3.4 Port St. Johns Beach Waterfront development	<ul style="list-style-type: none">• Small Harbour development• Port St Johns and Port Edward• Tidal pool and Training facility Enterprise Development <ul style="list-style-type: none">• Local supplier development (arts and craft and beach front business) & Skills development (Life guards, water quality)
N3.5: Isinqqisethu Wild Coast Cultural Festival	<ul style="list-style-type: none">• Mini restaurants - incubators for DT Chefs Programme• Local supplier development (arts and craft and fashion fabric)
N3.6: Boat Based Whale Watching: <ul style="list-style-type: none">• Umgazi-Umtamvuna River• Kei-Mgazi River	<ul style="list-style-type: none">• Increase new entrants from PDI background• Deal with barriers to entry such as capital• Incubate small entry operators• Fast track licensing process
N3.7: Dwesa-Cwebe Nature Reserve (Mbhashe)	Enterprise development: <ul style="list-style-type: none">• Local supplier development (fresh produce, linen, laundry facilities)• Skills development (Chefs, Food Safety, Sommeliers)

Province: Eastern Cape

Node 3: Port St Johns to Coffee Bay

INITIATIVE

OPPORTUNITY

N3.8: Six Day Hiking Trail

Enterprise development:

- Local supplier development (fresh produce, fresh fish, linen, laundry facilities)
- Walk / hiking trails / tours

N3.9: Beach Infrastructure Upgrades

- Diversified and enhanced tourism product offerings
- Quality visitor experience
- Customer satisfaction and inspire repeat visitation
- Infrastructure development, maintenance and enhancement

Province: Eastern Cape

Node 4: East London, Port Elizabeth and surrounds

INITIATIVE

OPPORTUNITY

N4.1: East London Esplanade and relocation of the Aquarium

- Tidal pool
- Skills development (Life guards, water quality etc.)
- Training facility

N4.2: Port Elizabeth and East London Cruise Terminal

- DT Chefs, Sommeliers, Food Safety Assures trainees on board cruise ships
- Supply SA wine on board the ships
- Tours to Addo Elephant Park (40 km from PE)
- Ground handling work by local tour operators

Province: Eastern Cape

Node 4: East London, Port Elizabeth and surrounds

INITIATIVE

OPPORTUNITY

N4.3 Addo Elephant Park

- Employment / Jobs
- Diversified and enhanced tourism product offerings
- Quality visitor experience
- Customer satisfaction and inspire repeat visitation
- Infrastructure development, maintenance and enhancement

N4.4: Tsitsikama Big Tree Gateway

- Employment / Jobs
- Diversified and enhanced tourism product offerings
- Quality visitor experience
- Customer satisfaction and inspire repeat visitation
- Infrastructure development, maintenance and enhancement

Province: Eastern Cape

Node 4: East London, Port Elizabeth and surrounds

INITIATIVE

OPPORTUNITY

N4.5: Boat Based Whale Watching:
Port Elizabeth
Cape St Francis Kenton on Sea
Port Alfred
East London

- Increase new entrants from PDI background
- Deal with barriers to entry such as capital
- Incubate small entry operators
- Fast track licensing process

N4.6: White Shark Cage Diving:
Port Elizabeth – Algoa Bay

Province: Western Cape

Node 5: Cape Town and surrounds

INITIATIVE

OPPORTUNITY

N5.1: Cape Town Cruise Terminal

- DT Chefs, Sommeliers, Food Safety Assurers trainees on board cruise ships
- Supply SA wine on board the ships
- Ground handling work by local tour operators

N5.2: Goukamma Nature Reserve

- Employment / Jobs
- Diversified and enhanced tourism product offerings
- Quality visitor experience
- Customer satisfaction and inspire repeat visitation
- Infrastructure development, maintenance and enhancement

N5.3: Khayelitsha Precinct Plan

- Diversified and enhanced tourism product offerings
- Quality visitor experience
- Customer satisfaction and inspire repeat visitation

Province: Western Cape

Node 5: Cape Town and surrounds

INITIATIVE	OPPORTUNITY
N5.4: Khayelitsha Look Out Hill	<ul style="list-style-type: none">• Diversified and enhanced tourism product offerings• Quality visitor experience• Customer satisfaction and inspire repeat visitation• Infrastructure development, maintenance and enhancement
N5.5: Monwabisi Beach	<ul style="list-style-type: none">• Diversified and enhanced tourism product offerings• Quality visitor experience• Customer satisfaction and inspire repeat visitation• Infrastructure development, maintenance and enhancement



Province: Western Cape

Node 5: Cape Town and surrounds

INITIATIVE

OPPORTUNITY

N5.6: Boat Based Whale Watching:

- Cape Town, Hout Bay, Kleinbaai, Gansbaai, Amiston & Struisbaai, Hermanus, CapePoint – Kalk Bay, Mossel Bay, Knysna, Plattenberg Bay, Lamberts Bay, St Helena Bay – Sandy Point, Saldanha Bay, Stilbaai

- Increase new entrants from PDI background
- Deal with barriers to entry such as capital
- Incubate small entry operators
- Fast track licensing process

N5.7: White Shark Cage Diving:

- Seal Island - False Bay, Dyer Island – Gansbaai, Quoin Rock - Quoin Point & Seal Island - Mossel Bay

N5.8: Volvo Ocean Race

- Skills Development
- Sailing academy, SA Team for Volvo Race, School Awareness
- Enterprise Development (local supplier development (boat building, boat parts, refuelling)
- Mini restaurants - incubators for DT Chefs and Wine Programme Enterprise Development

Province: Northern Cape

Node 6: West Coast and surrounds

INITIATIVE

OPPORTUNITY

N6.1: Development of a Hondeklipbaai - Port Nolloth Master Plan

- Medium- to long-term planning
- Diversified and enhanced tourism product offerings
- Infrastructure development, maintenance and enhancement
- Small Harbour development (Port Nolloth)
- Feasibility study on artificial lagoon

N6.2: Development of a Orange River Mouth Master Plan

- Orange River Mouth activities (white water river rafting, birding, marine life and conservation, hiking and camping trails)
- Enterprise Development



Province: Northern Cape

Node 6: West Coast and surrounds

INITIATIVE	OPPORTUNITY
N6.3: Concept development for Hondeklipbaai and McDougall's Bay Campsites	<ul style="list-style-type: none">• Tours to Hondeklipbaai Abalone Hatchery.• Short- to long-term planning• Diversified and enhanced tourism product offerings• Infrastructure development, maintenance and enhancement• Camping• Flower tours to nearby Namaqua National Park in Hondeklipbaai
N6.4: Feasibility Study for Northern Cape coastal aviation infrastructure	<ul style="list-style-type: none">• Creating access for the Northern Cape coastal economy• Increase tourist visitations
N6.5 Concept development for Kleinzee Beach Precinct	<ul style="list-style-type: none">• Tours to Farm Kleinzee (Abalone recirculating aquaculture systems)• Utilise available space to set up restaurants to incubate DT Chefs Programme

Cross cutting initiatives (I)

CC 1: Enhance the promotion of Coastal and Marine Tourism in South Africa through coordinated marketing efforts

Develop a framework and calendar of events for marketing of CMT routes, events and attractions, including:-

- Indi Atlantic Route incorporating the
- South Coast Experience (KZN)
- Diamond Coast Route (Northern Cape)
- Coastal Route and West Coast Route (Western Cape)
- East 3 Route (KZN)
- Eastern Cape Coastal Route (EC)
- Garden Route (EC side)

CC 2: Beach Precinct Development, Tourism Infrastructure and Tourism Safety

- Blue Flag Beach Programme – Programme is well established on 50 beaches and has commenced on 25 additional beaches
- Inclusion of CMT related investment projects in 3 investment promotion platforms:- Investour 2018, Gulf Region roadshow & Indaba 2018



Cross cutting initiatives (2)

CC 3: Regulations and Permitting

- Establish an Intra - Government Permitting Forum to coordinate permit application processes and decision making for marine tourism related activities
- Research on governance and regulatory issues

CC 4: Research for CMT

- Research/development of a framework for assessment of the economic impacts of coastal & marine tourism.
- Research on the governance and coordination of coastal and marine tourism.

CC 5: Skills Development

- Conduct a skills audit for coastal and marine tourism;
- Develop a framework of existing qualifications and gaps (TVET, universities, private providers);
- Facilitate the establishment of centres (centres of excellence, incubation centres);
- Promotional material for CMT skills;
- Mentorship frameworks;
- Work placements;
- Skills Development Programme

CC 6: Integration with rural and agriculture related initiatives

- Identify and facilitate opportunities for supply of fresh seafood to tourism initiatives by aquaculture initiatives;
- Identify opportunities for tours etc. to aquaculture initiatives e.g. school groups);
- Identify and facilitate opportunities to supply fresh produce to tourism initiatives.

Cross cutting initiatives (3)

Development of the Indi Atlantic Route

The Indi Atlantic Route falls under the Marketing, Events and Routes thematic area. The Route is envisioned to:

- Include all towns and regions located along the South African coastline encompassing the four coastal provinces
- Develop coastal areas and towns and facilitate growth and development of tourism products and services.
- Identify and prioritise tourism products and incorporate them into development strategies.
- Steering Committee has been established to oversee supply and demand analysis work undertaken.
- The draft Demand and Supply Analysis Report and implementation plan for the proposed Indi-Atlantic Tourism Route has been circulated to stakeholders for comments. The report will be finalised by 31 December 2018



Cross cutting initiatives (4)

Development of Indi Atlantic Route

The outcomes / recommendations of the report focus on four key areas and are summarised as follows:

A. Supply Analysis

- Tourism routes
- Attractions and other infrastructure
- Accessibility
- Human resource development
- Tourism information and signage
- Tourism transport services and infrastructure

C. Marketing and Promotion

- Brand image and positioning
- Packaging
- Benchmarking with other routes i.e. Wild-Atlantic Way – Ireland, Grand Pacific Drive- Australia and the Garden Route- South Africa.

B. Demand Analysis

- Identify the market
- Size of the market
- Behaviour
- Spending patterns

D. Governance Issues

- Route management structure
- Key partners



Cross cutting initiatives (5)

Inclusive economic growth - enterprise development to enhance transformation in coastal towns

- Deal with barriers to entry such as capital and increase new entrants from PDI background as boat based whale watching and white shark cage diving operators. Assist these operators to access the Transformation fund to acquire vessels.
- Currently doing needs assessments at boat launch sites to develop interventions that will create an enabling environment for these boat based whale watching and white shark cage diving operators to effectively conduct their business and attract more tourists.
- Expand the Department's current incubation programme to include boat based whale watching and white shark cage diving operators (new entrants).



Cross cutting initiatives (6)

Inclusive economic growth - enterprise development to enhance transformation in coastal towns

- Currently engaging with Durban and Cape Town Cruise terminals to create incubation space for our Chefs to start their own mini restaurants at these terminals and at events such as Isingqisethu in the Eastern Cape.
- Opportunities are being explored through the tourism value chain e.g. small businesses to supply fresh fish to the resorts such as Nonoti Beach from the proposed Amatimkulu Aquaculture Development Zone and Mthunzini Fish Farm, conduct tours to the aquaculture facilities and be local suppliers of fresh produce, community owned tourist camps, charcoal business, transport business, horse trails at the Mkambati Nature Reserve.



Major Infrastructure Projects

These are **major infrastructural projects** that have potential to significantly contribute to the **economic growth** and **job creation** aspirations of the sector. They have clear **business plans**, **funding secured** and **diverse stakeholder** participation/ agreement. As a lab, **we recognize these projects** and have prioritized infrastructure projects that had **challenges** that the lab platform would **unlock**



Baakens Valley Precinct

The R4 billion development will include the rehabilitation of the Baakens River which will be linked to the waterfront development. Estimated to create 3127 construction jobs and 35,000 sustainable direct jobs over a 20 year period.



Durban Point Waterfront

The R35 billion project involves the development of luxury accommodation, tourist facilities and a cruise terminal.



Cape Town Cruise Terminal

The R179 million port will accommodate the current and future passenger vessel fleet. It is also envisaged that the upgraded facility will house value-added retail and hospitality services.



Durban Cruise Terminal

Aims to develop a multipurpose facility made up of conference and exhibitions venue as well include retail and entertainment facilities.

Major Infrastructure Projects (2)

These are **major infrastructural projects** that have potential to significantly contribute to the **economic growth and job creation** aspirations of the sector. They have clear **business plans, funding secured and diverse stakeholder participation/ agreement**.



Blythedale Coastal Resort

R15-billion investment on the North Coast of KZN. Expected to yield 10 000 permanent jobs and an additional 110 000 indirect job opportunities over a 10-year period during the various phases of construction.



Tsogo Sun Hotel Development
Cape Town

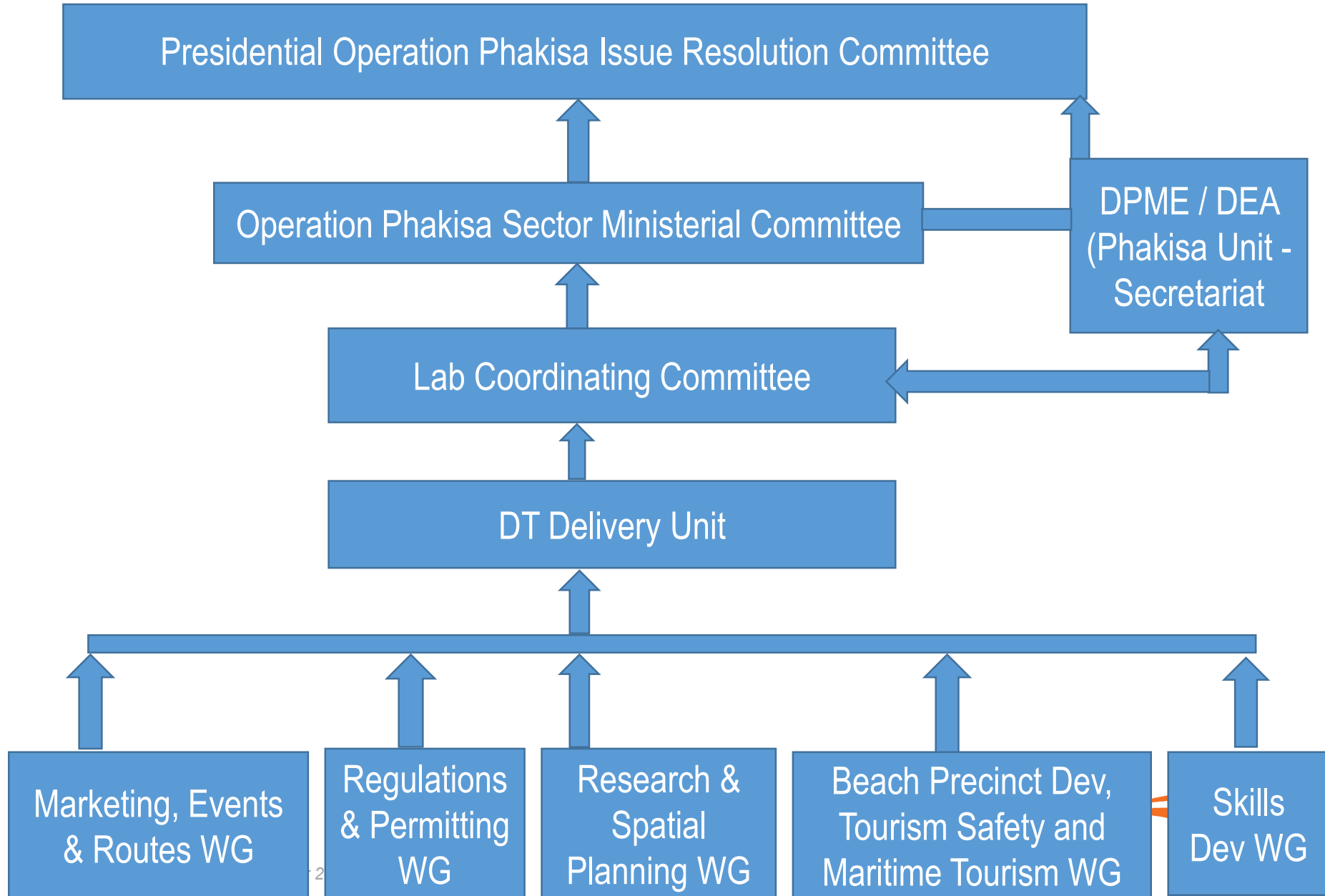
Tsogo Sun is investing about R680m in a new 500 room hotel complex in Cape Town CBD.



iSimangaliso accommodation mix
development

Forty three (43) accommodation facilities across the wetland with cabins, tented camps, lodges and self-catering units

Institutional arrangements



Operational arrangements

- Steering Committee - cross-departmental and agency structure led by the Tourism Minister.
- Deliver and manage issue resolution and escalation processes.
 - Minister (Deputy Minister as designated by the Minister)
 - Director-General
 - Delivery Unit (established)
 - Executive representatives from partner Departments and Organisations.
- Delivery Unit (DU) - link between the Department and implementation of initiatives and activities for which it is accountable.
- Reports to
 - Minister (Deputy Minister)
 - Director-General
 - Oceans Economy Secretariat (DEA) – once a month / as and when required.
 - Phakisa Unit (DPME) web based reporting system every two weeks.

Progress (I)

Investment towards 2026 target

Performance against CMT target to create 116 000 jobs by 2026

- Current government investment: R 164 345 million over 3 years
- Current projected government jobs: 1 189
- Current projected private sector investment: R112 722 billion
- Projected private sector jobs: 71 942 full time & 153 377 part time
- Investment and job figures will increase as and when more projects move into planning / implementation.



Progress (2)

2018/19 projects, implemented in partnership with government entities

Eastern Cape

- Expansion of six day hiking trail project in Port St Johns
- Feasibility study for Port St Johns Beach Front
- Infrastructure upgrades and development at selected beaches
- Addo Elephant Park
- Tsitsikamma Big Tree Gateway
- Port St Johns - Coffee Bay Master Plan

KwaZulu-Natal

- Umhlabuyalingana Hospitality Skills and Tourism Business Development Programme
- Bhanga Nek Community Camps

Northern Cape

- Orange River Mouth Master Plan
- Concept development for Hondeklipbaai and McDougall's Bay Campsites
- Feasibility Study for Northern Cape coastal aviation infrastructure
- Concept development for Kleinsee Beach Precinct
- Hondeklipbaai - Port Nolloth Master Plan

Western Cape

- Goukamma Nature Reserve
- Tourism precinct plan for Khayelitsha

Progress (3)

Community Projects

- The land use challenges were unblocked at **Mkambati Nature Reserve** with DAFF in June 2017. The reserve has been in existence since 1977 and is owned by Mkambati Land Trust representing seven local communities, comprising of about 40 000 people. The Trust had their land restituted in 2002. The project involves the development of 108 bed five star lodge, made up of 15 two bedrooms and ten 4 bedroom beach lodges with an investment of R150 million. The developer is currently conducting the final survey to formally lodge the project with the Deeds Registry. Once surveyed and lodged, paperwork will be completed and building will commence.
- Application with DAFF for consent to subdivide agricultural land for **Nonoti Beach Resort under way**. This is a concept wholly owned by the community of Nonoti which is formed by 200 households represented by the Inqaba Community Trust. The concept proposes a development of 3-4 star hotels to accommodate a total of 822 beds with sea views, swimming pools and walkways that lead to the beach, restaurants, conference facility, entertainment such as cultural activities. The development is estimated at R2.5 billion.



Progress (4)

Infrastructure Projects and Events

- Upgrading of the East London Beachfront (Water World & Esplanade) by the Buffalo City Metro Development Agency (BCMDA) – the concept plans have been completed, town planning applications done, EIA currently underway, detailed plans to be completed by October 2018.
- Relocation of the East London Aquarium by Buffalo City Metro - bid processes underway.
- The Volvo Ocean Race took place on 24 November - 10 December 2017 in Cape Town.
- Isingqisethu Cultural Festival took place on 10-12 November 2017 in Port St Johns.



Progress (5)

Regulations and Research

- Boat Based Whale Watching and White Shark Cage Diving. DEA is currently conducting needs assessments at boat launch sites in order to assist the Department of Tourism ascertain required interventions at each site.
- UKZN was appointed to conduct two research studies:
 - Develop a framework to measure the economic impact of coastal and marine tourism in South Africa. Phase one and two of the study has been completed and phase three is under way.
 - A study on the governance and coordination of coastal and marine tourism. The study has been completed and final report in place.
- Draft Demand and Supply Analysis and implementation plan report for the proposed Indi-Atlantic Tourism Route has been circulated to stakeholders for comments.



Progress (6)

Development of Indi Atlantic Route

COASTAL NODES

The Indi-Atlantic Route has adopted the following six coastal nodes as part of their development plan:



Progress (7)

Development of the Indi Atlantic Route – An example of NODE I- Durban to Port Edward Demand and Supply

DURBAN



2 244 123 domestic overnight trips



560 646 international arrivals

SOUTH COAST

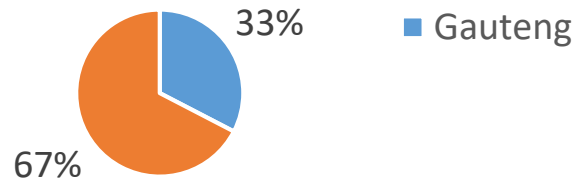


382 776 domestic overnight trips

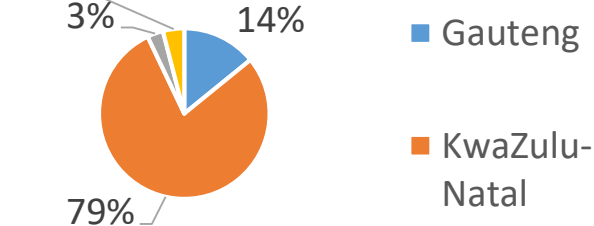


2 706 international arrivals

Durban area: main market



South Coast: main market



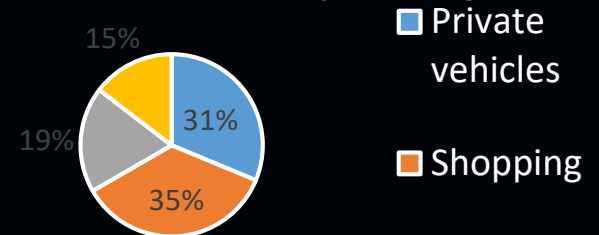
KWAZULU-NATAL

4

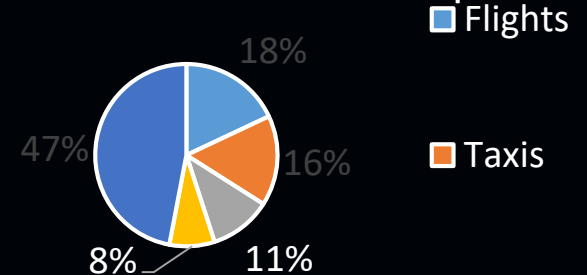


Average length of stay: 4 nights

Domestic spending



Domestic transport

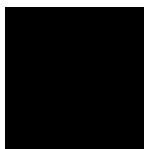


Progress (8)

Development of the Indi Atlantic Route – An example of NODE I- Durban to Port Edward Demand and Supply International Demand

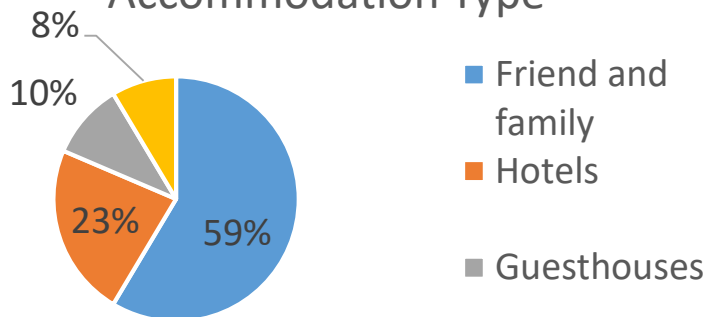


R7 700 spend per trip

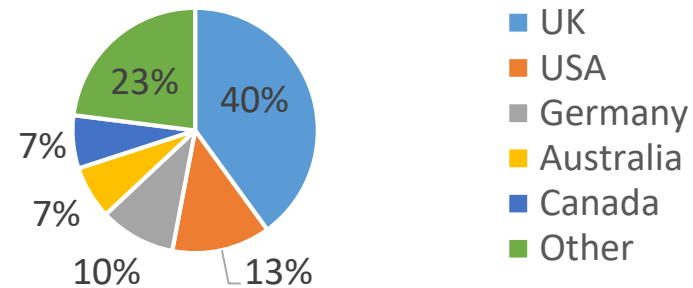


Average length of stay: 10 days

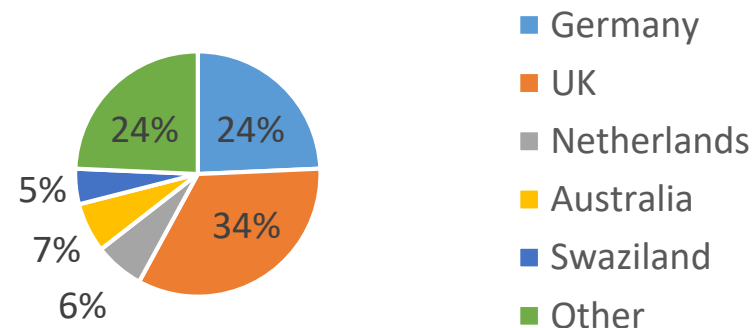
Accommodation Type



Main Market in Durban



Main Market in the South Coast



Progress (9)

Development of the Indi Atlantic Route – An example of NODE I- Durban to Port Edward Demand and Supply

SOUTHERN EXPLORER ROUTE

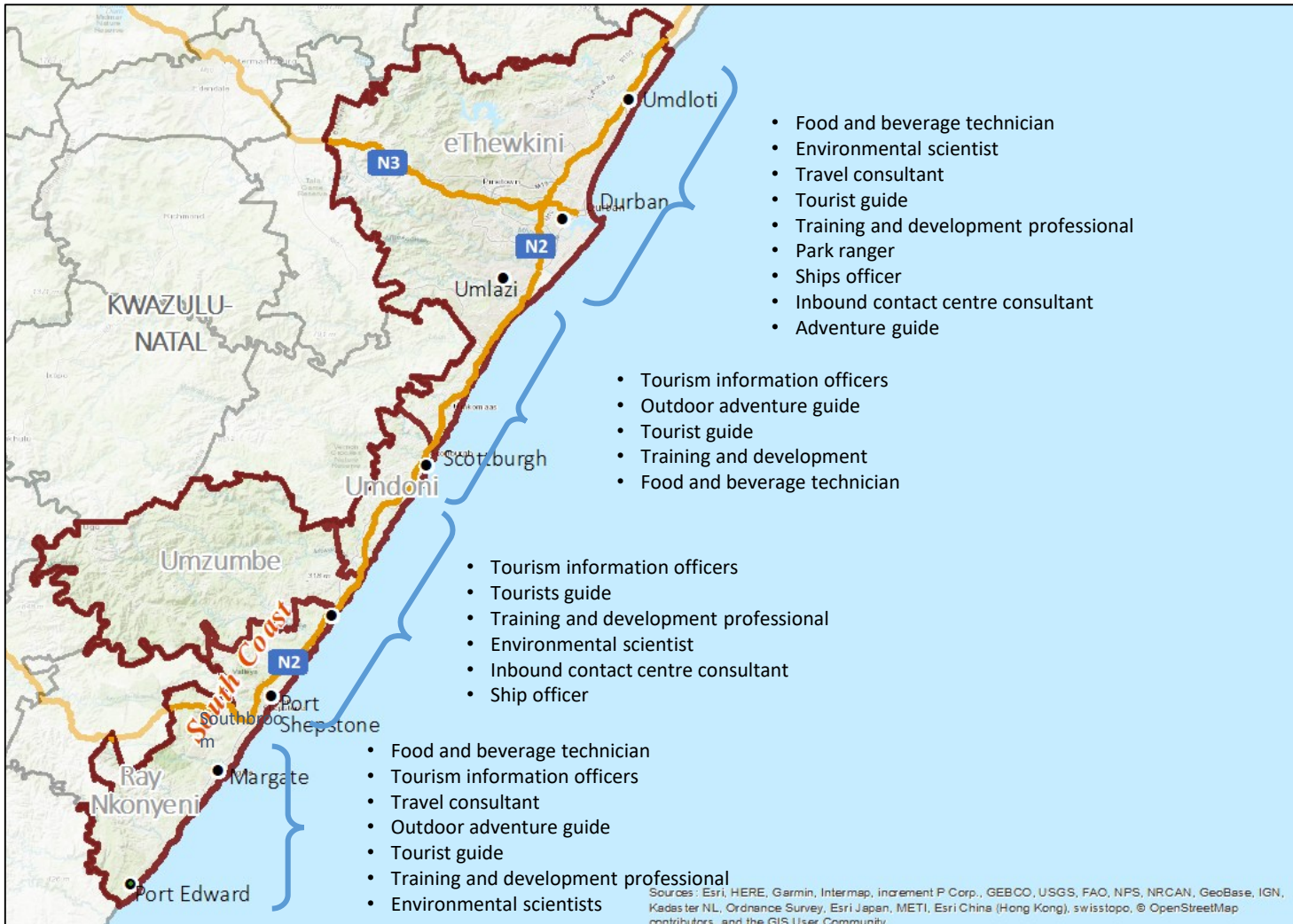
- The Southern Explorer Route is located on the N2 and stems from Scottburgh to Port Edward and continues inland (for approximately 75 km) towards Harding.
- It is located across Umdoni, Umzumbee, Ray Nkonyeni and Umuziwabentu local municipalities.



Ownership	The Ugu District Municipality owns Ugu South Coast Tourism (Pty) Ltd.
Management structure	Strategic direction is provided by the board of directors appointed by the Ugu District Municipality. The board members consist of public and private sector professionals. Municipal managers from six local municipalities and a senior official from Ugu District Municipality are members of the board of directors. The CEO is responsible for implementing strategic issues while also managing the operations of the company.
Membership status	500+
Membership database	Ugu South Coast Tourism hosts a database.
Membership fees	Ugu SCT fees are R570 per annum.
Route status	Active
Route marketing	<ul style="list-style-type: none"> • The route is well-marketed with a strong online and local presence. • An informative website is sustained and a magazine is published to market local businesses. • The route has well-maintained information offices and helpful guides. • Proactive measures are taken in planning and delivering signage and information boards. • The existing number of events are expanding their range of influence

Progress (10)

Development of the Indi Atlantic Route – An example of NODE I- Durban to Port Edward



SKILLS GAP FOR NODE 1:

1. Food and beverage technician
2. Tourist guide
3. Training and development specialist

Progress (II)

Development of the Indi Atlantic Route – An example of NODE I- Durban to Port Edward

Focus Area	Gap	Partner(s)	Area	Intervention	Objectives	Responsibility
Product Development	Potential for cruise tourism	NDT, eThekweni Municipality	Durban Area	Development of the new cruise terminal at Durban Harbour	World class facilities and increased international exposure	Transnet
		TKZN, Durban Tourism		Co-package experiences for cruise tourists to experience the Durban Area through 2/3 hour tours or activities	Increase the impact of cruise tourists on the economy surrounding Durban	MSC
	Coastal product development	PHRA		Improvement of disability access, restaurant and bathrooms at Luthuli Museum	Upgrade of Luthuli Museum	eThekweni Municipality
		Ezemvelo KZN Wildlife		Development of ablution facilities and information signage at Harold Johnson Nature Reserve	Upgrade Harlond Johnson Nature Reserve	
	Beach development	Local Authority	South Coast	Provide access to water at Aliwal Shoal and Protea Banks	Improvement of facilities at the diving site	
				Development of high-end restaurant at Aliwal Shoal and Protea Banks	Job creation at diving site	
Marketing	High concentration of domestic and international tourists in Durban Area	SAT, Durban Tourism, Southern Explorer	Durban Area	Promotion of beach and leisure packages to domestic and international markets	Increase the number of tourists in South Coast	TKZN
		Southern Explorer		Create incentives for young couples and families to participate in other activities around the beach	Increase spending of domestic tourists on tourism products within the coastal buffer	
	Southern Explorer events	TKZN	South Coast	Leverage events marketed by Southern Explorer to create awareness of the route and to motivate attendees to explore the route	Create awareness and motive to travel for the entire Indi-Atlantic Route	Southern Explorer

Progress (12)

Development of the Indi Atlantic Route – An example of NODE I- Durban to Port Edward

Focus Area	Gap	Partner(s)	Area	Intervention	Objectives	Responsibility
Marketing	Leverage Blue flag Status as a competitive advantage	TKZN	Durban Area & South Coast	Indi-Atlantic Route to position Node 1 as the Blue Flag Status Destination in South Africa	Beach Tourism as a competitive advantage for the Indi-Atlantic Route	SAT
Stakeholder Management /Fund Raising	Partnership with Ugu South Coast Tourism	Southern Explorer	South Coast	Partner with Southern Explorer to package and market the Indi-Atlantic Route	Leverage current structures and resources	TKZN
	Tourism Information Officers product offering knowledge			Provide product exposure programmes to familiarise tourism information offices with products along the route	Improve product knowledge of tourism information offices	
				Provide Indi-Atlantic promotional training and guidelines for tourism information officers and tour guides along the South Coast Route	Create collaborative knowledge under tourism representatives to promote the entire Indi-Atlantic Route	
Skills Development	Need for qualified and certified technicians/operators for marine tourism related activities	Department of Education	Durban Area & South Coast	Engage with operators to identified specific skills gap relating to marine tourism activities	Identification and evaluation of skills gap in marine tourism related activities	SAIMI

Concluding Remarks

- The CMT initiatives are progressively being implemented
- Monitoring and reporting takes place on a monthly basis
- The Departments role is to co-ordinate reporting and facilitate progress of all the initiatives
- The Implementation Plan is reviewed annually to allow for the inclusion of new initiatives
- The success of CMT relies on integration and partnerships



Acronyms

- BCMDA- Buffalo City Metro Development Agency
- CMT- Coastal and Marine Tourism
- DAFF- Department of Agriculture, Forestry and Fisheries
- DEA- Department of Environmental Affairs
- DPME- Department of Planning, Monitoring and Evaluation
- DPW- Department of Public Works
- DT- Department of Tourism
- DU- Delivery Unit
- EC- Eastern Cape
- EPWP- Expanded Public Works Programme
- KZN- KwaZulu-Natal
- NDP- National Development Plan
- PE- Port Elizabeth
- PDI- Previously Disadvantaged
- TNPA- Transnet National Ports Authority
- WC- Western Cape
- WG- Working Group



Thank you

