

COMMUNICATION AND MARKETING PLAN

PART OF THE INTEGRATED MANAGEMENT PLAN FOR THE VREDEFORT DOME WORLD HERITAGE SITE

EXECUTIVE SUMMARY

This section of the Vredefort Dome World Heritage Site (VDWHS) integrated management plan focuses on communication and marketing. It should be kept in mind that all the actions taken should conserve, while allowing for sustainable development, and furthermore be aligned with the country's regulations, the Tourism White Paper (1996), the King II Report and the UNESCO guidelines.

The goals of the communication and marketing plan for the VDWHS are as follows:

- To create interaction, engagement, participation of and with all stakeholders regarding the VDWHS,
- To create awareness of the VDWHS,
- Making available information and education regarding the VDWHS, and
- Marketing of the VDWHS for tourism purposes.

In reaching these objectives, some challenges for communication and marketing within the VDWHS remain in terms of a lack of stakeholder identification and management. This is supported by the main issues that were raised during the public participation process which included stakeholders receiving conflicting messages on a single subject, complaints that there has been a lot of communication without follow-up action and the issues surrounding the creation of a logo for the VDWHS.

In remedy of the above and in reaching the goals suggested, the communication and marketing implementation plan has been divided into actions that should receive immediate attention, actions for the medium term and actions that can be implemented at a later stage. The immediate actions focuses mainly on stakeholder engagement, creating two-way symmetrical communication with stakeholders and specifically tourism marketing.

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