



Homecoming Tourism: Reconfiguring Towns and Cities for Inclusive Development

Professor Leslie Bank
HSRC

Understanding Inclusive Tourism



Strategic Focus of the Recovery Plan

The effective implementation of the TSRP is anchored on the following seven Strategic Interventions:

- Implement norms and standards for safe operation across the tourism value chain to enable safe travel and to rebuild traveller confidence;
- Stimulate domestic demand through targeted initiatives and campaigns;
- Strengthening the supply-side through resource mobilisation and investment facilitation;
- Support for the protection of core tourism infrastructure and assets;
- Execute a global marketing programme to reignite international demand;
- Tourism regional integration; and
- Review the tourism policy to provide enhanced support for sector growth and development.

THREE STRATEGIC THEMES/PILLARS

PROTECT AND REJUVENATE SUPPLY

RE-IGNITE DEMAND

STRENGTHENING ENABLING CAPABILITY

SEVEN STRATEGIC INTERVENTIONS

1. Implement norms and standards for safe operations across the value chain to enable safe travel and rebuild traveller confidence

4. Support for the Protection of Core Tourism Infrastructure and Assets

2. Stimulate domestic demand through targeted initiatives and campaigns;

5. Execute a global Marketing programme to reignite International Demand

3. Launch an investment and resource mobilisation programme to support supply

6. Tourism Regional Integration

7. Review the tourism policy to provide enhanced support for sector growth and development

Place-making and Tourism

POWER OF 10+

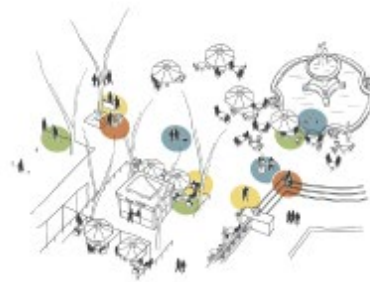
HOW CITIES TRANSFORM THROUGH PLACEMAKING



City/Region
10+ MAJOR DESTINATIONS

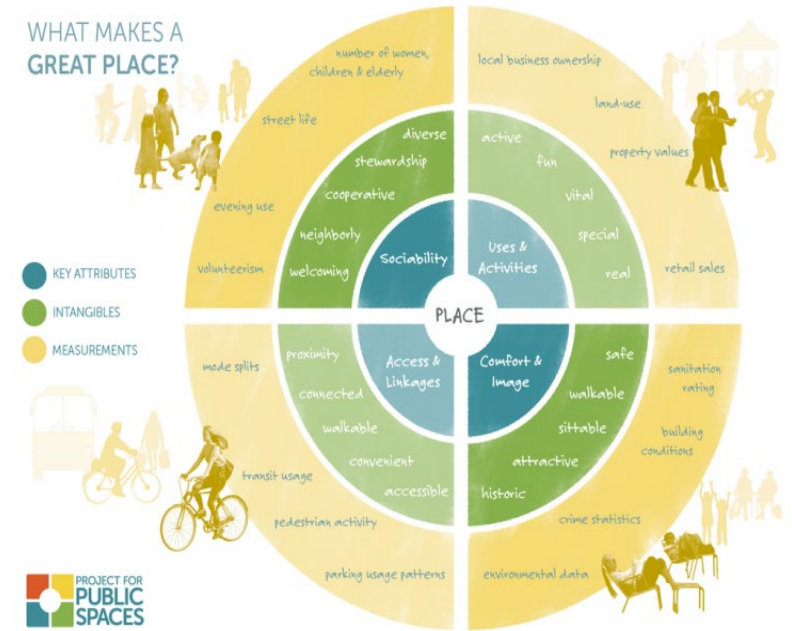


Destination
10+ PLACES IN EACH



Place
10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

WHAT MAKES A GREAT PLACE?



Place-making versus Placemaking

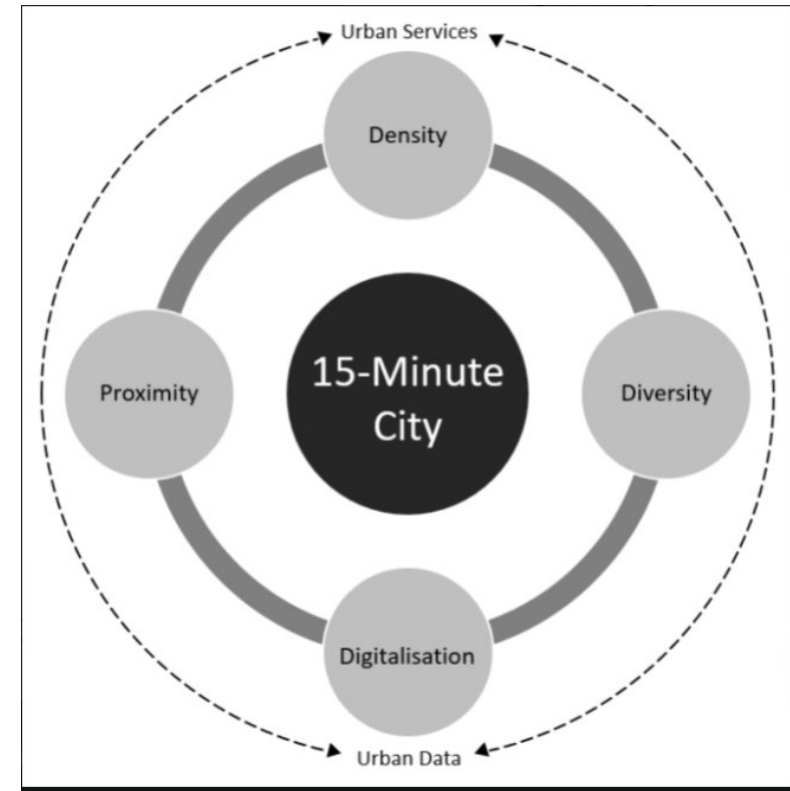
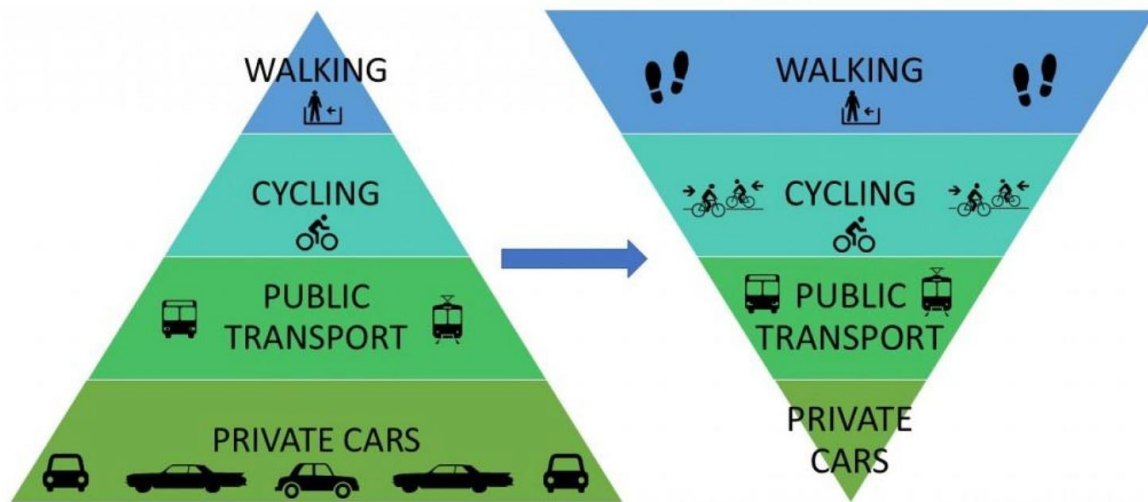
- Urban-planning scholar Alan Lew (2017) defined place-making (an organic process, a process of dwelling) and placemaking (a planned “destination”-building process) as different ends on a continuum of options, along which most places have a mix of old and new, or local and global elements.
- These elements range from the tangible (based in urban design) to the intangible (peoplescapes and imaginations). The tools of place making are essentially the same for both organic place-making and planned placemaking, but the intentions and outcomes can vary enormously.
- Tourism development, as an economic activity, always has a strong, planned, placemaking agenda. Organic place-making emerges through individual agency, but makes an imprint on the planned tourism landscape.
- When we look at places what is it that we cannot see? How can we plan from an understanding the meaning of dwelling and belonging, rather than cookie cut plans of shopping mall or waterfront from elsewhere?
- How can heritage be galvanised for more inclusive place-making? [Gillian Tett, Richard Sennet]

SMART CITY

BUILDING TOMORROW'S CITIES



Smart from the Start or
Smart in the City



15 Minute City: Remaking Urban Neighbourhoods

Decolonisation: Changing Times and Place Names

-
- Many place names are changing in South Africa – corporate bodies and tourist operators do not like that because they have invested in particular brands and identities?
 - We also tend to think that renaming something that will change things, but is it just a matter of changing the signs.
 - Africanising, as Fanon reminded us, can just mean changing the racial and ethnic identities of the ruling class, but bad practices in new hands, but it can also mean changing the language, culture and idiom of the way things are done.
 - Decolonisation requires changing the content of the story; moving away from our colonial past, for Achille Mbembe says it is about “self realisation”, about the removal of western, external domination...
 - Many of our places are still dominated by colonial pasts – the Eastern Cape has been a site of many names changes in 2020.

Buffalo City Metropolitan Municipality Tourism Sector Growth Strategy

Situation Analysis - Final

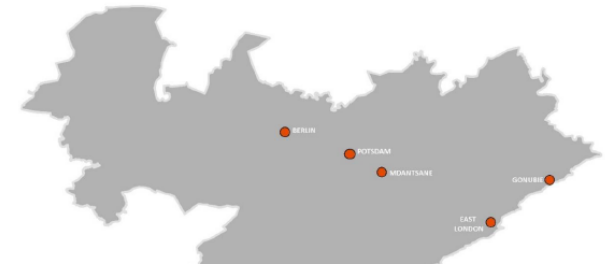
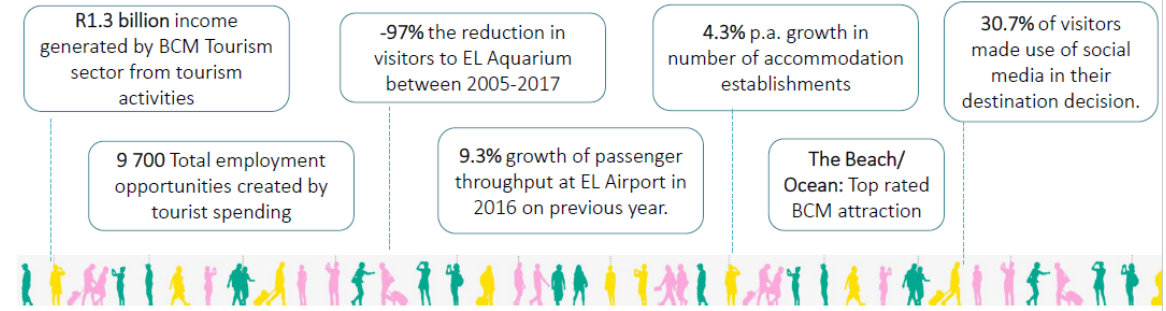
30 November 2018



Prepared for Buffalo City Municipality
2nd Floor Fire Station Building
Fleet Street
East London
5200



Prepared by:
Urban-Econ Development Economists
527 Cape Road, Mount Cross, Port
Elizabeth
Tel: 041 585 6640



Buffalo City Tourism Growth Strategy

Route development and precinct development

Build a “must-see “attractions

- East London beachfront redevelopment, including a tourism centre and information office
- Invest in museums
- Ebuhlanti/Marina Glen upgrade
- Automotive manufacturing heritage museum and Grand Prix circuit

Route development:

Rural heritage routes packaging Steve Biko sites, historic forts and other significant places, connecting East London, King William’s Town, Ginsberg, Dimbaza and other sites

- Invest in local education and recreation sites
 - Develop a water sports centre

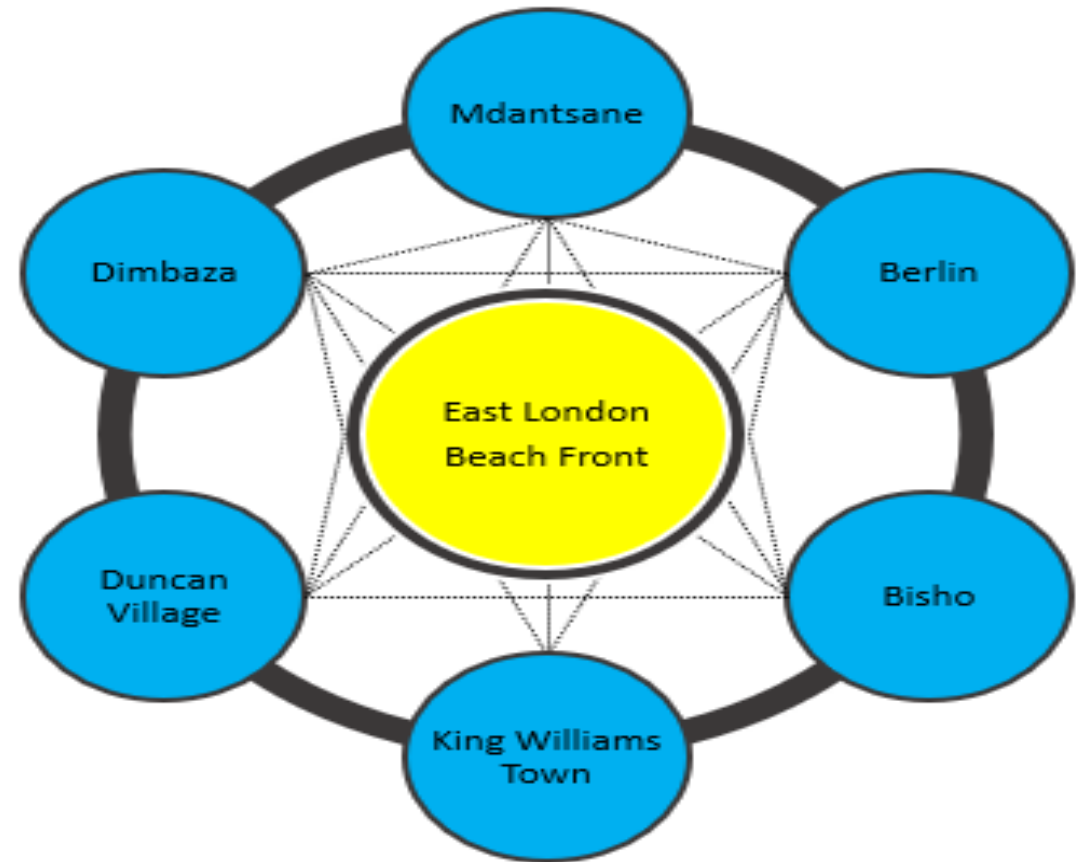
Precinct development:

- Develop Mdantsane sporting precinct and boxing Mecca
 - Develop King William’s Town heritage node
 - Develop East London sporting complex node

Beachfront as the Anchor: Hub and Spoke

Anchor Investments and Nodal Developments

1. East London Beachfront redevelopment
2. Ocean Discovery Centre – aquarium redevelopment
3. Beachfront Adventure Centre and Tourism Office
4. Create heritage/cultural linkages and routes- Steve Biko Statue, Steve Biko Centre, and others. Linkages from the city core to Ginsberg, KWT, Qunu and Dimbaza
5. Tourism Harbour Node
6. Marina Glen / Ebuhlanti upgrade- Undertake a feasibility study on the nature of the redevelopment.
7. Develop the Mdantsane Sporting Precinct /Node- Boxing Mecca
8. Develop the KWT heritage node
9. Develop East London sporting complex node
10. Eco-tourism node at SANBI Botanical Gardens – Kwelera
11. BCM's Automotive Manufacturing Heritage Museum
12. Indi-Atlantic Route



The Home-Coming City with Hidden History



Buye! Ekhaya
GOING BACK TO OUR ROOTS

Pan African Festival

Going Back To Our Roots

MUSIC FESTIVAL 15 DEC 2019

Venue
Buffalo Park Cricket Stadium,
East London

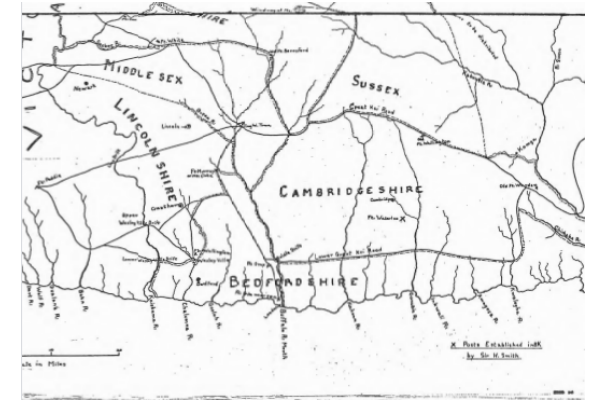
Introducing
2019 ARTISTS

Busiswa
Yanga Chief
Sho Madjozi
Nathi
Zonke
Kwesta
Kabza De Small
Busie Smith
Heavy K
Vusi Mahlasela
Jaziel Brothers

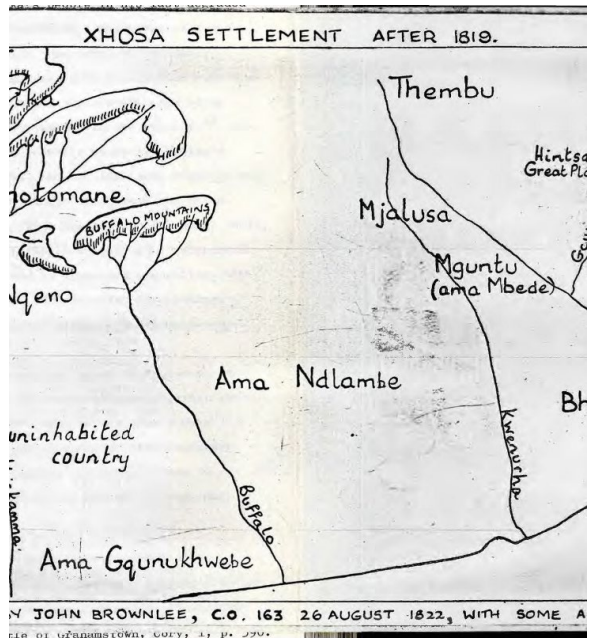
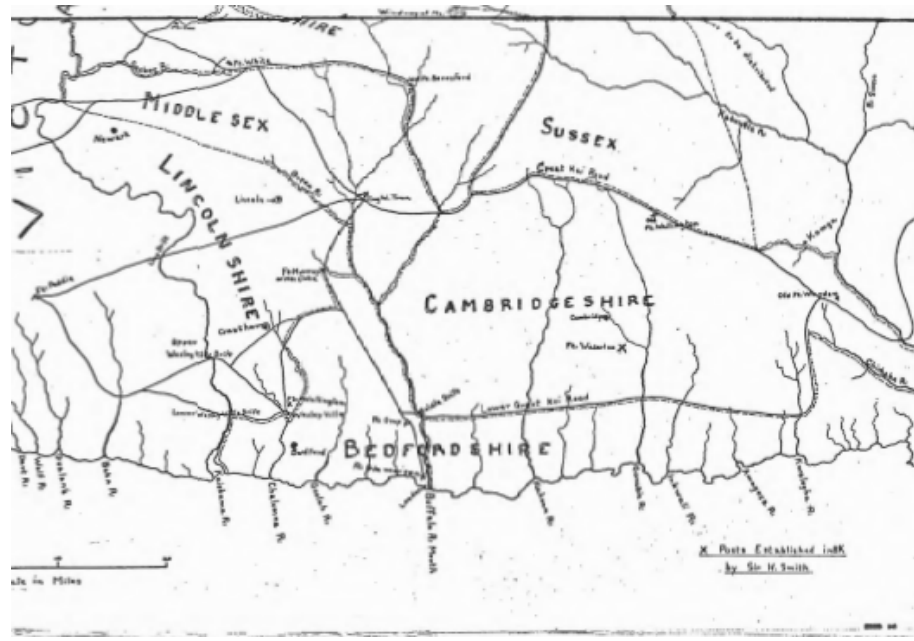
For Only
R250

Wozani Ekhaya

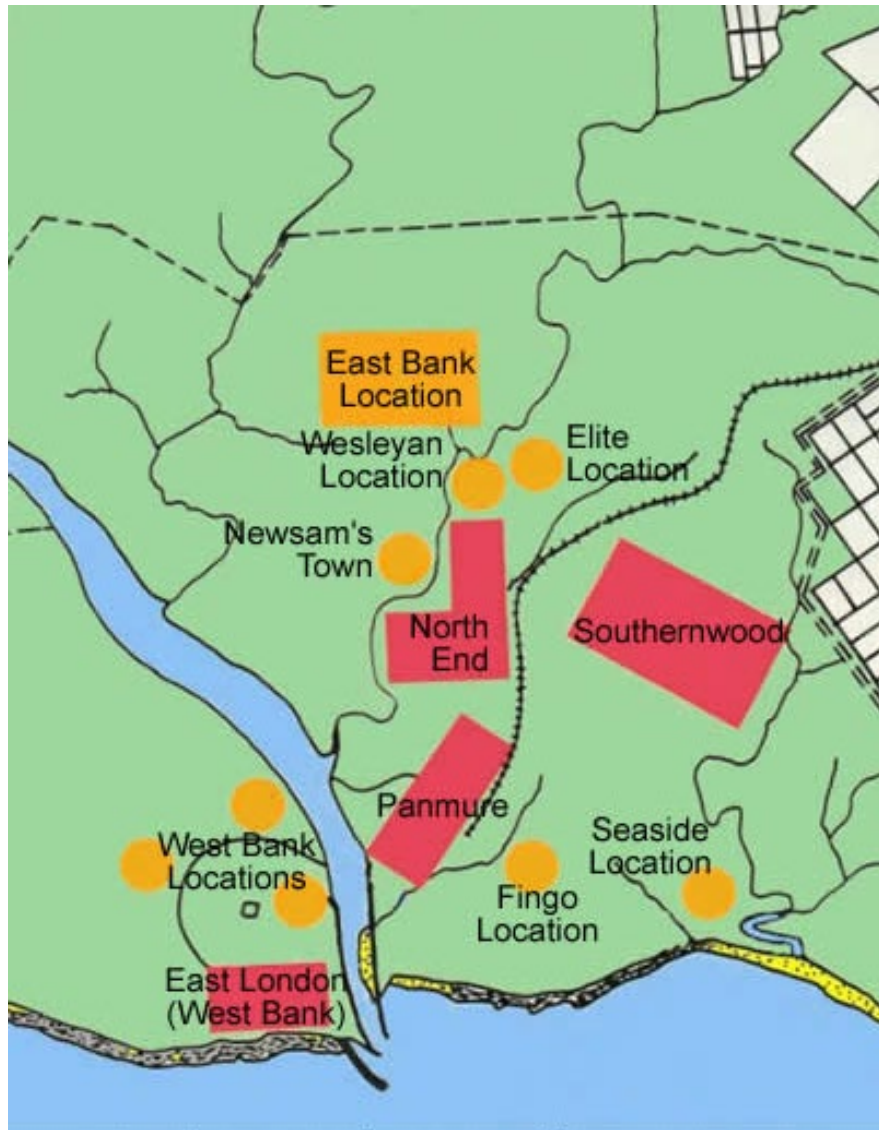




The Origins of a City called (East) London?



The Colonial Maps and Brownlee's 1822 Map



East London showing the proximity of the townships to the town

EastLondon-Labyrinth.com



Settlement in the City: Congregations and Locations



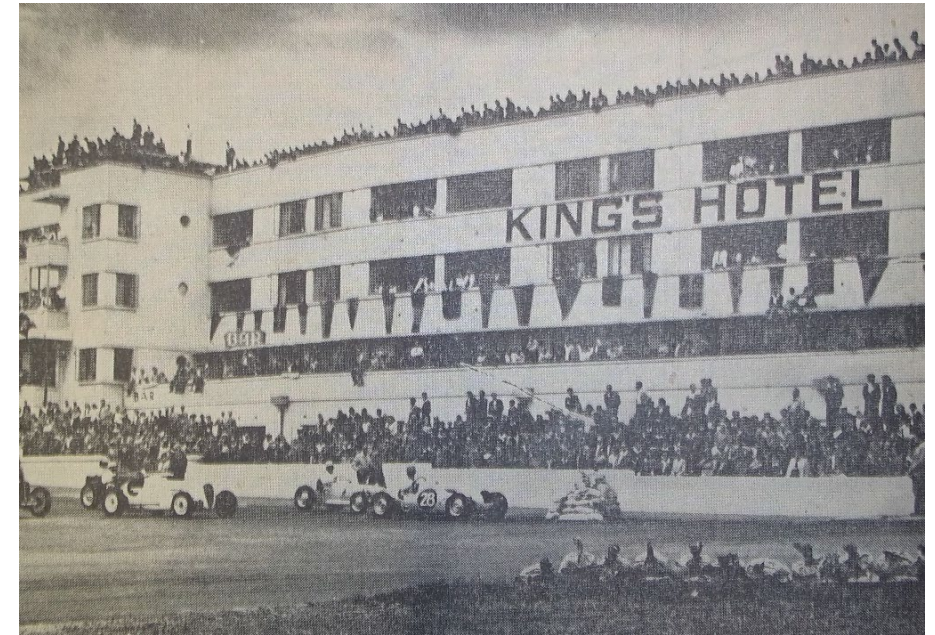
Tramway and Parks Defines the Settler City Limits & Attractions



Beach Hotels and Seaside Holidays



SEAFRONT SCENE ON RACE DAY
at the day in bright sunshine along East London's beachfront yesterday watching the W
championships. This picture shows a section of the crowd at the foot of Moore Street



Motor Racing: Grand Prix and Winter Handicap



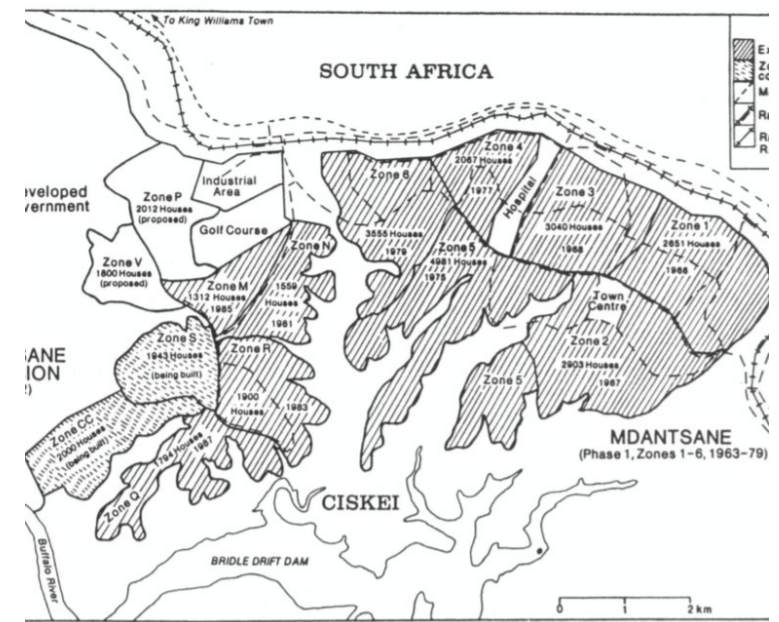
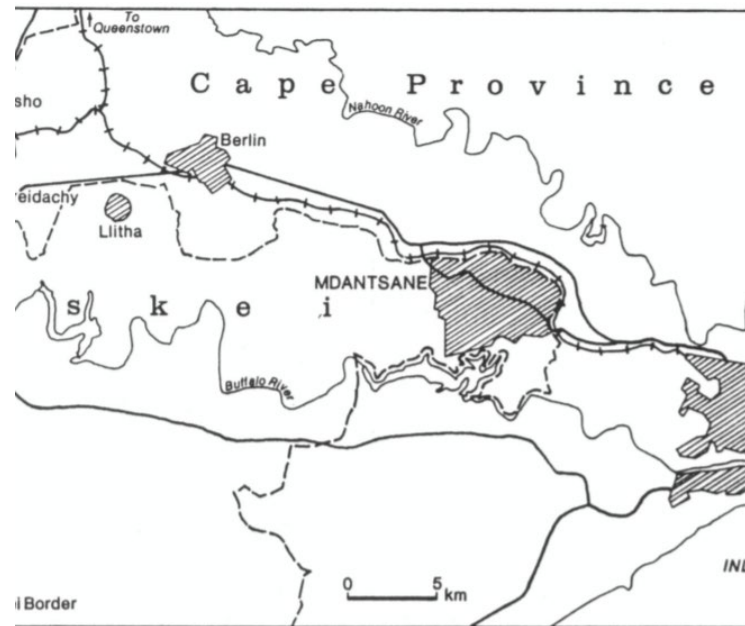
Museums and Buffalo City Heritage Sites



Museum Collections for a Settler City

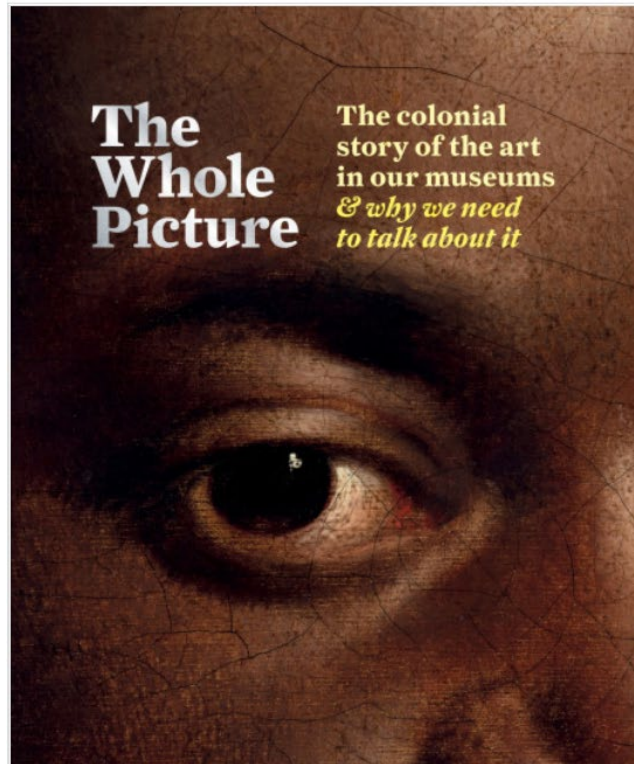


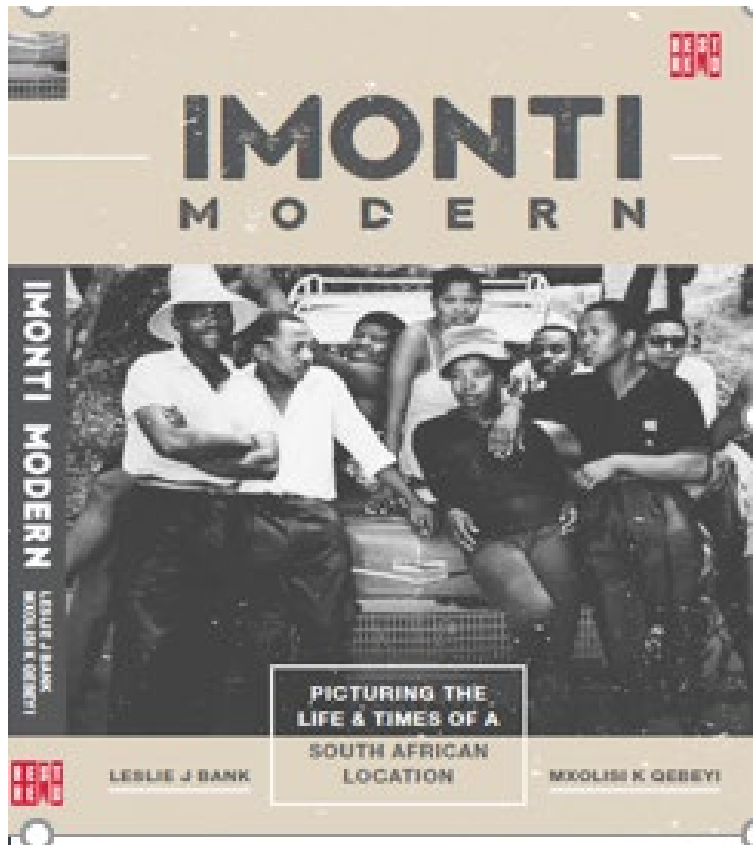
Ethnographic Subject Matter: Diorama



Relocation and Spatial Marginalisation 1960s

Inside the Museum: Telling a Different Story





Jazz

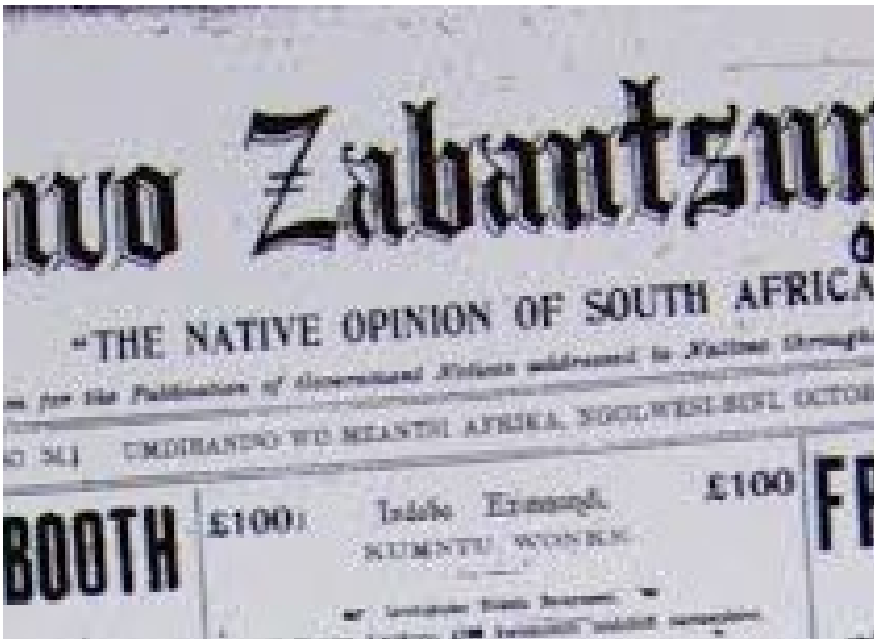
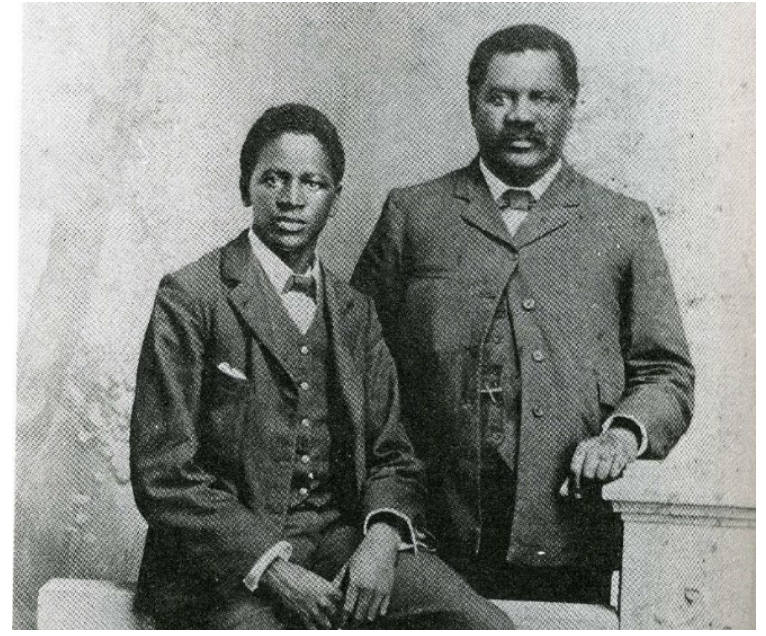
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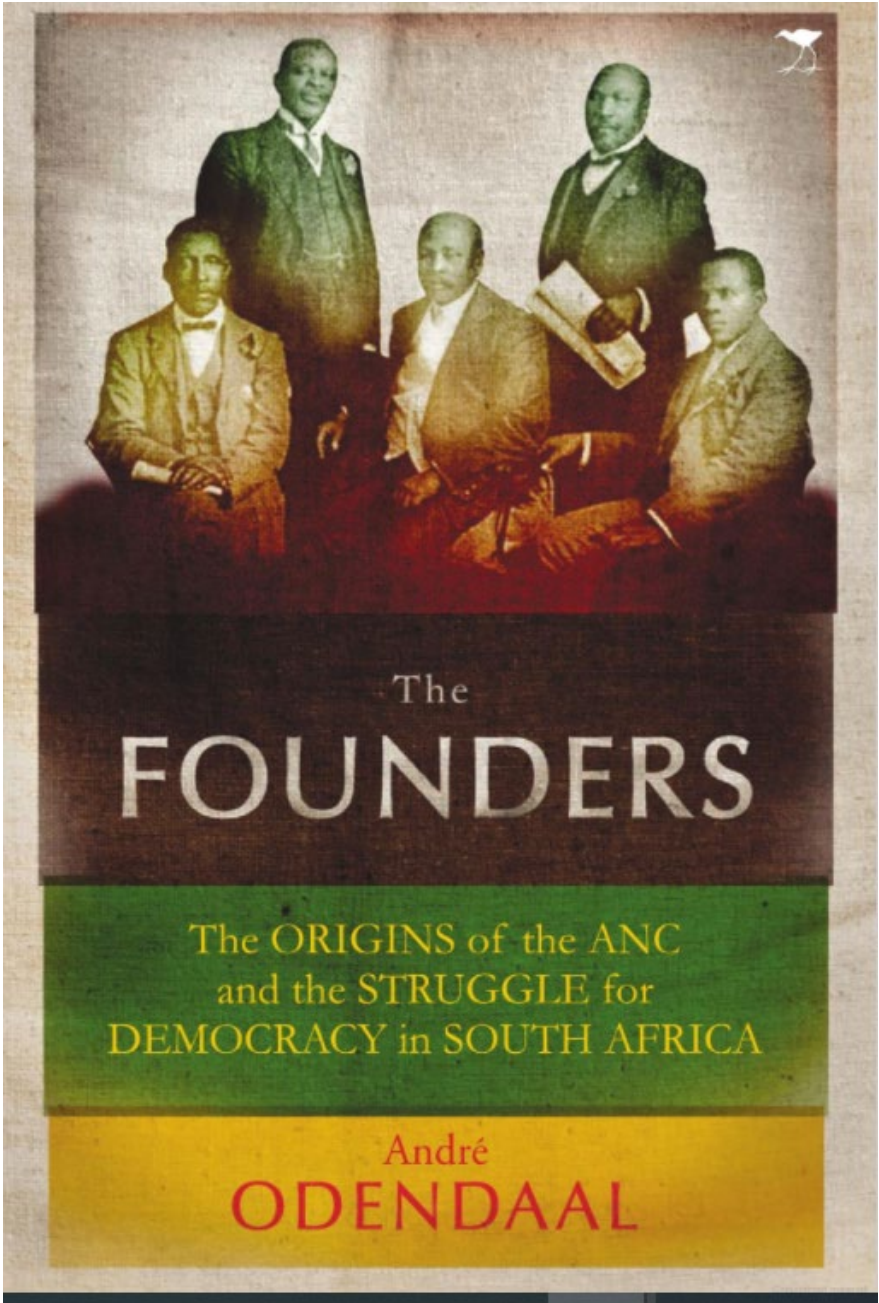
Writing Hidden Histories -- Style Fashion, Music, Politics & Everyday Life



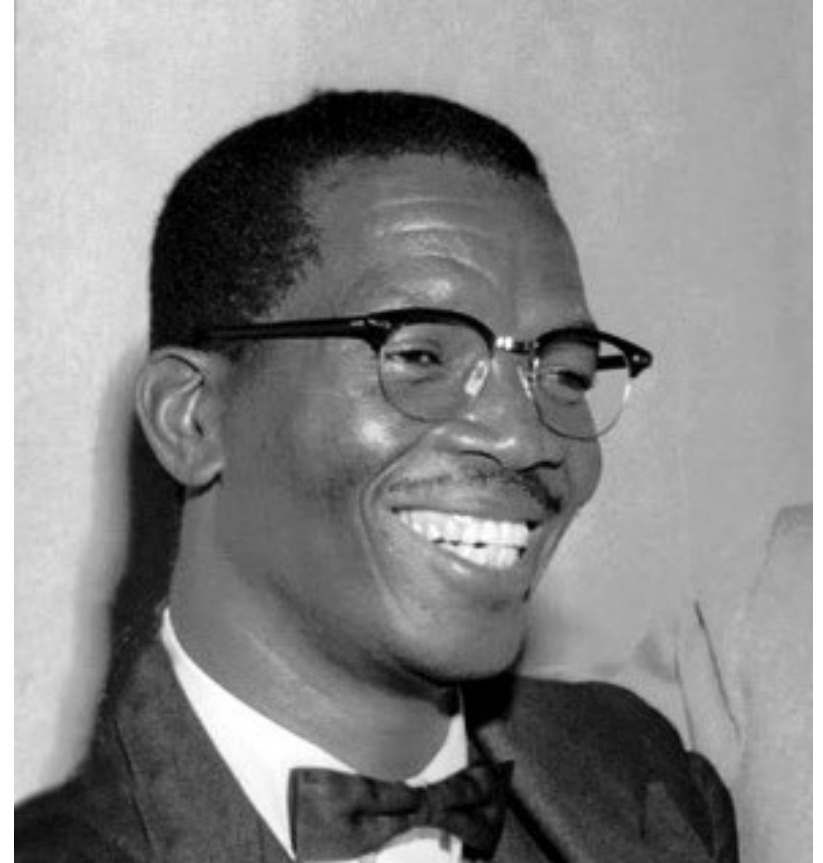
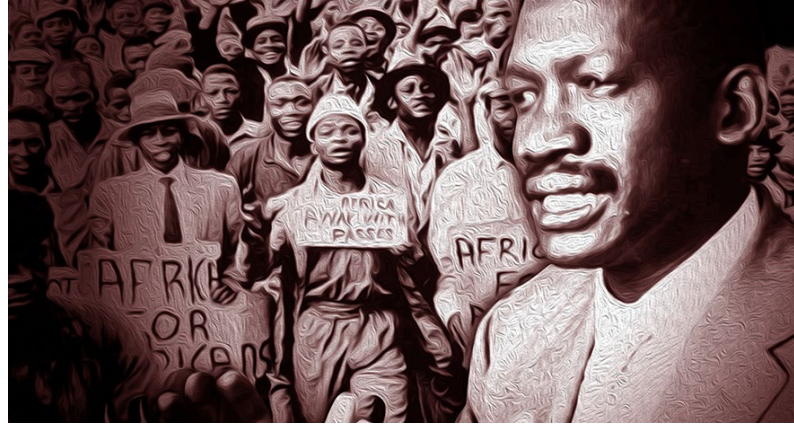
Intellectual Home of African Nationalism



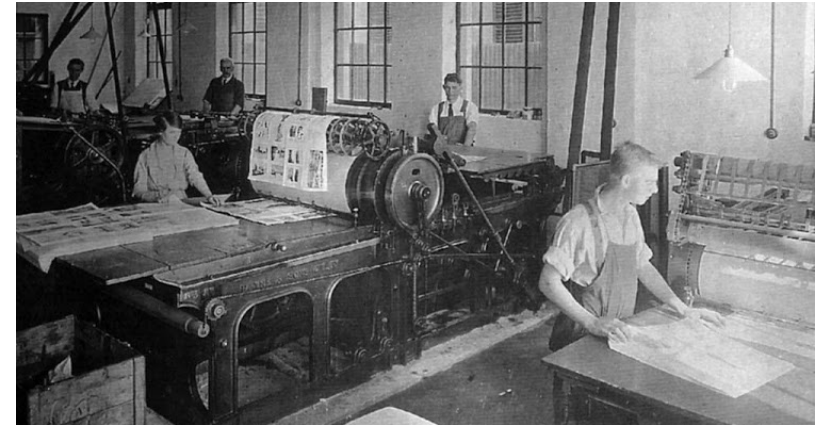
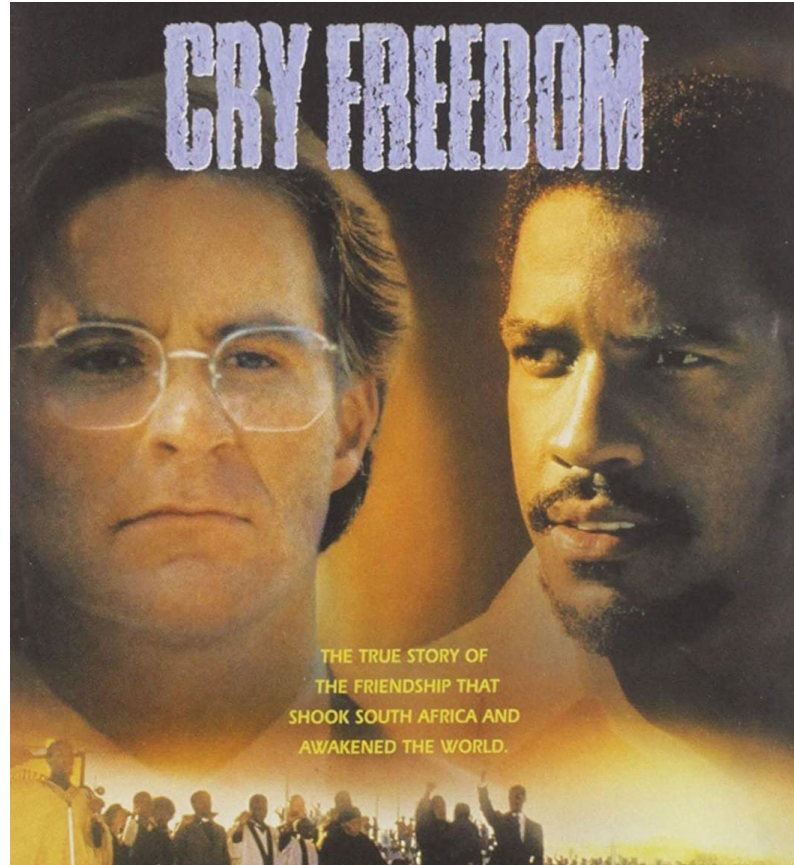
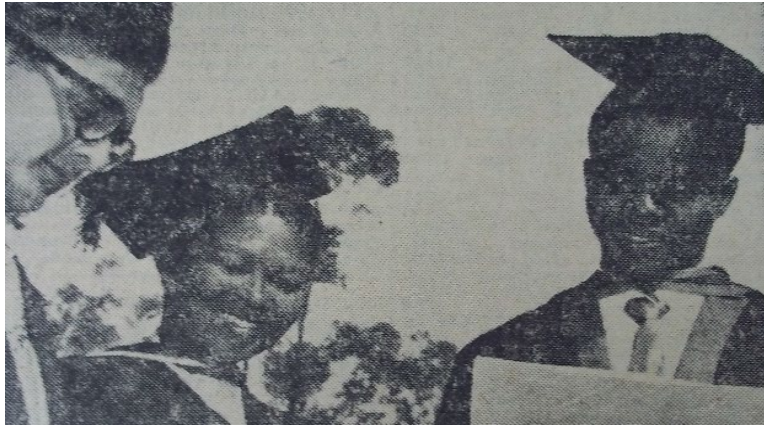
Dreaming of Freedom:
Ku-Gompo, Purification



Origins of Constitutional African Democracy



Africanism and Black Consciousness



Daily Dispatcl



Liberalism and Human Rights



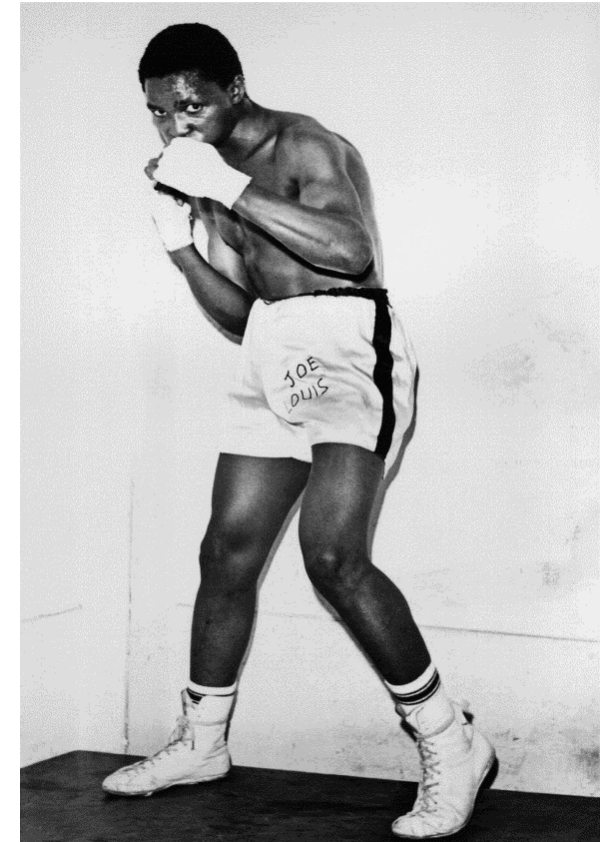
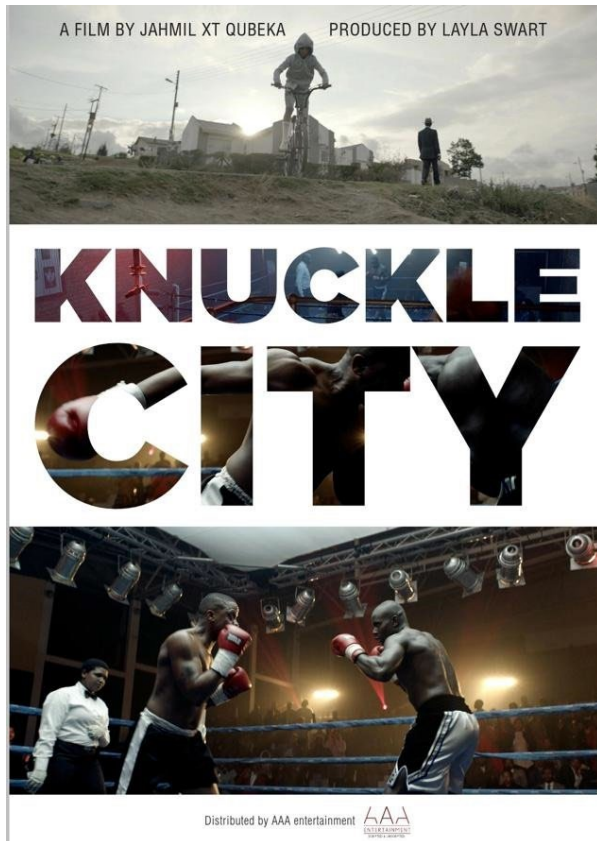
History of Black Cricket and Rugby in the City



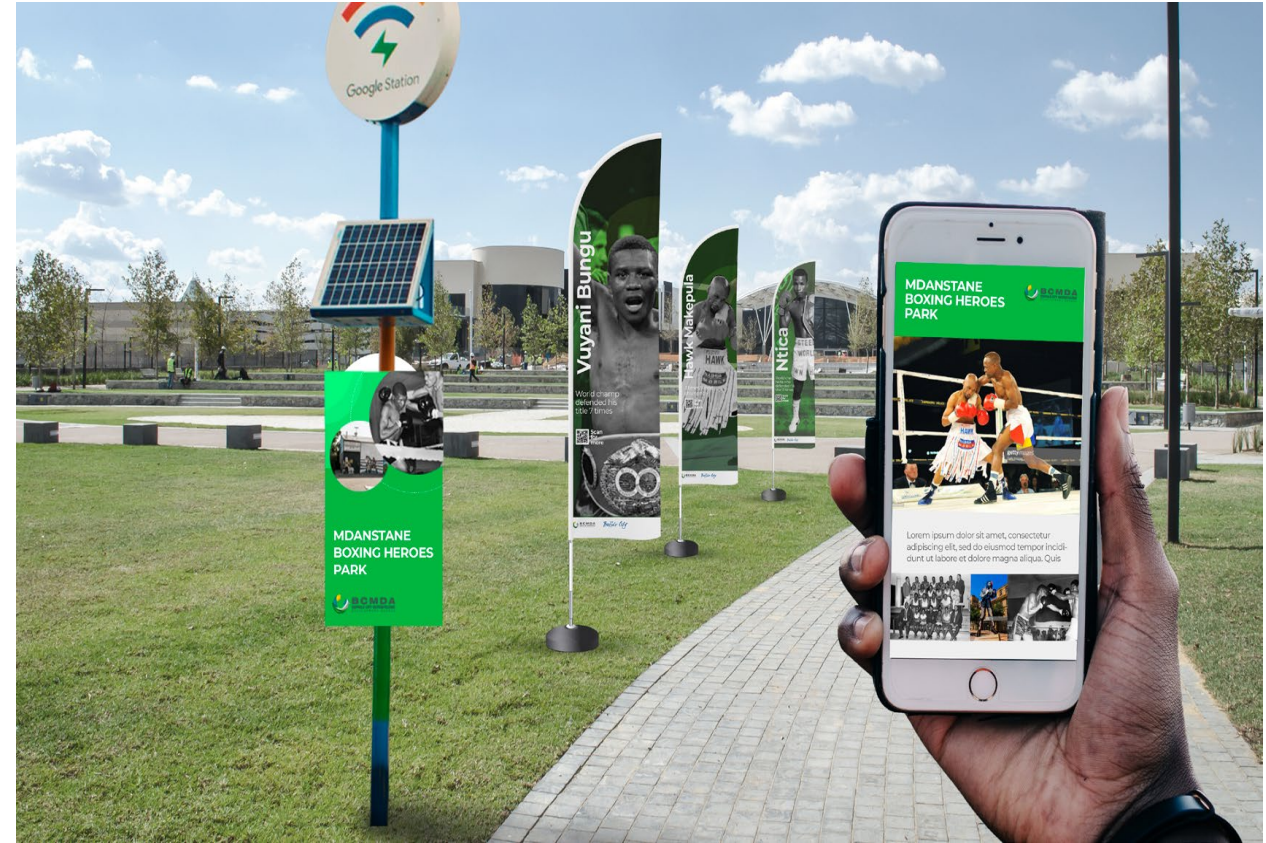
Nurses, Style and Women



Black Beach Cultures



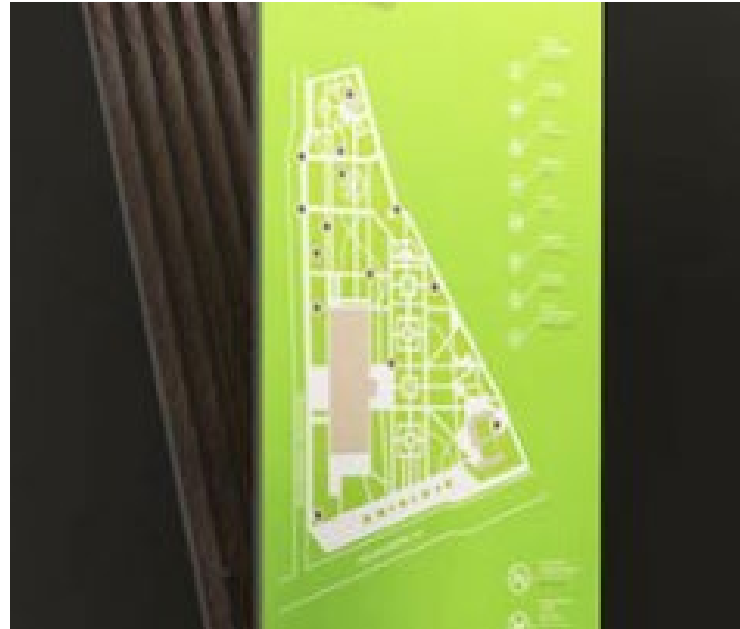
Boxing Heroes: City of Champions



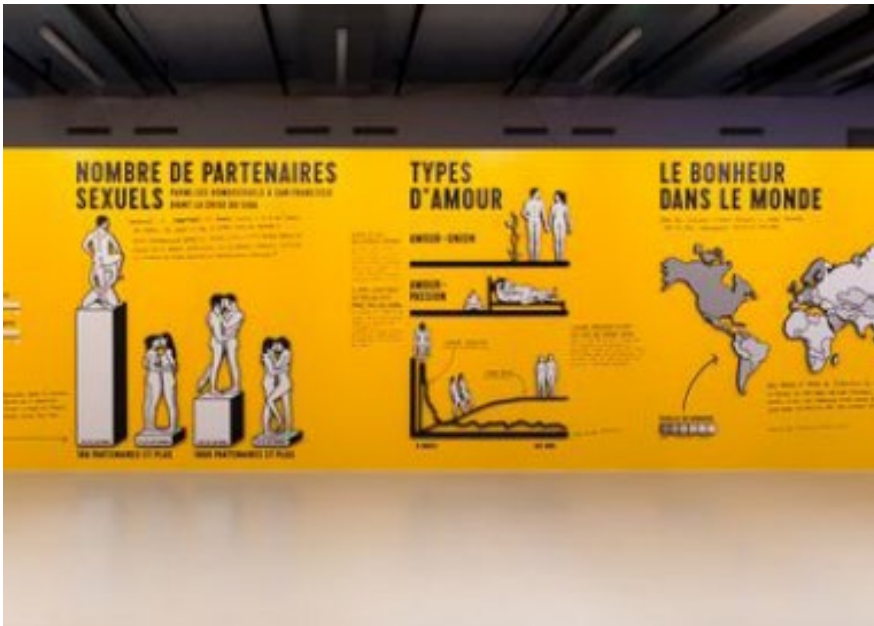
Outdoor and Digital Heritage Tourism



Design Options for Public Boards



More Outdoor Board Designs

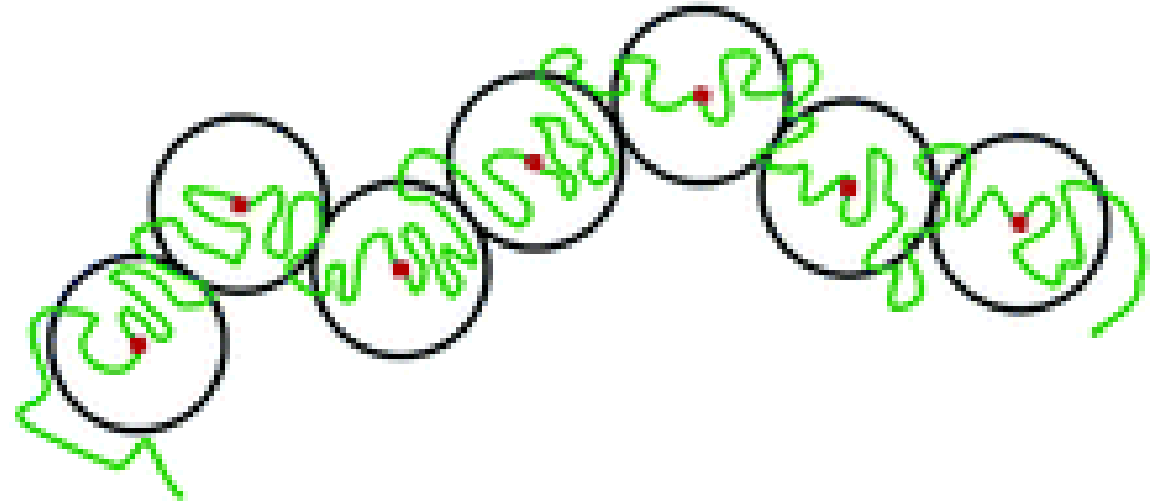


Compressed Storylines



Free-Wi Fi and Augmented Reality

- Free Wi-Fi hotspots
- Geolocation apps and associated content
- Quick Response or QR Codes
- Augmented Reality apps



Model aggregate

Accessible, Educational and Interactive:
Beads on a String

Beach Front


Hidden Histories Tour

Buffalo City **BCMDA**
BUFFALO CITY METROPOLITAN
DEVELOPMENT BOARD


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**Oxford street
to Esplanade**




**Mandela Car and
Winter Handicap**




**Harbour and
Shipwrecks**




**Eastern Beach and
Ebulthanti**




**Orient Beach and
Ocean Liners**




**Knuckle City/Boxing
and Surfing**




**Beach Hotels and
City Jazz 1950s**




**The Windmill and Street
Races/Parades**



**Beauty contests and
City Style 1950s**



**Marina Glen and
Nahoon Mouth**



START HERE **END HERE**

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Use our hashtag, **#HIDDENHISTORIESTOUR** to have your image featured on our social pages.

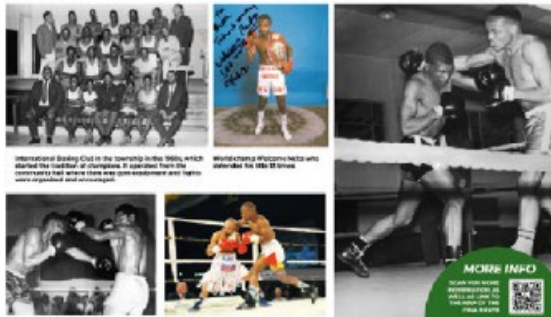


Focused and Informative: Street Level Boards



Heritage Tourism Stations are Mini-hubs

MDANSTANE BOXING 



International Boxing Club in the township in the 1960s, which obtained the location of champions. It is believed that the champions had where there are some equipment and lights were regulated and arranged.

Manufacture of boxing gloves was started in the 1980s.

MORE INFO

Scan the QR code to get more information.

CAR CULTURE 



LADY LEWIS: LADY LEWIS BEARS THE FORT OF THE ECONOMIC CRISIS.

DAVID'S ENGLISH CAR WORK (REPAIRING CARS)

MORE INFO

Scan the QR code to get more information.

EASTERN BEACH CULTURE IN THE 1950S 



BEACH CULTURE IN THE 1950S: BEACH CULTURE IN THE 1950S WAS A TIME OF RECREATION AND ENJOYMENT. THE BEACHES WERE FULL OF PEOPLE ENJOYING THE SUN AND SAND. THE BEACHES WERE ALSO A PLACE WHERE PEOPLE MET AND MADE FRIENDS.

MORE INFO

Scan the QR code to get more information.

THE GRAND PRIX 



THE GRAND PRIX: THE GRAND PRIX IS A RACE OF SPEED AND SKILL. IT IS ONE OF THE MOST EXCITING EVENTS IN THE WORLD.

MORE INFO

Scan the QR code to get more information.

More Exciting Hidden Histories Tours  



KING WILLIAMS TOWN **DUNCAN VILLAGE** **MDANTSANE** **WESTBANK AUTO RACING** **HISTORY OF DIMBAZA**

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Create City-wide Heritage Tourism Routes



Signage and Free Internet Access

Connect SAHO to tourist sites by connecting their information to GPS points

Mission

SAHO's mission is to promote the study and teaching of history and to make knowledge accessible through the creation of a comprehensive online encyclopedia of South African and African history. Furthermore, through developing partnerships with community based history projects, museums, archives and educational institutions it provides a platform for people to tell their stories.

Values

SAHO is committed to



- The promotion of history, freedom of expression and open access to knowledge and information.
- Strengthening research and the teaching and learning of history.
- Working with educational and heritage institutions and archives, to ensure that South Africa's history and heritage resources are shared to promote non-racialism, democracy and social justice.

Social Media, Education and Tourism

Send your story
to your friends
with selfies &
photographs



Contact:

- Professor Leslie Bank
- Inclusive Economic Development
- HSRC
- lbank@hsrc.ac.za