

CITY OF MBOMBELA

"CITY OF EXCELLENCE"

CITY OF MBOMBELA RURAL AND TOWNSHIP TOURISM ROUTE DEVELOPMENT

29 May 2017

CITY PLANNING AND DEVELOPMENT



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Introduction

The Eastern Axes of the City of Mbombela stretches from Makhonjwa Mountains, Matsulu location at the National Road [N4] (-the historic rail and road dating back to the 1830s. The current name of which is the Maputo corridor) in the South, bordering with KNP in the East and Mthetomusha Game Reserve. It winds into the historic strip of KaNyamazane Township. KaNyamazane literally means place of animals, which this place indeed used to be before 1870, and up to 1898 when the first Game reserve in the area was demarcated, later becoming the KNP. Going further North, this humble dwelling found its existence and moulded a culture of its own, with a constant population growth all the way to KaTshabalala in Hazyview. A whole expanse of about 80km. This area spans Traditional authorities/chiefs.



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Introduction Cont..

This is an area not routed and presented through any existing information platform, an area where the only visitor is a returning resident from a tour of duty as a migrant worker, either as a daily commuter to and from work, or from another city coming home to visit grandparents and the extended family. The vibrancy and life of this community is what essentially needs to be channeled into an economic lifeline so as to tap into the potential of this sleeping giant.



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Background

- The City of Mbombela was established in terms of Section 12 of the Municipal Structures Act (1998) by the MEC for Cooperative Governance and Traditional Affairs in Mpumalanga subsequent to the disestablishment of two municipalities, Mbombela Local Municipality (MP322) and Umjindi Local Municipality (MP323).
- The municipality is made up of 45 wards as per the new municipal demarcation, which has been structured into 4 regional centres for the purposes of administration and management:

No.	Municipal Regions	Wards
1.	Central Region (Mbombela, Kanyamazane, Piennaar, Daantjie, Nelsville, Mataffin, Elandshoek)	12,14,15,16,17, 2, 4, 22, 23, 24, 26, 29 & 40, 18, 19, 20, 21,
2.	Northern Region (Hazyview)	1, 3, 5, 6, 7, 8, 9, 25, 37 & 39
3.	Eastern Region (Nsikazi, White river, Kabokweni, Malekutu)	10,11,30, 38, 31,32,33, 34, 35,36
4.	Southern Region (Barberton, Lows creek, Matsulu)	13, 27, 28, 41, 42, 43, 44 & 45



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Background Cont..

- Municipal areas are predominantly rural
- Approximately 78% of population resides in rural/informal areas that are not formalised
- 10 Traditional Councils areas with huge basic services backlogs and unplanned settlements
- Insufficient bulk water resources
- Poor and limited water supply to Nsikazi & Umjindi area
- Inadequate waste management services
- Poorly developed social and community facilities in Nsikazi & Umjindi area



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Strategic Objectives

1. Economic development planning
2. Economic sector development and sustainable employment creation
3. Tourism development, trade and investment promotion
4. Enterprise development
5. Industrial development



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Identified projects

- Continuous tourism development research
- Access gate to the Kruger National Park
- Lowveld Massacre Museum
- Securing of San paintings
- City tour bus
- Tourism interpretation centre and restaurant (Job Linkage Centre)
- Arts centre at Luphisi
- Hiking trails and campsite development
- Institutional development (Township Tourism Association Development)
- Development of Makhonjwa Mountain



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Programme Objectives

- To support and lead the development of a Township/Rural Tourism Route in the eastern and southern axes of the City of Mbombela
- To ensure economic development through tourism and sustainable development to benefit the poor
- Ensuring sustainable employment creation and tourism beneficiation in the rural areas bordering the Kruger National park and Makhonjwa Mountains
- Capitalize on the existing attractions to create employment and sustainable livelihoods
- Respond to inequality, unemployment and poverty



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Legislative Framework

- The Constitution of the republic of South Africa provides that a local government shall be assigned such powers and functions as may be necessary to provide services for the maintenance and promotion of the well-being of all persons within its area of jurisdiction.

The Tourism Whitepaper of 1996 requires local municipalities to;

- Promote and financially support the establishment of local publicity associations /community tourism and marketing organisations to facilitate, market, coordinate and administer tourism initiatives
- Market and promote specific local attractions and disseminate information in this regard
- Provide and maintain tourist services, sites and attractions, e.g. camping and caravan sites, recreational facilities (parks, historical buildings, sports facilities, theatres, museums, etc.) and public services
- Facilitate the participation of local communities in the tourism industry



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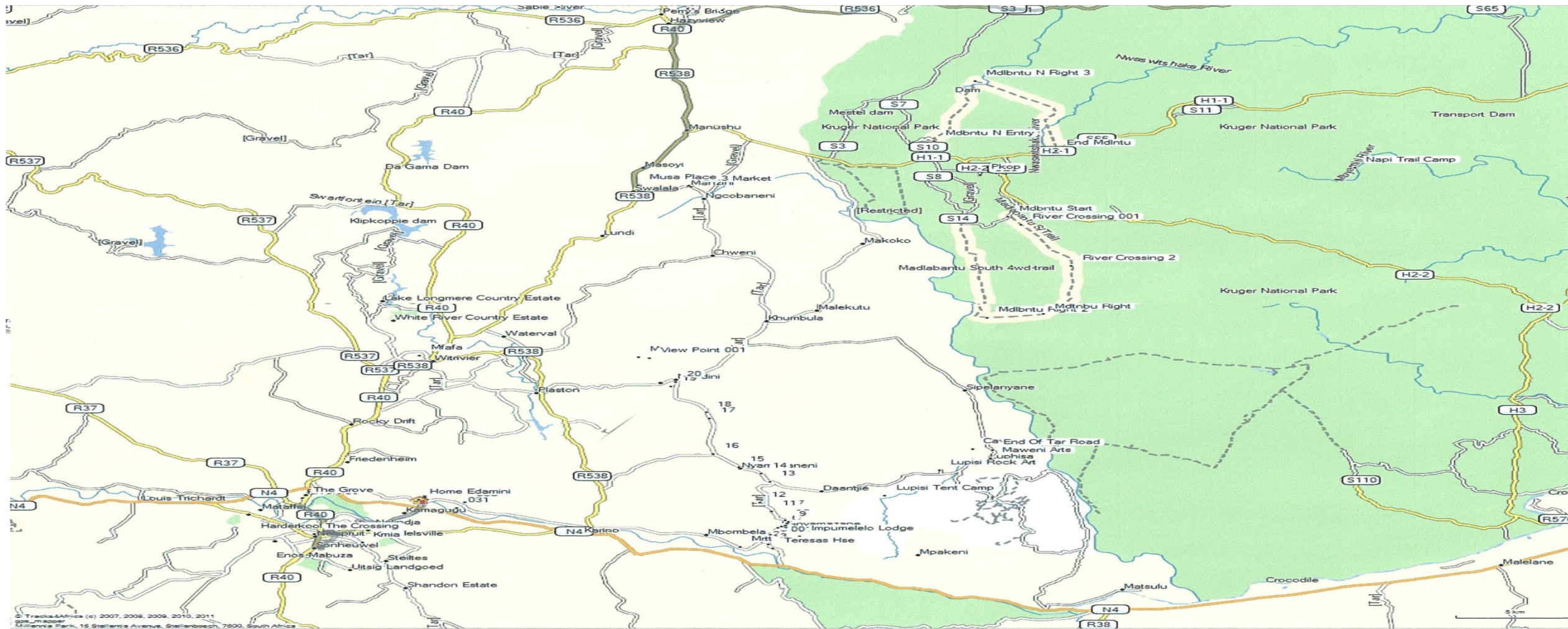
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- Recognizes and acknowledges the need to deliberately intervene in the area to induce LED through Tourism.
- Establishes a broad approach to the task due to the magnitude of the project.
- Research on potential Tourism products/activities in the area specifically Rural and Townships
- Establishment of an LTO
- Establish key role players to support the route
- Prepare a business plan for the Route development (development and marketing)
- Skills development. (Training)
- Address inequality, poverty and unemployment



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A Map with activity



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Potential and existing Products Categories

- Accommodation
- Food and Beverage
- Adventure and Recreation
- Arts and crafts
- Culture
- Further product development will be an act of deliberate planning



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Anticipated project impact

- Infrastructure and Superstructure development
- Strategic positioning (Image: City of Mbombela/South Africa)
- Entrepreneurship
- Participative tourism policy and governance
- Knowledge management
- Education and training
- Quality standards (including sanitation)
- Spirit of hospitality
- Safety and security
- Quality of life in the community (a nice place to live is a nice place to visit)



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Proposed way forward

- Allow for further research, Strategic positioning & setting up of an LTA and a functional Institutional Framework at community level
- A long term commitment from national and provincial stakeholders for financial and non financial support
- A committed budget over a determined period, at least 10 years
- To manage and ensure the function of an LTA & facilitate Institutional framework, Stake holder involvement & Partnerships
- Resubmission of funding proposal to NDT



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THANK YOU



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