PROVINCIAL TOURISM STATISTICS WORKSHOP

DATE: 25 – 27 JULY 2023

NATIONAL TOURISM INFORMATION AND MONITORING SYSTEM (NTIMS)

DATA COLLECTION OUTCOMES

broadening horizons

tourism
Department:
Tourism
REPUBLIC OF SOUTH AFRICA

2030
NDP

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PURPOSE

- Note the data collection programme outcome from various provinces;

- Provide a way forward towards maintenance and enhancement of the data/information contained in the NTIMS system, in particular, filling the gaps to improve the **understanding** and **reporting** on the national supply-side data.

BACKGROUND (LEGISLATIVE MANDATE)

- The development of a National Tourism Information and Monitoring System (NTIMS) follows the **legislative mandate** of, Tourism Act No. 3 of 2014 (Act), Chapter 2, Section 5 which states that the Minister must,

  - (a) establish a National Tourism Information and Monitoring System (NTIMS) for collecting, recording, managing, analysing and disseminating information and data on tourism; and

  - (b) monitor the developments and trends in tourism. Tourism Act No. 3 of 2014 (Act), Chapter 2 Section 5, and Chapter 7 Section 61 (1) a- Government Gazette, 7 April 2014.

BACKGROUND (LEGISLATIVE MANDATE)…

- Furthermore, Chapter 7, Section 61 (1) (a) of the Act enables the Minister to develop regulations regarding the National Tourism Information and Monitoring System (NTIMS Regulations).

- The NTIMS Regulations relate to four elements, namely;
    - (1) the nature and form of the **system**.
    - (ii) the categories, content, and form of the **data** and **information** to be captured on the system.
    - (iii) the content, form and, manner in which Organs of State must provide the Minister with data and information and the **intervals** at which the information and data must be provided and
    - (VI) any other matter necessary for the proper administration and functioning of the system.

PURPOSE AND BENEFITS OF THE NTIMS

- The NTIMS seeks to facilitate the collection and analysis of various tourism-related data and information on the tourism supply-side which should inform sector-wide strategic interventions, policy formulation, decision-making, resource prioritisation, etc.

- The NTIMS data, when collected and analysed, will assist in tourism planning and development, critical decision-making - by providing accurate and up-to-date information on tourism trends, tourism footprint across the value chain, the size of the tourism sector supply-side, etc.

- A well-implemented NTIMS can foster **collaboration** among various **stakeholders** in the tourism sector, including government agencies, tourism boards, local communities, and businesses, to provide a **centralised platform** for data sharing and communication, and enhance coordination and cooperation in tourism planning and development.

IMPLEMENTATION OF THE NTIMS DATA COLLECTION PROGRAMME

- In line with the department's Annual Performance Plan for 2016/17, the department conducted provincial consultation workshops in regard to the development of the NTIMS.

- The objectives of the stakeholder consultation workshops were to understand the *nature*, and the ***extent of availability*** of tourism databases in various provinces, and the information needs of tourism stakeholders.

- The consultations sought to mobilise support, commitment, and provide a **platform** for stakeholders to give inputs towards the development of the **NTIMS** as a legislated intervention for the entire tourism sector.

IMPLEMENTATION OF THE NTIMS DATA COLLECTION PROGRAMME

Some of the key insights /observations collated from the data collection workshops:

- Local municipalities in many provinces did not have databases, and those with databases do not have accurate records of registered and zoned tourism businesses.

- A number of municipalities did not have sufficient capacity to collect, capture and maintain accurate information required to support the development of the NTIMS.

- Provincial Legislations, Municipal bylaws, and Tourism Association membership rules and information differ from each jurisdiction, which render available information in stakeholder databases not compatible.

- A number of tourism businesses **did not** understand the value of providing comprehensive information for the development of systems and databases.

Some of the key insights /observations collated from the data collection workshops

- Data collecting templates, either digital or hard copy vary per province, especially with regards to business profile indicators.

- Tourism businesses do not use similar grading bodies, which limits the capability of referencing available data.

- Most stakeholders acknowledge the need for a comprehensive tourism database and enhancement of information sharing between stakeholders to advance the implementation of tourism initiatives.

- In most municipalities, there is a lack of tourism workforce, planning and sufficient budget, which partly contribute to the unavailability of essential data to enable understanding of tourism footprint & assets, infrastructure support needs and development of strategies and policies.

THE DATA COLLECTION APPROACH

- In an effort to deal with the above highlighted challenges and shortcomings, and to get the much-needed data and information for the development of the NTIMS, the Department set a target, to employ **600** unemployed youth as data collectors in 257 municipalities across the country.

- The youth were required to collect data from tourism businesses, services, and products that was required for the development of the NTIMS.

- The department appointed various service providers and entered into agreements through **Service Level Agreements** (SLA) for project implementation in nine provinces.

- The data collection commenced in FY 2020/21

NTIMS QUESTIONNAIRE

The NTIMS Questionnaire had a total number of 177 Questions

Categories of Questions	# of Questions
Particulars and Profile of the Entity	45
Accommodation	37
Meetings, Exhibitions and Special Events	9
Restaurants	10
Attractions and Activities	5
Travel Agency, Tour Operators and other Related Services	9
Passenger Transport Services	19

KEY HIGHLIGHTS OF THE DATA COLLECTION PHASE

- The implementation of the data collection process commenced well in six provinces namely: **Free State, Gauteng, North West, Northern Cape, Limpopo, and Mpumalanga.**

- Tourism entities were somehow expecting government compensation for COVID-19 Relief funding, which was not at that time the purpose of the data collection phase.

- Some entities have shut down, relocated, sold their businesses.

- Some businesses were operating from home while employees were retrenched.

- Other businesses refused to do interviews for fear of the spread of COVID-19.

- In the provinces of **Eastern Cape**, **KwaZulu-Natal**, and **Western Cape**, data collection was unsuccessful because of the breach of contract committed by the implementing service providers despite signed Service Level Agreements.

CHALLENGES DURING THE DATA COLLECTION

- Some entities were not comfortable receiving visitors for security reasons, and some establishments were found closed and it was unknown if they were still operational or not.

- Some establishments' owners sold their properties and the new owners or management's information was not available on platforms such as websites to secure an interview for data collection.

- Some information was not available on the internet and some businesses have changed their names.

- During telephonic interviews, some entities would answer calls but then refuse to answer any questions due to security reasons, and ended up requesting emails to be sent to them, but never responded.

- Data collectors travelled very long distances to meet tourism entities and were declined entrance due to different reasons during the pandemic.
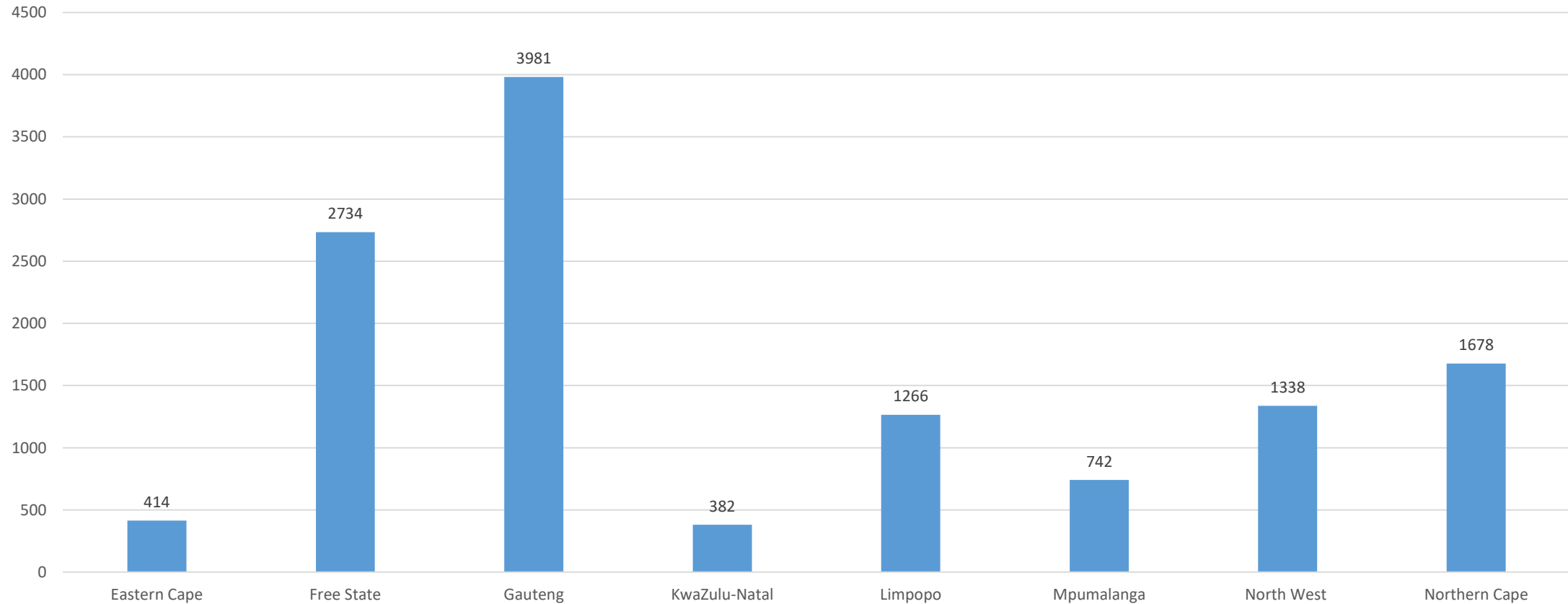
NTIMS DATABASE COLLECTION SUMMARY REPORT

- The summary report presents data collected in eight (8) provinces including Kwa-Zulu Natal and Eastern Cape, wherein data was sourced by engaging with municipalities and in response to the call to submit data in line with the NTIMS Regulations.

NTIMS DATABASE COLLECTION SUMMARY REPORT…
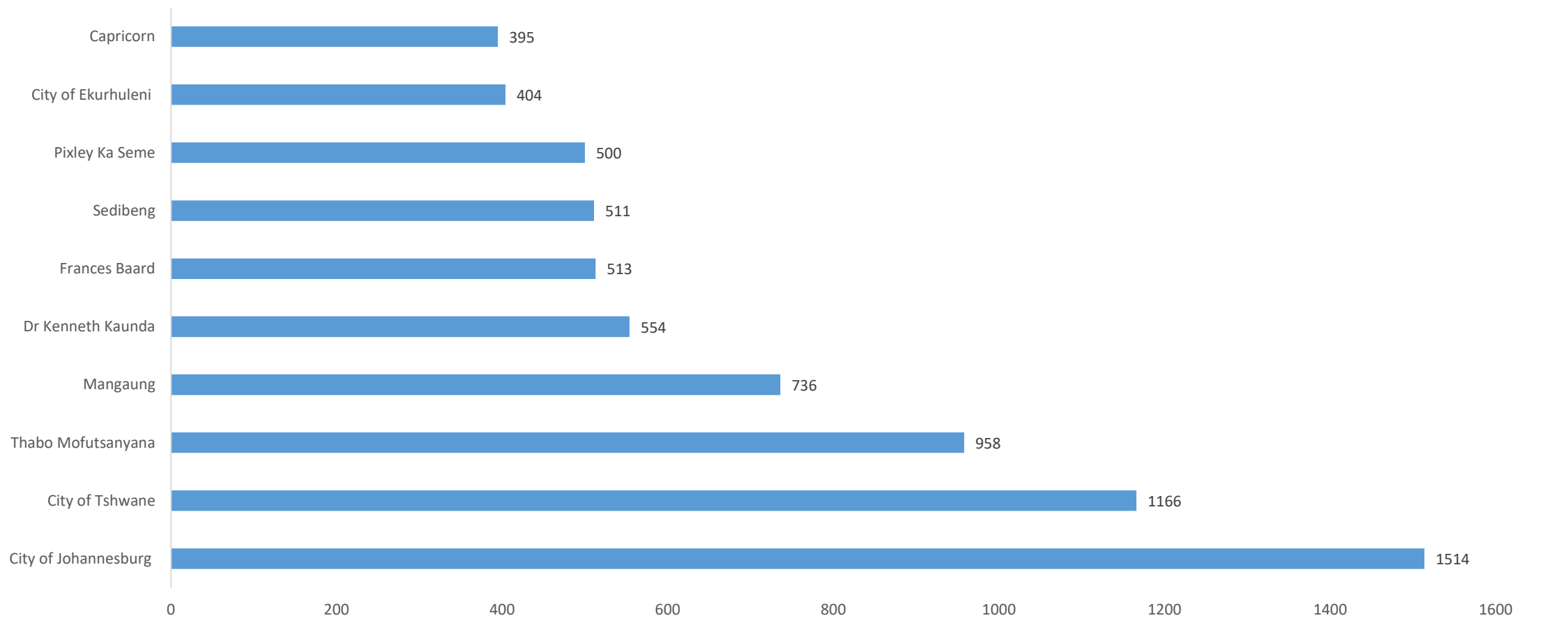

Tourism Entities Per Province

- Eastern Cape: 414
- Free State: 2734
- Gauteng: 3981
- KwaZulu-Natal: 382
- Limpopo: 1266
- Mpumalanga: 742
- North West: 1338
- Northern Cape: 1678

NATIONAL TOURISM INFORMATION AND MONITORING SYSTEM

NTIMS DATABASE COLLECTION REPORT…

Top 10 District Municipalities in terms of number of tourism businesses contained in the NTIMS system

District Municipality	Number
Capricorn	395
City of Ekurhuleni	404
Pixley Ka Seme	500
Sedibeng	511
Frances Baard	513
Dr Kenneth Kaunda	554
Mangaung	736
Thabo Mofutsanyana	958
City of Tshwane	1166
City of Johannesburg	1514

NTIMS DATABASE COLLECTION REPORT...

Tourism Businesses By Subsector/Category

Category	Count
Accommodation	7600
Attractions and Activities	381
Passenger Services	33
Restaurants	2151
Tour Operators	209
Attractions and Activities	917
Hospitality and related Services	68
MESE	651
Other	212
Passenger Services	56
Tour Operator	49
Transport Services	32
Travel and Related Services	176
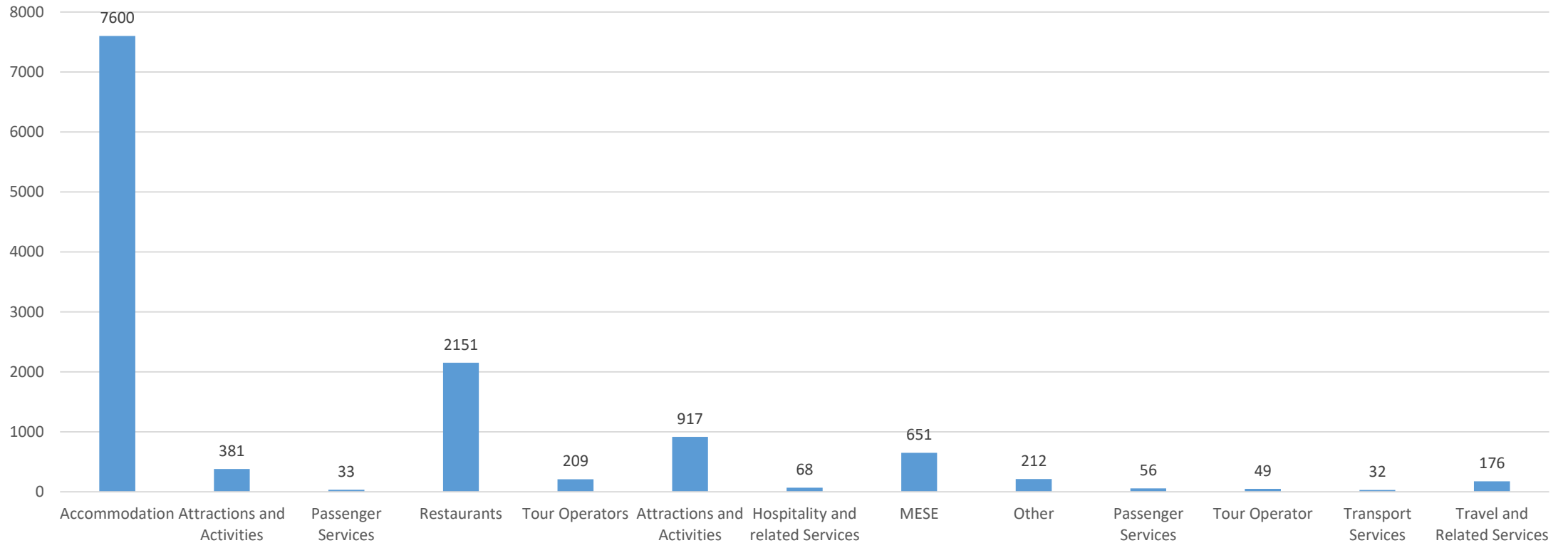
WAY FORWARD ON THE NTIMS

- Provincial and local entities (tourism agencies, municipalities, etc.) should develop databases for all business entities in their locality – inclusive of subsector classifications.

- Formal collaboration and co-operation agreements with tourism associations to source tourism-related data

- Issue numerous **Call for information (gazetted notice)** to tourism businesses at various intervals to the continue with the capture and update of tourism-related data on the NTIMS .

- Continuous data mining (collect/extract) of data from primary and secondary sources and also do scoping on functionalities of the NTIMS – with the intentions develop the NTIMS to be a '*data lake*' repository of tourism-related data in the country.

WAY FORWARD ON THE NTIMS…

- The NTIMS provides a baseline to capture all tourism-products data for proper analysis in order to inform master planning, policy planning, strategic interventions, development of support programmes, data analytics-demand side, etc.

- Approximately 13000 data records are on the NTIMS, however not all data variables are available – thus the need to partner with key stakeholders to develop it further.

THANK YOU

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