

COASTAL TOURISM

Problem statement

- Marine and coastal tourism has tended to benefit areas with well developed infrastructure eg Durban and Cape Town.
- Some areas that have potential tourism value have not benefited due to lack of basic and tourism infrastructure. Consequently, such areas are not able to attract tourists and necessary investment.
- South Africa's long coast and pristine coastal environment presents opportunities for further marine and coastal tourism development with a view to boost local economic development to those areas.
- It also presents an opportunity to grow the tourism base.
- It promotes access to leisure and economic opportunities for local communities
- Presents a platform for private sector make tourism investment.
- It is also a catalyst for infrastructure development.



STATUS QUO

This requires further analysis



An analysis is needed to determine:

1. the current and potential future contribution of coastal and marine tourism to **the tourism economy**



Coastal tourism

- Need to be clear about the tourism growth and potential (aspirations)
- This is not business as usual. Need to identify catalytic coastal and marine tourism initiatives, interventions and projects. Example of criteria for catalyst projects: GDP potential, employment potential, social, environmental and economic contribution.
- Definition- What exactly is coastal tourism?
- Need to check overlaps with the other labs
- What research has been done by government and private sector – HSRC etc
- Intergovernmental coordination
- Which skills will be required?

STAKEHOLDERS

- Local government/Metros
- Local Communities
- Tourism operators
- Spatial planners
- Land owners and DAFF
- Industry and Environmental regulatory authorities
- Tourism 3 spheres of government
- Business owners
- NGOs – WESSA
- Trade and Industry
- Research
- International coastal expert
- Funding and investor organisation – IDC, SEFA,
- Organised sports and recreational organisations
- SAMSA, NSRI, SANRAL, PRASA, SANBI
- Public Works
- Transnet
- Treasury
- SETAs – CATHSSETA
- Higher Education Institutions

PRIORITISED TOURISM SUB-SECTORS

- Boat and river cruises
- Adventures
- Products for beach tourism
- Development of tourism coastal nodes
- River cruises
- Ports/harbour tourism
- Beachfront infrastructure
- Water based activities
- Community based tourism
- Youth programmes – paddling, diving,
- Filming industry

RESOLVE

Acknowledge that:

- There is merit in investigating marine and coastal tourism.
- Need to be clear about the tourism growth and potential (aspirations).
- This is not business as usual.
- Must identify high impact catalytic coastal tourism initiatives, interventions and projects.

RESOLVE

Next steps:

- National Department of Tourism (NDT) will act as **business delivery head**.
- NDT to develop TOR for a **research study** to identify the highest potential, sustainable growth generators in the coastal and marine tourism sector
 - Circulate TOR to stakeholders for comments
 - The study will be based on existing economic, social, spatial, environmental information
 - Stakeholders commit to avail the existing research information.
- NDT to **circulate the research output** to stakeholders for comments.
- A stakeholder meeting to identify the catalytic projects and develop implementation plans (i.e. **our LAB**, but informed by researched opportunities)