THE EMERGING ROLE OF THE FASHION INDUSTRY IN JOHANNESBURG’S TOURISM DEVELOPMENT STRATEGY

Nyasha Grace Gatawa: 0311578V

A Research Report submitted to the Postgraduate School for Humanities, University of the Witwatersrand, Johannesburg in fulfillment of the requirements for the degree of Master of Arts in Tourism Studies
Johannesburg, June 2006

Stoned Cherrie Design
Source: www.theherald.co.za/femme/2004/08/18/fashion.htm
ABSTRACT

The tourism industry has been described as one of the world’s highest priority industries and has emerged as a significant sector in many global economies including South Africa. The global fashion industry is also a multi-billion dollar industry and in many parts of the world is a huge draw card for tourists. Cities like Paris, Milan and New York have long been acclaimed for their thriving fashion industries. In recent times non-traditional fashion cities such as Kenya, Beirut, Lyon and Amsterdam have increasingly looked to the fashion industry for economic and tourism development. The South African fashion industry has flourished in recent years with the emergence of a new genre of design houses redefining South African fashion. It is against this background that the focus of this study was to investigate the link between fashion and tourism in the city of Johannesburg. A review of the policy framework surrounding the cultural and tourism industries was conducted to ascertain the role and importance ascribed to the tourism and cultural industries in South African policy with particular emphasis on the city of Johannesburg’s policy environment. The international experience of using fashion in tourism and urban development strategies provided examples and insight into global strategies of linking fashion and tourism. Case studies of the Johannesburg Fashion District and SA Fashion Week revealed their emerging role in the tourism industry. The experience and views of designers and industry officials regarding the role of fashion in the tourism industry was determined through in-depth semi-structured interviews. The study concluded that there is definitely potential for the local fashion industry to make a significant contribution to tourism in the city of Johannesburg but this is dependent on the development of a clear fashion tourism policy framework, greater marketing and promotional efforts and the addressing of critical challenges in the fashion and cultural tourism sectors.
DECLARATION

I hereby declare that this research report is my own unaided work. It is submitted for the degree of Master of Arts (coursework and research report) in Tourism at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree at any other university.

At this the 26th day of October 2007

Signed:
DEDICATION

This Research Report is dedicated to my dear parents, Judith and Bernard for their unwavering support, encouragement and generosity. You taught me and inspired me to strive for greater heights. I will forever be indebted to you.
ACKNOWLEDGEMENTS

Firstly, I would like to acknowledge and thank my supervisors **Professor D. Bunn** and **Monica Newton** for their expert guidance, input and patience throughout this research process. This research report would not have been completed without their invaluable input, insight and editorial comments. I would also like to acknowledge Brett Pyper, Lara Allen, Sao Mendes, Lushy Konar and Professor Chris Rogerson who contributed in various ways to the completion of my research report. I am also grateful to my friends Diemo Rampa and Thabisile Zungu who helped make my year at Wits memorable. Thanks girlfriends!!!

Last but definitely not least, I would like to also express my heartfelt gratitude to all those who participated in my research and kindly gave up their valuable time to answer my questions. Fashion designers, tourism industry officials and fashion industry officials - thank you all.
TABLE OF CONTENTS

ABSTRACT........................................................................................................11

DECLARATION .................................................................................................11

ACKNOWLEDGEMENTS......................................................................................V

TABLE OF CONTENTS.......................................................................................VI

LIST OF FIGURES..............................................................................................VIII

LIST OF TABLES.................................................................................................VIII

LIST OF ABBREVIATIONS....................................................................................IX

CHAPTER 1: INTRODUCTION..............................................................................1
  1.1 Background of Study....................................................................................2
  1.2 Research Aims and Objectives................................................................. 5
  1.3 Rationale.....................................................................................................6
  1.4 Theoretical Framework...............................................................................9
  1.5 Methodology.............................................................................................13
  1.6 Limitations...............................................................................................15
  1.7 Structure of the Research report.............................................................15

CHAPTER 2: TOURISM AND THE CULTURAL INDUSTRIES: POLICY
FRAMEWORK, REVIEW OF LITERATURE AND INTERNATIONAL
EXPERIENCE
  2.1 Tourism: A Definition...............................................................................18
  2.2 Tourism and Development: The International Experience....................18
  2.3 Tourism Policy in South Africa...............................................................20
APPENDIX B: QUESTION OUTLINE FOR FASHION INDUSTRY
OFFICIALS................................................................................................................99
APPENDIX C: IN-DEPTH SEMI-STRUCTURED INTERVIEW ..................100
RESPONDENTS

REFERENCES.............................................................................................................101-109

LIST OF TABLES
Table 1.1 Creative Industries in the United Kingdom................................. 25
Table 3.1 Media Coverage of SA Fashion Week............................................64
Table 3.2 Designers Participation in International Fashion Week events........65

LIST OF FIGURES
Figure 2.1    Foreign tourist arrivals to South Africa..............................21
Figure 2.2    Cultural Products industries in Los Angeles.......................26
Figure 3.1    Aerial View of the Fashion District.....................................48
Figure 3.2    Focus of Businesses in the District.................................49
Figure 3.4    Urban Design Frameworks for the Fashion Square..........57
Figure 3.5    Selected Photographs of the Fashion District.................59
LIST OF ABBREVIATIONS

BEE       Black Economic Empowerment
DEAT      Department of Environmental Affairs and Tourism
JPC       Johannesburg Property Company
JDA       Johannesburg Development Agency
DAC       Department of Arts and Culture
DTI       Department of Trade and Industry
UN Habitat United Nations Human Settlements Programme
GTA       Gauteng Tourism Authority
GCP       Global Competitiveness Project
WTO       World Tourism Organisation
WTTC      World Travel and Tourism Council
NEPAD     New Partnership for Africa’s Development
TBCSA     Tourism Business Council of South Africa
UNESCO    United Nations Educational Scientific and Cultural Organisation
CMT'S     Cut, Make and Trim Operators
SAT       South African Tourism
SA Fashion Week South African Fashion Week