

## **PUBLIC AND THE PRIVATE SECTOR PERSPECTIVE ON THE CHALLENGES FACING THE TOURISM SECTOR IN THE NORTHERN CAPE PROVINCE.**

**Pearl Portia Siyanda Sifolo**

Tshwane University of Technology

E-mail: SifoloPS@tut.ac.za

**Robert Rugimbana**

Tshwane University of Technology

E-mail: RugimbanaR@tut.ac.za

**Mohammed Hoque**

University of KwaZulu Natal

E-mail: Hoque@ukzn.ac.za

The World Competitiveness report placed South Africa as the second leading country in the Southern African Development Community (SADC) region and ranked 49 globally in 2015, yet it becomes difficult for a destination like Northern Cape Province to maximally benefit from the tourism industry. This paper identifies the strategic tourism concerns that have a potential to hinder South Africa's government's agenda of utilizing the tourism industry in order to act as a springboard for economic development as one of the envisaged key drivers of economic growth in the Northern Cape Province. Tourism has become an effective means through which South Africa enters and competes in the international economic system. This study aimed at exploring the public and the private sector perspective as a strategic approach to maximizing local economic impacts. The research was based on quantitative and qualitative data obtained from the prominent tourism stakeholders and tourism businesses in the Province. Relationship, strategic initiatives, policies, marketing and support, policy application, public private partnership, national support and future planning emerged as key strategic concerns that need attention to improve the tourism industry in Northern Cape.