

CREATIVE INDUSTRIES AND CREATIVE TOURISM: THE CAPE TOWN EXPERIENCE

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TRANSFORMATION IN A NUTSHELL

The rise of creative industries and creative cities are global trends also observed in South Africa's largest cities, particularly Johannesburg, Cape Town and Durban. Creative industries typically cluster in city-fringe, post-industrial spaces and consist of a number of sub-industries. Creative tourism is a growing field of enquiry which engages creative industry, creative city and urban regeneration debates. It is argued that creative tourism presents opportunities for job-creation and pro-poor development and that more can be done to leverage creative industries and support creative tourism for the growth of tourism and the promotion of destinations (linked to place making) in South African cities.

KEY COMPONENTS

- Overall, this presentation draws on the Cape Town experience in relation to the emergence of creative industries and its impacts
- Evidence from a study regarding creative tourism in Cape Town is presented

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- Learning and policy implications for South African cities in relation to Cape Town experience concerning creative industries and creative tourism are distilled
- Future areas of research are identified

EXTENDED SUMMARY

Creative industries are often regarded as avenues for urban regeneration, economic development and job creation. The growth of creative industries is linked to post-Fordist economic restructuring in cities. In South Africa, Cape Town, Johannesburg and Durban are considered at the three creative industry hubs.

Policy-makers and city managers often adopt creative industry policies and link these to social development outcomes as also seen in South Africa. This research contributes to debates regarding the role of creative industries in the urban economies of cities in the global South. This reflects on the impacts of creative urban renewal, and the implications for social development and policy. The common perceptions that creative industry promotion and urban renewal will spontaneously incur social benefits such as inclusive job creation, the enhancement of social inclusion, and the promotion of cultural diversity are challenged. It is suggested that debates around creative industries in South Africa need to be infused with developmental aims which endeavour to involve and benefit as many end-users as possible. There is a pronounced need for integrated, but yet focused strategies to towards achieving such objectives. Not enough is being done to provide real opportunities for locals to ensure inclusive development and promote cultural diversity.

Creative tourism is a growing field of inquiry in tourism studies and engages creative industry, creative city and urban regeneration debates. Key research finding of the Cape Town case study regarding creative tourism in the city is that creative experience-based tourism is a small, but emerging urban tourism niche market with considerable growth potential in Cape Town. It is maintained further that creative tourism, with a focus on cultural experiences, can create more opportunities for entrepreneurship and more inclusive job creation. Further findings include that creative events are currently well developed in Cape Town but as yet poorly integrated with the wider tourism destination mix as well as creative industry initiatives; and whilst creative clusters are emerging in Cape Town, minimal development of creative urban spaces for tourism purposes is evident. Critical policy issues emerging from this analysis surround recommendations for fostering creative networks, stimulating demand for creative tourism, developing a comprehensive creative tourism product mix, planning for creative precinct development, and integrating creative tourism into the Cape Town destination image.