



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

## WORKING GROUP MEETING OF 29 MAY 2017

### REPORT ON THE COASTAL AND MARINE TOURISM (CMT)

#### 1. PURPOSE

- 1.1 To update the Working Group meeting on the Operation Phakisa Coastal and Marine Tourism implementation plan.
- 1.2 To request Working Group meeting to provide inputs to the Coastal and Marine Tourism implementation plan, prior to submission to Cabinet for approval.

#### 2. BACKGROUND AND DISCUSSION

- 2.1 South Africa launched Operation Phakisa in 2014, focusing on unlocking the economic potential of the country's oceans. The four initial focus areas were marine transport and manufacturing activities, offshore oil and gas exploration, aquaculture and marine protection services and ocean governance. During an oceans economy review workshop in 2015, two focus areas were added, viz Coastal and Marine Tourism (CMT) and Small Harbours.
- 2.2 The Department of Tourism was mandated to lead and coordinate the CMT focus area, and was tasked to facilitate the development of an integrated detailed implementation plan to unlock the tourism potential of the economy. The Department partnered with the Department of Environmental Affairs in undertaking an intensive problem solving process to identify the initiatives which will help to unlock the economic potential of the coastal and marine tourism, wildlife and biodiversity economies.
- 2.3 The CMT Lab convened for 5 weeks from 11 April to 23 May 2016, to gather and prioritise issues and to develop solutions and action plans. 40 participants from more than 20 stakeholders from tourism and environmental organisations came together to identify challenges to economic growth and provide initiatives to address those challenges.
- 2.4 After the lab, extensive consultations were held with leadership in relevant government departments, private and community organisations, during which some of the initiatives were dropped and some were added.
- 2.5 The outcomes of the Lab were:
  - The 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; and
  - It was estimated that the coastal and tourism sector could reach a R21.4 billion contribution to GDP by 2030 (up from R11,9 billion in 2015), and approximately double the number of jobs to 116 000 by 2030.

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- The six prioritised areas and various related initiatives and Working Groups are summarised below:

<b>Working Group</b>	<b>Initiatives</b>
<b>Marketing, events and routes</b>	<ul style="list-style-type: none"> <li>• Enhance the promotion of Marine and Coastal Tourism in South Africa through coordinated marketing efforts;</li> <li>• Develop a calendar and a framework of Marine and Coastal Tourism events;</li> <li>• Support the expansion of Isingqisethu Wild Coast cultural festival and the Volvo Ocean Race Festival; and</li> <li>• Development of the Indi-Atlantic Route</li> </ul>
<b>Regulations and Permitting</b>	<ul style="list-style-type: none"> <li>• Establish an Intra-Government Permitting Forum to coordinate permit application processes and decision making for marine tourism related activities;</li> <li>• Assist in unblocking legislative constraints impeding the development of Nonoti Beach Resort (KZN) and Mkambati Nature Reserve (EC); and</li> <li>• Develop guidelines on responsible tourism for marine and coastal tourism activities.</li> </ul>
<b>Research and Spatial Planning</b>	<ul style="list-style-type: none"> <li>• A research study to develop a framework to measure the economic impact of marine and coastal tourism in South Africa;</li> <li>• A research study on the governance and coordination of marine and coastal tourism; and</li> <li>• Development of online marine and coastal tourism data system.</li> </ul>
<b>Beach Precinct Development and Tourism Safety</b>	<ul style="list-style-type: none"> <li>• Coordinate the coastal Working for Public employment programmes and expand as required, including expanding the Tourism Blue Flag Programme;</li> <li>• Support infrastructure development for Port St. Johns Beach Waterfront;</li> <li>• Development of the East London Esplanade, including relocation of the Aquarium;</li> <li>• Upgrading of the Alexander Bay Airport for tourism purpose</li> <li>• Enhancement of tourism products on inland waterways</li> <li>• Investment promotion for identified tourism infrastructure projects.</li> </ul>
<b>Maritime Tourism</b>	<ul style="list-style-type: none"> <li>• Development of port infrastructure to support cruise tourism in Durban, Richards Bay, Port Elizabeth, East London and Cape Town (Transferred from the MTM Lab).</li> </ul>
<b>Skills Development</b>	<ul style="list-style-type: none"> <li>• Facilitate capacity building programmes for identified marine and coastal tourism related skills;</li> <li>• Enhance existing marine and coastal tourism awareness programmes; and</li> <li>• Improve service excellence levels in the coastal towns.</li> </ul>

2.6 During the past year, three initiatives have commenced, *viz*,

- Blue Flag Beaches Programme
- Boat Based Whale Watching and Shark Cage Diving
- Off Road Vehicle 4X4 Beach Driving have been implemented.

These initiatives will continue to be taken forward in the First Phase Implementation Plan, ie 1-5 years.

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## 2.7 Operational arrangements

The Department may establish a Steering Committee, ie a cross-departmental and agency structure led by the Minister. This structure will deliver and manage issue resolution and escalation processes. Participants in this structure are the Minister (Deputy Minister as designated by the Minister) and Director-General, the Delivery Unit, and the Executive representatives from partner Departments and Organisations.

The Department is expected to establish a Delivery Unit (DU). The DU is a link between the Department and the implementation of initiatives and activities for which it is accountable. The Delivery Unit reports to the Minister (Deputy Minister) and Director-General, the Oceans Economy Secretariat and the Phakisa Unit at the Department of Planning, Monitoring and Evaluation (DPME). DUs have four main responsibilities, these are:

- Preparation for implementation;
- Overseeing the entire coastal and marine tourism delivery process led by the Ministry;
- Overseeing the entire issue management process; and
- Reporting on delivery progress, feedback and communication.

The functions of the Delivery Unit have been assigned to the Chief Directorate: Destination Planning & Investment Promotion

Project implementing agents (PIAs), which can be from a combination of the private and/or public sector, are organised into the 6 Working Groups (WGs) focussing on specific initiatives in the CMT plans. The functions of the working groups include but not limited to the following:

- Convert 3-feet plans (detailed implementation plan) into workable activities;
- Execute the initiatives and activities emanating there from;
- Ensure targets are met;
- Monitor implementation;
- Tackle all implementation issues & resolve at lowest level; and
- Compile monthly reports on implementation.

## 3. RECOMMENDATIONS

It is recommended that the Working Group meeting:-

- 3.1 Notes the update on the Operation Phakisa Coastal and Marine Tourism implementation plan.
- 3.2 Provide inputs to the Coastal and Marine Tourism implementation plan, prior to submission to Cabinet for approval.

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