

Implementing the Tourism Strategy

Bergrivier Tourism Organisation

Implementing the Tourism Strategy 2011 – 13

1. Background

The Bergrivier Tourism Organisation recently completed a strategic plan for growth of tourism in the region. However, the BTO only has three paid workers – one tourism officer in each of the big towns. The rest of the work is done by volunteers, and although this is admirable, it is not reliable as it depends on the skills, levels of commitment, and varying amounts of time that can be offered by the volunteers.

2. Implementation proposal

It is therefore proposed that a **Tourism Development Co-ordinator** be appointed to implement the new strategy.

- This Co-ordinator will not oversee the offices, but could provide the lead in some cases, while only providing support in other cases
- None of the offices have a common plan in place, especially regarding training – the Tourism Development Co-ordinator would play the lead role in developing such a plan
- The Co-ordinator would report directly to the Chair of the BTO, and
- It is essential that this person understands the Municipal Framework and is able to liaise with the BR Municipality.

3. Office space

The Tourism Development Co-ordinator would be housed in the office currently used by the Piketberg Tourism Officer in Piketberg, who would move to the front section of the premises.

The rental at Winkelshoek will thus be shared by the Piketberg Tourism Office and the BTO.

It is critical that the BR Municipality to assist the BTO to negotiate a lower rental with the property owner.

The Tourism Development Co-ordinator to be appointed to start work on 1 July 2011, at a salary of R15,000.

goals

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be directly linked to the Tourism Strategy, with the first year:

- To investigate the introduction of a Tourism Levy – this to be presented to the BR Municipality for consideration in their next budget (2012/13)
- Research to be undertaken using statistics to get an estimate of the tourism rands spent in the region.
- Regular quarterly co-ordination of statistics, provided by the three tourism offices, as per the example used by Velddrif earlier this year – how many beds occupied, how many meals served and visitors to attractions. This could be a very beneficial tool to arrive at a monetary value.
- Arrange training for accommodation, restaurant and petrol staff. Need to research the current standard and need in each town first, design a curriculum (say three hour sessions every second month for four or five months in the year), certificated. The standards will need to be monitored and this, in turn, will dictate any further special training that is needed.
- Networking – interacting with developers/projects – eg. The whale route, various events development.
- Advocate tourism infrastructure – eg. Blue Flag beach status, road maintenance (R399), pipeline developments as indicated in the spatial development framework, support Arts & Crafts development in the region.
- Development/Community involvement – define tourism message for the offices to take to the various communities, support the offices in this work; interact with Red Door re workshops – research what is needed and how to address; initiate and improve community involvement, with the support of the tourism offices.
- Improve industry’s service levels – initiate and design tools for the tourism offices to implement.
- Increase the members’ computer literacy – offer a R1000 subsidy towards purchase of basic computer to ten establishments in the region. Organise training for the members – compulsory for each member to make this available to at least one staff member.
- Co-ordinate and communicate an Events Calendar for the region.
- Develop a Bergrivier Tourism website with appropriate links.

Note: It is important that a Service Level Agreement be prepared and entered into between the Bergrivier Tourism Organisation and the Bergrivier Municipality.

Budget first year:

1. Set up costs:

Telephone, computer networking, stationery R 5,000

2. Running costs:

Salary (R15,000 pm)	R195,000
Telephone, fax & email	R 10,000
Stationery & postage	R 7,250
Travel	R 7,500
Rental	R 18,820
Refreshments	R 2,300
Cellphone allowance	R 2,400



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R 2,700
R 1,800

Service training - inc. facilitator, venues, refreshments,	
5 workshops x 3 towns	R 15,000
Subsidies for computers	R 10,000
Computer literacy training	R 10,000
Arts & Crafts development	R 10,000

Total for year: R292,770

**Note: For the following year running costs should increase as per inflation.
Project costs will increase substantially as new projects come into being.**

Hillary Morris
BTO Chair
28 March 2011