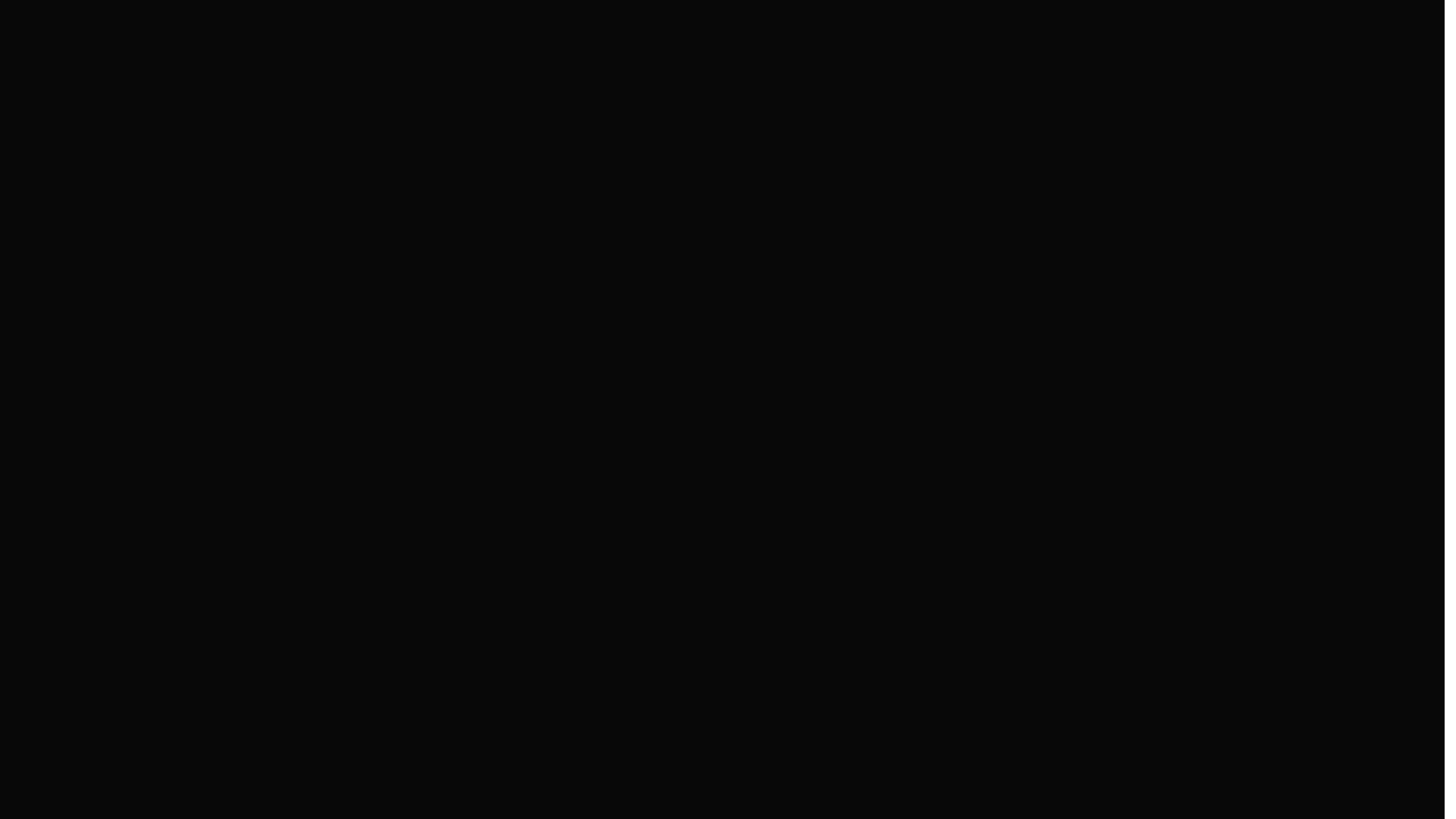


# CO-OPERATIVE GOVERNANCE FOR TOURISM INTEGRATION AT LOCAL GOVERNMENT



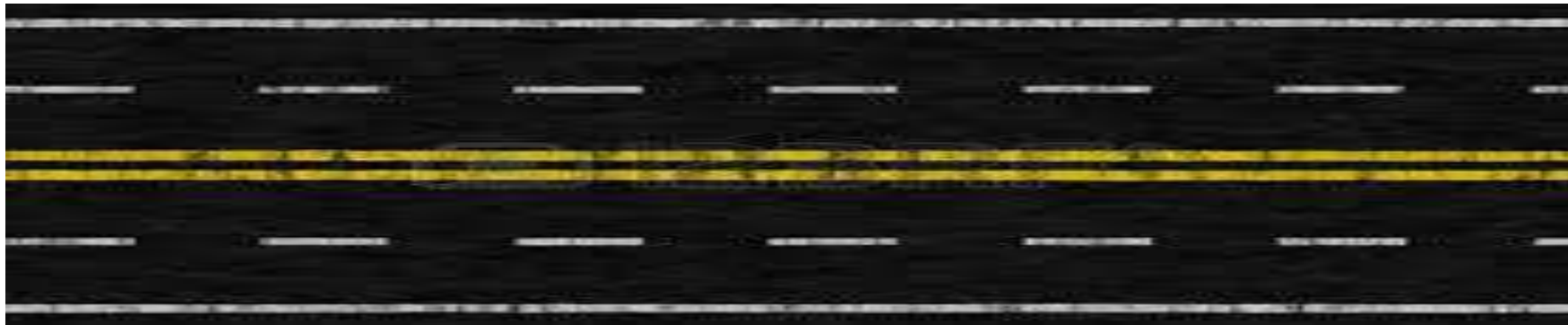
# WHAT WAS OUR “DREAM” AS A COUNTRY, AFTER 1994?





# INSPIRATION.....

## ROAD MAP



**TOURISM  
WHITE  
PAPER OF  
1996**

**TOURISM  
ACT OF  
2014**



# ULTIMATE GOAL



## INTERNATIONAL DESTINATION OF CHOICE



# INTERNATIONAL TOURISM DESTINATION



- ***Major economic driver and engine for growth***
- ***Making a significant contribution to GDP***
- ***Creating jobs***
- ***Addressing poverty and skill shortages***
- ***Empowering local communities***

# INTRODUCTION OF CO-OPERATIVE GOVERNANCE

- **What is co-operative governance?**
  - *Unique and ambitious governance model (actions of governing a state)*
  - *Challenging*
  - *Requires co-operation and consultation (very time consuming)*
  - *To support of all spheres of government to transform itself into a strategic partnership in developing local communities*
- **The BEST level of successfully implementing co-operative governance if at local MUNICIPALITY level (Role of SALGA)**



Cooperative Governance  
Traditional Affairs



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# WHAT IS LINK?

**THE FOCUS**

**NAT TOURISM ST PLAN  
2015 – 2020**

**MISSION OF CO-OP  
GOVERNANCE**



# CONTINUE.....

- **NATIONAL STRATEGIC PLAN FOR TOURISM 2015 – 2020:**
  - ***Key focus is to grow an inclusive and sustainable economy***
    - \* ***Good co-operative governance***
    - \* ***Strategic partnership and collaboration***
    - \* ***Innovation and knowledge management***
    - \* ***Effective stakeholder communication***

# CONTINUE.....

- **PERFORMANCE VALUES:**

- *Leveraging of resources and partnerships to optimise delivery to our stakeholders*

- **ORGANISATIONAL VALUES:**

- *Creating an environment conducive to growth and development of our people*



# CONTINUE.....

- **MISSION OF CO-OPERATIVE GOVERNANCE:**

- *Putting people and their concerns first*
- *Supporting the delivery of municipal services to the right quality and standard*
- *Promoting good governance, transparency and accountability*
- *Ensuring sound financial management and accounting*
- *Building institutional resilience and administrative capability*

# CONTINUE.....

- **COMMON THINGS HIGHLIGHTED:**

- *Inclusion*
- *Empowerment*
- *Opportunity*

- **RESULT:**

- *A Better standard of living*
- *Creating more Job*
- *Developing knowledge and skills of local communities*



# CONTINUE.....



# KEY STAKEHOLDERS ARE...

- *Appropriate government entities*
- *Political parties and interest groups*
- *Foreign missions and strategic partners*
- *Internal stakeholders (key departments)*
- *Business and professional stakeholders*
- *Residents*
- *Civil society and media*
- *Educational and research institutions*



# ***What are the biggest challenges facing local municipalities??***



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# DELEGATE CONTRIBUTIONS.....

- ***MUNICIPAL POINT OF VIEW:***
- ***Tourism is not perceived as a “priority” at local government level***
- ***No political will to drive the process***
- ***Key stakeholders have different agendas (Stakeholder jealousy and positioning)***
- ***No tourism Champions at municipal level***
- ***Relationship between Municipalities and LTO are strained***
- ***Great lack of tourism expertise and skills***
- ***Lack of empowerment to exercise skills and expertise***
- ***Tourism officials NOT part of the decision making process***



# DELEGATE CONTRIBUTIONS.....

- Lack of adequate funding to role out tourism plans
- Tourism is always 'SACRIFICED' in a process of budget cuts
- Element of bribery and corruption
- Lack of maintenance and upkeep of KEY attractions
- Maintaining key infrastructure
- PROVINCIAL LEVEL:
- Lack of commitment and dedication from LM officials
- Lack of passion and understanding of the industry
- LM inability to execute NAT and PROV planning



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Traditional Affairs



# DELEGATE CONTRIBUTIONS.....

- *A feeling in some areas where PROV are stealing LM plans and initiatives*
- **TRADITIONAL AUTHORITIES:**
- *Some traditional authorities are stumbling block in LED*
- *Huge lack of understanding of the application of spacial development*
- *lack of trust between private sector and LM*

# WHAT IS THE WAY FORWARD?

- **RECOMMENDATIONS:**
- ***Tourism MEC's and Municipal Managers must be held accountable for a lack of tourism planning, transformation and execution in their areas***
- ***Fill tourism positions at LM level with passionate, committed and skilled individuals***
- ***Develop an information platform for successful municipalities to share – less successful LM***
- ***Courage educational authorities (from primary school) to plant the “tourism” seed from a tender age***
- ***Develop strategic alliance between LM to share expertise, develop routes and collaborate on themes of common interest***



# FINALLY.....

- *It is going to be long journey*
- *It will present many obstacles and challenges*
  - *We need to remain positive and hopeful*
- *And in doing so, we will change lives of the multitude of South Africans who have LOST hope in our country.....*

• **THANK YOU**