

Bojanala

Collectively and Broadly Promoting Responsible and Sustainable Tourism for Benefit of All

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**The South African National Standard on
Tourism Service Excellence (SANS 1197)**

**NEW SOUTH AFRICAN TOURISM
(SAT) BOARD MEMBERS APPOINTED**

**Tourism Starting to Take Shape
Towards Achieving **Top 20 by 2020** Vision**



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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About the Cover



The cover shows an image of a donkey cart taking tourist through the Cederberg mountain area. This is a community-driven tourism product which has grown to be an epitome of rural tourism in South Africa.

Credits

Editor in Chief

Jay Singh

Editor

Meriam Phasha

Contributors

Modjadji Seabi

Mothepane Sesele

Paballo Molele

Researchers/Writers

Charles Makuwerere

Masingita Makamu

Victor Siphugu

Layout/Production

Bembani Group (Pty) Ltd



LETTER
FROM
THE

EDITOR



Tourism Greetings to All our Readers!

The year 2012 which is now moving into its second quarter presents huge enthusiasm for the tourism industry in South Africa, following phenomenal successes of the industry during the years 2010 and 2011. Our Minister, Honourable Marthinus van Schalkwyk has just announced the official tourism statistics for 2011 in the recent past. The statistics show continued growth in tourist arrival figures, even surpassing the record-breaking figures of 2010 associated with South Africa's hosting of the first ever Soccer World Cup tournament to be hosted under the African skies. We are humbled by the 3.3% growth in tourist arrivals in 2011 with 8 339 354 international tourist arrivals as compared to 8 073 553 arrivals in 2010. This growth in tourism arrival figures, attributed to hard work by all in the tourism industry, gives confidence that the outlook of the South African tourism industry looks increasingly positive.

Indeed, there had been insurmountable amount of hard work that despite the tough global economic conditions, tourist arrival figures in South Africa continued to soar. The Honourable Minister van Schalkwyk has been actively engaging with, amongst others the BRIC countries, sharing South Africa's tourism offerings. Amongst other countries, he also visited Germany that has become one of the major tourist markets for South Africa in Europe. We have also engaged processes to ramp up tourism markets in the African continent, and we are proud to announce that 2011 has seen opening of two marketing offices in Nigeria and Angola.

It is prudent that we remain vigilant in ensuring that the above reported tourism growth is sustained. Key to sustained tourism growth moving forward is delivery of world-class tourism service that is central to customer satisfaction. The South African National Standard on Tourism Service Excellence (SANS 1197) has been developed and launched during this editorial period with the aim of providing strategic direction to the tourism industry to ensure consistent delivery of above-average tourism goods and services.

We have also continued on our path in ensuring that tourism takes shape to achieve the vision of making South Africa one of the top 20 global tourism destinations by the year 2020 through development of a number of strategies, and their associated implementation plans, the first one being the National Heritage and Cultural Tourism Strategy. This strategy will provide framework for the coordination and integration of heritage and cultural resources into the mainstream of tourism.

The second strategy developed for implementation during this editorial period is the National Rural Tourism Strategy that aims to foster more meaningful involvement of the local communities and previously neglected groups in the mainstream tourism industry. It is understood that this strategy will go a long way in making powerful contribution to poverty alleviation in rural areas that are often characterised by extreme poverty and under development.

In line with the above strategy, the third phase of the Donkey Cart Project has also been launched. This project entails the development of a three day tour through the Cederberg mountain area, and Heuningvlei, and a donkey trek route through Heuningvlei with accommodation facilities for overnight guests. The first and the second phases of this project involved establishing the enabling infrastructure for project, such as renovation works on the Heuningvlei bridge, establishing water reticulation system, upgrading the information centre, and many other such activities. This, the third phase of the project will focus on providing training interventions to no less than 234 local beneficiaries on such areas that would assist them provide world class service to their guests.

Lastly, the Department is in the process of appraising progress on the implementation of the National Tourism Sector Strategy (NTSS), and progress reports have been made to the National Tourism Delivery Forum. Progress is being monitored vis-à-vis the targets set for each of the well defined performance indicators identified in the strategy. We are encouraged by the progress reported so far, for example domestic holiday travel has increased across all market levels to about 4 million in 2010 against 6 million target for 2015. Domestic tourism GDP as a percentage of tourism's overall contribution to GDP has been reported to be at 55% in 2009, which equals the target set for 2015. Impressive progress has been reported in all the clusters on Policy, strategy, regulation, governance and monitoring and evaluation; Tourism growth and development; People and development; and Enablers of Growth, and we shall stop at nothing to harness the good work already in place and soldering on towards Sustainable Tourism for the Benefit of All. Wishing 2012 is yet another highly successful year for all in the South African tourism industry!!!

A handwritten signature in black ink that reads "Jay Singh".

Jay Singh
EDITOR

EDITOR

Tourism Starting to Take Shape Towards Achieving **Top 20 by 2020** Vision



Tourism has of late emerged as the new 'gold' for the South African economy as it has surpassed gold as the largest exporter and foreign exchange earner. Tourism in South Africa is one of the fastest growing industries in the country, and its potential to contribute towards job creation, poverty alleviation and GDP has been acknowledged by the South African Government. This recognition is evidenced by the creation of a standalone and dedicated National Department of Tourism (NDT) in 2009. The Accelerated and Shared Growth Initiative of South Africa (ASGI-SA) identifies tourism as one of the three industries that can assist to accelerate economic growth to 6% and thus help to halve poverty and unemployment by 2014. Government has classified tourism as one of the priority sectors that can make a significant contribution towards ASGI-SA targets. Government has also identified tourism in the New Growth Path (NGP) as one of the six pillars to drive future economic growth.

To effectively harness the full potential of tourism and to contribute towards development in South Africa, NDT came up with a vision of making South Africa one of the top 20 global tourism destinations by 2020. The National Tourism Sector

Strategy (NTSS) was unveiled in 2011 as a vehicle to achieve the set NDT vision. The NTSS highlights the development of niche tourism, as a supply side measure that can improve South Africa's destination competitiveness and contribute to the achievement of tourism growth and development objectives. The NTSS buttressed the thrust of the White Paper on the Development and Promotion of Tourism in South Africa (1996) and culminated in the development of three new tourism strategies in 2011, namely: National Avitourism Strategy; National Heritage and Cultural Tourism Strategy; and the National Rural Tourism Strategy.

National Rural Tourism Strategy

Tourism, (alongside agriculture) has been identified as a potential key driver and catalyst of rural development in South Africa. The White Paper on the Development and Promotion of Tourism in South Africa (DEAT, 1996) noted that prime tourism attractions in South Africa, including world heritage sites, are located in rural areas. Rural Tourism allows rural peoples to share in the benefits

of tourism development, promoting more balanced and sustainable forms of development. Recognising this fact and responding to rural development imperatives, NDT set of to formulate a rural tourism strategy. The strategy is in response to the policy mandate and alignment with government strategic priorities and aims to address what is entailed in Outcome 4 (Create decent employment through economic growth) and Outcome 7 (Develop vibrant, equitable and sustainable rural communities ...). The Rural Tourism Strategy was formulated to ensure a developmental approach upon packaging rural tourism products in South Africa and to prioritise spatial nodes which have a growth potential in order to stimulate growth of the tourism industry. The strategy therefore, further reviews product development, tourism marketing, human development, tourism infrastructure and tourism research and information for equal access of opportunities in rural tourism.



Rural Tourism has been targeted for Promotion in South Africa.

The Rural Tourism Strategy was developed through a wide rural tourism stakeholder consultation process to gather comments and inputs from all critical tourism role-players in nine provinces. Some of the stakeholders consulted through national consultation sessions include the House of Traditional Leaders, SALGA, Provincial Tourism Authorities, State organs, Provincial Development Agencies, Tourism value chain and NGOs. The provincial rural tourism stakeholder consultative workshops were utilized as discussion platforms for determining the status quo in provinces and refining the rural tourism strategy.

Section One of the strategy deals with the elusive and complex definition of rural. The strategy notes that rural tourism products, often involve small-scale operations and culturally-based or farm-based products that can be conducive to wide participation of both communities and owners of products. The strategy utilised consultations with sector stakeholders including Statistics South Africa and funding institutions i.e. Development Bank of Southern Africa. The strategy utilised the Genesis model, a model that is renowned for inclusivity, diversity and grass roots engagement. The model remains a significant instrument which

also informed the strategy's approach of nodal development (entailing the identification, profiling and recommendation of poverty stricken areas with high tourism potential). This aspect had a bearing on the outcomes and recommendations that will inform the beneficiation model and the implementation plan.



Image Showing Some of South African Rural and Cultural Tourism Offerings.

Section Two of the strategy explores the policy and relevant legislative mandates that informed the development of the strategy. A market analysis was carried out and this entailed a scan of funding initiatives in rural development and poverty alleviation including by government departments. State funded rural orientated initiatives analysed as part of section two of the strategy included the Social Responsibility Implementation (SRI) of NDT and the Comprehensive Rural Development Programme (CRDP) of the Department of Rural Development and Land Reform (DRDLR) and the War on Poverty Programme (WPP) of the Presidency implemented by the Department of Agriculture, Forestry and Fisheries (DAFF). The initiatives were reviewed and analysed to provide guidance to the strategy and limit duplication of efforts and funding thereof. The strategy calls for a sustained effort in promoting informed investment in the development of rural tourism products that respond to market needs. Such investments will be supported by the nodal identification, review and profiling of nodes based on provisioning by SRI of the NDT, CRDP from the National DRDLR, WPP of the DAFF.

Section Three, is a discussion on the approach and the direction of the strategy and further explains the dichotomy of the strategic themes and the action plan. This approach moreover seeks to address the strategic themes which deal with **Product Development**, including but not limited to funding models and innovation schemes; **Tourism Marketing**, including but not

limited to visitation of less visited areas; **Tourism Skills and Development**, including service standards; **Tourism Support Infrastructure**, including but not limited to roads and basic services; and **Tourism Research and Information**, including tourism market intelligence. Jamaica, a leading country in rural tourism development, was used as a case study for the strategy.

Section Four, issues a direction towards the implementation of the strategy. This is informed of various recommendations that will form part of the proposals for key intervention areas required.

The Rural Tourism Strategy was unveiled by the Minister of Tourism, Mr. Marthinus Van Schalkwyk on the 11th of April 2012 picturesque town of Wupperthal. This town is a well known Moravian mission station, home to the oldest shoe factory in South Africa as well as being renowned for its rooibos cosmetic products. The minister presented the strategy and the Third Phase of the Donkey Cart Project in this area. This is a community-driven tourism product which has grown to be an epitome of rural tourism. It does not only offer visitors a unique experience of the Cederberg but has also greatly assisted in community development, economic empowerment and poverty alleviation.

National Heritage and Cultural Tourism Strategy

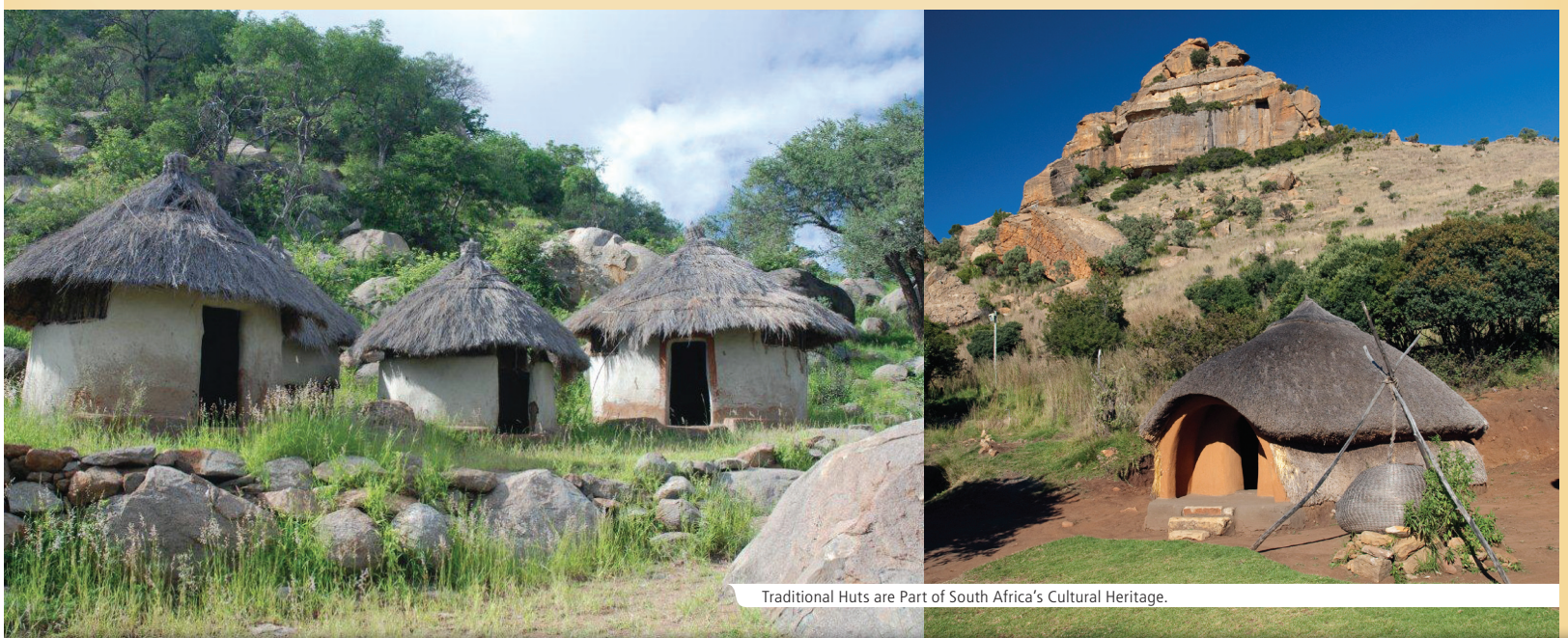
The National Strategy on Heritage and Cultural Tourism strategy, which is informed by the White Paper on the Development and Promotion of Tourism in South Africa (1996) and the NTSS (2010), serves to guide and provide

strategic direction to the development and promotion of heritage and cultural tourism in South Africa. The strategy provides a framework for the coordination and integration of heritage and culture into the mainstream of tourism. Firstly, the introductory section outlines the vision and mission; an overview of heritage and cultural tourism; broad goals and aims; rationale and methodology undertaken to develop the strategy. The vision of the strategy is stated as **“Realising the global competitiveness of South African heritage and cultural resources through tourism development”**. Secondly, the strategy provides an analysis of current situation and projects future scenarios for heritage and cultural tourism. Thirdly, the strategy outlines a technical approach towards implementation, with identified strategic themes, objectives and actions to serve as a guide to implement the strategy.

The identified key strategic themes, strategic objectives and actions are outlined as follows:

Strategic Theme: Research, Information and Knowledge Management

- **Strategic Objective 1:** Research and documentation of heritage and cultural tourism products;
- **Strategic Objective 2:** Monitoring and evaluation of the impact and demand of heritage and cultural tourism products;
- **Strategic Objective 3:** Visitor profile and experience;
- **Strategic Objective 4:** Trends and best practices.



Traditional Huts are Part of South Africa's Cultural Heritage.

Strategic Theme: Sustainable Development and Management

- **Strategic Objective 1:** Identify heritage and cultural tourism products for product development and sustainable management;
- **Strategic Objective 2:** Develop an action plan for implementation of identified heritage and cultural tourism products;
- **Strategic Objective 3:** Sustainable and integrated management approach to heritage and cultural tourism products;
- **Strategic Objective 4:** Skills development and training;

Strategic Theme: Marketing, Promotion & Raising Awareness

- **Strategic Objective 1:** Towards raising awareness and promotion of heritage and cultural tourism products;
- **Strategic Objective 2:** Provide guidance on marketing and promotion of heritage and cultural tourism products;

Strategic Theme: Cooperation, Partnership, Institutional Arrangement and Policy

- **Strategic Objective 1:** Environmental scan of heritage and cultural tourism landscape;
- **Strategic Objective 2:** Institutional arrangements and policy to support the implementation of the strategy across 3 spheres of government;
- **Strategic Objective 3:** Establish partnerships and cooperation with stakeholders;

Strategic Theme: Resource Mobilisation

- **Strategic Objective:** Identify and seek funding opportunities

The application and implementation of the strategy is applicable nationwide, across the 3 spheres of government (national, provincial and local government levels) and through strategic partnerships with the public and private sector, as well as community structures.

The National Heritage and Cultural Tourism strategy was launched by the Minister of Tourism, Mr Marthinus van Schalkwyk at the historic Liliesleaf Farm in Rivonia (Johannesburg) on the 16th of March 2012. Speaking at the launch of the strategy, the Minister observed that "...the strategy marks a significant milestone achieved in producing a guiding framework and the first blueprint for heritage and cultural tourism development in South Africa." He aptly captured the value of culture and heritage to tourism by stating: "The combination of culture, heritage and tourism is therefore an extremely potent economic engine".

National Avitourism Strategy

Avitourism (travel for the purpose of bird watching) was identified as a high value niche tourism sector in South Africa by the Tourism Directorate of the Department of Trade and Industry (dti) which has since been incorporated into NDT. Building on research conducted by the dti in 2009/10, the National Avitourism Strategy was formulated to serve as a framework that will guide and inform the growth of avitourism (Birding Tourism) as a valuable niche tourism segment and realise a vision of positioning South Africa as a globally competitive avitourism destination. As a birding destination, South Africa has a competitive advantage in terms of its high species diversity, richness and endemism which is complemented by a well established tourism industry. The country attracts an estimated 21 000 to 40 000 dedicated avitourists that spend between R927 million and R1.7 billion per annum in the economy. While still relatively small in terms of volume, avitourism is an important market segment in terms of economic value and development impact, and offers significant growth potential.



Bird Watching is Growing as a Tourism Niche Segment in South Africa.

In building a rationale for further development of avitourism, the strategy document includes a brief overview of the country's strong avitourism resource and supply base, economic value and market potential, and highlights the ability of avitourism to contribute effectively to the strategic objectives in the NTSS. Based on an analysis of strengths and weaknesses in avitourism supply and demand, as well as consultation with key stakeholders, three main challenges to the continued growth of the niche segment emerged; namely poor integration and cooperation amongst industry stakeholders, uncoordinated industry and product development, and limited and ineffectual marketing and promotion of the country's avitourism offering.

The strategy came up with a vision and mission statements for Avi-tourism in South Africa. The Vision Statement set by the strategy is "Positioning South Africa as a globally competitive avitourism destination" while the Mission Statement is "Facilitating a coordinated approach for avitourism marketing and industry development through strategic partnerships".

To address the identified challenges and support realisation of the vision, eight high level strategic objectives were developed and grouped under three corresponding themes as outlined below:

Strategic Theme 1: Coordination of Integrated Avitourism Development and Promotion

- Support implementation of the avitourism strategy across three spheres of government;
- Establish a national industry coordinating structure.

Strategic Theme 2: Development of Avitourism Industry and Supply

- Facilitate avitourism product development;
- Facilitate transformation of the avitourism industry;
- Facilitate avitourism skills development;
- Support development of avitourism infrastructure and events.

Strategic Theme 3: Effective Avitourism Promotion

- Ensure effective online marketing;
- Facilitate improved links between product owners, markets and demand generators.

An implementation plan which is going to be developed unpacks the planned interventions described under each of the high level strategic objectives into more detailed actions and activities with corresponding timeframes, budgets, and roles and responsibilities. It should however be noted that the successful implementation of the strategy, and the effective development and promotion of avitourism in South Africa is dependent on sufficient funding support from key stakeholders, while designed mechanisms, based on key indicators, will allow for effective monitoring of the implementation process and evaluation of the overall impact of interventions.

Looking Forward

The new suite of strategies which have been unveiled by the NDT are set to provide the tools the department requires for 'mining' the new 'gold' for the South African economy. The strategies provide the tools for achieving the Department's Top 20 by 2020 vision for tourism in South Africa.



NEW SOUTH AFRICAN TOURISM (SAT) BOARD MEMBERS APPOINTED

The Minister of Tourism, Mr Marthinus van Schalkwyk, has announced the appointment of the new Board Members of South African Tourism (SAT). South African Tourism is the national tourism agency responsible for marketing South Africa as a destination internationally and domestically. It aims to make tourism the leading economic sector in South Africa, and so promote sustainable economic and social empowerment of all South Africans. At the same time South Africa is marketed as an integral part of Africa and particularly the subcontinent of southern Africa.

To accomplish these goals, South African Tourism commits to meaningfully contribute to the government's objectives of increased GDP growth, sustainable job creation and redistribution

and transformation through: Increasing tourist volume; Increasing the geographic spread, length of stay and tourist spend of all visitors; Improving seasonality arrivals patterns and working to transform the industry so that historically disadvantaged South Africans may benefit from the sector.

Minister van Schalkwyk congratulated the new board members on their well deserved appointment: "I am very pleased with the candidature of the new board. Their vast experience in the tourism industry coupled with their strategic leadership and management skills will serve the industry well. In this volatile economic climate we need a capable and adaptable group of functionaries that will be both innovative and results driven in both decisions and action"

The following SAT Board members have been appointed for a period of three (3) years, commencing on 1 June 2012:



1. Chairperson- Frank Kilbourn: Deputy Chairperson of the previous SAT board.
2. Deputy Chairperson-Zwelibanzi Mntambo: Previous Chairperson of the REMCO of the SAT board.
3. Ms Siza Mzimela: Chief Executive Officer (CEO) of South African Airways.
4. Mr Kananelo Makhetha: Managing Director (MD) of Connex Travel and the former President of the Association of South African Travel Agents (ASATA).
5. Ms Tumi Makgabo: Executive Producer of Tumi &Co, a Broadcast and Media Production Company.
6. Mr Graham Wood: Deputy Chairperson of the Tourism Business Council of South Africa (TBCSA) and Managing Director (MD) of Southern Sun Hotels and Resorts.
7. Dr Ayanda Ntsaluba: Executive Director of Discovery Holdings and former Director-General of DIRCO.
8. Ms Nomaxabiso Majokweni: Chief Executive Officer (CEO) of Business Unity South Africa (BUSSA) and former Chief Executive Officer of the Sandton Convention Centre.
9. Mr Alan Moore: Chief Executive Officer (CEO) of the Board of Airline Representatives of South Africa (BARSA).
10. Mr Thebe Ikalafeng: Founder of Brand Leadership Group, South Africa.
11. Chairperson of the Tourism Grading Council of South Africa (Ex Officio) to be appointed in due course.

THE SOUTH AFRICAN NATIONAL STANDARD ON TOURISM SERVICE EXCELLENCE (SANS 1197)



Research conducted in 2009 by the National Department of Tourism (NDT) has highlighted, as critical challenges the existence of major inconsistencies on service levels within the tourism industry, as well a culture of a lack of complaining for poor service in South Africa. These, if not addressed have potentials of continued dwarfing of the tourism industry in South Africa.

Furthermore, according to the Travel and Tourism Competitiveness Report published by the World Economic Forum in 2009, South Africa is ranked as follows in relation to certain selected attributes:

- Ranks 61 out of 133 countries in terms of competitiveness;
- Ranks 3rd in Africa behind Tunisia (ranking 44th) and Mauritius (ranking 40th) in terms of competitiveness;

- Ranks 82 out of 133 in terms of Regulatory Environment;
- Ranks 52 out of 133 in terms of Business Environment and Infrastructure;
- Ranks 96 out 133 in terms of human, cultural and natural resources.

It is clear that South Africa is positioned around the middle of the park in terms of competitiveness, and there is therefore a need for extensive work to be done in order to improve competitiveness, if South Africa is to claim its global tourism market share.

In addressing the above challenge, the NDT identified the need for development of the National Tourism Service Excellence Strategy so as to provide strategic direction to the tourism sector.



Staff Assisting Guests – Ensuring Guest Satisfaction.

The service excellence strategy provides for the development of norms and standards that the sector needs to adopt to ensure consistent delivery of tourism goods and services at all times. The NDT engaged the South African National Bureau of Standards (SABS) to develop the South African Standard on Tourism Service Excellence (SANS 1197:2012).

The standard, hailed as the first of its kind in the country, and with potential of being adopted by the International Standard Organisation (ISO) into becoming an international standard; was launched by the Deputy Minister of Tourism in South Africa, honourable Tokozile Xasa on the 28th March 2012 in a function held at the Sandton Convention Centre in Johannesburg. The function that was attended by the CEO of the South African Bureau of Standards, the CEO of South African Tourism, CEOs of South African Tourism Associations, Deputy Director General for Tourism Growth in the NDT, various tourism industry players, government officials, and members of the media, amongst others.

The standard was developed with the following aims:

- to introduce generic standards for planning, developing, implementing and improving service excellence in the tourism industry and its value chain;
- to introduce specific minimum requirements for the performance of organisations measurements and monitoring of service standards in the tourism industry;
- to introduce a credible service standard that includes credible marketing, quality products and excellent services; and
- to introduce a performance system that enables effective monitoring and evaluation.

The standard is structured into four main focus areas, namely

1. Marketing;
2. Product development;
3. Service delivery; and
4. Monitoring and evaluation.

Marketing

In marketing the products and services of an enterprise it is critical that attention should be paid to ensure that there is consistency in the message communicated at all times. Care should be taken to ensure the promises that the enterprise makes to its customers is carried through clearly and without ambiguity. It is also prudent that the message to be communicated is such that the promise made by the organisation in its marketing



Putting a Smile on your Face, Enhancing Tourism Service Delivery

drive is honest and truthful and can be achieved. The marketing messages should be compiled in a language that is not offensive to others, and thereby infringing on others' constitutional rights. If marketing is to be a useful tool that it is, there is need for organisations to regularly update their marketing messages in line with changes in the organisation's offerings.

Products development

The standard requires that certain minimum criterion is achieved, and this amongst other entail that the products should have acceptable quality that meets or exceeds customer's expectation in line with the product that was marketed. It is also important that there should be flexibility that allows the customer a choice of a product or service that meets or exceed his or her requirements. Prudent also is that the products or services offered should be such that the customer feels he/she has gotten value for the money they paid, an easy example will be where the establishment is graded as a three star establishment, but the quality of services rendered there by far exceeds the services that would normally be found in most three star establishment.



Delivering Tourism Service with Pride...

The standard also requires that there be sufficient safety and security measures in place at all times to ensure customers and protected. Furthermore the standard also requires that the tourism establishments ensure privacy of their guests and that there are mechanisms in place to ensure that confidential information provided by guests is secured.

Service delivery

Central to service delivery is customer satisfaction. The standard provides that organisations plan and deliver their services in a manner that focuses on meeting the needs and the wants of the customer, but of course this done within the constraints of the organisation's capacity.



Putting a Smile on your Face, Enhancing Tourism Service Delivery

The organisation can achieve this through training their staff in various areas of their professions to ensure that they interact with their customers on a professional basis at all times. This would in turn enhance the sense that the customer is getting value for money. The standard finally requires that the organisation should adopt operational behaviour that focuses on delivering acceptable service and value to guests. In order to remain focused on delivering quality service at all times, it is also required that the organisation should engage peer review mechanisms where the organisation could approach its peers in the market to provide it with independent review of its products and services with the view to bring about mechanism to ramp up service delivery if found to be below par.

Monitoring, evaluation and continual improvement

The feedback mechanism is key to ensuring continual improvement of service delivery. The standard requires that organisations use the services of either internal or external data collectors to gather customer feedback information,



Boma fire under the blue South African skies

that will then be used to gauge customer satisfaction and be useful also for planning intervention to continually improve on the customer service. It is important that the information to be collected is in line with the needs and expectations of customers, and care must be taken to ensure that the collected information is accurate and up to date. To ensure effectiveness of the monitoring and evaluation mechanism, there is need to regularly review the policies and procedures for monitoring, and revise and update them incorporating new and relevant requirements.

Principles of service excellence

The standard also presents those principles that should and must guide service excellence, and these include amongst others the issues of accessibility, accountability, accuracy, capacity building, commitment, consistency, continual improvement, courtesy, responsiveness, value for money, as well as the fact that the products and services are delivered in a safe and secure environment.

In closing, it is important to note that the standard only provides guidance and is not prescriptive at all. Neither is it

a legal document nor a document intended for certification. Nevertheless, it is anticipated that all the tourism industry players will embrace and use the standard for the benefit of the wider tourism industry in South Africa, and the world.

The NDT has planned an extensive roll-out of the Standard planned to commence in July 2012. The key objective of the national campaign as outlined by Deputy Minister Xasa is said to be to educate consumers, trade and ordinary citizens on the minimum world class standards, motivate the tourism value chain and South Africans to provide outstanding service and to create a culture of customer service in the industry and eventually the country. This objective talk directly to address the challenges of poor service delivery and the culture of lack of complaining for poor services highlighted in the opening sections of this piece.

The NDT should be commended on establishing all the necessary tools to improve tourism product offering in the country. It is now up to every South African, be it a tourism product owner or a customer, to embrace and put into good use all the developed tools in moving towards world class tourism service delivery.



DOMESTIC TOURISM GROWTH STRATEGY: 2012 – 2020

REPOSITIONING DOMESTIC TOURISM IN SOUTH AFRICA

Domestic tourism is defined as the tourism of resident visitor within the economic territory of the country of reference. Simply put this entails when people take holidays, short trips and day trips for different reasons in their own country. Although domestic tourism cannot be said to be totally exempt from all the global economic and political turmoil, it is considered a lot less sensitive to the above ills that have massive negative impacts on international tourism. Over and above the economic benefits, domestic tourism also provides one of the most vibrant expressions of the country's heritage. This helps in allowing understanding between various ethnic, religious, communal and various other groupings in different parts of the country, and thereby contributing immensely towards unifying the nation.

Despite the handsome benefits of domestic tourism highlighted above, the study conducted by South African Tourism (SAT) in 2011 revealed that there

continues to be huge lack of a travelling culture amongst South Africans, particularly among the previously disadvantaged groupings due to a variety of reasons including that they cannot afford to travel as they do not have reliable income; to time constraints; to perceived limited marketing and information provisioning to all segments of the South African's population; to limited product development and diversification among geographical areas as well as different seasons.

The National Tourism Sector Strategy (NTSS) approved for implementation by Cabinet in March 2011, has identified domestic tourism as one of the 'golden child' of tourism in South Africa. The above strategy provides for enhancement of the performance of domestic tourism in order to sustain and grow tourism's contribution to the country's economy. The roadmap to performance enhancement of domestic tourism is condensed in the **Draft Domestic Tourism Growth Strategy: 2012 – 2020**.



What Would South African Tourism be Without Robben Island?

The draft strategy was developed and served at a meeting between the Minister of Tourism, Honourable Marthinus van Schalkwyk and his Provincial MECs for Tourism (MINMEC) on the 16th March 2012, with the view to request MINMEC to note, provide inputs or comments as well as finally approving the Draft Domestic Tourism Growth Strategy and its strategic actions.



The City of Cape Town, One of South Africa's Tourism Jewels

The **vision** of the strategy is Growing domestic tourism for a sustainable tourism economy, whereas the **mission** is to Promote domestic tourism growth founded on innovation; stakeholder participation; offering authentic and affordable experiences and packages which meet the needs of all local travellers.

Purpose of the Strategy:

- To provide the tourism sector with a strategic plan to maximize yield, seasonal and geographic spread; and
- To foster domestic tourism development in South Africa as a measure driver of sustainable tourism economy.

Domestic Tourism Growth Strategy's Thrusts, Objectives and Targets

The strategy has been developed to achieve four strategic objectives that will be presented alongside their set targets below:

1. Increase domestic tourism revenue

This entails increasing the contribution of domestic tourism to the Gross Domestic Product (GDP) which is either as a result of increasing total number of trips taken per traveller as well as increasing the number of travellers, and also increasing the amount spent per traveller. Steep, yet achievable targets have been set for this objective and this involve achieving 55% and 60% contribution to the GDP in 2015 and 2020, respectively, against the 55% provisional baseline contribution in 2009. With regards to number of holiday travellers, the target is to have 6 million travellers in 2015, and 9 million travellers in 2020, against the 3.6 million travellers seen during 2009. Furthermore, it is targeted that 40 million total number of trips will be made in 2015 whereas the target for 2020 is 54 million total trips as compared to 30.3 million trips that were achieved in 2009.

2. Increase domestic tourism volume

This objective focuses on the number of trips taken and nights spent away from home. The target for this objective is to see domestic tourism volume increase to 10% in 2015, and a further increase to 15% in 2020, and these are based on the baseline figure of 5.3% in 2009.

3. Enhance measures and efforts aimed at addressing seasonality and equitable geographical spread

It has been observed that tourism volumes are variable in different geographical areas, as well as during different seasons. This objective entails bringing about interventions that





Sunflower Farm in South Africa - What a Refreshing View?

will see increases in the overnight stays (also known as bed nights) during the traditionally low season months, as well as increasing the bed nights of the less visited provinces which is the North West and Northern Cape provinces, recorded to be 6% in 2009, then followed by Mpumalanga, Limpopo and Free State provinces all recorded at 19% in 2009. The target for increasing bed nights for North West and Northern Cape provinces is set at 5% for 2015, and 10% for 2020; whereas the target for Mpumalanga, Limpopo and Free State provinces is set at 20% for the year 2015 and 35% for the year 2020. It is also targeted that bed nights during the traditionally low season months have to be increased from 5.3% (in 2009) to 7.7% in 2015, and further increased to 10% by the year 2020.

4. Entrench the culture of tourism among South Africa

This entails inculcating the culture of travelling among South Africans who have not been travellers and holiday makers previously. Although it has been convincingly outlined that there is lack of culture of travel among South Africans, there is still dearth of baseline information that provides a detailed account of this. The strategy has therefore only set the target for the immediate implementation period that requires that baseline research should have been undertaken by the year 2015. Follow-up targets up to 2020 will most probably be set once baseline research has been conducted to give guidance to future work required.

It is clear from the above bold targets for domestic tourism growth that the NDT means business about revamping domestic tourism. The strategy also outlines a suite of interventions or actions that will need to be implemented at set time frames between 2012 and 2015 to enable required domestic tourism growth to be realised. Below is a condensed account of the interventions required for implementation:

- Facilitate the development of products and services to encourage domestic travel entailing conducting research to enhance understanding of the needs for the tourism industry that will guide proper positioning of domestic tourism;
- Infrastructure development, involving development of such aspects as funding models for various domestic tourism products or services with relevant partners, development of enabling municipal by-laws and policies, development of maintenance plans for certain entities of government;
- Identify and influence the development of new products that target domestic tourist involving partnering with Department of Sports and



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Recreation as well as Department of Arts and Culture to provide tourism products that support the advancement of sports, arts and craft, etc.;

- Advancement of a culture of travel amongst South Africans entailing engagement of tourism product owners to entice low and middle income groups and designated groups such as youth, the elderly and people with disabilities through discounted pricing models as well as providing incentives for special interest groups such as stokvels to host their functions at certain tourism establishments;
- Improve tourism awareness through exploring and employing various appropriate ways of disseminating tourism information that had not been used in the past, and this could include making tourism information available at certain public places such as petrol stations and other community centres, using mobile applications, etc.;
- Deliver new events that would enhance tourism industry profitability particularly during low seasons through identifying and supporting major events in provinces such as cultural events and festival, as well as developing comprehensive calendar of all the major tourist attraction events and distribution of the said calendar extensively throughout the country;
- Development and implementation of a comprehensive Domestic Tourism Marketing Strategy is also key to ensuring upscaling of domestic tourism benefits;
- Promoting positive values and attitude towards domestic tourism is also prudent to support domestic tourism growth. This can be achieved through interventions that raise community awareness about domestic tourism, as well as implementing other associated programmes to capacitate domestic tourism product owners such as Tour Guides, taxi drivers, petrol attendants and many more.

The successful implementation of the strategy will depend on a number of factors and the following are key factors for the successful implementation of the strategy:

- Strong partnerships and collaborative initiatives with all stakeholders including media, industry stakeholders and communities;
- An implementation plan clarifying roles and responsibilities between national, provincial and local government, tourism authorities, private sector including associations and civil society;
- Effective packaging to ensure competitive pricing, access to information, ease of purchase, quality travel experiences in line with target market needs;
- Affordable, safe and convenient access and transport modes to tourism destinations and products;
- Domestic tourism campaigns with a strong focus on niche markets and special experiences;
- Research should be considered and focused on areas where there is high potential for domestic tourism growth;
- Recognise the role of platforms such as travel agents, banks, websites, mobile phones, etc.;
- Experiences to be exciting, entertaining and educational (3 e's);
- Product owners should collate and share data for statistical purposes; and
- Ensure that there is a monitoring, evaluation and reporting mechanism in place.

In conclusion, the National Department of Tourism has seen, in recent times, processes of developing a suite of strategies and other enabling tools towards creating the so much desired jobs for the country's unemployed masses, as well as the concomitant increased economic contribution to the country's GDP, in line with South Africa's New Growth Path. This Draft Domestic Tourism Growth Strategy, one of the latest developments in the Department, is an ambitious strategy with bold objectives and targets aimed at providing impetus for overhauling the domestic tourism market in South Africa. All key domestic tourism stakeholders need to put their heads together and get the strategy finalised and implemented for ***a Sustainable Tourism Economy***.



MINISTER TAKES TOURISM PROMOTION TO OTHER BRICS COUNTRIES



Traditionally, South Africa's main international tourism source markets have been in the developed and industrialised world of Europe and America. As tourism gains more prominence in the South African economy, tourism stakeholders such as South African tourism (SAT) in South Africa have been ramping up the promotion of South Africa as a tourism destination in emergent economies internationally. Since joining BRICS (an international political organisation of leading emerging economies made up of Brazil, Russia, India, China and South Africa), on 24 December 2010, South African stakeholders have doubled efforts to promote the country as a tourist destination in those emergent economies. Minister of Tourism Marthinus van Schalkwyk was recently in India and China to promote South Africa as a tourism destination.

Minister's Promotional Foray to India

Minister van Schalkwyk went on a two day official visit to India where he promoted South Africa as a tourist destination and highlighted the potential and importance of India as a source market for tourists to South Africa.

In his address to trade partners, the Minister reflected on Indian tourist arrival statistics and noted that tourist arrivals from India have increased 122% between 2005 and 2010. There has been an exponential rise in tourist arrivals from India with a total of 67,039 Indian tourists travelling to South Africa between January and September 2011, a figure that was 29% more than the arrivals for the same period in 2010. Between January and December 2010, 71,587 tourists visited South Africa, a 29.7% increase over the same period in 2009.



Minister Marthinus van Schalkwyk is leading promotional forays to BRICS countries

The Minister in his promotional visit to India noted that Indians are warming up to the South African destination offerings and emphasised the value of India as a source market. "The importance of India as a source market for South Africa cannot be underscored as India is an emerging travel market with massive growth potential. India's economic growth is expected to continue over the next 40 years and by 2050, India is expected to be among the top-three global economies", the Minister said. The Minister noted that India's surging economy, characterised by rising incomes coupled with changing attitudes towards travel abroad has seen India emerge as the 7th ranked tourist source region for South Africa.

The Minister promotional visit was to build on the work that has already been started by South African Tourism (SAT) which three years ago identified India as an important source market and set up a office there. SAT has over the years been promoting South

Africa as a destination in India through familiarisation trips, films, fashion, sport and food and wine. SAT has been intensifying its marketing efforts in India through road shows (in 2011 and 2012), training of Indian travel agents and tour operators on selling the South African tourism product. The minister's visit also came against increased and good air connectivity between the two countries with South African Airways operating four flights a week while Jet Airways operates five times a week.

Minister Marthinus van Schalkwyk's promotional visit to India also came against a background where South Africa won a bid to host the Travel Agents Federation of India (TAFI) Convention which is set to attract over 1000 delegates. The TAFI convention, to be hosted in November 2012, is set to present South Africa with an opportunity to showcase its tourism offerings and give the Indian Travel fraternity great exposure to South Africa. The Minister's visit to India was also to set the stage for the South African bid to host the Travel Agents Association of India (TAAI) Convention in 2013.

Launch of SAA Non Stop Flight to China

Minister Marthinus van Schalkwyk also undertook an official visit to China, one of the fastest growing BRICS countries. During his promotional visit, the Minister was part of the launch by South African Airways (SAA) of a non stop flight to China with the inaugural flight landing in Beijing on 31 January 2012.



South African Airways Airbus A340-600 which is set to fly Non-Stop to Beijing three times a week.

This initiative was significant given the buoyancy of the Chinese economy in a period of global recession and the importance of air connectivity for business and leisure travel. Minister Marthinus van Schalkwyk observed: "The Chinese economy continues to grow despite difficult global economic conditions, bringing with it an increasing outbound travel market. This underscores the fact that airlift certainly forms a critical link between trading nations and tourism markets. It also comes at a time when China is emerging as a strong trade partner and an important tourism market for South Africa".

The Minister's promotional visit came at a time when increased trade and investment relations between China and South Africa have spawned an upsurge in tourist arrivals from China. Tourist arrivals from China have increased 62.3% from 42 083 in 2009 to 68 309 in 2010. China has emerged as a major and alternative market for tourists to the traditional markets. It is estimated that of the 800 million new travellers expected worldwide in 2014, 310 million will be associated with China. SAA's non-stop flight (three times a week by Airbus 360-600) to Beijing is set to tap into the ballooning Chinese tourism market.

SAT Accomplishments in Marketing South Africa as a Destination in China

Minister Marthinus van Schalkwyk's promotional trip to China came on the back of key successes by SAT in terms of marketing South Africa as a destination which have yielded a number of awards from Chinese trade and media partners. Some of the key awards and accolades which came out of SAT's marketing strategies are the following:

- Better Homes and Gardens magazine – Leisure Destination of the Year award;
- The Business Travel Magazine – Best Destination for MICE Tourism;
- China Travel Agent magazine – Destination Promotion Award in 2011;
- Lifestyle and Gotrip magazines – Most Glamorous Travel Destination;
- Luxury Travellers magazine – Most Favoured Travel Destination;
- Sina.com – Sina Travel – Best Partner;
- Top Travel magazine – Best Destination for Vigorous Activities;
- Travel Weekly Magazine – Leisure Destination of the Year award; and
- World Traveller Magazine – Best Destination for Outdoor Adventure.

SAT has also overseen the signing of seven joint marketing agreements with local tour operators; the training of over 1000 Chinese tour operators; and an innovative campaign with China Travel Agent, for which the salespeople shared personal South African travel stories and created attractive itineraries.

Strategic Direction

The official visits by Minister van Schalkwyk to India and China will provide strategic and political direction for SAT marketing initiatives and/or strategies. This is set to provide impetus to the SAT's marketing initiatives and make South Africa a destination of choice in the emerging BRICS countries.

RECENT AND UPCOMING TOURISM EVENTS

Province	Event	Location
28 March 2012	Launch of the Tourism Service Excellence Requirements	Sandton Convention Centre, Gauteng
11-12 April 2012	Launch of the Third Phase of the Donkey Cart Project and Launch of the Rural Tourism Strategy	Wupperthal, Cederberg, Western Cape
12-13 April 2012	Annual Tourism Statistics Conference	Imbizo Centre, Parliament, Western Cape
15-18 April 2012	World Travel Tourism Council (WTTC)	Tokyo, Japan
19-26 April 2012	UBUNTU Awards	New York, USA
03-04 May 2012	Budget Vote Tourism	Parliament, Capetown
11-15 May 2012	Indaba 2012	ICC, Durban
12-13 May 2012	Signing and Launch of Universally Accessible in Tourism Declaration	ICC, Durban
12-13 May 2012	Signing of Zimbabwe MOU	Hilton Hotel, Durban

