

TRANSPORT AS A CATALYST FOR TOURISM AND SOCIO- ECONOMIC DEVELOPMENT

A presentation by
Al Z. Soko

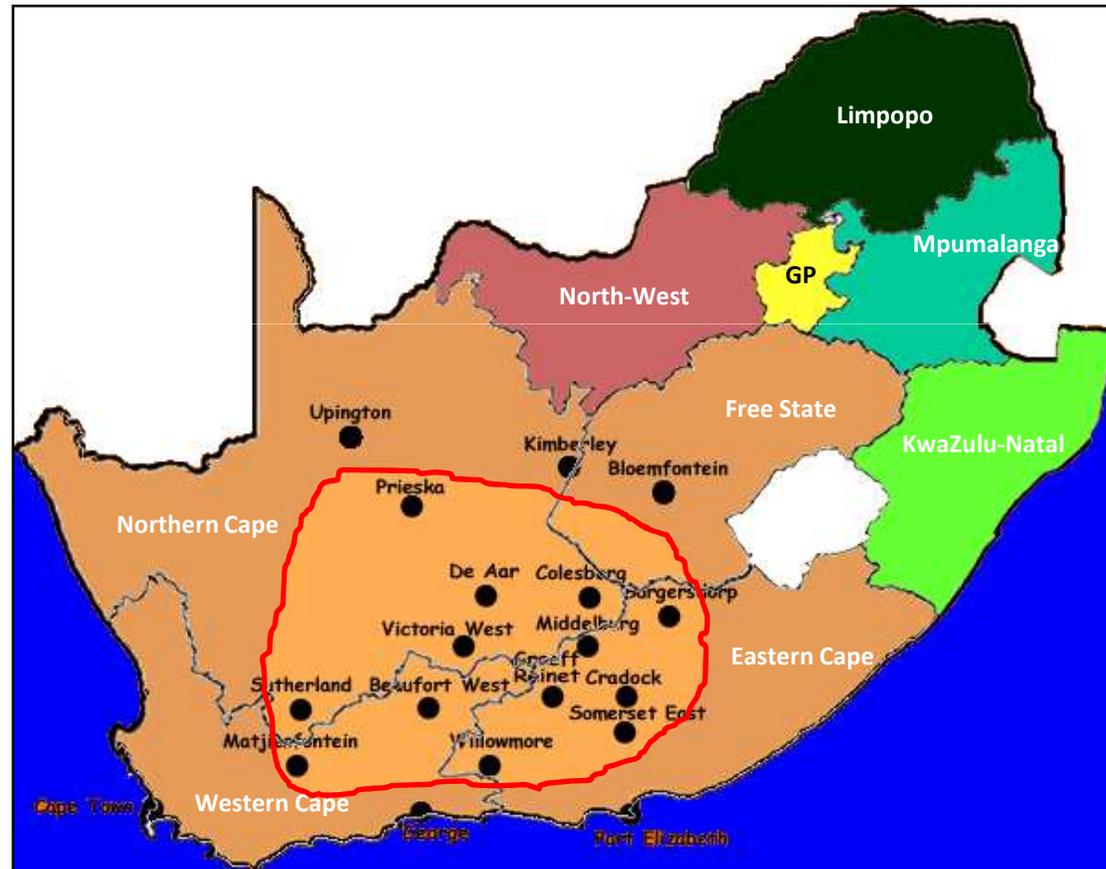


Independent Transport Planner

OBJECTIVES

- Provide a transport perspective with respect to the Development of the Karoo as a region
- Demonstrate the potential regarding alignment of transport and tourism
- Provide a framework for coordination and inter-regional cooperation
- Stimulate dialogue with regards to the Karoo as a focal area
- Present some recommendations

THE KAROO REGION IN THE SA CONTEXT



**Transport
is
the heartbeat of the nation**

INTRODUCTION

Transport is the cause and the effect of the growth of tourism.

The improved facilities have stimulated tourism, and the expansion of tourism has stimulated transport.

Accessibility is the main function behind the basics of tourism transport.

In order to access the areas that are mainly aimed, tourists will use any transportation mode.

(Dr. Jean-Paul Rodrigue, International Tourism and Transport)

BASICS OF A FUNCTIONING TRANSPORT SYSTEM

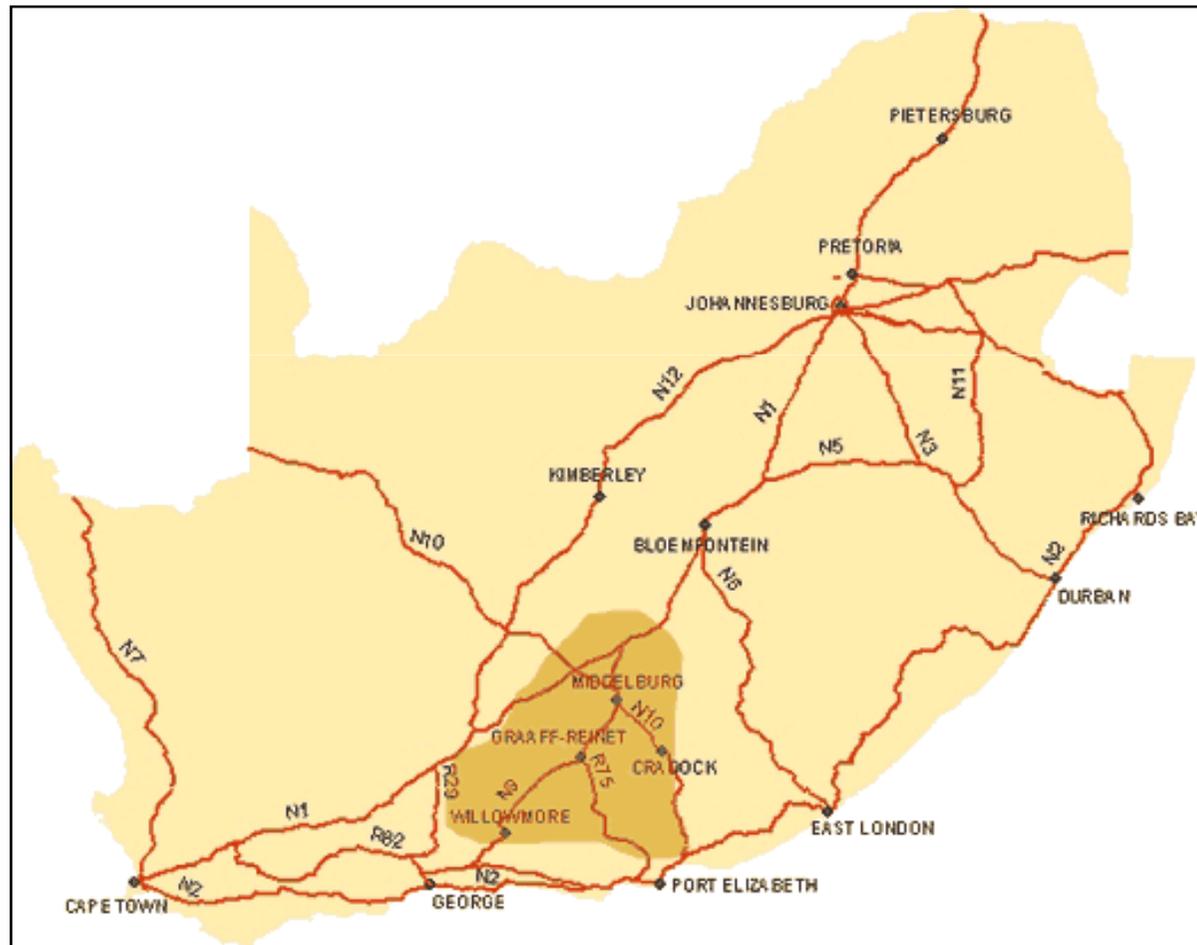
The relationship between tourism and transport is primarily influenced by two elements:

convenient access to the tourist destinations and the **quality of transport services**, which must meet user expectations and must in any case be of a high level.

- **S**afe and secure
- **A**ccessible
- **F**requent
- **E**fficient
- **R**eliable

- *Information*

TRANSPORT NETWORK THROUGH THE KAROO



IMAGINATION # 1

(TOWARDS MOBILITY AND ACCESSIBILITY)

- A network of cycle paths and footpaths runs alongside main roads to surrounding villages, so it is safe and pleasant to walk or cycle.
- Visitors are encouraged to arrive in the area by public transport,
- Courtesy taxis to transfer luggage from the station, and
- Shuttle buses between attractions and the places they are staying.

IMAGINATION # 2

(TOWARDS A SOLUTION)

For people living off the beaten track in the surrounding countryside, shared taxis provide a door-to-door service at any time of day, and are timed to connect with bus and train services for longer trips.

IMAGINATION # 3

(TOWARDS A PARADIM SHIFT)

Transport policy and decisions of governments can make a big difference in the destinations available to tourists,

If the public sector does not cope with the demand in terms of transport infrastructures, the tourist industry might not develop in those regions.

"Holiday spenders" usually make enough contribution to the local economy that governments are more than willing to invest in efficient road networks or airport facilities, especially in locations that have limited economic opportunities other than tourism.

TOWARDS A SOLUTION

- The Karoo is sparsely populated, and in some areas, the population density is less than 1 or 2 person per km². This has contributed to their political insignificance, as the various provincial administrations have invariably given more attention to their more populous regions.

RECOMMENDATIONS

- Railway Authority (RA) and local authorities
- The Roads Agency i.e. the South African Roads Agency Limited (SANRAL) together with relevant local authorities
- Local authorities and tourism boards as well as transport operators
- Establish regional joint passenger transport authorities
- Establishment of a single entity responsible for provision of transport
- Provincial airport within the Karoo region

People who use public transport for tourism and leisure form a new group of potential customers for local accommodation, catering and tourist services. To make the most of this opportunity, strategies for placing public transport at the heart of leisure and tourism mobility need to be developed.

-
- From Bogota to Curitiba, from China to the USA, from Ecuador to Indonesia (Jakarta) history has taught us that at the end of every successful project there is need for a **strong political leadership**.
 - The decision-makers are by definition major players in the political arena that govern the local jurisdictions in which the system would operate. The commitment to the Karoo vision by such major players is of crucial importance to its success.

A new ideal does not create itself. Somewhere, somehow, someone must act as a **catalyst** to set out a dramatic new vision for the Karoo region. This catalyst for change maybe a political official, a non-governmental organisation, or simple a concerned citizen.

Ultimately, though, **political leadership** must take upon the task of turning a vision into a realisable project. The most successful visions and ideals to date have been initiated and led by charismatic political leaders. In the transport sector: **Mayors Jaime Lerner of Curitiba and Enrique Peñalosa of Bogotá.**

LET US ALL HEAR THEIR CRIES AND SEE THEIR SUFFERING

