

ANNEXURE D

Tourism Strategies, Programmes, Projects and Actions  
Cape Agulhas Spatial Development Framework, 2000  
Dennis Moss Partnership

## 36.1 TOURISM

## 36.1.1 BACKGROUND

Tourism is the fastest growing industry in the world. It is believed that tourism based upon protected areas could become South Africa's biggest industry in the 21st century. With imaginative marketing and appropriate pricing structures there is substantial financial income to be realised from tourism (Turpie & Siegfried, 1996).

Vesgro (1992) confirms the above statement and describes tourism as the most important growth stimulus in the economic development of the Western Cape. Tourism influences a variety of economic sub-sectors such as trade, accommodation and catering, manufacturing, agriculture, angling, hunting, personal services and transport. Tourism thus contributes substantially to regional production and job creation ( $\pm 10\%$  in the Western Cape). Bridgman (1992) predicts a substantial increase in domestic and foreign tourism (10% and 15% respectively). Tourism has huge potential for stimulating sustainable growth and development in the CAMA. The region has a wealth of unique tourism resources, the primary intrinsic attributes being the exceptional aesthetic quality and uniqueness of its landscapes, a range of natural and cultural resources, a diversity of communities with unique cultures, and unique agricultural enterprises and land use forms.

Factions within the tourism industry promote the development of artificial tourist attractions to attract and entertain tourists. However, a fundamental principle of sustainable tourism in the region is that it should be based on the natural environment and the culture-historical resources of the area. This will ensure the conservation of the character and intrinsic attributes of the area (Leibold, 1992).

Tourism is a cost-effective provider of employment, with strong linkages to the local economy, and it represents a substantial multiplier effect. Ecotourism, in particular, can provide economic justification for the conservation of areas that may otherwise not receive protection, and generate revenue for the management of these areas, and the upliftment of local communities. However, tourism also has the potential for having a huge impact on the environment. Being one of the least regulated industries, tourism has the potential to induce devastating environmental and cultural changes. It is therefore important to develop tourism in a sustainable manner.

To ensure sustainable growth and profitability in the tourism industry, the following challenges need to be faced:

- A substantial portion of the tourism benefits must find its way into the local communities.
- Practice what we preach in tourism developments and operations (e.g. ensure that all new developments in the natural environment qualify as 'unobtrusive' and 'environment-friendly').
- Integrate the cultural and natural heritage when putting together tourism packages.
- Re-invest a substantial portion of tourism profits in the maintenance of the cultural and natural resources.
- Create a strong element of ecological and cultural awareness with tourists in order to ensure sustainability.

The Cape Agulhas SDF (a) identifies the tourist opportunity classes available in the study area, (b) indicates the areas or zones for the different opportunity classes, and (c) provides guidelines related to the types and intensities of tourism development.

## 36.1.2 A RECREATION OPPORTUNITY SPECTRUM FOR THE CAMA

The CAMA offers a variety of tourism types, most of which are interrelated and are presented in the same localities. These tourism types are categorized broadly in terms of a consumptive/non-consumptive continuum (refer to Diagram 16 on the following page), which is strongly based on the environmental ethics and value system described in Chapter 24 above (refer to Diagram 6).

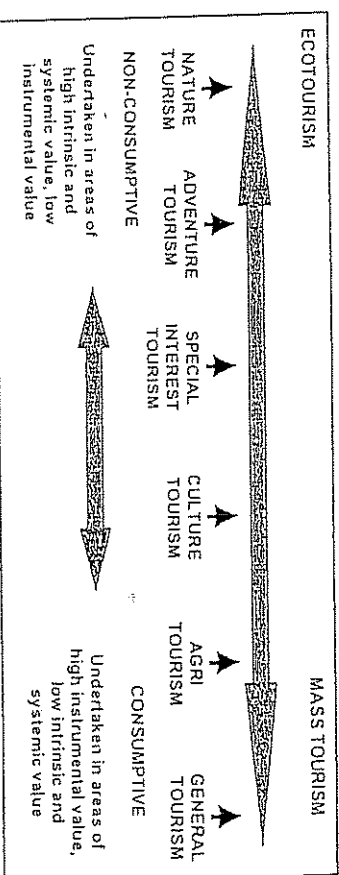


Diagram 16: Tourism continuum (Adapted from Reid, 1999)

The above continuum provided a framework for the preparation of a Recreation Opportunity Spectrum (ROS) in respect of the CAMA.

The ROS is defined as a comprehensive inventory of the existing and potential recreational and tourism types and opportunities. The continua are established in defined categories and ROS can be applied to produce led tourism which entails developing forms of tourism that are most compatible with the environment and society and angling, horse riding, etc. are consistent with the product even though it may result in fewer tourists and hence a smaller financial return (market led tourism on the other hand is tourism that necessarily ignores the impact of development).

Key requirements for sustainable 'product-led' tourism include the following:

- Provision of high-quality and authentic tourism 'products'.
- Effective educational programmes that promote an understanding of the tourism products with both the tourists and the local communities.
- Effective marketing of the tourism products with the purpose of attracting specific types of tourists.
- Appropriate management of the tourism resources in order to ensure their sustainability.

36.1.2.1 PURPOSES AND PRACTICAL APPLICATION OF THE RECREATION OPPORTUNITY SPECTRUM

- The purposes and practical application of the ROS include the following:
- a) It provides a framework for the formulation of an appropriate 'image' for the municipal area and for the branding and marketing of the primary tourism products. It provides a comprehensive inventory of tourism opportunities so as to attract the appropriate target market. This will be achieved through the creation of appropriate mental images as a basis for the evaluation and selection of the tourist's choice of destination.
  - b) It ensures that tourists will not have false expectations and that these expectations and aspirations will be fulfilled.
  - c) It provides guidance in respect of the most appropriate tourism type and/or opportunity class to be presented in any zone of the municipal area. These guidelines are based on the environmental ethics and value system described in Chapter 24, and the designated SPCs Categories described in Chapter 27 and illustrated by Plan 3.
  - d) It provides a framework that will facilitate the preparation of guidelines for the development of tourist facilities (e.g. in accordance with the principles of tourism regionalism described in Chapter 23 above) and the management of tourism activities in each zone.
  - e) It provides a framework in terms of which the municipality will be in the position to guide future tourism development and management throughout the CAMA. It provides a framework for the preparation of management plans for tourism destinations and enterprises.

The table below provides a preliminary ROS for the CAMA. It is envisaged that this ROS will be refined through effective JSAP participation and consultation at both the municipal and the neighbourhood area levels.

Table 49: Preliminary Recreation Opportunity Spectrum for the Cape Agulhas Municipal Area

TOURISM TYPE	OPPORTUNITY CLASS	DEFINITION	ZONE	LOCALITY
NATURE TOURISM	Semi-primitive wilderness experiences	Relatively primitive experiences with some basic assistance and comfort. Includes horse trails, guided trails supported by pack-animals, hiking, canoe trips.	SPC A,b (refer to Plan 3)	Public and private nature reserves (refer to Figure 9 on Page 48).
	Nature Experiences	Non-consumptive activities in natural areas focused on physical and spiritual enjoyment of nature. Relatively safe forms of outdoor recreation such as hiking, biking, sailing, camping, as well as game and bird viewing.	SPC B,a, B,b, B,c, B,d (refer to Plan 3)	Public and private nature reserves (refer to Figure 9 on Page 48).

TOURISM TYPE	OPPORTUNITY CLASS	DEFINITION	ZONE	LOCALITY
ADVENTURE TOURISM	Adventure and recreational sports activities	Non-consumptive activities in natural environment. An element of danger, endurance, physical skill and adrenaline. Includes scuba-diving, kayaking, canoeing, mountain-biking, surfing, wind-surfing.	SPC B,a, B,b, B,c, B,d, C,a (refer to Plan 3)	Private nature reserves listed in Table 16, coastal zone CAMA.
SPECIAL INTEREST TOURISM	Educational study tours	Non-consumptive study and experience of aspects of both the natural and cultural environment and its resources. Includes diverse educational travel programmes. Study plants and animals in their natural habitats.	SPC A,b, B,a, B,b, B,c, B,d, C,a, etc. (refer to Plan 3)	Throughout the CAMA.
CULTURE TOURISM	Local culture and traditional settlements	Direct experiencing local cultures, traditions, and life style, e.g. eating traditional food, visiting traditional settlements	SPC C,b, D,d, etc. (refer to Plan 3)	Throughout the CAMA.
	Local history (e.g. palaeology)	Study local history - visit cultural villages, follow cultural/historical routes, visit sites of historical significance (e.g. Elm, Arniston).	SPC B,a, B,b, C,b, D,d, etc. (refer to Plan 3)	Throughout the CAMA.
	Festive occasions	Experience festive occasions commemorating local cultural, traditional, agricultural aspects.	SPC B,b, C,b, C,c, D,a, D,b, D,c, D,d, etc (refer to Plan 3)	Throughout the CAMA.
'AGRI' TOURISM	Traditional life styles and agricultural practices	Study and experience traditional life styles and land-use practices of the area, e.g. cultivation of cotton, wheat, and farming with Merino sheep. Join the farmer and his family in their home or opt for a self-contained cottage or traditional farmhouse.	SPC C,a, C,b, C,c, D,g etc. (refer to Plan 3)	Throughout the CAMA.