



## tourism

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

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### Local Government Tourism Conference

**24 January 2013**

The National Department of Tourism (NDT) will be hosting a Local Government Tourism Conference on **26 - 27 February 2013 at the Sandton Convention Centre, Gauteng**. The conference seeks to provide a platform for dialogue amongst public and private sector tourism stakeholders, including leadership to engage, share information on tourism developments and challenges at local government.

The proposed theme for the conference is **“Tourism Development: Why Local Government Matters”**.

#### The objectives of the conference will be to:

- Communicate national tourism policies and strategies and how they impact on local government;
- Strategise on how best to empower and capacitate local government to integrate national strategic issues into their planning;
- Deliberate on how best to capacitate and support Local Government to deliver the tourism mandate;
- Emphasise and clarify the role of local government in the tourism value chain;
- Launch the Local Government Tourism Development and Growth Support Programme;
- Clarify the roles of all spheres in tourism development, particularly local government;
- Share best practices of tourism models in order to demystify the perceived unimportance of tourism at local government.

#### Guest of Honour

- Mr Marthinus Van Schalkwyk, Minister of Tourism
- MEC's for Provincial Departments of Economic Development and Tourism
- SALGA Chairperson
- Executive Mayors

#### High profile speakers on:

- The Role of Local Government in Tourism
- Local Government and Private Sector Partnership for Tourism Growth
- Integrated Planning for Tourism Development at Local Government
- Alignment of Tourism Marketing Efforts: Issues and Challenges
- Unlocking Tourism Business Opportunities at Local Government
- Community Beneficiation in Tourism

**Target groups**

Tourism and Local Economic Development (LED) Practitioners in Municipalities, Councillors, Municipal Managers (MMs), Chief Financial Officers in Municipalities, Members of the Municipal Mayoral Committee (MMC) responsible for Economic Development, Integrated Development Plans (IDP) Managers, Tourism Industry Players (Decision Makers), Organised Labour, Communities, Civil Society and other Stakeholders whose role involves Tourism Promotion and Development at Local Government.

Click here <http://www.lgtc2013.co.za> to RSVP and secure your space at this event.

Conference programme will be available closer to the conference date to all registered delegates, and on the National Department of Tourism's Website.

**Enquiries:**

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