

## **NATIONAL COASTAL PROVINCE CRUISE LINE TOURISM AND BLUE FLAG BEACH WORKSHOP**

**JANUARY 27<sup>TH</sup> 2009 / 14:30 – 17:00, CTICC  
CAPE TOWN – SOUTH AFRICA**

### **INTRODUCTION**

On January 27, 2009 the Deputy Director-General, Ms Sindiswa Nhlumayo, will be hosting a local government Indaba on Tourism with leaders critical to growth and development of the nation's Travel & Tourism sector.

Following on from the Indaba DEAT will be hosting a mini workshop with all coastal provinces where we will discuss an integrated approach to Cruise Tourism as well as Blue Flag Status for

South Africa, namely:

- Western Cape
- KZN,
- Northern Cape and
- Eastern Cape.

### **WORKSHOP OBJECTIVES**

The national Coastal Province workshop focusing on Cruise Tourism and Blue Flag Beach status seeks to achieve alignment and momentum of Tourism leadership of coastal provinces around the advancement of these two critical dimensions of Tourism sector growth and development.

Specifically the Workshop seeks to:

- **Set the context** of the importance of on Cruise Tourism and Blue Flag Beach status, and DEAT's focus on same

- **Gain consensus** on the best way of taking Cruise Liner tourism forward;
- **Share findings** of an initial feasibility study completed by the City of CT on the potential of the cruise liner industry around the Southern African coastline;
- **Achieve understanding** of the challenges facing the industry;
- **Achieve agreement** of the need to pursue Cruise Tourism and Blue Flag Beach status as a national Tourism priority, supported by coastal province Tourism authorities
- **Agree next steps, roles and accountabilities** of examination and mobilisation of the potential of Cruise Tourism and Blue Flag Beach status.

**CACHET Consulting is honoured to have been asked to facilitate the DEAT Cruise Tourism and Blue Flag Workshop on January 27<sup>th</sup> 2009, as well as compile the resulting outputs into a clear, actionable Framework for DEAT to progress subsector development of both areas of Tourism growth.**

## **WORKSHOP STRUCTURE**

In line with DEAT's wishes and requirements, the workshop will be conducted in such a manner that it will address both areas of Tourism development in one forum:

1. Cruise Tourism and
2. Blue Flag Beach status

The joint session will be a fusion of informing presentations as well as advancing discussion to ensure the issues discussed yield:

- Shared understanding
- Collective buy-in
- Agreement and allocation of responsibilities

around clearly defined, fully supported *Next Steps* for both Tourism sub-sectors.

The workshop process will unfold as per DEAT's desired Agenda namely:

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## **WORKSHOP AGENDA**

<b>TIME</b>	<b>ITEM</b>	<b>SPEAKER</b>
<b>14h30 – 14h35</b>	Welcome by the facilitator Introductions	Ms Anita Mendiratta
<b>14h35-14h45</b>	Purpose of the workshop and DEAT expectations on outcomes	Ms Nhlumayo
<b>14h45 – 15h10</b>	Potential of South Africa as a Cruise destination	Mr Bev Mitchell
<b>15h10 – 15h30</b>	Cruise Tourism - Industry perspective	SAASOA:TBC
<b>15h30 – 16h00</b>	Discussion and way forward on cruise liners: Short term & long term plans	All
<b>16h00 – 16h20</b>	Blue flag beaches presentation	Alison Kelly
<b>16h20 – 16h45</b>	Discussion and way forward	All
<b>16h45</b>	Wrap up & Closure	Ms Anita Mendiratta

## **DELIVERABLES**

Coming out of the Workshop, CACHET Consulting will deliver to DEAT within 10 days of the Workshop a clear Framework for both Cruise Tourism and Blue Flag Beach Status based on workshop outputs, including:

- Short term strategy (towards 2010);
- Long term plan reviving the sector;
- Roles of the three spheres of government and the industry stakeholders.

**- ENDS -**