



**SALGA**

South African Local Government Association

**LOCAL GOVERNMENT TOURISM CONFERENCE**

**26-27 FEBRUARY 2013**

**COMMISSION: BUILDING LOCAL GOVERNMENT CAPACITY  
FOR TOURISM GROWTH**

**BY**

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operation ■ funding

# tourism

airports success  
transport Cup  
events  
signs convention  
promoting visitor socio-economic provision  
tourism-environment art amenities  
museums represents Municipal ports  
local public sports supporting organisations  
gardens attractions government  
communities information stadia sphere products third  
provide sewerage regional services sector galleries  
lighting parks systems water centres  
tours Local roads World times



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## PRESENTATION OUTLINE

- WHAT IS TOURISM GROWTH?
- WHAT ARE SOME OF THE CHALLENGES?
- OVERCOMING THE CHALLENGES
- WAY FORWARD

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## 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



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## 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.

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## 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.



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## WAY FORWARD

- 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.



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**THANK YOU!**