
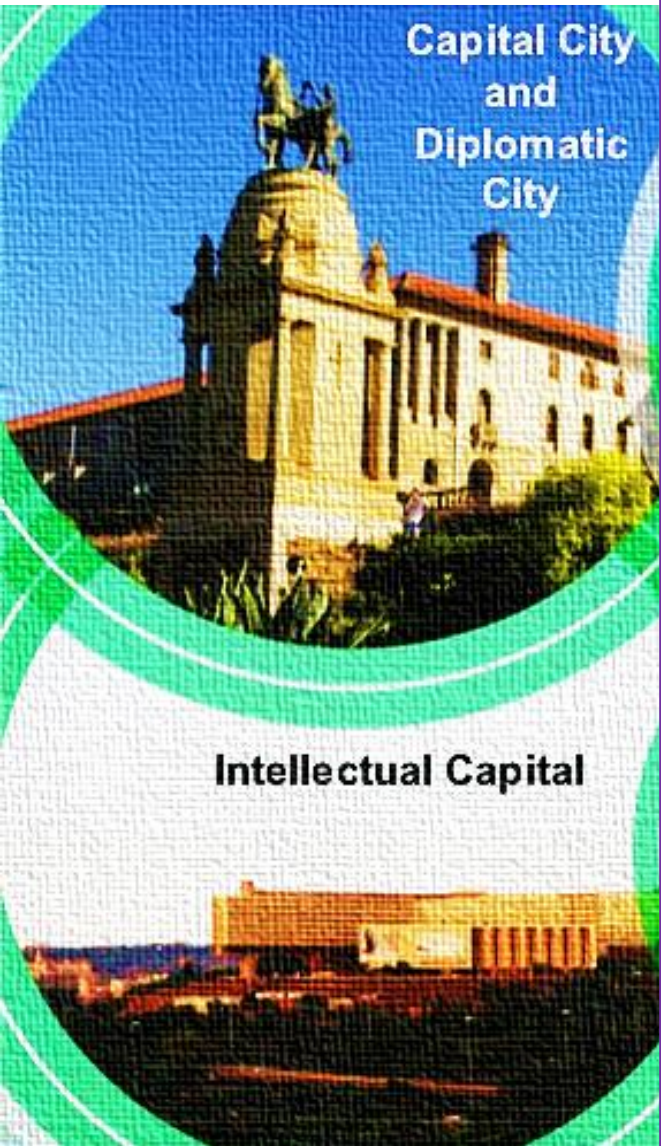
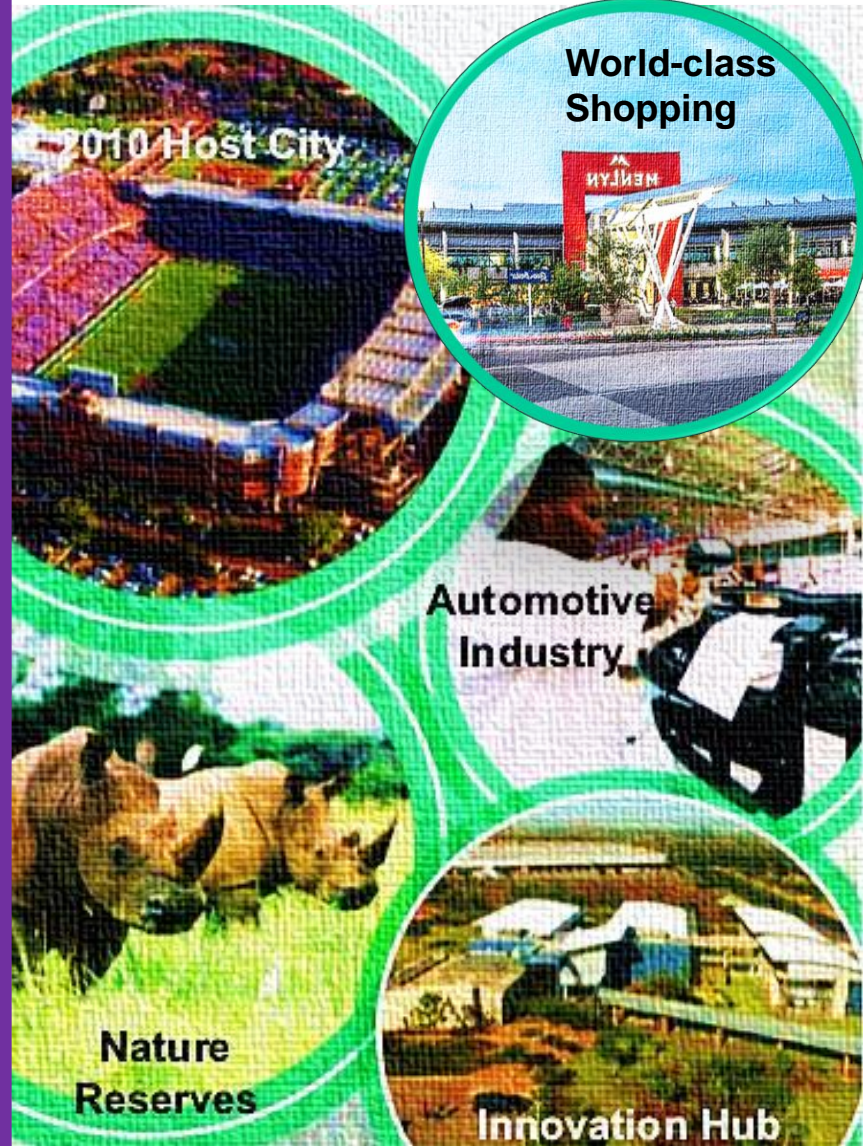


Strengths and Weaknesses of Tourism in the City Centre



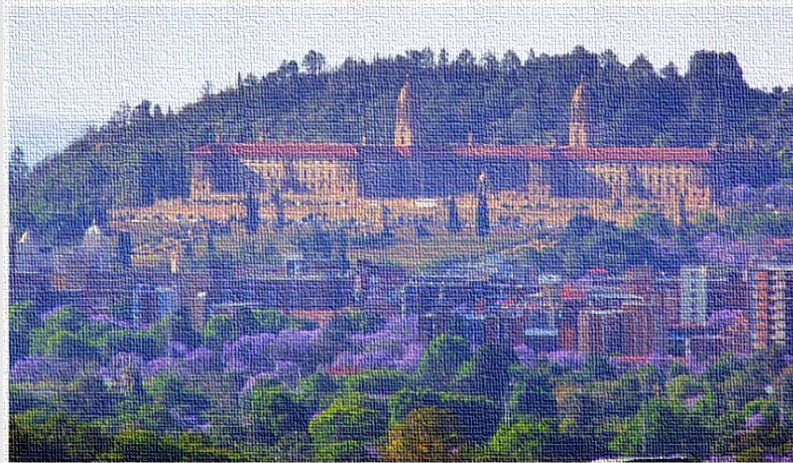


Personality Traits

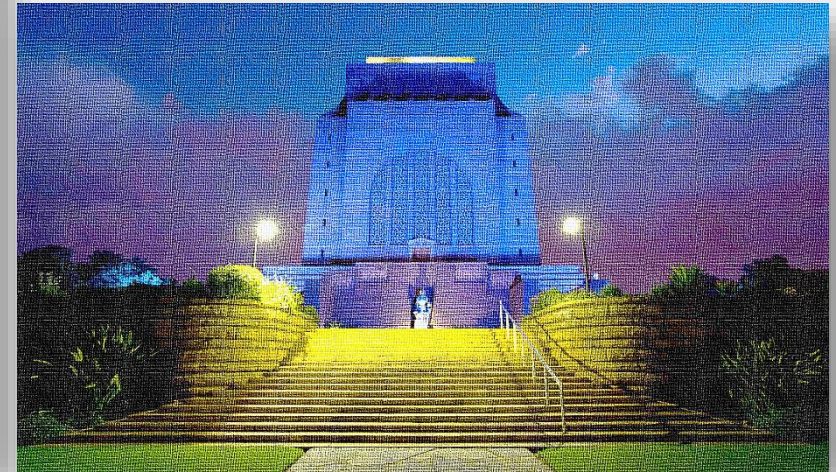


- Capital City
- Seat of Government
- Diplomatic Capital
- Jacaranda City
- Innovation Hub
- Knowledge Hub
- Home of Jazz – Mmamelodi
- World-class Shopping
- Automotive City

Our City Centre Strengths



- Rich heritage – sites & buildings
- Appeal to diverse types of visitors
- Young population
- Melting pot of local and international cultures
- Strong political history - the City's role



Derelict buildings, filth and crime permeate Pretoria CBD



ANA



A garbage pile along Nana Sita Street in Pretoria central. Residents complain about uncontrolled water leakages in the CBD. PHOTO: Jonisayi Maromo/ANA

Businesses in Pretoria CBD count losses to Samwu protest

PRETORIA NEWS / 1 AUGUST 2019, 07:20AM / RAPULA MOATSHE



It was mayhem on Thabo Sehume Street and other roads in the CBD yesterday. Pictures: O African News Agency (ANA)

Pretoria - Businesses in the CBD were yesterday counting the losses incurred as a result of the strike by municipal workers demanding an 18% salary increase.

Pretoria CBD most hit by vehicle crimes in Gauteng

The police said theft out of motor vehicle remained the most reported crime in Sunnyside and "the local police are not flattered".

August 26, 2019

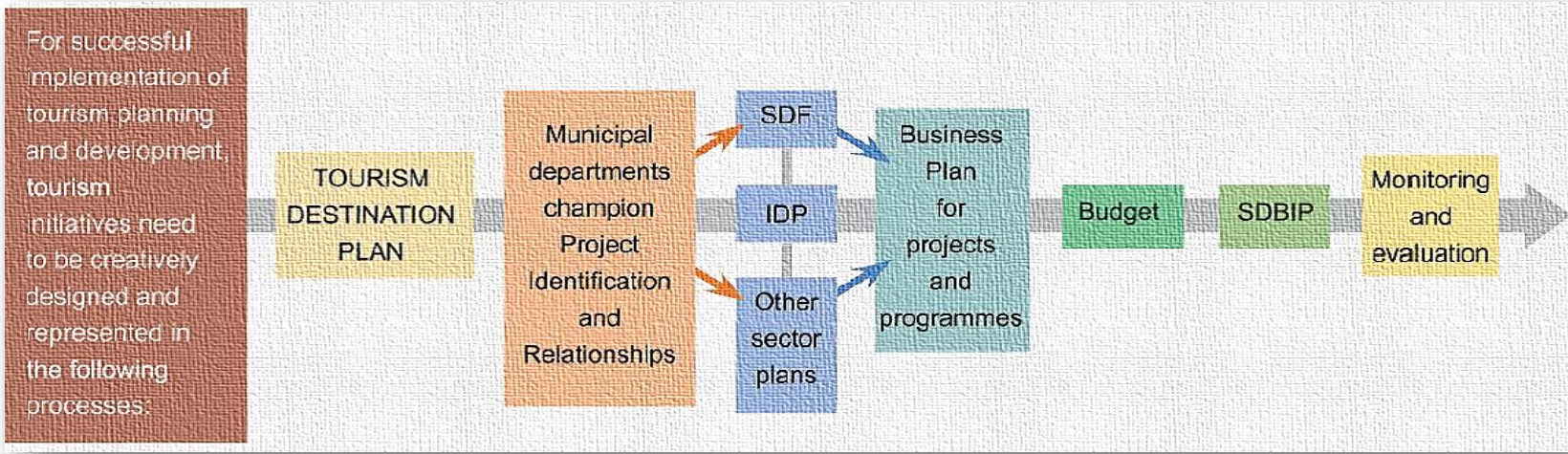


Homeless people in the Pretoria CBD have resorted to sleeping in groups to protect themselves. Bongani Shubane African News Agency (ANA)

Pretoria - Police said they had received valuable information from the public which is assisting them in their hunt for who is responsible for the murder of five homeless men in Pretoria.

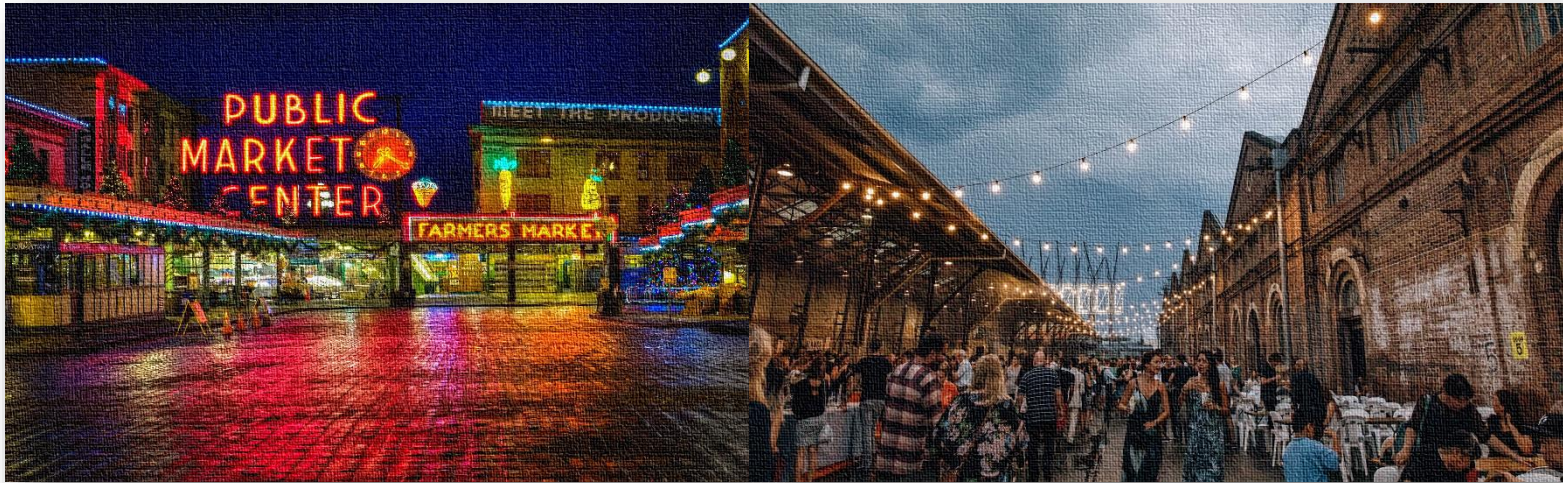
City Centre Weaknesses

- Vagrancy
- Drugs
- Homelessness
- Industrial Action
- Limited Tourism Mobility
- Lack of Night-time economy and activity
- Derelict Buildings



Source: National Department of Tourism: Tourism Destination Planning Manual (March, 2018)

- **Tourism Destination Planning @ IDP stage**
- **Nightlife Economy & Activity Precinct**
- **Attraction of Sport & Lifestyle destination events**



City Sightseeing Tour Bus



- Increase accessibility of City’s tourism products and services
- Enhance destination brand for tourism - Some of the most successful tourism destination have sightseeing bus tours
 - Barcelona, London, Johannesburg, Paris, Cape Town, Beirut, Jakarta, Rome, Durban, etc.
- Low budget travellers want to save money on transportation costs at the destination (<https://tinyurl.com/yx8zzzqy>).
- Attractions receive the maximum visits due to accessibility – major attractions are part of the routes (entrance fees can be included or sold in City Pass)
- The Tshwane Sightseeing Tour Bus (STB) aims to utilize qualified independent Tour Guides that reside in the City.
 - Employment creation
 - Experts in their own city
 - Co-developers of Routes
 - Developing a marketable skill

Tourism Police Force



Nepal



Pakistan



Moscow

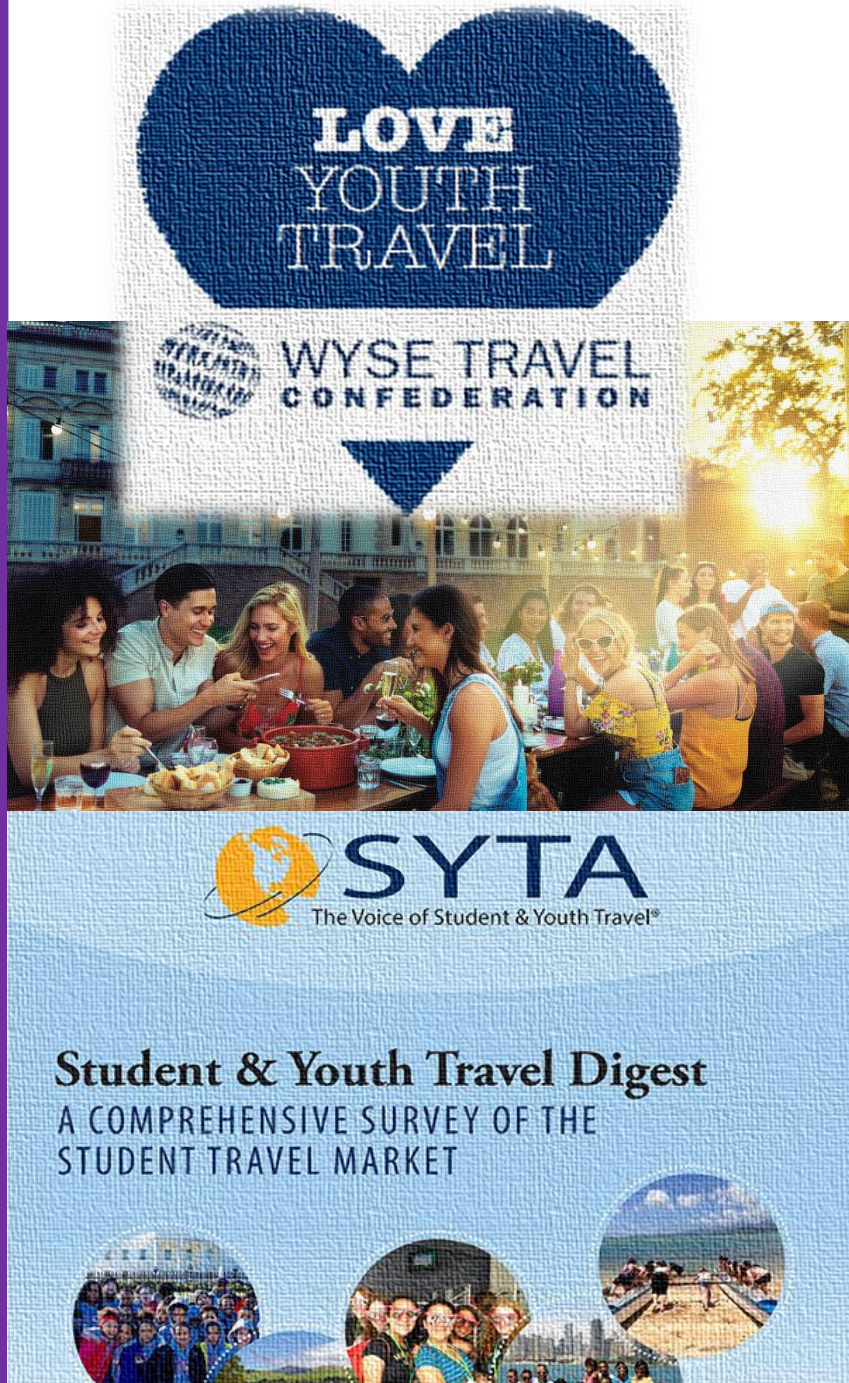


Trinidad

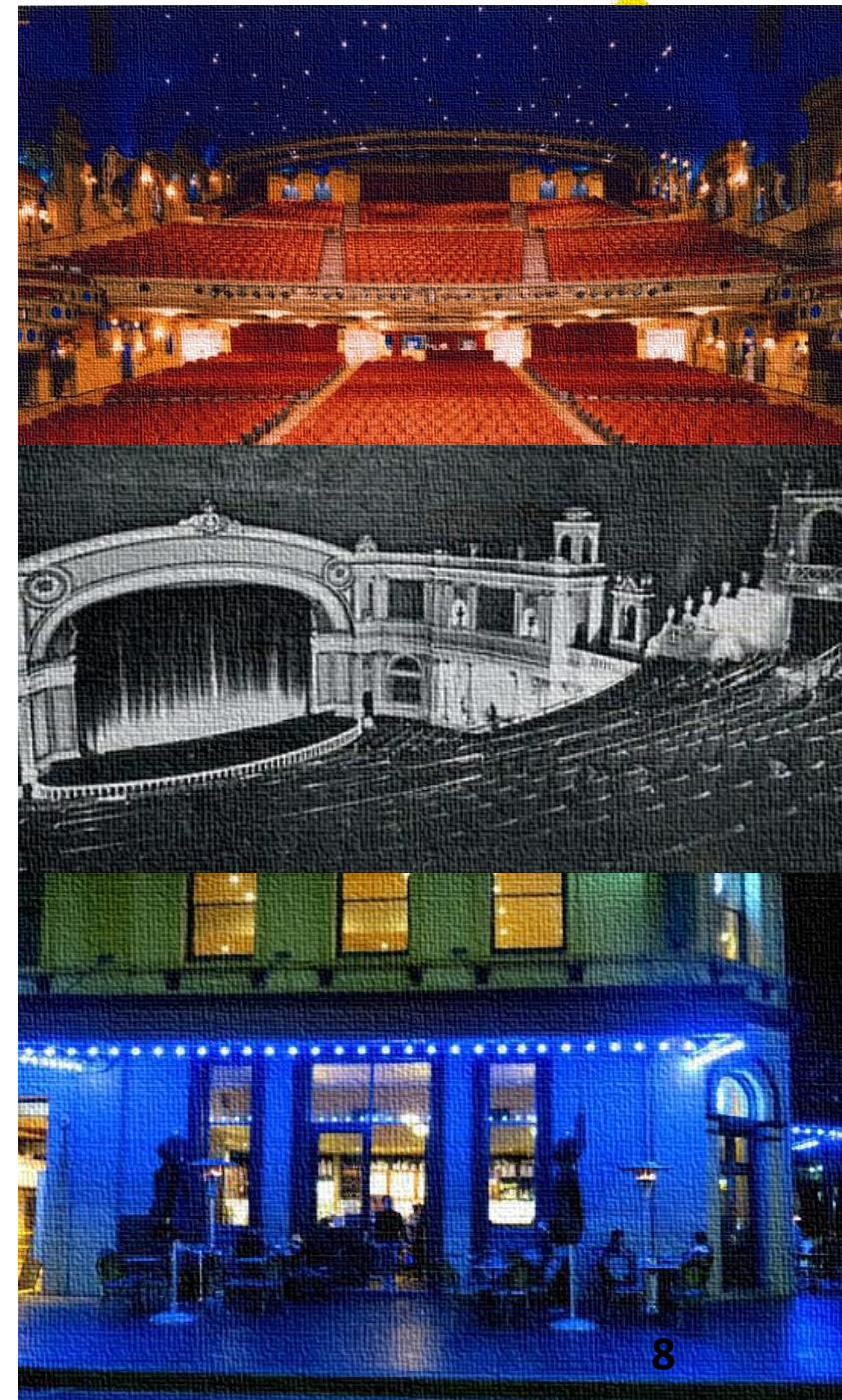


Phillipines

- Charged with assisting and protecting tourists as well
- To maintain security and to aid tourists visiting the state.
- Teams to do daily patrols and to prevent any crime incidents
 - ✓ Walking Patrol
 - ✓ Motorcycle Patrol
 - ✓ Bicycle Patrol
 - ✓ Patrol Car Crew
 - ✓ Mounted Unit
- The Tourist Police can help improve a city's image in the eyes of tourists.



- Youth/Student Travel Niche Tourism
- VolunTourism
- Cultural Tourism Revitalization
- Investment in refurbishing old cultural properties – Capitol Theatre, Café Riche, etc.



- Popular Safari Experience in the City
- Unique experience only in Tshwane with Rra Ditau – Kevin Richardson
- Opportunity for Conservation Volunteer Tourism in Dinokeng (*Voluntourism*)



CITY OF
TSHWANE
IGNITING EXCELLENCE

A large, mature tree with vibrant purple blossoms stands in front of a building with a gabled roof. The scene is set against a clear blue sky. The image has a white border and is tilted slightly to the right.

THANK YOU

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