

SEDIBENG DISTRICT MUNICIPALITY

PRESENTATION : TOURISM STAKEHOLDERS WORKSHOP

29 JULY 2011



Vaal21
A RIVER CITY

REGIONAL TOURISM OVERVIEW



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MANDATE:

- Constitution, 1996 Schedule 4 B (Tourism Powers and functions)
- Section 84(1) and 84 (2) Structures Act
- District Municipality – To promote local tourism for the area
- Local municipalities – remaining functions

STRATEGIES, POLICIES, INITIATIVES

- Sedibeng Growth and development strategy
- Sedibeng Tourism Strategy
- Sedibeng 2010 Strategy.
- Sedibeng District Municipality Territorial Review



REGIONAL TOURISM OVERVIEW

Sedibeng District Municipality and 3 Local Municipalities have identified tourism as one of the key areas for economic development, poverty alleviation and job creation.

VAAL 21 INITIATIVE

The Vaal 21 Initiative that has been forged with our neighbours across the Vaal River in the Fesile Dabi District Municipality will merge the economic and tourism assets of the two regions into a single economic and tourism powerhouse.



REGIONAL TOURISM OVERVIEW

- Best kept secret in Gauteng waiting to be discovered.
- Competitive edge: Diverse tourism offering
 - Leisure and adventure tourism
 - Unique Cultural and heritage offering with emphasis on
 - Anglo Boer War, Apartheid Struggle
 - Dawning of post apartheid.
 - Business Tourism (Conferences, Meetings etc.)
 - Educational Tourism
 - Religious Tourism



REGIONAL TOURISM OVERVIEW

- Accommodation ranging from 4-star hotels, guest houses, bed and breakfast establishments, tented camps, back packers, house boats, and resorts.
- Catering for every taste, such as corporate events, weddings, fine dining, township experiences and gaming at the casino.
- Approximately 3100 beds
 - 64 Graded establishments
 - 118 submitted for grading

Tourism associations in local municipalities revived.



SUMMARY OF PROJECTS: 2011– 2012

IMPLEMENTATION OF GAUTENG INSTITUTIONAL FRAMEWORK – ESTABLISH REGIONAL TOURISM STRUCTURES

- Adoption of Corporate Form of RTO
- Conclude implementation of Section 77 and 78 of Systems Act
- Launch of Regional Tourism Association

CONDUCT TOURISM RESEARCH:

- Conduct research on tourism trends, patterns in Sedibeng Region
- Communicate results to tourism stakeholders

TOWNSHIP TOURISM STRATEGY

- Develop Strategy
- Communicate to stakeholders



SUMMARY OF PROJECTS: Continued

MARKET SEDIBENG REGION AS A TOURISM DESTINATION:

- Identify tourism products, attractions and sites
- Develop tourism packages
- Participate in tourism marketing platforms and exhibitions

FACILITATE THE DEVELOPMENT OF TOURISM

- Identify products, establishments in need of grading
- Host Sedibeng Tourism Awards to recognize excellence in the sector
- Promote business, leisure, eco, adventure, sport tourism
- Facilitate access to funding for Tourism Entrepreneurs
- Facilitate Training and Skills Development Programmes
- Form partnerships with GTA, TEP, THETA, DWAF, Safety and Security and Rand Water



SUMMARY OF PROJECTS: Continued

DEVELOP TOURISM INFRASTRUCTURE

- Audit tourism infrastructure needs
- Develop, link and market tourism routes
 - Birding Route
- Facilitate the installation of tourism signage with relevant authorities and stakeholders
- Establish Township Infrastructure forum with relevant clusters and departments in National, Provincial and Local Government

DEVELOP TOWNSHIP TOURISM STRATEGY

- Develop terms of reference for the strategy
- Develop a township tourism strategy



KEY CHALLENGES:

- Roles and responsibilities of district and locals not clarified
- Political instability
- Maintenance of Tourism attractions
- Unfunded Mandates
- Quality of tourism products and offerings
- Start up funding for tourism product owners
- Insufficient Tourism infrastructure, e.g. roads, signage, parking, ablution facilities
- Lack of skills



KEY INTERVENTIONS REQUESTED FROM GTA:

GTA's Mandate:

Promote and develop tourism in Gauteng

To encourage sustainable development, provide and improve tourism amenities

Support and interact with tourism organizations and institutions

Provide finance for any tourism development project.

Register tour guides



KEY INTERVENTIONS REQUESTED FROM GTA:

Assessment on delivery:

Delivery based on individuals and relationships
No continuation of projects after restructuring
Strategy or plans not implemented, hampering service delivery or commitments
Assistance on a first come, first serve basis
Preference to metro's and big projects



KEY INTERVENTIONS REQUESTED FROM GTA:

Views on improving the relationship

- Joint planning
- Implementation of strategies and plans
- Financial and non-financial assistance
- Honoring of commitments
- Set lines of assistance and communication

