



**KWAZULU-NATAL**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA



# THE IMPORTANCE OF PLANNING IN TOURISM

ADVOCACY WORKSHOP PRESENTATION 4<sup>TH</sup> AND 5<sup>TH</sup> OF MARCH  
2021

GROWING KWAZULU-NATAL TOGETHER



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# Strategic Planning

- Strategic planning is the process of documenting and establishing a direction of your small business—by assessing both where you are and where you're going.
- The strategic plan gives you a place to record your mission, vision, and values, as well as your long-term goals and the action plans you'll use to reach them



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# Strategic Planning

## STRATEGIC PLANNING





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# Strategic planning for tourism

## Why the need for strategic Planning:

- It is a process for local authorities and the associated inputs from other stakeholder groups on completion of the **Situation Analysis**.
- It indicates the requirement for local authorities to achieve a balanced approach between the needs of the industry and the needs of other stakeholder groups.
- Planning determines where an organisation is going over the next three to five years.
- It aims to address the key challenges and problems facing the organisation and maps out how the organisation will go about tackling such challenges and problems.
- Importantly, strategic planning helps with making sure that everyone in the organisation, including the leadership and all the staff, are working from the same script.
- It provides a common understanding to every one of what should be done and how the organisation will go about doing it.
- In conclusion, plan gives unity of purpose and action across the organisation.



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# What to consider when planning for tourism cont..

## **Legislation that Govern the Sector National, Provincial Policies directives and Strategies**

Local tourism activities fall part of the national drive to promote sustainable tourism in the country. All tourism related activities are done under the auspices of the following policies, legislation and national strategies:

- Constitution of the Republic of South Africa
- White Paper on the Development and Promotion of Tourism in SA
- Tourism Act, Act no.3 of 2014
- National Tourism Sector Strategy (NTSS)
- KZN Tourism White Paper
- KZN Tourism Act, Act no. 11 of 1996 as amended
- KZN Tourism Master Plan

Other Policies from other Departments that are key of the Development of Tourism.



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# What to consider when planning for tourism cont..

## **Integrated Development Planning**

- IDP is an approach to planning that involves the entire municipality and its citizens in finding the best solutions to achieve good long-term development.
- An IDP is a super plan for an area that gives an overall framework for development.
- It aims to co-ordinate the work of local and other spheres of government in a coherent plan to improve the quality of life for all the people living in an area.
- Once the IDP is drawn up all municipal planning and projects should happen in terms of the IDP.
- **Other government departments working in the area should take the IDP into account when making their own plans.**
- **Tourism plans and projects at a local level must fit into the IDP model.**



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# What to consider when planning for tourism cont..

## **Principles and Values already existing:**

- Planning to execution to monitoring and evaluation, should be guided by a clear set of principles and values.
- In some instances these principles and values are already contained in the mandate, legislation and policies directing your organisation and guiding tourism.
- However it is important to be conscious of these principles and values and openly integrate them into all the activities
- The guiding policies are very much contained in the principles of Batho Pele and the KZN Citizen's Charter .





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# Why tourism planning

## Potential benefits of tourism planning.

- Economic benefits
- Social benefits
- Preservation of local culture
- Promotion of the sustainable use of the local natural resources
- Revenue stream to defray costs of infrastructure delivery
- Enabling local business development, especially SMMEs
- Expanding tourism destinations to beyond the major centres in the country.





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# Why tourism planning cont..

**Tourism policy objectives** : Once local tourism policies objectives are in place, they will become an important driver to:

- Promote tourism as a social and economic force;
- Build community awareness of the benefits of tourism;
- Facilitate the provision of basic facilities and infrastructure to encourage tourism development;
- Ensure facilities are adequate to cater for visitors;
- Ensure tourism development is consistent with the character of the region.

**Tourism policies are important because:**

- A tourism strategy enables a long-term focus, forward planning and budget allocations for and integrated and coordinated approach within the framework of the local IDP;
- Local authorities are often providers of substantial visitor infrastructure, but may not be identified as such; A policy document ensures agencies work together to benefit the community.



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# Why tourism planning cont..

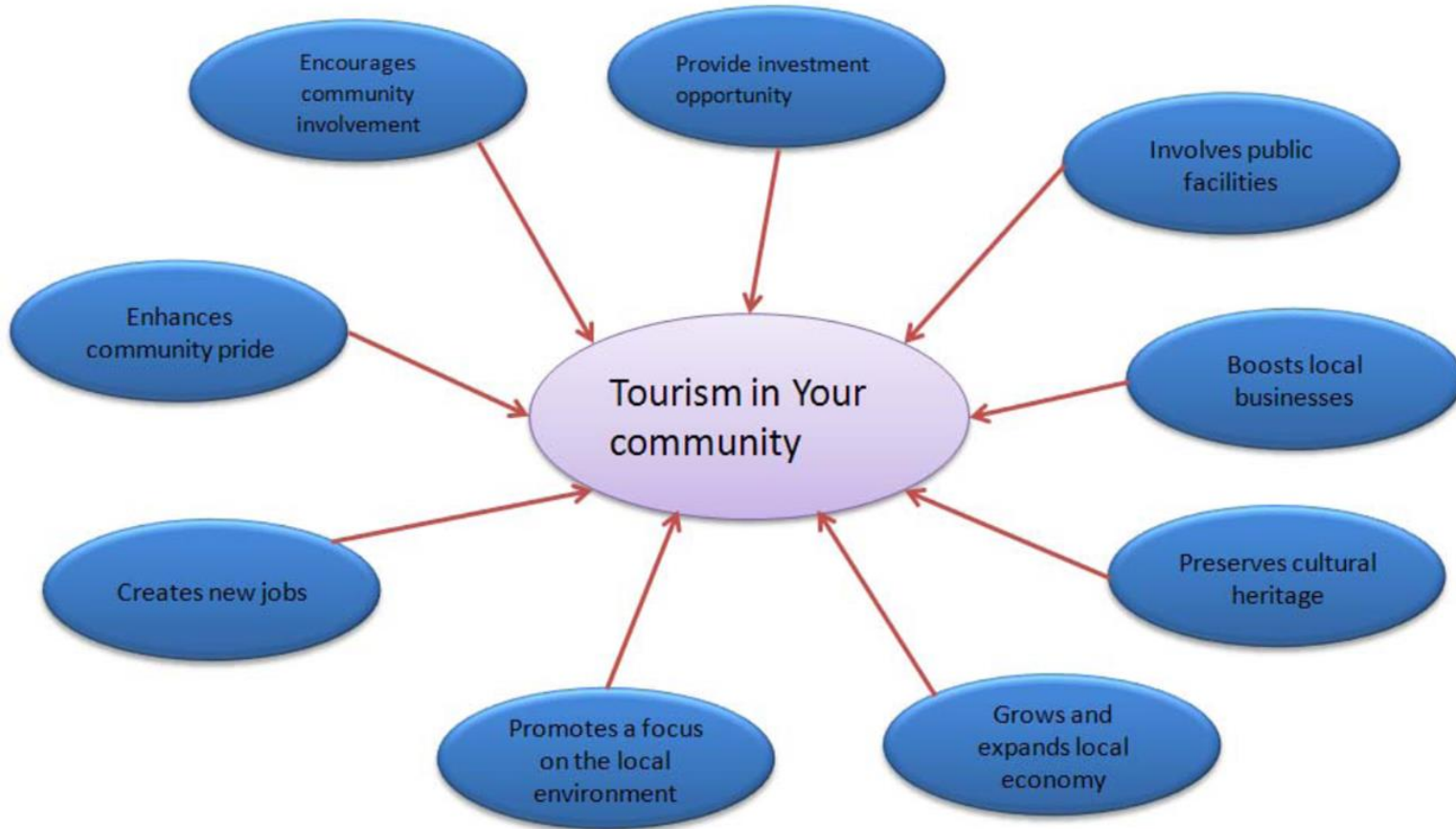
**Planning and development facilitation:** A local tourism plan will improve visitor numbers locally. This could stimulate the private sector to invest at the appropriate time and in areas where the development can complement other related services.

**Planning of infrastructure and amenity provision:** Additional visitors and demand for new facilities also increases the need for improved infrastructure.

**Improved marketing of the area:** A successful tourism plan can improve the marketing of the local area and its destinations. It can also promote its local brand and the promotion of events and becoming known as a safe and visitor friendly environment.



# Why invest in tourism conti





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# The 5 Importance of Tourism

## THE 5 Importance & Advantages OF TOURISM

### 1 Tourism activity creates demand



Tourism as an individual activity of touring & travelling involves consumption and commercial activities at each step

### 2 Tourism industry meets & spreads demand

Tourism industry value chain meets & spreads demand across many industries & therefore boosts more economic activities



### 3 Tourism requires country development

A country needs to provide tourist attractions with infrastructure and facilities to attract tourists and make tourism grow



### 4 Motivates to reach Global Standards



The infrastructure and facilities need to be of global standard because tourists are a global consumer



### 5 Tourism induces more consumption

Tourists want to enjoy and experience to the fullest and take back good memories hence are inclined to do more and therefore may consume more





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# Why tourism planning cont..





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# Value Chain Within Tourism





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