

Conclusion

This event provided a platform for interaction by a broad spectrum of stakeholders and partners. Amongst other things it provided an opportunity for partners to provide input on issues of tourism safety and security that pave the way forward.

Some key recommendations that were made, will lead to a safe tourism environment. It is realised that some actions can be implemented immediately and that some need long-term planning

As for the provincial arrangement, the following will be undertaken immediately:

- Profiling of the Provincial Tourism Safety and Security Forum
- Maintaining the crisis communication team that is available on a 24-hour basis
- Distributing the “safety tips” at all entry points into the province
- Adopting these tips and encouraging everyone in the industry to adopt it as an official brochure aimed at educating and empowering tourists
- Establishing a forum with the media to market positive stories and provide timeous information as at when needed
- Ensuring safety on beaches
- Linking initiatives such as the national helpline and E-block Watch
- Distributing the report on the conference and encouraging other organisations to note their responsibilities in regard to the recommendations, e.g. a national calendar of large-scale events, security guards on trains
- Giving holistic support to victims of crime
- Supporting community projects and increasing the level of awareness
- Devolving the tourism safety and security plan to different regions
- Calling of different workshop groups to special sessions at different dates from March to April to look at issues of implementation and areas of improvement

This conference should be seen as the beginning of a very sound relationship of stakeholders.

The enthusiasm and commitment shown will certainly take us to greater heights and position the country as a safe tourism destination.

Your Heritage is our Heritage



Heritage Alive

explores the meaning and value of heritage for tourism. Through this initiative, and others, the City of Cape Town aims to make communities more aware of heritage tourism – tourism which focuses on the events, circumstances, places, objects and people that have shaped our identity as a community or nation. In particular the campaign is aimed at communicating that heritage:

- ⑥ Plays an important role in the creation of civic pride and dignity
- ⑥ Contributes to the revitalisation of communities and the recovery of history
- ⑥ Has an important place in tourism
- ⑥ Can be of economic benefit to communities
- ⑥ Is a valuable and irreplaceable asset which needs to be conserved



One of the main challenges of **Heritage Alive** is to encourage communities to develop new sources of interest, so that the tourist experience becomes more diverse and continuously enriched. An objective of the campaign therefore is not only to create awareness about heritage and tourism, but also to build a participatory framework through which communities (particularly those formerly marginalised, disadvantaged and impoverished by apartheid) can give concrete effect to their heritage. As part of the African Renaissance, we need to show the world – both foreign tourists and ourselves – all of who we are and where we've been so that those in the future may know of our trials our tribulations and our triumphs, especially as we contemplate and celebrate our first 10 years of democracy.

If you have any ideas about new heritage resources, step forward. If you stand up for your heritage, you'll keep it alive!

ENQUIRIES AND SUBMISSION OF IDEAS: CAPE TOWN TOURISM ON (021) 426-4260

