LOCAL GOVERNMENT TOURISM CONFERENCE
26-27 FEBRUARY 2013
COMMISSION: BUILDING LOCAL GOVERNMENT CAPACITY FOR TOURISM GROWTH
BY
CLLR. MAIPATO TSOKOLIBANE
DEPUTY CHAIRPERSON: SALGA GAUTENG EDP WORKING GROUP
• WHAT IS TOURISM GROWTH?

• WHAT ARE SOME OF THE CHALLENGES?

• OVERCOMING THE CHALLENGES

• WAY FORWARD
WHAT IS TOURISM GROWTH?

- **number of visitors? larger capacity** to accommodate tourists? **capacity** to grow a specific tourism attractions?
- **Demand vs. Supply:** Is the current supply in tourism offerings sufficient to accommodate the demand? Is there a balance between demand and supply?
- **Culture of Travel:** There is a lack of a solid tourism culture in our country; the emerging market have not yet learned to travel (83% of people travel to visit friends and family and 13% travel to go on holiday)- STA
WHAT ARE SOME OF THE CHALLENGES?

• Lack of awareness of tourism and its benefits: People have limited exposure to travel. However, we have to change the participation and exposure to tourism. How can we change this? e.g. social tourism.

• Lack of suitable priority in IDP: Some municipalities see tourism as an unfunded mandate and more a function of National and Provincial governments.
OVERCOMING THE CHALLENGES

• There must be a greater focus on **opportunities in niche markets**: such as Business tourism & conferencing, Medical, Sport & events and Stokvels.

• **People development/capacity building**: formal training vs. need stimulation; both as an initial capacity building exercise and a ‘sharpening of the spear’ exercise there after.

• **Attitude is everything**: the right attitude, approach, and execution will lead to success. The absence of any of these and failure become a reality.
• Local government should play a leading role in the management and maintenance of tourism infrastructure.

• Prioritisation of campaigns that target both the lower and higher end of the domestic market.

• Creation of a holiday culture among previously disadvantaged groups.
THANK YOU!