

“2010 – Unique opportunity or microcosm of the challenges facing the tourism industry in South Africa?”



...this was the topic of the Tourism Leadership Dialogue held in Johannesburg on 26 March 2009 and it made for a robust and engaging meeting.

The meeting was attended by 51 leaders in tourism - all interested in discussing issues of mutual interest with the intention of drafting joint action plans to address challenges and opportunities facing the industry. The breakfast session was opened by Ms Sindiswa Nhlumayo (Deputy Director General, Department of Environment and Tourism).

The message from our first speaker, Mr Derek Carstens (CMO, 2010 LOC) was one of positive optimism regarding World Cup 2010, the opportunities it presents for South Africa and tourism and the legacy which it will leave for the country.

Ms Mmatšatši Marobe (CEO, TBCSA) presented the challenges which are being faced globally as a result of the global credit crunch, the negative sentiment emanating from global tourism operators on the state of the industry and the challenges facing South Africa and tourism in South Africa going forward. Her key message was the need to build a shared vision, leaders who are willing to learn and collaboration to address the challenges we face.

Post the discussions, the floor was opened for comment and challenges and opportunities were raised by the attendees. The points raised were honest and constructive and levels of participation were high. They were summarised into action points. Should you wish to access this list of actions, please contact AChego@deat.gov.za.

With the positive response that we received, we are planning our next Dialogue. It will follow a similar format and will take place on 11 May 2009 in Durban during Indaba. There will be feedback given on action items highlighted in the previous Dialogue before the topic for the day is addressed – through presentations by tourism experts and facilitated debate. The topic is...

“Improving South Africa’s competitiveness within the global tourism market.”

We look forward to giving you feedback on the May Dialogue and leave you with two challenges from the March Dialogue....

...the first from Derek Carstens of the 2010 LOC - *“The greatest event in the world is coming to this country. Will we, and tourism as the hosts of the venues, do the event justice... are we able to meet the challenge?”*

...and the second from Graham Woods of Southern Sun to make every Friday **Football Friday** in your office or place of work – let’s all build the spirit to make 2010 a great and Nation building South African event!