

# LOCAL GOVERNMENT TOURISM CONFERENCE DG BRIEFING NOTES

03 APRIL 2017



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

# Acknowledgement of Partners



# Why the Conference?

- 🇿🇦 The Conference is part of a broader Local Government Development and Support Programme
- 🇿🇦 It provides a platform for stakeholders to interact on topical issues affecting tourism at local level
- 🇿🇦 The multi-sectoral nature of tourism requires appreciation that the sector impacts on and is impacted upon by various sectors. This platform allows for different perspectives, challenges, and aspirations to be shared.
- 🇿🇦 Tourism occurs at a local level, the Conference therefore provides an opportunity for a reflection on real case studies and experiences



# “Tourism planning is everybody’s business”

- 🇿🇦 The theme of the 2017 conference is a logical progression from
  - 🇿🇦 the 2013 “Tourism Development: Why Local Government Matters” which focussed on the significance of local government for tourism development and
  - 🇿🇦 the 2015 “Tourism: A Catalyst for Local Economic Growth, Job Creation and Transformation” which focussed on positioning tourism as a vehicle for local economic growth



# The theme of this conference is also underpinned by

- 🇿🇦 The Tourism White Paper of 1996 underlines the need for coherence between the different spheres of government and outlines the roles and responsibilities of both the public and private sectors
- 🇿🇦 The Tourism Act, Act 108 of 1996
  - 🇿🇦 Schedule 4A - Identifies tourism as a functional area of concurrent national and provincial competence
  - 🇿🇦 Schedule 4B - Identifies local tourism as an area where municipalities have executive authority
- 🇿🇦 The Tourism Toolkit promotes integrated planning with an emphasis on tourism planning at the local level



# Conference Objectives

- 🌍 Reflect on the state of tourism at local government level including integrated planning;
- 🌍 Deliberate on various policies, legislation and strategies at local government and their impact on tourism planning;
- 🌍 Share working models and leveraging on opportunities at local government;
- 🌍 Reflect on destination development and marketing in the context of local government;
- 🌍 Deliberate on programmes and tools supporting tourism planning at local government
- 🌍 Engage on practical planning workshops aimed at promoting tourism integrated planning at local government.



# Reflection on previous Conference

- 🇿🇦 Working for tourism: focal area established to explore job opportunities relating to the enhancement of safety and cleanliness of a tourism destination
- 🇿🇦 Position South Africa as competitive destination through investment: work underway to enhance infrastructure at key tourism and invest in further destination development
- 🇿🇦 Accelerating transformation: amended BBBEE sector codes; introduced tourism incubator programme; incentivising SMMEs for market exposure; pursuing match making, Charter Council Plan of Action
- 🇿🇦 Significance of provincial tourism structures to grow tourism: NDT continues to work closely with Provinces through IGR forums and joint projects. Most provinces have established tourism structures. Some Municipalities have established District and Municipal Tourism Forums, including community tourism organisations




# Reflection on previous Conference


- 🇿🇦 There is a need for revival of Local Tourism Organisations and encourage their participation during the IDPs: In some municipalities tourism organisations do not attend LED and LTO forums to provide their inputs into the IDP
- 🇿🇦 Municipalities to consider developing by-laws friendly to tourism: Feedback from provinces indicates that some municipalities do not prioritise this area due to capacity constraints & in some cases it is not seen as the responsibility of tourism units
- 🇿🇦 NDT to consider partnering with CoGTA and SALGA in the small Town Regeneration Programme. NDT participated in the Small Town Regeneration Conference. Conference provided a platform for stakeholder to discuss approaches to improve small towns economies





# Reflection on previous Conference

 Municipalities Need to Conduct a basic tourism potential audit to identify top attractions or potential markets: Provincial feedback indicates that Provinces through destination management organisations usually conduct these studies

 Municipalities to Conduct Awareness Campaigns to educate communities about value of tourism: Provincial feedback indicates that provinces coordinates awareness campaigns



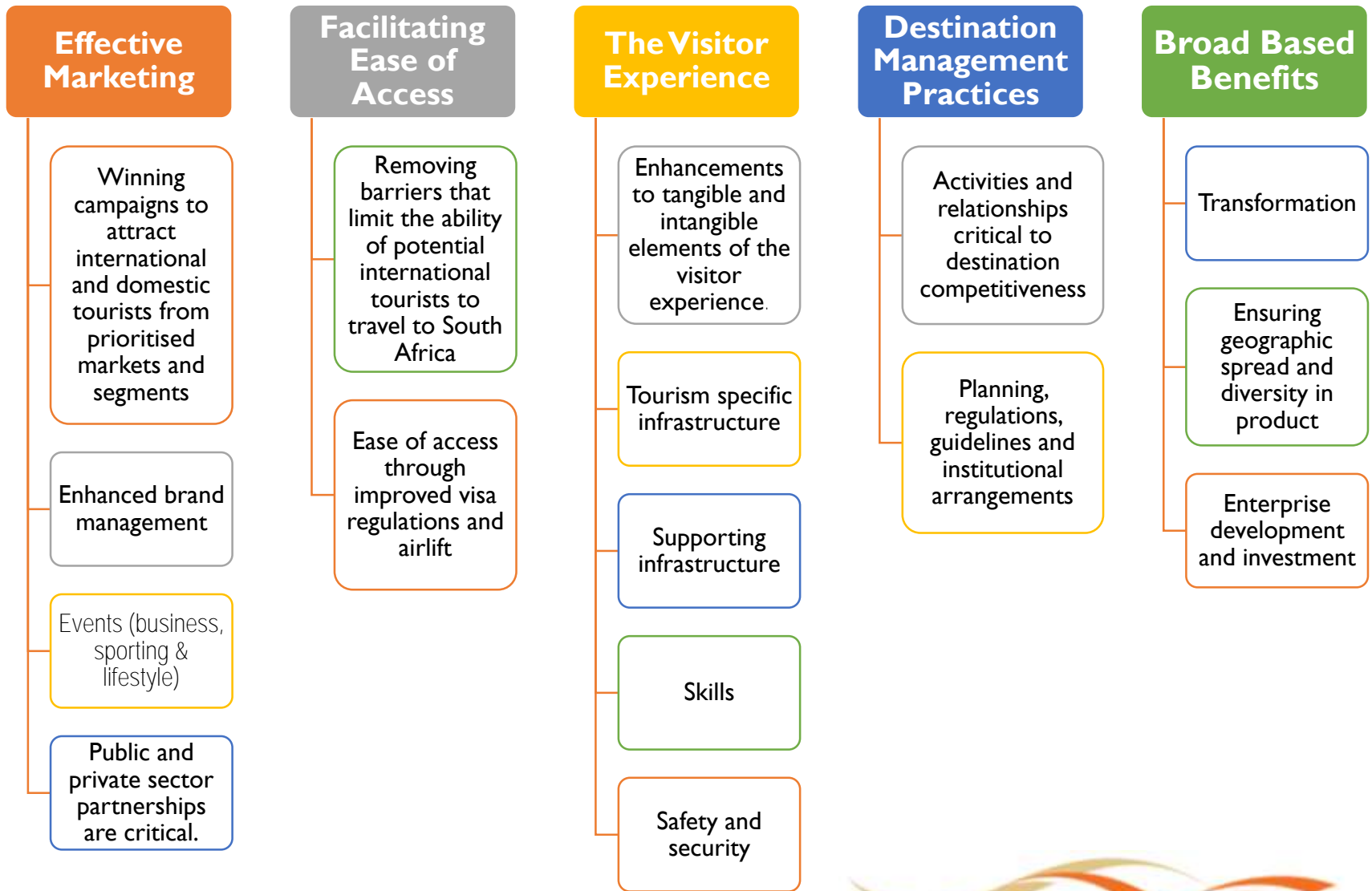
# New approach: NTSS Review

Inclusive  
and  
Quality  
Growth  
of the  
South  
African  
Tourism  
Economy

- Effective Marketing
- Facilitating Ease of Access
- The Visitor Experience
- Destination Management Practices
- Broad Based Benefits



# Unpacking the 5 the Strategic Pillars



# Objectives

## Effective Marketing

- Improve market and segment prioritisation
- Enhance effectiveness of international marketing
- Expand and improve domestic marketing activities and travel facilitation programmes
- Establish effective brand management of the South African Tourism brand
- Hosting of events to improve seasonal and regional spread of tourism benefits.

## Facilitating Ease of Access

- Facilitate increased travel through the application of a tourist friendly visa regime and automated passenger movement and monitoring systems
- Improve airlift access, particularly for priority markets

## Visitor Experience

- Upgrade experiences at World Heritage Sites
- Enhance local destination sites through cleanliness, safety and security, aesthetics, and information improvements
- Provide tourism experiences and facilities that cater for domestic market segments
- Increase bandwidth to support the activities of tourists and tourism businesses alike
- Enhance tourist safety and ensure effective responses to incidents of crimes against tourists
- Facilitate tourist travel through improved private and public transport for tourists
- Improve tourism skills and service excellence

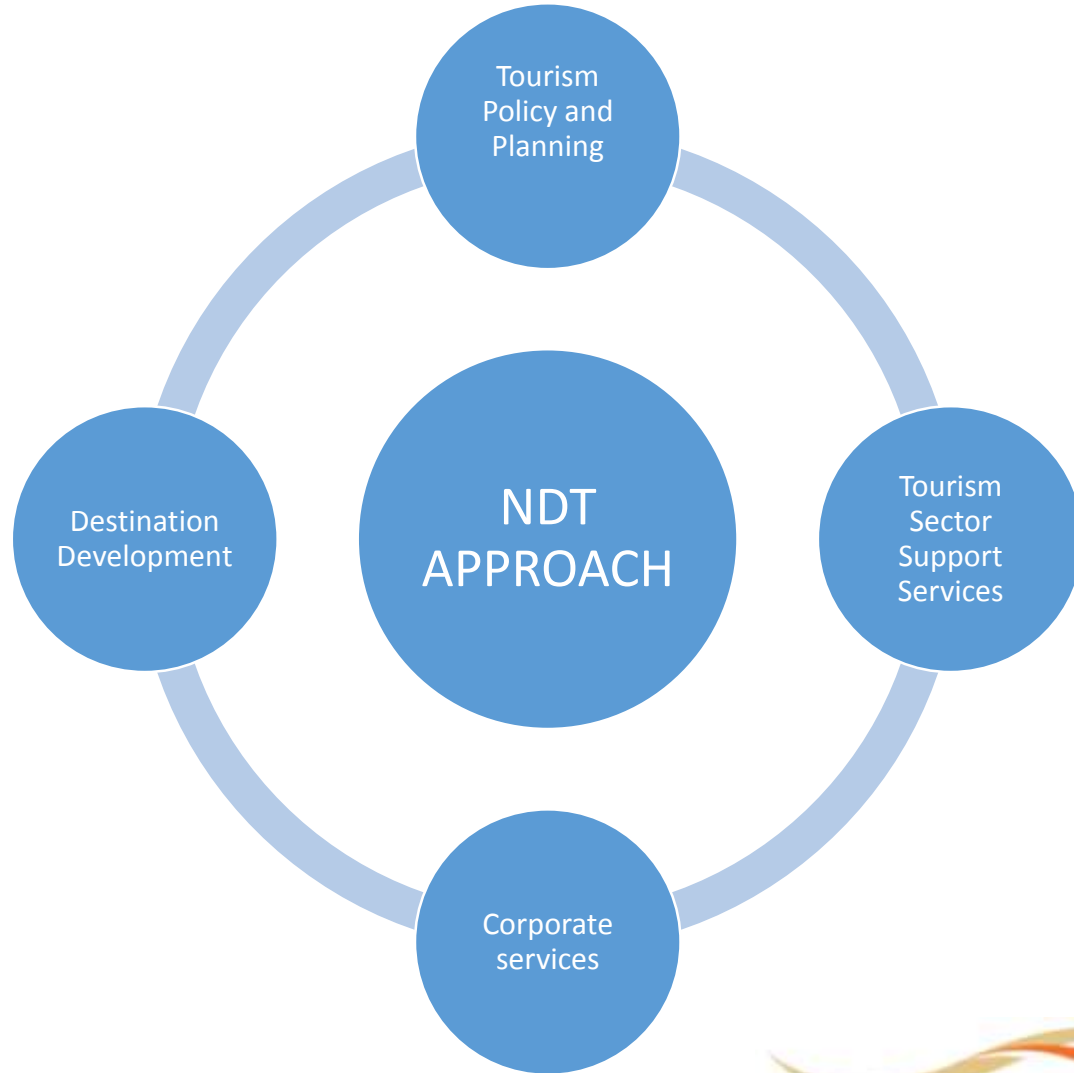
## Destination Management Practices

- Improve the focus and delivery of tourism marketing and development support provided by provinces and local government.
- Improve the quality of decision making, planning evaluation and monitoring in tourism
- Improve understanding of and enhance support for tourism across national government departments
- Introduce best practice approaches and risk management tools to enhance industry's performance

## Broad-Based benefits

- Achieve Broad Based Black Economic Empowerment (B-BBEE) targets
- Support sustainable Enterprise development
- Expand benefits of tourism to rural areas

# Organisational alignment to deliver the NTSS



# Organisational approach to implement NTSS cont..

## Tourism Policy and Planning

- Research & Knowledge Management
- Policy Planning & Strategy
- International Relations & Cooperation

## Destination Development

- Destination Planning & Investment Coordination
- Tourism Enhancement
- Working for Tourism

## Tourism Sector Support Services

- Tourism Sector Human Resource Development
- Enterprise Development & Transformation
- Tourism Visitor Services

## Corporate Services

- Strategy and Systems
- Human Resource Management and Development
- Communications
- Legal Services



# Programmes offered by the Department

- Transformation
- Responsible Tourism
- Tourism Enterprise Development
- Social tourism
- Local government induction programme focusing on rural areas
- Executive Development Programme for women in tourism
- Tourism Incentives Programme
- Working for Tourism
  - Chefs training programme
  - Sommelier training
  - Hospitality services training programme
  - Food safety programme
- Infrastructure development at key sites
- Infrastructure development at key sites

# Conference Programme

- 🇿🇦 The State of Tourism at Local Government
- 🇿🇦 Implications of Planning Legislation at Local Government for Tourism Development
- 🇿🇦 Destination Marketing
- 🇿🇦 Private sector perspective on local government
- 🇿🇦 Municipal and International Perspectives on Planning for Tourism at Local Government
- 🇿🇦 Interactive workshops: 1) Making a business case for tourism in the IDP 2) Developing a basic tourism plan 3) Developing a bankable tourism funding proposal and 4) Co-operative governance for tourism integration at local government





# Concluding Remarks

- 🇿🇦 The Local Government Tourism Conference will strengthen integrated tourism planning
- 🇿🇦 Tourism must be incorporated in national, provincial and municipal growth and development strategies for diversified economic development
- 🇿🇦 Inclusive economic growth is the only logical path to long term reduction of inequality and Tourism can assist municipalities to attain their developmental outcomes through the use of municipal land and tourism assets for tourism growth, development and transformation
- 🇿🇦 The Conference takes place at a significant time as President Jacob Zuma is convening the 3<sup>rd</sup> Presidential Local Government Summit from 6 to 7 April 2017 themed “Transforming Municipal Spaces for Radical Social and Economic Development,” as local government can achieve radical social and economic development through tourism
- 🇿🇦 Delegates are urged to engage constructively during plenary and participate actively during interactive workshops

