



**Our Mission** - declares the purpose of MEP and serves as the standard against which we weigh our actions and decisions:

*To be a driving force that generates inclusive development of the Makana local economy by encouraging individuals and groups to travel within the region on all-encompassing, quality Edutourism experiences.*

**Our Vision** - guides every aspect of what we do by describing what we need to accomplish in order to continue achieving sustainable, quality growth:

**People** - create an environment that staff want to work in and inspire community members to offer superior service and hospitality to guests.

**Products** - ensure high quality products are developed, showcased, supported, standards monitored and maintained.

**Partners** - create an unbeatable network of guests and service providers who share a common goal to promote travel for the purpose of learning.

Makana Edutourism fosters growth, learning and discovery in our residents and the guests who visit our municipal region by facilitating host capacity, supporting the development of the Edutourism industry and building unique, life enhancing experiences that will change the lives of everyone involved.

It will target local hosts to remind them of the wealth and range of broad educational, hospitality and human resources available and unite them in the process of development, marketing and delivery of a singular range of Edutourism experiences.

It will compete for host attention and commitment by informing and educating them of the benefits inherent in a united Edutourism effort and convincing them that it has realistic potential to achieve the best possible increases in guest traffic.

It will target guests on the basis that Makana stands out from other Edutourism destinations in its ability to provide truly life enhancing experiences because of Makana's location, its rich and diverse cultural, educational and historical tradition and facilities and its unique "frontier" humanity. The strength of the local hosting infrastructure, Makana's accessibility and the richness of experiences available in close proximity should also be stressed.

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GRAHAMSTOWN FOUNDATION

MAKANA LOCAL MUNICIPALITY

MAKANA TOURISM

The Makana Edutourism Project is funded with funds from the European Union through the Thina Sinako Programme.



Makana has everything you could wish for (as host or guest) to learn, grow and improve your life – it is here waiting to be discovered and unlocked.

Makana Edutourism – it's all right here!

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