

The State of Tourism at Local Government Level

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INTRODUCTION

- **Global perspectives**
 - New Zealand
 - Territorial Local Authorities
 - Regional Tourism Organisation
 - Economic Development Agencies
 - Macro-Regional Marketing Alliances
 - Australia
 - Regional Tourism Organisation
 - Local tourism organisations
 - Great Britain
 - Local DMOs
 - Regional Economic Agencies

BACKGROUND

- **257 Municipalities**
 - 8 Metro M's
 - 44 District M's
 - 205 Local M's
- **Location of tourism**
 - Within LED unit/department
 - Partly within LED unit/department
 - DMO
 - Development agencies

QUESTIONS

- What is the current state of tourism development?
- What is the significance of understanding the tourism benefits?
- What is the capacity of policy makers?
- Does government support tourism development at local level?
- What interventions can be proposed?

SITUATIONAL ANALYSIS

- Demands of tourists are evolving
- Extent of sustainable tourism planning and development
- Available funding for tourism varies considerably
- Human resource capacity in rural areas is questionable
- Implementation of IDP and/or sector plans
- Bureaucratic nature of processes
- Deteriorating infrastructure in rural areas
- Manner in which tourism information is disseminated

SUGGESTIONS

- Determine best practise
- Support from national structures
- Construct ideal tourism delivery mode
- Better capacitate decision-makers
- Improve interaction between local directorates
- Focus on positive and engaging experiences
- Enhance knowledge base of communities

CONCLUSION

“The hardest thing to open is a closed mind”

Ahmed Kathrada (1929-2017)

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