



# Tourism and Local Government: Eastern Cape Perspective

**ADVENTURE PROVINCE**  
*Eastern Cape*  
PARKS & TOURISM AGENCY



# INTRODUCTION

The tourism sector is one of the fastest growing sectors in the global economy

In spite of its growth potential there is an apparent inability to translate global growth into local impact.

Lack of transformation is still a major challenge

This in part is due the existence of a number of key issues



## Issue # 1: Local Government should create enabling infrastructure and support

- The best tourism project for a local and district is not always simply marketing a destination – it is doing what local government is suppose to do namely provide enabling infrastructure, services and safety for tourism
- Support events and the development of attractions so that particular world class events can continuously take place.
- Iron Man in PE and BCM is proof how good infrastructure sustains events which in turn sustain tourism



## Issue #2: Management Data

- Simply put if you cannot measure it you cannot manage it!
- There is not real-time data collection capability that can report on tourism numbers, movement and behavior, which makes it impossible to plan and execute high impact strategies and operational plans.
- This makes it impossible for provincial and local authorities to create the required enabling infrastructure or develop quantitative outputs



## Issue #3: Strategic and Operation Fit

- The strategic and operation fit between district and local municipalities does not follow an integrated clustering model.
- This means that each local municipality operates in isolation and that it ignores the realities of clustering and the advantages of the economies of scale.
- Tourism clusters should be organised at provincial and district level as routes which cut across municipal boundaries
- Resources should be allocated and spread across routes as oppose to local municipalities



## Issue #4: Macro-Coordination

- Lack of coordination in planning protocols between provincial and local authorities reduces the development of an integrated plan with quantifiable outputs that can be devolved to the different levels, whilst still advancing the common targets
- Lack of integration reduces the ability to optimally share existing resources in a mutually beneficial manner. For example the use of Provincial Parks as catalysts and platforms into local economies
- Lack integration between provincial, metro and local entities reduces the ability to increase the impact of budgets in terms of using the economies of scale

**Currently efforts are underway to deal with all these issue and ensure optimal alignment**



# Key Issues going Forward (Collaboration with Local Government )

- Planning
  - Coordination and integration
- Syndication of resources
- Skills development
- Job creation and LED interventions
- Research
- Enterprise support
- Investment promotion
- Signature events





Thank You

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