



TOURISM DEVELOPMENT GUIDELINES TOOLKIT

The Tourism Management Toolkit is a strategic guide aimed at enhancing tourism planning and management in the Northern Cape, focusing on responsible tourism and bioregional planning. It aligns with the 1996 White Paper on the Development and Promotion of Tourism in South Africa, emphasizing sustainable practices that protect the environment, involve communities, and preserve local cultures. The toolkit is designed to unlock the Northern Cape's tourism potential, including its coastal areas along the West Coast, known for their unique natural beauty and opportunities for coastal tourism.

TOOLKIT INTENT

This Toolkit is to be Used to:

- Provides structured guidelines for developing tourism management plans across various government levels, with a particular focus on coastal areas along the West Coast.
- Encourages the development of tourism that is sustainable, environmentally responsible, and culturally sensitive, especially in ecologically sensitive coastal regions.
- Promotes planning that considers the unique ecological and cultural characteristics of the Northern Cape, including its coastal zones.
- Supports the strategic development, marketing, and management of tourism opportunities, including coastal tourism, to gain a competitive edge.
- Emphasizes minimizing the environmental impact of tourism activities, particularly in coastal areas where ecosystems are fragile.
- Advocates for active participation of local communities in planning and decision-making, ensuring that tourism benefits are equitably shared.
- Focuses on protecting local cultures and traditions, preventing over-commercialization, and ensuring the sustainability of cultural heritage in coastal areas.
- Prioritizes safety, security, and health of visitors, especially in remote and coastal tourism destinations.
- Provides a framework for categorizing and spatially configuring various tourism types, including nature tourism, adventure tourism, and

coastal tourism, from the least modified natural areas to the most modified cultural areas.

- Specifically includes the development and management of coastal tourism along the West Coast, leveraging the region's natural beauty, unique marine life, and cultural heritage to attract tourists.
 - Encourages collaboration between government, private sector, NGOs, and local communities, particularly in coastal areas, to enhance tourism development and management.
 - Focuses on promoting the Northern Cape, including its West Coast, as a premium tourism destination, with a strong emphasis on responsible tourism practices.
- Stresses the importance of regional cooperation, especially in managing and preserving coastal areas, to maintain their ecological and cultural integrity.

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1 INTRODUCTION

Tourism in the Northern Cape is a key economic sector with significant growth potential due to its natural environment, rich history, diverse cultures, astronomy, hunting, and nature-related experiences. However, current tourism planning and management need improvements to realize its full potential. The toolkit provides guidelines for preparing tourism management plans across government levels, focusing on responsible tourism and bioregional planning.

The 2022 Green Paper on the Development and Promotion of Tourism in South Africa guides responsible tourism, emphasizing environmental sustainability, community involvement, and cultural preservation. With this vision in place, the new Tourism policy seeks to facilitate the growth and transformation of the sector through the following strategic objectives:

- Increase Tourism's contribution to the broader economy through geographic, year-round spread of visitor volumes and revenue.
- Drive increased employment and entrepreneurship as an integral part of growth efforts, with a particular focus on women and youth.
- Provide for the sector's enhanced resilience and ability to respond to economic, health and other crises through risk mitigation innovation
- Improve the capacity for research and targeted data gathering to understand, leverage, and cater for the domestic and regional markets.
- Contribute to community engagement and ownership of the sector.
- Promote a more inclusive sector through increased skills development and financial support.
- Attract Tourism investment and develop supportive Tourism infrastructure, especially to drive innovation in experience delivery.
- Ensure sustainable Tourism development: economic, social, cultural and environmental.
- Create an enabling regulatory environment for the present and future, especially as regards technological developments.

The Green Paper further highlights the following key issues to consider in support of a Sustainable Tourism Sector:

- Weak coordination across government spheres and lack of a harmonized approach have hindered tourism sector growth.
- The policy document contains bold proposals aimed at significantly improving the sector if fully implemented.
- Slow transformation is identified as a major barrier to sector growth; detailed proposals are included to accelerate equity and inclusion.
- Technological advancements since the 1996 White Paper on Tourism present new business opportunities.
- Digital technologies offer significant growth potential if regulated fairly without stifling sector growth.
- The policy review process was informed by extensive consultation with stakeholders and experts, enriching the analysis and proposals.
- The continued growth, transformation, and adaptation of the tourism sector will require ongoing engagement from the government, private sector, and the public.

1.1 KEY COMPONENTS OF TOURISM DEVELOPMENT IN THE NORTHERN CAPE:

- Avoid waste and over-consumption.
- Use local resources sustainably.
- Maintain natural, economic, social, and cultural diversity.
- Respect host cultures.
- Involve local communities in planning and decision-making.
- Assess environmental, social, and economic impacts before development.
- Ensure tourism benefits local communities.
- Market and monitor responsible tourism practices.

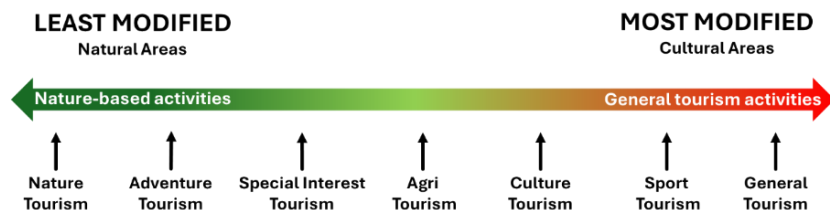
1.1.1 Actions required to enhance Northern Cape tourism:

- Collaborate with international funding agencies, private sectors, NGOs, and local partners.
- Market the Northern Cape as a premium tourism destination.
- Provide incentives for responsible tourism providers.

- Develop partnerships between private sectors and local communities.
- Promote establishments that adopt responsible practices.
- Employ intermediaries to create business opportunities for communities.
- Assist local communities in identifying and developing tourism potential.
- Encourage joint ventures with significant community ownership and management roles.
- Advertise local attractions and products at hotels and other establishments.
- Include community sites in tour itineraries.

1.2 APPROPRIATE SPATIAL CONFIGURATION OF TOURISM TYPES AND OPPORTUNITIES

Tourism throughout the province includes a variety of tourism types, many of which are interrelated and are presented in the same localities. In the tourism plans to be prepared for the various spheres of government and individual enterprises these various tourism types are to be categorised broadly in terms of a consumptive/non-consumptive continuum ranging from the 'least modified' (natural) to the 'most modified' (cultural). This should be based on the zoning concept of core areas (least modified areas), buffer zones, and transition areas (most modified areas).



The continuum provides a framework for the preparation of a TOS for the relevant planning area or enterprise. This continuum arranges the various categories and types in a hierarchical order ranging from the 'least modified natural areas' to the 'most modified cultural areas'. The TOS constitutes a description of the following:

- Type of tourism opportunity.
- Opportunity class and associated activities.
- Appropriate location for such activities in terms of the SPCs. The TOS, accordingly, must
- be read together with the SPC plan for the relevant area

1.2.1 Spatial Configuration of Tourism Types:

Table 1: Spatial configuration of tourism types

TOURISM TYPE	OPPORTUNITY CLASS	SPC & LOCALITY
Nature Tourism	Nature-related experiences in semi-wilderness or extensive natural areas.	
	<ul style="list-style-type: none"> → Non-consumptive, non-mechanised activities focussed on physical and spiritual enjoyment of the natural environment. → Non-consumptive, mechanised activities focussed on the physical and recreational natural environment. → c) Nature-based hiking, biking, camping, wildlife- and bird-watching. 	SPC A.a, B.a, B.b, B.c, C.a
Adventure Tourism	Exploration, or travel to remote areas and 'expect the unexpected', gaining excitement by stepping outside of the comfort zone	
	<ul style="list-style-type: none"> → Self-catering activities with an element of danger; requiring physical skill and endurance, and degree of risk-taking. Includes rafting & canoeing on Orange River, mountain biking, quad-biking, micro-light flights → Organized, non-consumptive, mechanized activities centred on experiencing particular environmental aspects, such as guided boat and canoe trips on the Orange River. 	SPC A.b, B.a, B.b, B.c, C.a. Appropriate locations throughout the province.
Special Interest Tourism	Opportunities to use or study aspects that are unique to the Northern Cape.	
	<ul style="list-style-type: none"> → Non-consumptive experiencing and/or studying of specific aspects of both the 	<ul style="list-style-type: none"> • Astronomy reserve

TOURISM TYPE	OPPORTUNITY CLASS	SPC & LOCALITY
	<p>natural and cultural environment, e.g. astronomy.</p> <p>→ Utilising ideal climatic conditions and suitable infrastructure for testing of new and/or prototype vehicles and equipment.</p> <p>→ Ethical sports and trophy hunting in the unique Kalahari environment.</p>	<p>Defined locations in the province</p> <p>Defined locations in the province</p>
Agri' Tourism	Opportunities to experience and/or study agri-related lifestyles and land uses unique to the Northern Cape.	
	<p>→ Study and experience traditional lifestyles and land-use practices of the area, e.g. cultivation/production of wine, dried fruit, and game products.</p> <p>→ Where possible, reside with the farmer and his family to experience local traditions, lifestyles and values.</p> <p>→ Reside in self-contained cottages or traditional farmhouses and experience daily agricultural routines and practices.</p> <p>→ Guided tours on farms or through agro-industries.</p>	<ul style="list-style-type: none"> • SPC C.a, C.b, D.c, D.o,E.a
Culture Tourism	Opportunities to experience and/or study local culture and traditions.	
	<p>→ Direct experience of local cultures, traditions, and lifestyle, e.g. eating traditional food, and visiting settlements.</p> <p>→ Guided cultural routes through former townships.</p> <p>→ Experience cultural shows and festive occasions commemorating local culture, land uses and history,</p> <p>→ Experience community life, cultures and traditions.</p>	<ul style="list-style-type: none"> • Throughout the province. • Defined locations in the province • Defined locations in the province <p>Defined locations in the province</p>

TOURISM TYPE	OPPORTUNITY CLASS	SPC & LOCALITY
Sports Tourism	Opportunities for both professional and amateur sports-related activities at the local, national and international levels.	
	<p>a) Professional sports and academic training and education.</p> <p>b) Training and recuperating of international sports teams during tours.</p>	Kimberley; SPC D.a; D.b
General Tourism	All other opportunities not catered for under the above categories.	

1.3 TOURISM SECTOR MANAGEMENT

The following section provides broad guidelines for the various sectors of tourism development and management.

1.3.1 Tourism Financing

Essential for growth; guidelines for increasing financial commitment include:

- Initial capital injection for development.
- Broaden the funding base; consider a single departure tax.
- Promote funding partnerships between municipalities, private sectors, and donor agencies.
- Encourage community partnerships with the private sector and conservation agencies.
- Use the Sustainable Development Initiative (SDI) to unlock community tourism funds.
- Establish a dedicated tourism development fund.
- Ensure state funding is accessible to small businesses and entrepreneurs.
- Provide technical assistance to entrepreneurs.
- Reform property rights to facilitate loan acquisition for previously neglected groups.
- Disburse funds through institutions like the Industrial Development Corporation and others.

1.3.2 Social Development

Focus on education, training, and youth development.

1.3.2.1 Education and Training:

- Involve the private sector.
- Increase training commitment.
- Build capacity among community members, especially SMMEs.
- Make training accessible.
- Promote tourism awareness.
- Invest in an education system that reduces reliance on imported skills.
- Partner with media and NGOs for tourism education.
- Support introductory courses and skill programs.

1.3.2.2 Youth Development:

- Provide sports and educational opportunities.
- Offer in-service training and internships.
- Commit to career guidance.
- Promote capacity building for youth in tourism.

1.3.3 Safety and Security

Ensure tourist safety through:

- Collaborative crime reduction strategies.
- Adequate visitor information.
- Cooperation among stakeholders.
- Dedicated research on tourism security trends.

1.3.4 Environmental Management

Promote sustainable tourism with guidelines such as:

- Encourage responsible tourism development.
- Implement Integrated Environmental Management (IEM) procedures.
- Conduct social and environmental audits.
- Integrate tourism into land-use plans.
- Create pilot programs for ecologically sensitive tourism.
- Promote sustainable consumption and waste disposal practices.

1.3.5 Marketing and Promotion

Develop joint strategies focusing on:

- Consumer-sensitive pricing.
- Targeting domestic and key international markets.
- Emphasizing emerging products and attractions.
- Cooperative advertising and promotion.
- Allocating resources for marketing, especially overseas.
- Developing new market niches.
- Making regional information widely available.
- Encouraging domestic travel.

1.3.6 Product Quality and Standards

Guidelines include:

- Develop quality standards consultatively.
- Apply standards across all tourism activities.
- Reform existing standards to be effective and equitable.
- Ensure standards do not hinder community entry.
- Encourage service upgrades, especially in smaller establishments.

1.3.7 Regional Cooperation:

Essential for maintaining ecological, cultural, social, and economic functions. Key areas of cooperation include:

- Integrated tourism planning.
- Environmental conservation and related product development.
- Regional education and training.
- Cooperation among municipalities.

1.4 ALIGNMENT TOWARDS KEY TOURISM AREAS

Aligning tourism development initiatives with the Provincial Spatial Action Areas (PSAAs) is vital for fostering sustainable and impactful growth within the Northern Cape. This alignment ensures that tourism strategies are consistent with broader provincial spatial objectives, optimizing resource use and enhancing the overall effectiveness of tourism investments. By integrating local tourism opportunities with the PSAAs, we can capitalize

on regional strengths and unique attractions, such as cultural heritage sites, natural wonders, and adventure activities, while promoting economic growth and community benefits. This alignment also facilitates better coordination among stakeholders, including government bodies and private sector partners, ensuring that tourism development supports regional priorities and contributes to a cohesive and sustainable tourism strategy across the province.

1.4.1 Coastal Spatial Action Area

The alignment of the Coastal Spatial Action Area with the Northern Cape Provincial Spatial Development Framework (PSDF) leverages the area's diverse tourism potential. By integrating the region's rich cultural heritage, such as the Nama Cultural Trail, and its natural attractions, including Namaqua and Richtersveld National Parks, the PSDF ensures that tourism development aligns with provincial sustainability and community engagement goals. Developing marine and coastal tourism sustainably, with a focus on community involvement and preservation of natural assets, enhances the region's appeal as a premier eco-tourism destination. This alignment supports coordinated efforts in protecting biodiversity and promoting responsible tourism practices, which are crucial for maintaining the region's ecological and cultural integrity.

1.4.2 Douglas-Kakamas Spatial Action Area

Aligning the Douglas-Kakamas Spatial Action Area with the PSDF ensures that the region's blend of cultural, eco, and adventure tourism is developed in harmony with broader provincial goals. By emphasizing local experiences and natural beauty, including the thematic travel experience along the Orange River Road and the agricultural richness of Upington, this alignment promotes sustainable tourism and economic growth. It supports the integration of cultural and historical tourism with modern amenities and infrastructure, ensuring that development enhances both local heritage and visitor experiences while aligning with provincial strategies for balanced and sustainable regional growth.

1.4.3 Gamagara Spatial Action Area

The alignment of the Gamagara Spatial Action Area with the PSDF fosters a comprehensive approach to mining tourism, cultural heritage, and adventure activities. By integrating historical and natural attractions, such as the Witsand Nature Reserve and the Kgalagadi Transfrontier Park, with the provincial goals of sustainable development and regional connectivity, this alignment ensures that the area's unique offerings are developed responsibly. Emphasizing cultural exploration and immersive nature experiences, while supporting local heritage and environmental preservation, aligns with broader provincial objectives for sustainable and integrated regional development.

1.4.4 Kalahari Spatial Action Area

Aligning the Kalahari Spatial Action Area with the PSDF highlights the region's unique blend of cultural heritage and wildlife experiences. By integrating safari adventures, cultural interactions with the San people, and natural attractions like the Tswalu Kalahari Reserve, this alignment ensures that tourism development supports provincial goals for biodiversity conservation and cultural preservation. The focus on adventure tourism and cultural enrichment is aligned with the PSDF's emphasis on sustainable tourism and regional development, promoting a balanced approach to economic growth and environmental stewardship.

1.4.5 Karoo Spatial Action Area

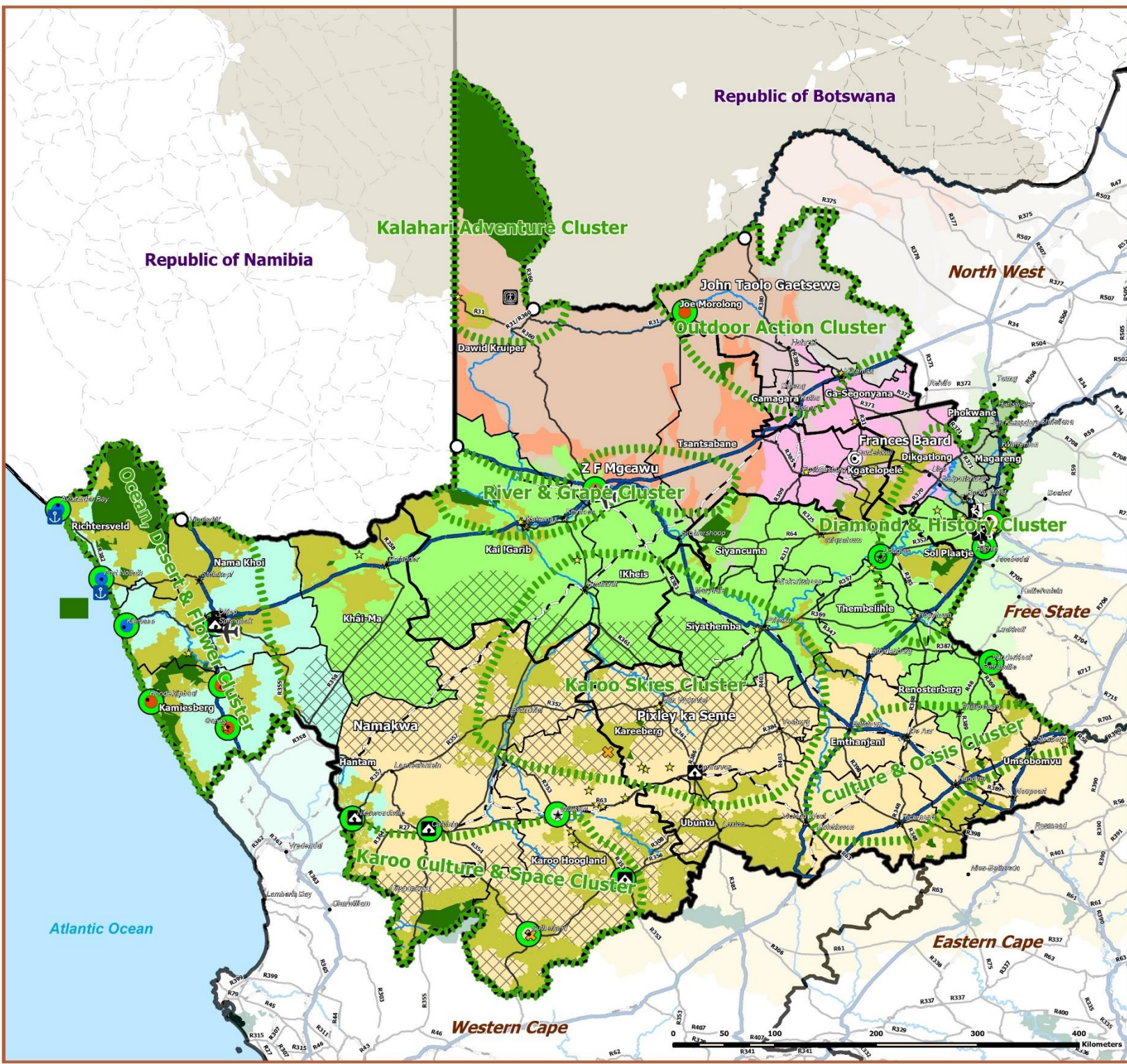
The alignment of the Karoo Spatial Action Area with the PSDF capitalizes on the region's geological, cultural, and natural heritage. By integrating attractions such as the Southern African Large Telescope and diverse wildlife with provincial tourism and infrastructure strategies, this alignment supports a comprehensive approach to regional development. Emphasizing adventure tourism, cultural heritage, and agricultural sustainability aligns with the PSDF's goals for balanced economic growth and environmental conservation. The development of a Karoo Tourism Agency and enhanced accessibility through infrastructure improvements further aligns with provincial objectives for promoting regional tourism and economic development.

1.4.6 Vaalharts Spatial Action Area

Aligning the Vaalharts Spatial Action Area with the PSDF ensures that the region's historical, cultural, and recreational offerings are developed in accordance with provincial planning objectives. By integrating historical landmarks, cultural sites, and recreational activities with broader provincial strategies, this alignment promotes sustainable tourism and regional development. Emphasizing historical significance and local attractions supports the PSDF's goals of preserving cultural heritage while fostering economic growth and enhancing regional connectivity.

1.4.7 Rural Spatial Action Area

The alignment of the Rural Spatial Action Area with the PSDF supports a multifaceted approach to economic development, integrating corridor development, mineral beneficiation, agriculture, eco-tourism, and renewable energy. By focusing on initiatives such as the donkey commercialization project and the development of tourism routes, this alignment enhances the region's economic positioning while supporting provincial goals for sustainable and integrated rural development. Promoting cultural, township, and mining-related tourism, alongside investments in eco-tourism and infrastructure, ensures that the region's development aligns with broader provincial objectives for economic growth and environmental sustainability.



NC PSDF Tourism Market Sector Plan Alignment

- Tourism Resource Base**
- Border Posts
 - ✕ Technology Tourism
 - ★ Heritage Sites
 - NPAES Focus Area
 - National Protected Areas
 - Kalahari Basin
 - ✚ Tourism Clusters
- Clear Night Skies**
- ▨ Highest
 - ▨ Medium-High
- Tourism Nodes**
- Tourism Node
- Tourism Node Type**
- Agri-Tourism
 - Clear night skies
 - Heritage based Tourism
 - Maritime Tourism
 - Nature-based
- Tourism Support Infrastructure**
- National Highways
 - Main / Provincial Roads
 - Railway Lines
 - ✈ Main Airports
- Tourism Projects**
- ⬢ Big Hole Precinct
 - Ⓢ Carnarvon Science Centre
 - 🎪 Festival
 - 🏠 Hakskeenpan
 - 🛼 Kumba Skate Plaza
 - 🚲 Namaqua Cycling Route
 - 🗿 Wildebeestkuil Rock Art Centre
 - 🕒 Wonderwerk Caves
- Provincial Spatial Action Area**
- Coastal Spatial Action Area
 - Douglas-Kakamas Spatial Action Area
 - Gamagara Spatial Action Area
 - Kalahari Spatial Action Area
 - Karoo Spatial Action Area
 - Rural Spatial Action Area
 - Vaalharts Spatial Action Area

Source: SANBI, NSDF, DALRRD, DESTEA, DEA, DFFE, DWS, Karoo RSDf

