

Consultative Workshop on Tourist Safety and Security in South Africa

Presentation on the Tourism Safety Strategy

27 AUGUST 2019

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



PRESENTATION OUTLINE

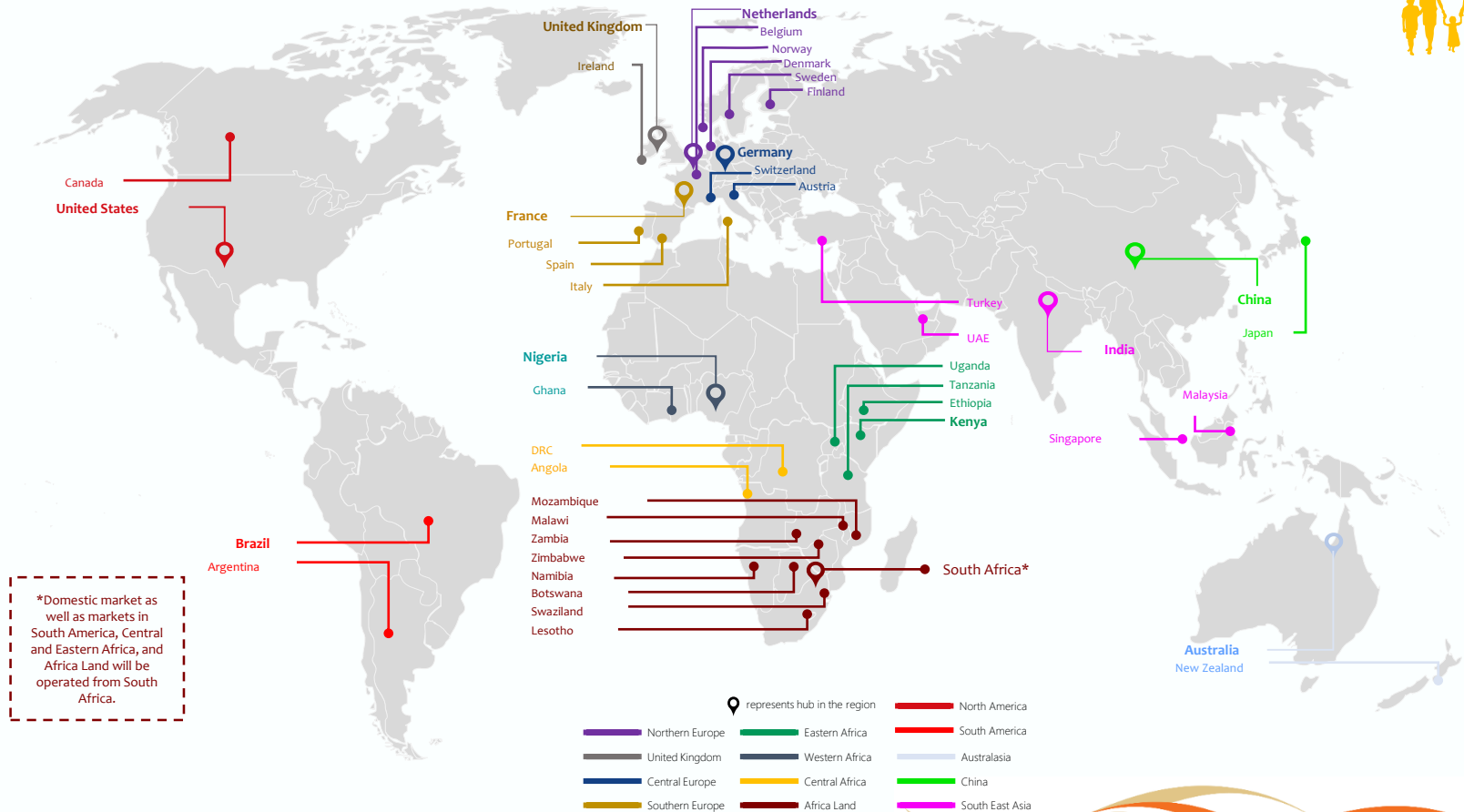
The presentation will focus on the following:

- The impact of safety & security on tourism
- Travel advisories and marketing solutions
- Problem Statement
- Purpose and objective of strategy
- Three Broad thematic areas/Three Strategic Pillars
- Communication protocol
- Institutional arrangements
- Operational Plan
- Recommendation



SA TOURISM HAS STRATEGICALLY POSITIONED ITSELF TO MARKET SA ACROSS THE GLOBE

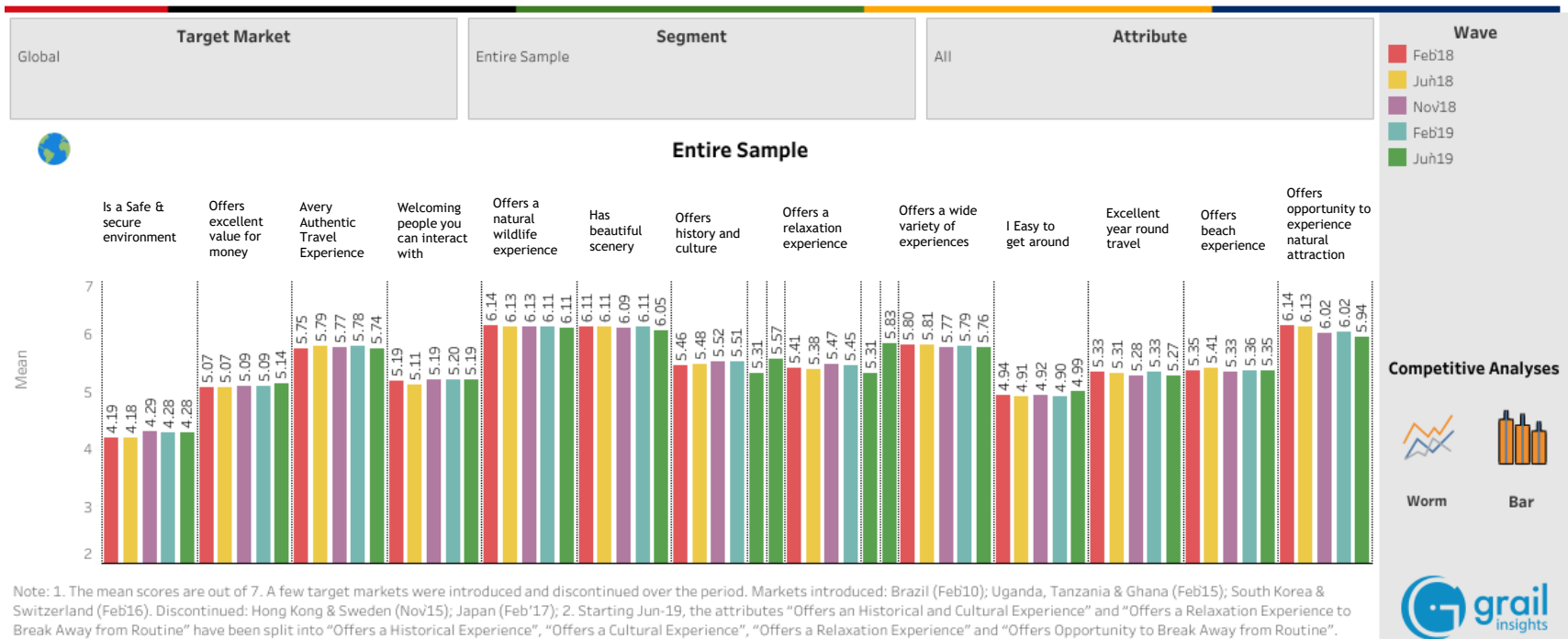
HUB-AND-SPOKE OPERATING STRATEGY FOR INTERNATIONAL MARKETS



The first functional attribute that tourists are looking for IN ANY TRAVEL DESTINATION is:

1. Safe and secure destination
2. Offers value for money

Brand Knowledge - Performance | South Africa in Global



SA Rank Versus All Destinations – 2018

South Africa's is ranked **last or second last** in safety & security in all focus markets. This is currently the biggest barrier to travel to South Africa

Metric	Australia	Brazil	Canada	China	France	Germany	Ghana	India	Italy	Kenya	Netherlands	Nigeria	South Korea	Switzerland	Tanzania	Uganda	UK	US
Memorable	3	4	3	10	6	3	7	9	4	3	2	6	10	3	2	6	3	5
Adventurous	2	1	3	2	3	4	5	3	3	1	1	5	2	4	3	3	3	3
Natural Wildlife Experience	1	1	2	2	2	2	1	2	2	1	1	2	2	2	1	1	2	2
Welcoming People You Can Interact With	8	3	8	8	8	7	7	9	7	10	7	8	9	7	7	7	8	5
A Wide Variety of Experiences	4	5	6	7	5	3	6	6	6	1	3	6	2	7	2	6	4	4
Breathtaking	2	7	1	2	6	2	8	8	4	3	1	6	6	5	6	10	3	4
Enriching	4	6	6	10	7	3	8	9	6	1	2	6	8	7	5	9	6	6
An Authentic Travel Experience	3	2	2	4	4	3	7	7	2	2	4	5	1	6	2	10	5	4
Value for Money	8	3	8	9	9	6	7	4	8	3	6	6	5	7	2	7	5	7
Safety & Security	10	9	8	9	9	8	9	9	6	9	7	10	7	9	10	10	7	7

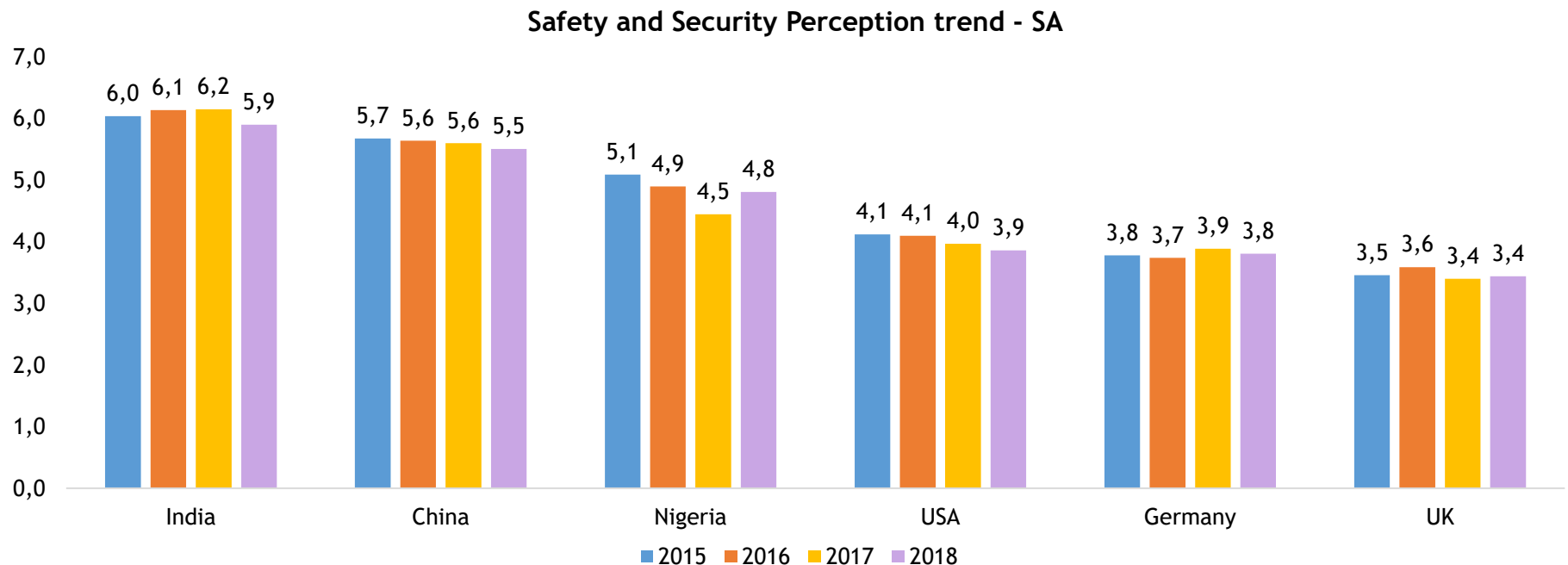
■ Significantly Above Average for 10 destinations (at 95% confidence level)

□ Significantly Below Average for 5 destinations (at 95% confidence level)

Note: For ranking purposes, if there are more than 10 destinations in survey, the following destinations are removed from rankings: USA is excluded in the Netherlands and Germany; Spain is excluded in the US and Canada; India is excluded from Kenya, Nigeria, Uganda Tanzania and Ghana **Source:** SAT BrandTracker Feb, Jun and Nov-18 waves



In a score of out of 7 (1 being poor and 7 is best). The safety and security perception of South Africa's as a destination is declining in our key overseas source markets



TRAVEL ADVISORY ISSUED AGAINST SA – KEY SOURCE MARKET

The following countries issued advisories, between Oct 2018 and Aug 2019, namely, Canada, USA, Australia, New Zealand, China, UK, Netherlands, Germany and France.

PROBLEM STATEMENT

Studies on the relationship between crime and tourism (George 2003; Donaldson and Ferreira, 2008; George, 2010) point out that since personal experience and word-of-mouth remain key factors in influencing both first time and repeat visitation in South Africa, it is important that tourists do not become victims of crime or feel threatened. When crime is perpetrated against tourists, it is easy for them to go back to their countries and relate their experiences in South Africa, which may lead to a particular country issuing a travel advisory to its citizens against visiting South Africa.

Crime restricts and limits people's movements, options and participation in activities and opportunities. The fear of crime significantly influences decisions that tourists make regarding preferred destinations. Tourists who feel unsafe in a destination or threatened are not likely to return to the said destination, nor are they likely to recommend the destination to others. Findings from the South African Tourism's Brand Tracker for February, June and November 2017 show that 17% of tourists who were aware of South Africa were not positive about coming to the country because of concerns they had about their personal safety. 14% of those who had sought information about South Africa would also not come because of their concerns about personal safety. These numbers are significant, and safety is among the three highest barriers that prevent people from visiting South Africa.



PURPOSE AND OBJECTIVES

The Strategy has been developed in consultation with the National Tourism Safety Forum comprised of SAPS, Provinces, BACSA, SABRIC, PHASA, NAASA, SATSA, DoT, C-BRTA, SAT, DIRCO, BARSA, SAVRLA and TBCSA.

Purpose of strategy:

- to foster public private sector partnership in addressing issues of tourism safety in a more coordinated manner in order to provide an enhanced visitor experience.

Objectives of Strategy:

- to set out the short, medium and long-term tourism safety priorities,
- to empower all spheres of government, tourism stakeholders, and other relevant stakeholders to establish and coordinate a partnership-based approach to tourist safety and incident management initiatives,
- to identify effective joint preventative approaches aimed at reducing opportunities for crime on tourist facilities and operations, and
- to facilitate integrated implementation and support of safety programmes.



STRATEGIC THEMES/PILLARS AND PROPOSED INITIATIVES

Strategy covers three broad thematic areas:

I. Proactive Measures - This area focuses on initiatives that will be put in place before incidences take place i.e to minimise the potential risk to tourist . It's about putting in place mechanisms to ensure that tourists (both domestic and international) feel safe within the destinations even before they leave their place of origin:

- Hotspot identification and analysis
 - Performing a safety risk analysis at tourist attractions
 - Safety Needs Assessment
- Visible Policing
 - Feasibility study on the establishment and deployment of 'special tourist police'
- Tourism Monitors Programme
 - National roll-out
 - Implementation of drones and cameras at identified strategic sites
- Database of crime against tourists
 - Segregation of reported crimes against tourists
- Tourism Safety Initiative App/ National Tourism Hotline
- Facilitate establishment of the Provincial Tourism Safety Forum.

STRATEGIC THEMES AND PROPOSED INITIATIVES: CONT...

2. Responsive Measures - This area will focus on measures or processes that will be followed should an incident occur. It relates to mechanisms that will ensure quick and effective turnaround times to attend to tourists in distress at that particular point in time:

- Established coordination and communication channels in responding to the crisis (for efficient and effective resolution of the crisis),
- Stakeholder coordination for tourists in distress
 - Safety Communications protocol
 - Crisis Management Committee
 - Communication channels among various stakeholders
 - Have a focal person in each of the foreign based embassies
 - Establishment of a database of foreign language interpreters
- Swift Investigation of the crime – with set timelines per incident category

STRATEGIC THEMES AND PROPOSED INITIATIVES: CONT...

3. After Care Programme - This area will focus on measures or processes that will be followed once an incident has occurred. The follow-up processes that will assist the affected tourists post the incidence:

- **Establishment of Tourist Victim Support**
 - Implement an agreed response to incidence, which will include the facilitation and processing of criminal cases, counselling, replacement of lost or stolen identification documents, accommodation, contacting of families and giving feedback to the victims and their families.
 - Ongoing liaison with embassies

COMMUNICATION PROTOCOL

Why a Communication Protocol?

- The protocol will provide guidelines on how to respond to various issues or crisis situations which may arise and which may directly or indirectly have a negative effect on tourism and the country.
- This covers more than safety issues, and includes crisis situations which may arise from natural disasters, etc.
- It further provides a protocol for identification, classification and response mechanism to a crisis situation.

COMMUNICATION PROTOCOL

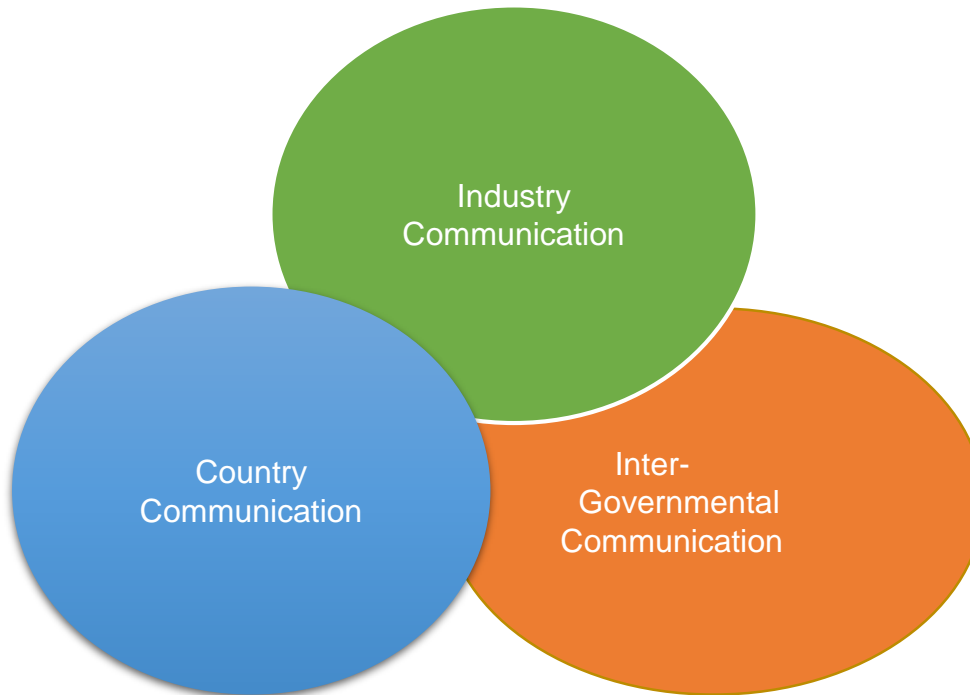
Aims and Objectives

- Empower all spheres of government, tourism stakeholders, business/private sector, tourism organizations, communities and other relevant partners to establish and coordinate a partnership-based approach to communications of tourism safety and incident management response .
- Set out roles and responsibilities of each of the partners on the coordination communication activity to ensure mutual support and cooperation amongst all stakeholders.
- Establish and implement appropriate structures and mechanisms that enhance the impact of the collective approach aimed at addressing tourism safety communications .
- Provide platforms and mechanism for the collection , sharing and dissemination of information relating to tourism safety issues and provision thereof .
- To provide a protocol for identification, classification and response to a crisis situations and guideline on how to respond to various issues or situations which may arise.



COMMUNICATION PROTOCOL

Three Spheres of Communication



1. How we alert each other to Tourism safety incidents and concerns; who is responsible for what; how we respond as government.
2. How tourism businesses (large and small) respond to tourism safety incidents and how this is reported and communicated.
3. How we respond as a country to tourism incidents and concerns to potential visitors and investors.

COMMUNICATION PROTOCOL CONT...

Six areas to inform communication approach

Warning	<i>How is the industry communicating amongst itself when an incident occurs? Who is monitoring? Who is in the WhatsApp group for incident reports?</i>
Risk Assessment	<i>Are we all applying the same principles to how we determine our level of response to incidents?</i>
Response	<i>A low and high level response protocol, depending upon the risk assessment step. A guide for tone and content of response.</i>
Management	<i>Keep communicating until the issue is resolved or concluded or until there is no further media interest.</i>
Resolution	<i>Resolving the crisis sometimes requires restitution for victims and business.</i>
Recovery	<i>This includes positive communication campaigns to advise that we are open for business.</i>

- It is recognised that a lack of response or late response can create a crisis, and similarly a response which is not appropriate with the crisis level can escalate the situation unnecessarily.

COMMUNICATION PROTOCOL CONT...

Response approaches

HIGH-LEVEL CRISIS

*Full crisis team assembled **physically***

- *Executive to site of crisis if needed.*
- *Response within first 2 hours (no more than 6 hours); ongoing hourly, daily management until crisis is resolved or no further interest.*
- *Department of Tourism Minister*
- *Response on multiple media platforms.*
- *Marketing investment in road show, advertising, public announcements considered*
- *Consideration of restitution for victims.*
- *Case study compiled and shared.*

LOW-LEVEL CRISIS

*Full crisis team assembled **online(remoteiy)***

- *Response within first 6 -24 hours; ongoing daily management until crisis is resolved or no further interest.*
- *Spokesperson –senior relevant manager.*
- *Response on relevant audience specific media platforms.*
- *Consideration of restitution for victims.*
- *Case study compiled and shared.*

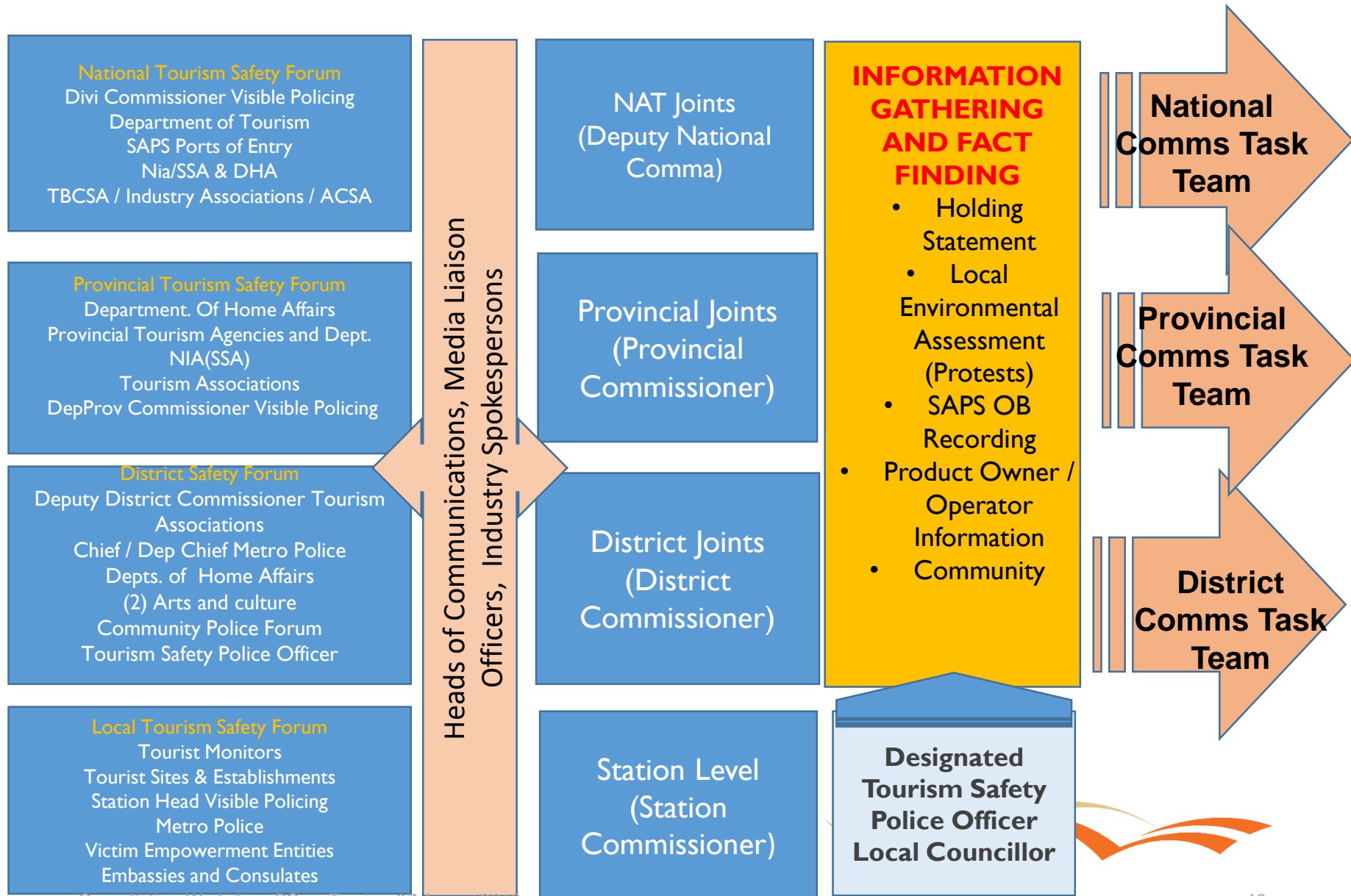


COMMUNICATIONS ENVIRONMENT AND RISK ANALYSIS

NO.	CRISIS QUESTION
1.	Who is affected? What stakeholder group: level of prominence? (Higher prominence=Greater risk)
2.	What is the likely short-term reputational impact? Will this be seen as something we should have known /controlled) (Higher reputational=Greater risk) , Or something unforeseen that is beyond our control (Lower reputational =Greater risk)
3.	What is the likelihood that industry operations continue? Be disrupted or close down as a result of the crisis? (Shut down = Higher risk)
4.	What is the level or likely level of media interest? Local, regional, national, global. (Higher interest = Higher risk)
5.	What level of information and facts are at hand? (Less facts =Higher facts) i.e.: What do we know and what we don't know.
6.	Is it a contained, concluded or escalating event? (Escalating =Higher risk)
7.	What is the national psyche and feeling at present related this issue? (Part of a bigger story = Higher risk)

- Does it directly affect the tourism industry? If not, we may support a statement from other departments and authorities or offer advocacy for their point of view.
- Is it of national or international interest or concern? Our focus should be on crisis situations that have national or international impact potential.
- If not, we should support our provincial and local tourism authorities to respond and manage the situation and we will provide supporting statements.
- Will our stakeholders expect us to respond?
- If we feel there is an expectation from our stakeholders (media, trade and government) for comment and input, we should respond to the crisis and on platforms appropriate to those stakeholders.

INSTITUTIONAL MECHANISMS



ISSUES MANAGEMENT FLOW CHART

1. TERRORISM

Against prominent persons, tourists, tourist establishments or attractions where

2. SEVERE ACCIDENTS

Transport infrastructure, drownings, fire etc.

3. CRIMINAL ACTS

Generally Classified criminal hijackings Robbery, Rape Assault , Kidnapping of tourists

4. NATURAL DISASTERS

Severe storms, earthquakes, mud slides, rock falls, sink holes, bush fires, ash clouds.

5. SOCIAL DISCRIMINATION

Incidents of racist, xenophobic or homophobic behavior .

6. COMMUNITY OR INDUSTRIAL PROTES

Protests or strikes directed at tourists or venues

National Joins
(Deputy National Comma)

Provincial Joins
(Provincial Commissioner)

District Joins
(District Commissioner)

Station Level
(Station Commissioner)

National
Comms Task
Team

Provincial
Comms Task
Team

District
Comms Task
Team

Designated
Tourism Safety
Police Officer
Local Councillor

RESPONSE MEASURES AND COMMUNICATIONS INTERVENTIONS

- Spokesperson Designations
- Holding Statement Media Relations, Social Media Update

Spokesperson Briefing Notes and Fact Sheets

KEY MESSAGES - APPROACH

MEASURES	ACTIONS	KEY MESSAGES
1. Proactive – issues that can minimise the potential of incidences	1. Express care, concern condolences, consideration, comparison - in a crisis there is always a victim, somebody who has been hurt.	1. The Department of Tourism was devastated about the attack on tourists which took place at (venue), on (date) .
2. Responsive – measures or processes that will be followed once an incident has occurred.	2. Profile only the factual information you have at that stage	2. The Tourism Minister, (expressed his/her heartfelt condolences to the family who died in this unfortunate attack. And wish those injured a speedy recovery .
3. Aftercare - Measures or processes that will be followed once an incident has occurred.	3. Always conclude the communication with what the action is - what happens next.	3. The SAPS and LAW enforcement agencies will work with all authorities to ensure those involved are arrested.
		4. We will also engage the relevant authorities and stakeholder to avoid similar attacks in the future.

OPERATIONAL PLAN

INDICATOR	TARGET	ACTIVITIES	RESPONSIBILITY
Number of initiatives identified to address criminal incidents against tourist	Four proactive measures responding to incidences of tourist in distress facilitated:	<ol style="list-style-type: none"> <u>Tourists hotspots identified:</u> <ul style="list-style-type: none"> Identification of key tourism hotspots by provinces Perform risk analysis at identified tourists' attractions / sites Hotspots will be mapped and linked to police stations and then SAPS to be engaged to put more resources to the identified hot spots 	Department of Tourism, SAPS, Provincial Tourism Depts & TBCSA
	<ol style="list-style-type: none"> Tourists hotspots identified. Database on crime developed. 	<ol style="list-style-type: none"> <u>Database on crime developed</u> <ul style="list-style-type: none"> Develop a system of data collection and analysis of crimes against tourists through segregating reported cases which involves tourists. A user friendly template to be developed to assist in registering and recording crimes against tourists. This will assist the sector in understanding trends and propose initiatives to counter those trends of incidences. The Database on Criminal Incidences Against Tourists will be hosted by SAPS and will only be shared with relevant organisation taking into account the Protection of Personal Information Act 	Department of Tourism, SAPS, Provincial Tourism Depts & TBCSA

OPERATIONAL PLAN CONTINUES

INDICATOR	TARGET	ACTIVITIES	RESPONSIBILITY
Number of initiatives identified to address criminal incidents against tourist	3. Tourism information APP developed	<p>3. <u>Tourism information APP developed</u></p> <ul style="list-style-type: none"> Engagements with the company that will be developing the APP has since started Proposed APP will have a panic button that will alert authorities when tourists are in distress Department to also engage SAPS to ensure that the APP is linked to SAPS response line(s) <i>Communication Technology sub-committee has been formed to work on this and other technology related initiatives like installation of cameras at strategic attractions</i> APP to be launched early December 2019 	Department of Tourism, SAPS, Provincial Tourism Depts & TBCSA
	4. 24-hour tourist hotline established.	<p>4. <u>24-hour tourist hotline established.</u></p> <ul style="list-style-type: none"> Consultations with key stakeholders have started to look at cost implications and management thereof. This will form part of the discussions with SAPS in terms of linking it to their response mechanisms. And also consider the issue of adding key foreign languages for ease of communication. 	Department of Tourism, SAPS, Provincial Tourism Depts & TBCSA ,

OPERATIONAL PLAN: CONT...

INDICATOR	TARGET	ACTIVITIES	RESPONSIBILITY
Number of studies conducted to determine the feasibility to establish special Tourist police	A feasibility study on the establishment of special “Tourist police” conducted	<ul style="list-style-type: none"> Stakeholder consultation. Draft Terms of reference for the appointment of a service provider to conduct a feasibility study on the establishment of special “Tourist police” conducted. The appointed service provider conducts the feasibility study. Development of the feasibility report and business plan This is a medium to long term programme 	Department of Tourism, SAPS, Provincial Tourism Depts & TBCSA
Education and awareness	Conduct awareness sessions with SAPS, Traffic officials and other relevant stakeholders	<ul style="list-style-type: none"> Training schedule to be developed for SAPS, Traffic Police, CPFs etc. so that they can record and respond adequately to tourism related crimes Training should also be extended to all relevant stakeholders so that members of the communities are aware of the service provided specifically on tourism safety Additional Tourism Safety Awareness Campaign should be conducted in MP, WC & GP as part of the holiday campaign. This should be a joint effort with all security agencies involved 	Department of Tourism, SAPS, Provincial Tourism Depts & TBCSA

Marketing and Communications Solutions

SA Tourism participates on a number of **roadshows** whose aim is to effectively address barriers that affect positivity towards South Africa and re-iterate our message of South Africa being a **safe tourist destination**.

We use tactical platforms and opportunities to gather bespoke, always-on [content](#) that addresses safety and security in order to share with country offices. For example, President Ramaphosa's address at the recent Africa's Travel Indaba and the recent launch of the tourism safety monitors at Table Mountain in Cape Town.

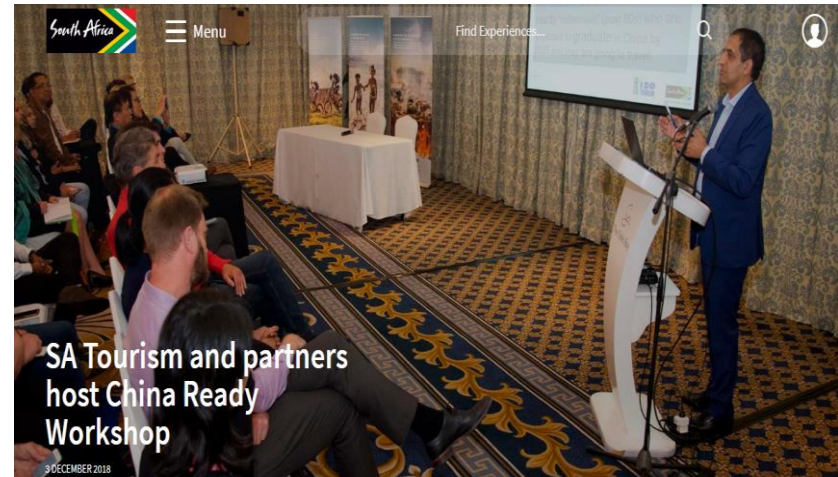
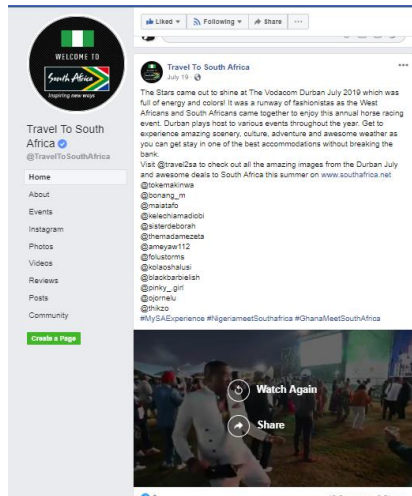
We use platforms such as [trade and media hostings](#) to demonstrate that South Africa is a safe destination and is open for business.

On a case by case basis, we work with country offices and embassies on a messaging especially for specific incidents. i.e. recent Mount Nelson Hotel robbery and killing of the Ukrainian tourist.

From our global digital platforms, content is carefully curated to showcase South Africa as a safe destination.



Marketing and Communications Solutions



RECOMMENDATION

That the Consultative Workshop on Tourist Safety and Security takes note and provide inputs on the draft National Tourism Safety Strategy.



Acronyms

- **Application (APP)**
- **Business Against Crime of South Africa (BACSA)**
- **Cross Border Road Transport Agency (C-BRTA)**
- **Department of Transport (DoT)**
- **National Tourism Sector Strategy (NTSS)**
- **National Joint Operational and Intelligence Structure (NATJOINTS),**
- **Provincial Joint Operational and Intelligence Structure (PROVJOINTS)**
- **Professional Hunters Association of South Africa (PHASA,)**
- **South African Association of the Conference Industry (SAACI)**
- **South African Vehicle Rental & Leasing Association (SAVRALA)**
- **South African Banking Risk Information Centre (SABRIC)**
- **South African Tourism Service Association (SATSA)**
- **South African National Parks (SANParks)**
- **South African Police Services (SAPS)**
- **South African Tourism (SA Tourism)**
- **Tourism Business Council of South Africa (TBCSA)**



Thank You

