

Creative Tourism in the Karoo- Implications for 2010 and beyond

Purpose of the Workshop:

Promoting, planning, implementation and research

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Promoting

- Apart from surfing, you've got just about every product possible
- **CHALLENGES**
- Branding, packagaging, knowing exactly who you are targetting and why
- Financial support from where? Why?
- Capacity

Putting tourism back into perspective

- The challenges of tourism projects in small towns is a lot of good will/ intention, not enough planning, not enough knowledge of the sector
- A number of projects fail – the wrong visitor, not enough visitors to break even, inward rather than outward looking = reducing the problem

- Tourism is the fastest growing, cleanest industry (WTO statistics: 2020= billions of tourists annually)
- It promotes socio-economic transformation
- It encourages social cohesion
- It encourages infrastructure development
- Government **likes** the concept of tourism
- **BUT**
- Tourism as an “economic driver” challenge in small towns must be better contextualised- towns have the assets, but not the frameworks for development

Why did Australia work? What can we learn?

- Asset rich means that Heritage and Tourism bodies talk, plan and work together
- State funding- the conservation of assets must be funded
- Skills and education pervades the system
- Conceptual understanding that the theme is the theme but that the expansion of the product relies on technology (capacity = knowledge, skill, value)

Can we do this?

- The cart is still before the donkey – “tourism drives heritage” (legislative and conceptual issues)
- Non-functioning or barely functioning PHRA’s
- Government struggles to fund tourism when equity is not in the balance
- We get stuck in the moment, inward looking

Ons maak 'n plan

- The basis of development and transformation is education, skills and capacity
- The basis of tourism is to create an experience
- An experience needs a skilled person/community

- April 2009 application submitted to National Skills Fund with partners including KDF, UFS, Municipalities, Mine, Provincial govt, Cultural Institutions/Agencies
- Endorsed by the MAPPP SETA

Identified Growth areas

- Heritage: Legislation, museums, heritage sites, IKS, conservation, preservation, architectural restoration, product development, storytelling, tour guiding, craft design, craft management, craft production
- Film and video: digitising assets and telling stories, creating hubs
- Performing arts, Live Events, Events Management
- Project Management, New Venture Creation
- Supply Chain Management, Heritage Resource Management

Upside down process

- Focus on “workplace” capacity development = KDF
- Focus on developing the enabling environment = PHRAs, government and product holders
- Focus on targetted skills development specific to the product needs of an area within an industrial framework where necessary

Way Forward

- Outcomes on application awaited –
Retrenchment strategy must first roll out
- But, with stakeholders can assist in motivating other ideas as well (national tourism focus = rural development)