LOCAL GOVERNMENT TOURISM CONFERENCE
26-27 FEBRUARY 2013

COMMISSION: GLOBAL COMPETITIVENESS AND MEASURING PERFORMANCE

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Tourism

operation
funding
promoting
visitor socio-economic
tourism-environment
art amenities
museums represents
local
public
sport supporting organisations
government
products third
services sector galleries
water centres
times
airports success
transport Cup
signs convention
provision
Municipal ports
stadium sphere
world
information
sewerage regional
parks systems
roads
Local
lighting
tours World
• WHAT IS NECESSARY TO BE GLOBALLY COMPETITIVE?

• WHAT TO MEASURE AND WHY?

• WAY FORWARD
WHAT IS NECESSARY TO BE GLOBALLY COMPETITIVE?

- The **cost** of getting to and travelling in South Africa must be affordable so that it can be accessible to many people.
- There must be a **functional environment** e.g. infrastructure which will ensures visitor experience is of high quality.
- Get quality right, through **skills development** which can be formal training and the hiring of well trained staff.
- Attitude adjustment.
- The existence of updated databases on our own operations & role players.
• Measuring is importance in order to understand the comparative advantages of localities and to achieve competitive advantages.

• There must be a set of indicators to be measured such as; service standards, performance improvements, adherence to legislation.
• There is a need for a measurement system which will provide information on performance standards.

• The measuring of performance must be regular and be measured against set targets.

• Establishments should be subjected to reporting on their performance so that the information can feed into the system.
WAY FORWARD

• What role can local government play in the creation and maintenance of a database and an intelligence information system?
• How can information from surveys or research on the needs of tourists be better utilised?
THANK YOU!