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| Policy Name | Tourism Promotion and Development Policy |
| Policy Number | TOURPDP/2010/01 |
| Status | Final Policy |
| Year | 2010 |
| Last Amended | 2014 |

Umzimvubu Municipality
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1. Preamble

- 1.1.1 The Tourism **Promotion and Development** Policy of the Umzimvubu Municipality is founded on the shared economic vision for the area – “a *diverse and resilient economy, able to exploit the competitive advantages of the municipality while building appropriate skills*”.
- 1.1.2 This policy recognizes the untapped tourism potential of the Umzimvubu Municipality and the possible high value contribution tourism can make in growing the local economy, creating sustainable jobs and contributing towards poverty alleviation in Umzimvubu **Municipality**.
- 1.1.3 The policy is informed by and aligned to the national, provincial and district policy frameworks on tourism development, economic development and growth, as well as specific needs and opportunities presented by the local **environment** of Umzimvubu.

Commented [M1]: Local

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2. Purpose

- 2.1 The purpose of this document is to present a fundamental tourism development policy which can serve as a guideline to promote, support and facilitate the repositioning of the Umzimvubu Municipality as the preferred tourist destination in South Africa.
- 2.2 The policy specifically seeks to achieve the following objectives:
- a) To promote tourism which is currently one of the biggest growth industries in South Africa.
 - b) To develop local tourist sites and facilities
 - c) To increase the number of tourists visiting Umzimvubu;
 - d) To improve community participation in sustainable tourism;
 - e) To improve access to tourism support for tourism business operators;
 - f) To promote investment into tourism infrastructure and development;
 - g) To improve the tourism coordination and planning.

3. Scope

- 3.1 The proposals contained in this policy document are aimed at introducing sufficient measures for the development and promotion of Umzimvubu as the preferred tourist destination. The policy is aimed at local private and community tour operators, tourism organizations, the Municipality, potential investors and the entire public sector.

4. Policy Content and Guidelines

4.1 The Umzimvubu Municipality shall:

- 4.1.1 Strengthen the coordination of tourism development and support activities through the establishment of a well-representative Local Tourism Association (“**LTA**”) comprised of local tour operators and support organizations;
- 4.1.2 Facilitate the establishment of area-based Community Tourism Organizations (“**CTOs**”) to promote the participation of local communities in tourism activities;
- 4.1.3 Enter into strategic partnerships with the National Department of Tourism (“**NDT**”), Department Economic Development, Environmental Affairs and Tourism (“**DEDEAT**”), the Eastern Cape Development Corporation “**ECDC**”, Alfred Nzo Development Agency (“**ANDA**”), the **Eastern Cape Parks and Tourism Agency (“ECPTA”)** and the Small Enterprise Development Agency (“**SEDA**”) to strengthen access to financial and non-financial sector-specific support for local tourism enterprises.
- 4.1.4 Facilitate the implementation of regular research work in tourism development to improve the quality of interventions, the attractiveness and promotion of Umzimvubu;
- 4.1.5 Promote and market local tourism products, attractions, businesses and partnerships at appropriate tourism shows, trade events and exhibitions;
- 4.1.6 Facilitate the training and development tour guides to enhance tourist safety and promotion of the region’s heritage;
- 4.1.7 Facilitate private and public sector investment into tourism infrastructure;
- 4.1.8 Facilitate and provide guidance on zoning applications for new accommodation, restaurant and relevant facilities;
- 4.1.9 Promote the accreditation of accommodation establishments with institutions such as the South African Tourism Grading Council (“**SATGC**”) in order to improve service excellence;
- 4.1.10 Facilitate regular training and information workshops for industry players to help improve and broaden tourism awareness and local knowledge about the tourism offering of Umzimvubu;

- 4.1.11 Facilitate and support transformation in the tourism sector and value chains in line with the targets and principles set out in the Tourism BEE Charter of South Africa;

5. Designated Structure to Approve, Adjust and Improve the Policy

- 5.1 The LED Committee shall have the authority to recommend to the Council the approval, adjustments and improvements necessary to this policy. It is the Council that will provide the final approval of all adjustments and improvements to the policy.

6. Administration of this Policy

- 6.1.1 The administration of this policy shall be the primary responsibility of the Local Economic Development Unit of the Umzimvubu Municipality. The Municipal Manager with the assistance of the Senior LED Manager shall ensure that the policy is implemented, managed and monitored appropriately.
- 6.1.2 The dispute on interpretation of this policy shall be determined in writing by any party concerned
- 6.3 The office of the Municipal Manager shall give a final interpretation of this policy in the case of written dispute.

7. Permanent/Temporary Waiver of This Policy

- 7.1 This policy may be wholly waived by the Municipal Council on temporary or permanent basis.
- 7.2 Notwithstanding clause 7.1 the Municipal Manager may under circumstances of emergency temporarily waive this policy subject to reporting of such waiver to Council

8. Suspension of This Policy

- 8.1 This policy may be repealed by the Council
- 8.2 This policy may be suspended by the council