



SALGA

South African Local Government Association

**LOCAL GOVERNMENT TOURISM CONFERENCE
26-27 FEBRUARY 2013**

**COMMISSION: QUALITY ASSURANCE AND SERVICE
EXCELLENCE AND UNIVERSAL ACCESSIBILITY IN TOURISM**

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

- **ENHANCING THE VISITOR EXPERIENCE**
- **QUALITY ASSURANCE**
- **UNIVERSAL ACCESSIBILITY**
- **WAY FORWARD**



ENHANCING THE VISITOR EXPERIENCE

- Ensure **purity of the experience**, offer a real South African experience.
- Tourists' **safety** must be ensured, their stay must be free from incidents.
- The highest standard of hospitality that **exceeds expectations** must be offered.
- Tourism activities must have a minimal impact on the environment.
- Responsible tourism



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QUALITY ASSURANCE

- There has to be **comprehensive databases** at local government level, recording the characteristics of establishments.
- Establishments should strive for a **culture of service excellence**.
- People should be trained on the implementation of the **National Tourism Service Excellence Strategy**.
- Ensure **uniformity** and set standards across the board.



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UNIVERSAL ACCESSIBILITY

- Guided by the **National Responsible Tourism Guidelines for SA**
- Can be used to tap into **new market growth opportunities**: people with disabilities, grey dollar/pound, baby boomers .
- Need for a **criteria** of what constitutes universal accessibility (e.g. public transport, access to beaches for people with special needs)



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WAY FORWARD

- How can the role of Tourism Grading Council be enhanced?
- How can the implementation of the National Tourism Service Excellence Strategy be strengthened?
- How can consumer feedback be utilised and what are the implications of the Consumer Protection Act?



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THANK YOU!