DEVELOPING A BASIC TOURISM PLAN

Workshop 2
Day Two: 4 April 2017

Presented by: Dr. Kiéra Schoeman
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...

Tourism Overview

Orientating yourself

- A visitor friendly test for a destination.
- Vision formulation.
Steps to developing a tourism plan...

Tourism Overview

Orientating yourself

Understanding your product and market

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

Celebrate Development Diversity
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.

Celebrate Development Diversity
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.

Celebrate Development Diversity
Steps to developing a tourism plan...

- Tourism Overview
- Orientating yourself
- Understanding your product and market
- Realistic Strategic Framework
- Implementation Plan
- Sourcing Funding

- Possible funding sources
Steps to developing a tourism plan...

- Tourism Overview
- Orientating yourself
- Understanding your product and market
- Realistic Strategic Framework
- Implementation Plan
- Sourcing Funding
- Monitoring & Evaluation

• Making it work!

Celebrate Development Diversity
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.
  - Travels 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 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
‘Tourism planning is everybody’s business’
- Local Government Tourism Conference ‘17
THANK YOU

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