Chapter 2  Strategic Framework

GARDEN ROUTE PLANNING DOMAIN

This chapter provides a strategic framework that is used to guide the planning process so to ensure that tourism strategies, concepts, guidelines and products recommended and implemented conform to the vision, aims and objectives of tourism development for the planning domain.
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2.1 Introduction

A strategic framework is used by tourism planners and decision makers as a tool to guide the strategic direction of tourism development within the planning domain.

A strategic framework is the first step in the planning process as it defines the strategic vision and high level aims for tourism development. High level aims are further refined through the definition of a clear set of objectives for each aim (see Figure 1).

![Figure 1: Structure of a strategic framework that is used to guide tourism development planning at a strategic level.](image)

Each objective may be further defined as strategic interventions which are described in the implementation plan that may be found in the last chapter of this document.

This cascading, hierarchical framework also provides a monitoring function against which proposed tourism developments, products and services may be assessed for compatibility to the overall tourism development vision for the planning domain. Those proposal that are not compatible with or conform to the vision, aims and objectives of the strategic framework should not be considered for implementation and rejected.
2.2 Vision

The vision for tourism development in the planning domain, has through consultation with key stakeholders, been defined as:

“To strive to develop sustainable world class nature-based tourism experiences integral to the Garden Route tourism economy that optimizes benefits to local communities, stimulates the regional tourism economy, conserves and enhances natural, historical and cultural tourism resources within agreed limits of acceptable change.”

2.3 Aims

The vision for tourism development in the planning domain has been further defined through a number of aims. These aims are:

Aim 1 To establish a unique, consolidated and identifiable tourism image and brand for the Garden Route Planning Domain.

Aim 2 To conserve and enhance the tourism and recreation resource base of the Garden Route Planning Domain.

Aim 3 To optimise economic returns from tourism and recreation in the Garden Route Planning Domain.

Aim 4 To ensure a high quality visitor experience in the Garden Route Planning Domain.

Aim 5 To rectify historical imbalances in the tourism economy of the Garden Route Planning Domain that impact on historically disadvantaged people.

2.4 Objectives

Objectives further describe the aims above by providing spatial, temporal and other relevant information. The objectives associated to the aims above are:

Aim 1 To establish a unique, consolidated and identifiable tourism image and brand for the Garden Route Planning Domain.
Goal 1.1
To define a tourism image / brand for the Garden Route Tourism Planning Domain acceptable to all stakeholders.

Goal 1.2
To brand tourism and recreation areas, tourism products and tour routes in the Garden Route Tourism Planning Domain.

Goal 1.3
To promote the Garden Route Tourism Planning Domain as an integral part of the Garden Route / Eden tourism domain.

Aim 2 To conserve and enhance the tourism and recreation resource base of the Garden Route Planning Domain.

Goal 2.1
To ensure the effective planning and regulation of tourism and recreation in the Garden Route Tourism Planning Domain.

Goal 2.2
To minimize the adverse impacts of tourism and recreation-related infrastructure and activities on the tourism and recreation resource base of the Tourism Planning Domain.

Goal 2.3
To facilitate and implement remedial actions necessary to enhance the tourism and recreation resource base of the Tourism Planning Domain.

Goal 2.4
To effectively monitor the impact of tourism and recreation on the Tourism Planning Domain's tourism and recreation resource base through

Aim 3 To optimise economic returns from tourism and recreation in the Garden Route Planning Domain.

Goal 3.1
To create an enabling environment for the development and operation of tourism and recreation in the Garden Route Tourism Planning Domain.
Goal 3.2
To establish the Garden Route Tourism Planning Domain as a market-focused tourism destination that is compatible and competitive within the regional tourism economy.

Goal 3.3
To effectively identify and exploit target markets that return optimal benefits to the tourism industry, people of the region and the Tourism Planning Domain management authority.

Goal 3.4
To diversify the tourism product offering of the Garden Route Tourism Planning Domain.

Goal 3.5
To monitor, enhance and maintain tourism standards that ensure the Garden Route Tourism Planning Domain is of world-class standards.

Aim 4  To ensure a high quality visitor experience in the Garden Route Planning Domain.

Goal 4.1
To monitor and assess tourists’ expectations and levels of satisfaction.

Goal 4.2
To ensure that appropriate actions are taken to ensure that the destination is compliant with visitor expectations.

Goal 4.3
To identify and remove obstacles that diminishes visitor experience in the Garden Route Tourism Planning Domain.

Aim 5  To rectify historical imbalances in the tourism economy of the Garden Route Planning Domain that impact on historically disadvantaged people.

Goal 5.1
To encourage historically disadvantaged groups of people to actively participate in tourism and recreation activities in the Garden Route Tourism Planning Domain.
Goal 5.2

To create an enabling environment that assists historically disadvantaged individuals and groups to participate in the economic activities of the Garden Route Tourism Planning Domain.