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South African Local Government Association

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

**COMMISSION: GLOBAL COMPETITIVENESS AND MEASURING
PERFORMANCE**

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 NECESSARY TO BE GLOBALLY COMPETITIVE?**
- **WHAT TO MEASURE AND WHY?**
- **WAY FORWARD**

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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 ensure 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.



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WHAT TO MEASURE AND WHY?

- Measuring is important 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.



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A MEASUREMENT SYSTEM

- 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.



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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?



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THANK YOU!