



BROCHURE

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Introduction

Urban-Econ Tourism is a professional consultancy firm specialising in the field of tourism planning, development and local economics, covering all aspects of tourism and tourism related industries. As a business unit of Urban-Econ Development Economists, **Urban-Econ Tourism** has been established with the specific objective of servicing tourism clients of the firm more effectively.

Urban-Econ Tourism operates as a specialised unit of Urban-Econ Development Economists and as such will build further on the strong reputation of excellence that Urban-Econ has developed over the last two decades.

Using our extensive specialist skills and resources, Urban-Econ Tourism offers a comprehensive range of services to both the public and private sectors. Our services include, inter alia;

- * Strategies to position tourism as a key economic driver
- * Develop and management strategies
- * Tourism products development strategies
- * Tourism marketing and evaluations research
- * Supply and demand surveys
- * Destination marketing
- * Tourism management development
- * Tourism capacity building and training.
- * Nature Reserve and Lodge planning



ABOUT

URBAN-ECON was established in 1985 and has been growing in all aspects to become the only firm of development economists in Southern Africa of its size. As part of this specialisation process, the firm has recently established a specialist tourist office, **Urban-Econ Tourism**. Established as a separate specialist service, **Urban-Econ Tourism** works closely with the existing provincial offices of Urban-Econ and as such have access to all the resources, skills and experience of Urban-Econ while offering clients a specialised service in the tourism sector.

URBAN-ECON and **URBAN-ECON TOURISM** provides professional consulting services throughout the Southern African market and due to its past involvement in this Southern Region of Africa, has built up an extensive clientele network and established various economic databases of local and regional development circumstances. The firm has offices across South Africa from which its market can be effectively serviced, namely; Gauteng, Western Cape, KwaZulu-Natal, Eastern Cape, Free State and Mapumalanga.

Spheres of Specialisation



On account of the diversity of the training and experience of the personnel of **URBAN-ECON TOURISM**, the firm provides specialist tourism services in a variety of development and economic fields, some of which are summarised as follows:

Tourism as Economic Development Strategy:

URBAN-ECON TOURISM draws on its extensive expertise and experience of local economic development (LED) to provide strategic services to local government and tourism stakeholders to develop the tourism sector to maximise economic growth and job creation in an area in a sustainable and inclusive manner. Urban Econ has successfully completed a number of local tourism development strategies.

Tourism Potential Analysis:

URBAN-ECON TOURISM specialises in tourism sector analysis to identify the development potential of an economy. Sectoral comparative advantages are identified which form the basis of development guidelines for implementation. This often includes issues of institutional strengthening and organisation.

Tourism Strategic Analysis & Development:

Our company provides services to assess opportunities for tourism development. Any project or tourism business development depends on background information that is carefully analysed and used to develop a way forward that is sustainable and will achieve objectives and goals of the project.

Conduct feasibility studies to determine the long term viability of tourism projects, through an examination of market trends, including both supply and demand factors and through strategic analysis of the proposed project, management structures, training needs and implementation processes.



Tourism and Economic Impact Analyses:

The company assists private and public sectors with the assessment of the socio-economic impacts of a tourism investment, infrastructure or project development. This analysis can be taken further to strategy development to increase positive and reduce negative potential impacts.

Small Business Development and Community Tourism:

The company has extensive experience in entrepreneurial development and the improvement of capacity within communities as a crucial measure for

sustainable and inclusive economic development within the tourism sector. In identifying the economic potential and market opportunities, the development of the small, medium and micro enterprise (SMME) sector is emphasised.

Tourism Marketing Strategy:

The company provides the service to public and private tourism sector stakeholders to enable them to maximise profits through a market orientated strategy. Such marketing strategies are developed through extensive market analysis, community consultation, primary and secondary research and surveys.

Tourism Project Planning:

Our company provides expert advice on overall project planning for the tourism sector. This planning can be inclusive of feasibility studies and impact assessment, business plans, operational, management, funding and implementation plans. This process is always built on a strategic analysis of tourism resources and market demands to ensure sustainable success. Furthermore, project plans always address the needs of the wider community in which the project will take place.

Tourism Product Development:

Tourism product development based on feasibility studies and market research. This often includes impact assessments and business plans and strategy formulation to develop tourism products or services across either public or private sectors.

List of Specialised Projects

Urban-Econ has undertaken numerous tourism related projects across all provinces which has provided us with expertise and skills to be front runners in the sector. As selection of these projects are as follows;

Oranjemund Town Tourism Feasibility (Namibia):

Feasibility of tourism development in the town was tested to assist with transformation of the town's economy from mining based activities.

Umkhanyakude Cultural Hub:

Urban-Econ Tourism assessed the feasibility of such a hub in the district and developed a business plan for its development.

Eastern Cape 2010 Tourism Readiness Plan: This project involved examining the extent to which the Eastern Cape is ready for the expected tourism influx for 2010, and putting forward intervention areas to make the province ready to maximise the 2010 tourism potential.

Local and District Government Tourism Development Strategies:

Urban Econ Tourism has developed implementable tourism development strategies for the following local and district municipalities:

- Ugu District Municipality
- Mpofana Local Municipality
- iLembe District Municipality

Shembe Village Tourism Centre Feasibility Assessment and Business Plan (current):

Urban-Econ Tourism is currently assessing the feasibility of tourism development at the Shembe Village of Ebuhleni, KZN and developing business plans for such developments.



KwaDukuza Tourism Advisory:

Urban-Econ Tourism assisted the local municipality in the development of a municipal entity for tourism development.

Eastern Cape Tourism Development Strategy (current):

Urban-Econ Tourism is currently developing a 5 year strategy for the EC provincial authorities for the development of the tourism sector.

Hazelmere Dam Tourism Feasibility Assessment:

This project involves the assessment of possible tourism projects at the dam in the light of surrounding developments and recommends tourism investment potential in light of this assessment.

Monwabisi Coastal Resort Development framework:

Urban economic principles were used to define a future development concept for the Monwabisi holiday resort and surrounding land in Khayelitsha. This project further included the modelling of the financial development and management options for the resort and surrounding land.

Pietersburg/Polokwane Soccer Stadium:

Investigation of the economic and socio-economic impact of a proposed national soccer stadium and supporting retail facilities on the local economy of Pietersburg (especially the CBD).

GPMC TOURISM development strategy:

Urban-Econ was appointed to compile a Tourism Development Strategy for Greater Pretoria. This entails the development of a comprehensive tourism database and identification of tourism development opportunities.

Capitol Theatre Arts & Craft Market:

The purpose of this study was to determine the market feasibility for the establishment of an arts and crafts market for local entrepreneurs and traders at the Capitol Theatre.

Rantesig:

Urban-Econ was responsible for identifying and evaluating the economic feasibility of developing tourism conservation zone in the Rantesig / Magaliesberg area.

Emfuleni Riverfront Development:

Urban Econ was appointed to determine the feasibility of developing a hotel, casino, marina and commercial activities on the banks of the Vaal River in Vanderbijlpark.

Tshufi Mountain Project: Analysed the tourism and recreation market in North West Province to determine the feasibility of developing a tourist resort, hotel, and conference centre in Phokeng near Rustenburg. The study was completed for the Bafokeng Tribal Authority.

Pretoria Station Precinct: The objective of this project was to formulate an integrated development framework for the Pretoria Station in order to develop and upgrade the station in a sustainable business node and tourist attraction. The project comprised analysing the socio-economic status of the households of surrounding suburbs.

Du Noon Arts and Crafts Centre Viability Study: This study entailed an analysis of metropolitan tourism market as well as an intensive investigation into the arts and craft market. This was done to determine whether it would be viable to establish an arts and craft centre within a demarcated area near Du Noon.

Bourke's Luck Tourism School:

The Mpumalanga Department of Economic Affairs and Tourism appointed Urban-Econ to investigate the suitability of the redundant army base for the purpose of a future tourism training school. Urban-Econ was the lead consultant that undertook an in-depth investigation of the ability to adapt the buildings and the financial implications of necessary changes.

Lonehill Tourist Development Potential:

The tourist development potential based on comparative advantages in the Sandton area was determined to identify the potential for tourism facilities at the Lonehill site, including the demand for a museum.

iNdllovu Regional Council - Rural Tourism Project (2000)

Urban-Econ was contracted to prepare a community based tourism development plan for six traditional authority areas in the iNdllovu Regional Council area. This study included a detailed survey, undertaken by community members, aimed at identifying all possible tourism related



activities in the area. A comprehensive database of in excess of 200 opportunities was developed and informed the development of the tourism development plan. The establishment of community tourism forums were integral to the success of the project.

Lamontville Tourism Feasibility Study Proposal:

This project for the Development Facilitation Department involved the assessment of feasibility of 7 prospective tourism projects for Lamontville, a township south of Durban. The project explored the feasibility and their potential to be packaged, structured and integrated into one marketable tourism framework.

Tourism Promotion and Development Planning Impact Assessment: Urban-Econ was appointed to obtain detailed information of the impacts of Tourism developments in four focus areas (Western Cape, North West, Mpumalanga and Limpopo) based on tourism demand, socio-economic capacity of communities and inherent development potential. This required that tourism market potential needs to be translated into conceptual frameworks for each area, reproducing the basis for the impact assessment in terms of Economic impact, Social impact, Job creation, Tourism market penetration potential and sustainability of linkages and independency capacity especially in terms of funding.