TOURISM PRIORITIES FOR NKANGALA DISTRICT MUNICIPALITY
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Introduction

• Tourism has a potential to create employment and sustainable income to the NDM and the local municipalities within its jurisdiction.
• NDM has a vast range of scenic beauty and natural features making it a potent holiday destination for tourists.
• However, budgetary and human resource constraints does not reflect that tourism is a priority sector in the region.
Tourism Success in NDM

- Successful establishment of six Local Tourism Organisations (LTOs) and Regional Tourism Organisation (RTO) within all the six local municipalities of the district.

- District has made funding available to support the functionality of LTOs and RTO.

- Active promotion of the district as a preferred tourist destination of choice in platforms such as the Annual District Tourism Month Celebrations and Annual Tourism Indaba.

- Development of Tourism Promotion & Branding Strategy for NDM and District Tourism Website Link in 2015 and 2016 respectively.

- Employment of seventy-six (76) Tourism Ambassadors in the six local municipalities of NDM in 2015/16.
Challenges

• Tourism forms part of all local municipal IDPs, but the budget in local municipalities to implement tourism activities is limited/ non-existent.

• There are abundant opportunities to raise awareness of various visitor experiences that NDM has to offer, however there is little collaboration/ coordination among various players operating in the industry.

• Insufficient Tourism product marketing, e.g. Internationally acclaimed district attractions such as the cultural and heritage products are poorly marketed.

• Lack of understanding on key roles by public, private and community in developing the regional tourism industry.
Challenges

• Cultural and heritage tourism products, such as Botshabelo, Witbank Dam, etc. are neglected.
• Lack of accredited Tour Operators in the region to market Tourism Products in the region.
• Lack of accessible and available tourism data, databases and other sources of information on local tourism products
Interventions and support required

• Development and marketing of Tourism Route for Nkangala District Municipality.
• Develop and continually update a register of all players in the industry.
• Develop new SMMEs especially those from previously disadvantaged groups.
• Increase budgetary support of tourism initiatives
Recommendations

• For tourist arrivals to grow in NDM, there is a need to attract new and repeat visitors by partnering with sector.

• Develop, market and manage tourism assets that offer competitive advantages for the region.

• Closer working relationships with businesses and stakeholders that have achieved success and invest in tourism.
THANK YOU!!!