Alignment to Strategy Documents

The following strategic documents were consulted:

Legislative and Strategic Responsibilities of the Beach-to-Berg Route

- Promote rural tourism
- Utilise the unique assets, basic resources and characteristics of the region
- Have a high level of local participation in decision-making and enterprises
- Apply Sustainable and Responsible Tourism principles
- Be Pro-Poor in its design
- Be private sector driven (product owners)
- Look to the Government to provide an enabling framework (this development)
- Promote its open space
- Encourage contact with nature and the natural world
- Highlight its heritage
- Present its traditional societies and traditional practices
• Membership of a local community tourism organisation
• Inclusion into regional or provincial marketing campaigns
• Representation on Local Government Local Economic Development fora
• Access to small-business services such as accounting, marketing, branding and training (such as provided by SEDA).
• Exposure to quality enhancement services such as the Tourism Grading Council of South Africa.

These arrangements are mentioned in several of the strategy documents and are emphasised in the action plans at local municipality level. However, a further suggestion is made: That of route development (Mentioned in NTSSS and National Responsible Tourism Strategy).

Route development is gaining acceptance as a LED institutional arrangement worth pursuing...”Route identification and development are practical growth strategies for raising the profile of an area. That, coupled with good signage, has potential to increase tourist volumes into an area, thus increasing the benefits for the stakeholder communities”....(ANDM Tourism Sector Plan, 2012).
To diffuse visitors throughout the region
To bring lesser known attractions and features to the attention of visitors
To increase the appeal of the destination
To increase length of stay and spending
To attract new tourists and attract repeat visitors
To increase the sustainability of tourism in the area

The Objectives of Routes
Pro-Poor Development Emphasis
(Tourism which provides net benefits for poor people)

- Enterprise development – increasing demand for goods and services of the poor
- Employment and income opportunities
- Collective income
- Capacity building
- Infrastructure development

These benefits can be enhanced by “Route Services” such as:

- Negotiated price reductions with input provision suppliers (soaps, linen, vegetables)
- A fixed base-price for a group of activities, tours, services along the route, a centralised payment facility (for clients), timely re-imbursement for services (to product owners), possibly bonuses and penalties for adherence to agreed quality standards and customer feedback.
- Group access to finance, collective grant applications – Increased bargaining power. Benefits of a shared “brand”
- Group technical and marketing support, training programmes and exposure throughout the route
The factors required for a Route to work

- Cooperation networks, regional thinking and leadership
- Product development, infrastructure and access (Keeping a theme and the target market in mind.)
- Community participation, micro-enterprise development and innovation (Participatory product and event identification, the identification of enterprise opportunities, and fresh perspectives on what is marketable about the region can add immense value to route development and ensure an authentic tourism experience that is supported by all involved.)
- Information and promotion (Creating awareness of something new and niche to a cluttered market.)
- An explicit pro-poor focus (Direct employment opportunities, identified enterprise opportunities, communal income, targeted skills development, preferential procurement.)
• A move away from standardised mass tourism to more individualistic tourism with flexibility
• Ecological interest
• Adventure
• Cultural interest
• Peace and quiet
Participatory workshops were held in each Local Municipal Region
Role-players included Local Municipality LED officers, product owners and community members interested in tourism
Resource people included Scientific Roets, Sustainable Tourism Partnership Programme and the Tourism Grading Council of South Africa
Each workshop was well attended and enthusiasm was high
At each location group work identified 4 “magnets” – places of interest (either geographic, environmental, cultural or product)
Noteworthy events were also added to the mix
Groups presented their ideas in plenary and each idea was discussed in depth
From the presentation 4 “magnets” and at least 2 events were chosen
These “magnets” were then “un-packed”, “re-packaged” and presented to the group for their consideration
Building the Beach-to-Berg Route

(2)

- Site visits were conducted to each of the 4 places identified through each of the participatory workshops
- Role-players included Local Municipality LED officers and sometimes community members or traditional leaders or ward councillors interested in the initiative
- Each site was visited and an infrastructure, location, accessibility and potential assessment was done
- Discussions were held with product owners or community members where available
- Photos were taken
- GPS co-ordinates were taken and mapped
- Travelling with the LED officers allowed discussion of each possibility and further information gathering and exchange
- The overall impression of the products and opportunities for the route was ………………..“AWESOME”!!!!
Elements of the Beach-to-Berg Route

Cultural

Scientific

Environmental

Historical
There are several potential “gateways” to the route:

- N2 from Mthatha – entering at Mt Frere
- N2 from Wild-Coast Casino – entering at Mbizana
- N2 from Kokstad – entering Mt Ayliff
- R56 from Maclear – entering Matatiele
- T19 from Flagstaff – entering Lalishe
Matatiele Local
Matatiele Local Municipality Products

- Ongeluksnek Nature Reserve
  - Accommodation
  - Horse riding
  - Hiking
- Queen’s Mercy Cultural Village
  - Multi-cultural history of the area (Griquas, Xhosa, Phuti, Sesotho, Hlubi, European)
  - Traditional court
  - Meteorite?
- Mariazel Mission
  - History
  - Architecture and gardens
- Mehloding Hiking Trail
  - Hiking and horse riding
- Mountain Lake
  - Fishing
  - Geography of the place
Umzimvubu Local
Umzimvubu Local Municipality

Products

• Mkhobeni Forest
  • Used by local Traditional healers for medicines
• AmaBhaca Craft
  • Can serve as gateway centre
• Umzimvubu River
  • Large Ecosystem services significance
• Madzikane Monument
  • Historically strong
• Ntenetyana Dam
  • Still to be developed
• Lady Kok
  • Earthquake epicentre
• Virginity Ceremony
  • Scope for women-oriented tour
Ntabankulu Local Municipality

Products

- Lalashe Horse-shoe bend
  - Important scenically
- Umgomo Forest
  - Plant, tree and bird life
- Ntabankulu July
  - Once per year
- Pondo Festival
  - Once per year
  - Open up to international and urban visitors
- Diko’s Monument and Gorge
  - Historical
- Ntabankulu Art and Crafts Centre
  - Can serve as gateway centre
Mbizana Local Municipality
Mbizana Local Municipality Products

- Mzamba and Umthentu Beaches
  - Walking trails
  - Horse-riding trails
  - Canoeing
  - Paddle boats
  - Film spot for local and international movies
  - Waterfalls
  - Camping facilities
- OR Tambo Garden of Remembrance
  - Monument – National heritage site
  - Part of larger OR Tambo Heritage Trail
- Cultural Village
  - Can serve as gateway
- Mthamvuna Nature Reserve and Lodge
  - Tented camps
  - Small conference facilities
  - Canoeing and nature experience
We also saw.....
Matatiele Local Municipality Products – Improvement and Development Required

- Ongeluksnek Nature Reserve
  - Accommodation needs maintenance (rebuild burnt ablutions), paint, fix steps
  - Garden?
  - Use “Craft Centre” as restaurant (and crafts)?
  - Change office and storage space to more accommodation
- Queen’s Mercy Cultural Village
  - Build traditional houses of different cultures (Griquas, Xhosa, Phuti, Sesotho, Hlubi, European)
  - Discuss whether tourists can sit in on traditional court
  - Find and explore possibilities with meteorite site
  - Good place for story telling, traditional dancing
- Mariazel Mission
  - Need permission for guided tours
- Mehloding Hiking Trail
  - General maintenance (needs a paint and fix roofs)
- Mountain Lake
  - Gateway, potentially chalets (Matatiele LM project)
Umzimvubu Local Municipality Products – Improvements and Development Required (1)

- Mkhobeni Forest
  - Indigenous and medicinal plant nursery (Educational Centre)
  - Medical consultation with Sangoma
- AmaBhaca Craft
  - Gateway centre (Tour guides, pamphlets, Crafts, Accommodation, refreshments and ablutions)
- Umzimvubu River
  - Scientific tours (Emphasising ecosystem services)
  - Village home stays for adventure tourists (cyclists, hikers)
  - Canoeing adventure on section near Goxe
- Madzikane Monument
  - Historical stories
  - Mock-up of different traditional kraals with stories relevant to each
- Ntenetyana Dam
  - Still to be developed
- Lady Kok
  - Earthquake epicentre
  - Geological scientific “tours” 2 times per year
  - Tours could include: Academic speakers, mines and minerals, earthquake geology, Umzimvubu river geology, caves
Umzimvubu Local Municipality Products – Improvements and Development Required (2)

- Celebration of Womenhood (4 times per year – 4 days)
  - Mother and Daughter experience (international and urban guests)
  - Respectful involvement in virginity celebration
  - Women-based storytelling (local and international story tellers – all female)
  - Purification (Lugelwendi Falls? Umzimvubu River?)
  - Different types and meaning of female traditional dancing (can be held at Madzikane Centre once erected)
  - Female sangoma consultations
  - Tour to Aloe Factory for talk on cosmetic products (under development)
  - Local fashion and jewellery (beading) shows
- Gift pack or Goodie bags to include:
  - Aloe vera products
  - “Booby dolls” from Umgomo Forest
  - Invitation (similar to Oriah Mountain Dreamer or praise poetry)
- Tour package to include:
  - Accommodation at local female-run establishments
  - Women-owned taxi companies
Ntabankulu Local Municipality Products – Improvements and Development Required

• Lalashe Horse-shoe bend
  • Possibly light-footprint tented camp in bend
  • Footpaths going down (handrails, steps)
  • Local community permission to occupy
  • Tube rides around bend
• Umgomo Forest
  • Sensory guided walks for the blind (universal access)
  • Develop +/- 10 paths – each path 2 guides (knowledgeable about medicinal use, plant, tree and bird identification)
  • Plant, bird and tree lists and signage
  • “Booby doll” – resembling Knobthorn tree
• Ntabankulu July
  • Marketing – possibly jockey uniforms
Ntabankulu Local Municipality Products – Improvements and Development Required

• Pondo Festival (Open up to international and urban visitors – not on Heritage Day)
  • Marketing – make it bigger, entrance fee, “entertainers” are supported, stalls for food, crafts etc. (flea market atmosphere)
  • Dancing and traditional clothing competitions
• Diko’s Monument and Gorge
  • Possibility to build boma/amphitheatre, ablutions, pathway and handrails to gorge
  • Scheduled storytelling and traditional dancing, cultural crafts such as kieries, clay pots, pipes, calabashes
• Ntabankulu Art and Crafts Centre
  • Can serve as gateway centre
  • Use open area to draw Route map and places of significance, showcase wares from each area – large displays
  • Tour guide centre
  • Information pamphlets on the Route
Mbizana Local Municipality Products – Improvements and Development Required

- Mzamba and Umthentu Beaches
  - Accommodation renovation
  - Link to each other (an option) – Ablutions, camp-site, refreshments – halfway stop
  - Life guards
  - LM working on International Blue Flag status

- Full OR Tambo Heritage Route
  - OR Tambo Garden of Remembrance (and all others)
  - Burnt rondawels must be rebuild
  - Local tour guides
  - Amphitheatre
  - Water and toilets maintenance, and waste management

- Cultural Village
  - Can serve as gateway
  - Needs maintenance, tour guide station, every room occupied with crafters and interest

- Mthavuna Nature Reserve and Lodge
  - Concession performance must be improved
  - Serious maintenance required – funding?
  - Access road upgraded and alien invasive removal
The reminder that there are cyclists on the road (When cyclists see how their interests and safety are being attended to, it will encourage their participation in the route)

- The rules of the lake (Such “rules” can be placed at other sites also, where environmental or cultural concerns are an issue, to ensure that the route subscribes to Responsible Tourism principles and reminds visitors of the same)

- Directional signage of the Mehloding Trails (Directional signs will be required at turn-offs, off major routes, and closer to each site depending on the access to each site).

- Information signboards (Such signage can be interspersed with directional signage to ensure that visitors are aware of where they can obtain assistance if required).
The signage
Tourists must undertake a “Beach-to-Berg Responsible Tourism Pledge” at their first port of call.
All tour guides and helpers at establishments will be requested to wear the Route uniform.
Each tour guide will have an official identification badge.
All tour guides will be trained in guiding and also story-telling.
Guided tours / package tours of either 5 or 10 days.
Route pamphlets will include Responsible tourism principles to respect local customs and the environment (These pamphlets will contain safety principles, emergency numbers, product details, the pledge mentioned previously, and information related to the region in general).
At least 1 event every month of the year.
Development of the Beach-to-Berg Route Association.
Tour guide and Gateway stations developed to a similar standard. All should be equipped with relevant maps, information resources, pledge badges or bracelets, the Beach-to-Berg Tourism Pledge, optional child-minders, ablutions, curios and refreshments.
The Tourism Grading Council of South African can be drawn on to assist to bring all establishments to a required minimum standard.
Blanket liability insurance must be taken out by the Beach-to-Berg Route Association.

Further ways to unify the Route
<table>
<thead>
<tr>
<th>Type of establishment</th>
<th>Level of employee</th>
<th>No.</th>
<th>Qualifications needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation establishments</td>
<td>Owners/managers</td>
<td>44</td>
<td>ID: 65831: Accommodation Operations &amp; Services: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 73409: Guesthouse Management: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 66249: new Venture Creation: Level 4</td>
</tr>
<tr>
<td></td>
<td>Cooks</td>
<td>88</td>
<td>ID: 14111: Professional cookery: Level 3</td>
</tr>
<tr>
<td></td>
<td>Room attendants</td>
<td>88</td>
<td>ID: 14110: Accommodation services Level 2</td>
</tr>
<tr>
<td></td>
<td>Receptionists</td>
<td>44</td>
<td>ID: 64469: Hospitality reception: Level 4</td>
</tr>
<tr>
<td>Restaurants</td>
<td>Owners/Managers</td>
<td>3</td>
<td>ID 73293: Food &amp; Beverage Services: Level 4</td>
</tr>
<tr>
<td></td>
<td>Cooks</td>
<td>6</td>
<td>ID 73295: Food preparation and cooking: Level 3</td>
</tr>
<tr>
<td></td>
<td>Servers</td>
<td>9</td>
<td>ID 14129: Food &amp; Beverage Services: Level 3</td>
</tr>
<tr>
<td>SMMEs (Crafts)</td>
<td>Managers</td>
<td>20</td>
<td>ID 48809: Craft Enterprise: Level 4</td>
</tr>
<tr>
<td></td>
<td>Crafters</td>
<td>100</td>
<td>ID 48806: Craft Production</td>
</tr>
<tr>
<td>Tour Operators</td>
<td>Owners/Managers</td>
<td>2</td>
<td>ID 65859: International Tourism: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 67289: Travel and Tourism: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 90816: Tourism: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 66249: New Venture Creation: Level 4</td>
</tr>
<tr>
<td></td>
<td>Employees</td>
<td>10</td>
<td>ID 90778: Tourism: Level 2</td>
</tr>
<tr>
<td>Tour guides</td>
<td>Guides</td>
<td>40</td>
<td>ID 17174: Tourism: Guiding: Level 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 71549: Tourist Guiding: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ID 67461: Event Support: Level 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Story-telling training</td>
</tr>
<tr>
<td>Responsible Tourism Green</td>
<td>All</td>
<td>454</td>
<td>5-day workshops</td>
</tr>
<tr>
<td>Training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Grading Council</td>
<td>All</td>
<td>44</td>
<td>5-day workshop and grading guidance</td>
</tr>
<tr>
<td>advisory services and grading</td>
<td>accommodation establishments - Owners/</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Institutional Arrangements

• In lieu of functional CTOs in the majority of regions in the ANDM, it is proposed that the Beach-to-Berg Route function as the regional CTO since CTO’s can be based at either the District or Local level.
• There are three legal entities appropriate for a CTO. It could function as:
  • An unincorporated organisation (An association not for gain).
  • An incorporated organisation (Non-profit company – also referred to as a Section 21 company).
  • A municipal entity as laid out in the Municipal Systems and Municipal Finance Management Act (Where the ANDM would be a majority shareholder with the private sector contributing through membership fees).
Institutional Arrangements

There is no reason to believe that an incorporated entity (such as a Non-profit or a municipal entity) will function any more successfully than an unincorporated entity in this case. The following reasons are provided for this opinion:

- Stakeholders will naturally support an initiative that serves their best interests whether it is a legally constituted entity or not
- The area has low legal and other literacy levels and creating a legal entity that the local stakeholders do not understand may impede their participation
- The development of a legal entity may disillusion stakeholders into believing that the municipality has created “yet another” entity to serve as a vehicle for their own aims instead of those of the stakeholders
- Stakeholders of the area are more comfortable with institutional arrangements based on trust and camaraderie for e.g. stokvels. Thus, a “club”-like entity may be more comfortable to them.
- The task of incorporating an entity is cumbersome, costly, and if brought to a close, the administration is onerous.
- There is nothing impeding the incorporation of the entity as it grows and becomes more experienced and stable.
- If a municipal entity is formed, human resource capacity will need to be directed to it. In the case of an Association a call can be made and promising candidates identified to “run” with the concept for their own gain.
- Whichever entity is used, the ANDM can still support the entity though an annual CTO grant.
- The entity will still be able to apply for funding with the support and endorsement of the ANDM.
Role-Players in the Institutional Arrangement

- The three entities that will play a role in the operation of the Beach-to-Berg Route Association (functioning as the District CTO) are:
  - The ANDM: Through the LED and Tourism Development Officer. The responsibilities of the municipality include:
    - Creating an enabling environment
    - Providing public tourism facilities
    - Tourism safety
    - Tourism development
    - Representation on the CTO
  - The CTO or Route. Either an Association not for gain or a Non-Profit. The responsibilities of the CTO/Route include:
    - Marketing the area through the Route
    - Managing and hosting an information centre or centres
    - Promotion of the area
    - Networking and collaboration
    - Route and itinerary development
    - Research and tourism intelligence
  - The product owners (accommodation, attractions, tour operators, tour guides). Their responsibilities are:
    - Operating own product
    - Marketing and development of own product
    - Networking and collaboration with complementary products (such as the Route)
Implementing the Institutional Arrangements

• Regional and Local Municipality workshops making participants aware of initiative, explaining selected products, infrastructure, training and research activities to take place, opportunities for involvement and inviting applicants for inclusion into route as product providers and trainees.

• Development of Route Association, institutional arrangements, articles of association, registration of institution, membership rules and responsibilities developed, members recruited, meeting schedule developed and implemented, tourism levy system developed, central office identified and established, telephones connected, website, pamphlets developed, package tours developed, self-drive options described, booking platform created.

• Development of Brown signs, Route signage, placement of signs and other Route signage.

• Develop tour guide and gateway stations to similar standard: Equip with relevant maps, information resources, pledge badges, Beach-to-Berg Responsible Tourism pledge, tour guides (Tour guides uniforms, code of conduct, pricing, name tags), refreshments, curios (shop), train in quality and customer service. Ensure adequate signage. Recruit and train child-minders at each site (5 per site).

• Involve Tourism Grading Council in grading of each accommodation establishment on Route.

• Investigate blanket liability and indemnity insurance for Route.

• Introduce product through various channels: Tourism Indaba, introduce to Tour
Marketing: Unique Selling Propositions

• Guided tours / package tours of either 5 or 10 days
• Uniforms for Tour Guides throughout route – Umbleselo and Pondo dresses
• Trained child-minders
• Each Tour guide will have an official identification badge
• All tour guides will be trained in guiding and also story-telling
• Tourists must undertake a “Beach-to-Berg Responsible Tourism Pledge” – for which they get a badge to wear on the route
• Route pamphlets will include Responsible tourism principles to respect local customs and the environment
• At least 1 event every month of the year
• Scientific tours informed by “conferences” at least twice a year (includes speakers, tours to sites, accommodation, cultural add-ons)
• A tourism product designed specifically for women (Umzimvubu)
• A site specifically catering for the blind – A sensory tour (UmGomo Forest)
• Sangomo consultations
Marketing avenues

• Launch the product through a celebrity tour of Route – 5 days
• Market linkages with Tour Operators/Agents in Johannesburg, Durban, Cape Town
• Package tours emphasized (to suit individual needs)
• Child-minding always available if requested (properly trained and place at each Gateway for child-minding)
• Tour guides emphasized
• Self-drive is possible, but bookings must be made, and, in advance
• Gateways and all products must be well-signposted
• Pamphlets (including telephone numbers, route maps) must be available in all gateways
• Tour guide stations must be highly visible and tour guides skilled and dressed recognisably
• The new Tourism Incentives Plan of NDT and SAT makes provision for funding for marketing of routes to international markets
Implementation Plan: Phases

- Phase 1: Awareness creation amongst Route participants
- Phase 2: Infrastructure improvements
- Phase 3: Places of interest research
- Phase 4: Human Talent development
- Phase 5: Development of Institutional arrangements, up and downstream-linkages and Market linkages
- Phase 6: Launch
Implementation Plan
Beach to Berg.xls
Conclusion

There is no question that this Route is unique and has excellent tourism attracting potential!

The Route Development Plan includes:

- Tourism strategy background of the area
- Descriptions of each product (currently and envisaged) – (places, people, activities, USP)
- Human Resource requirements (job creation potential), skills development needs
- Infrastructure improvement needs and estimated costings
- Institutional development required for Route
- Marketing Plan (including branding, uniforms, market linkages)
- Implementation and M&E Plan include: steps to implementation, outputs expected, timelines, budget, potential funding sources
Scientific Roets, on principle, assists clients to obtain the funding they require to implement their business plans.

In this regard, Scientific Roets proposes (following conclusion of the current contract) to:

- Prepare a National Skills Fund application for the Skills Development Component of the plan (at no charge)
- That ANDM should follow the internal provincial routes to accessing funds through the SRI of the NDT. It is felt that the R 10 million required is well within the norm for this programme – NDT person – Jonga Kuhlane
- Furthermore, potentially provincial tourism departments can determine if there has been any progress on the recent announcement/discussions at NDT policy level to develop a programme of support to Route Development – and if so, can this Development Plan be submitted for consideration.

Scientific Roets can develop funding requests, proposals etc. working with the ANDM (at no charge). Please note however, that donors want to have meetings with the beneficiaries, not the service providers, so where good contacts are made, the ANDM must avail themselves if meetings are required.
Thanks!

It’s been a pleasure working on this with you!