



LOCAL GOVERNMENT TOURISM CONFERENCE

Presented by:

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SECTOR ASSOCIATIONS PROUDLY AFFILIATED TO THE TBCSA:



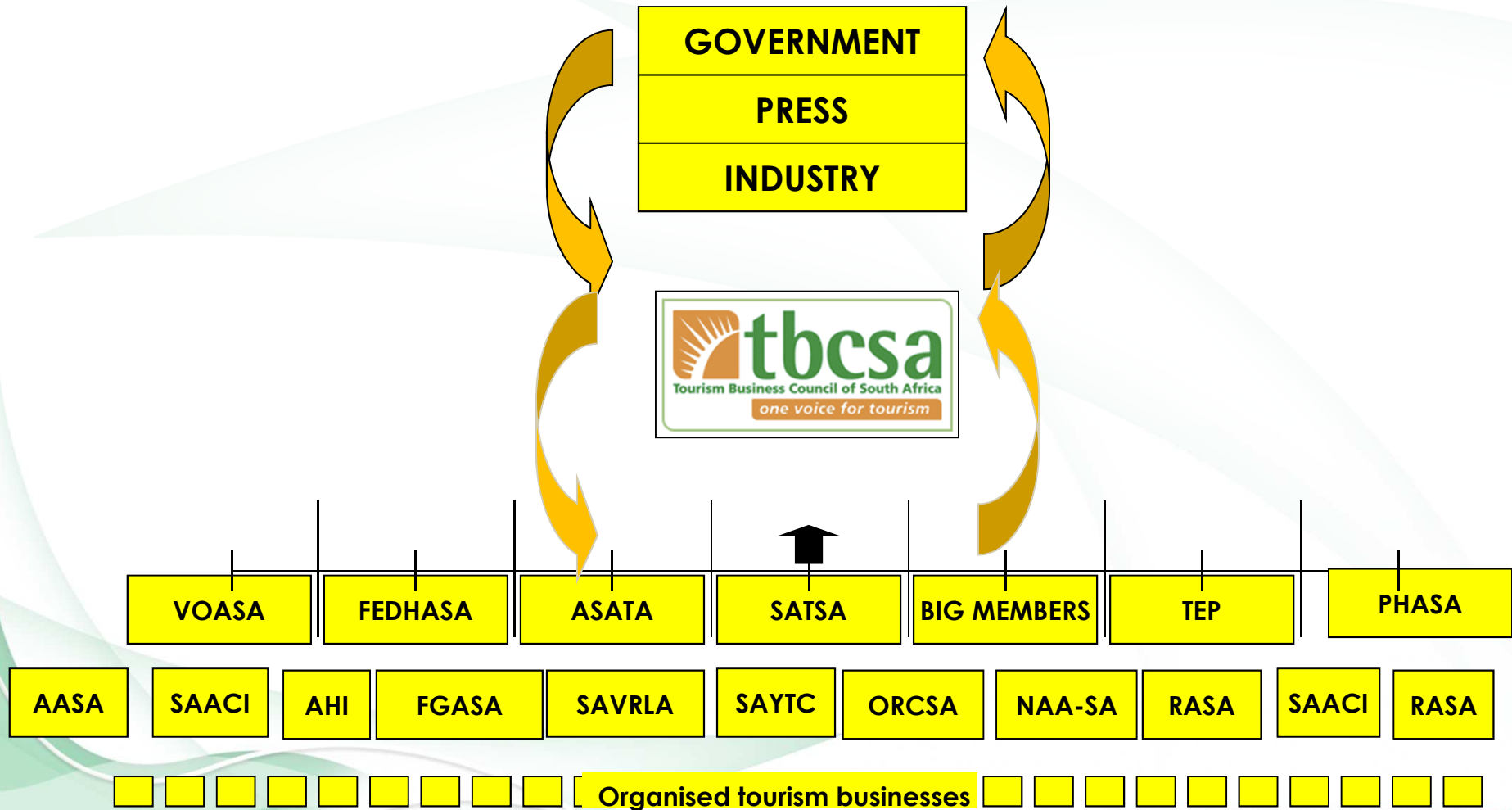
ABOUT THE TBCSA

- ✓ TBCSA is the umbrella organisation for the private sector in the travel and tourism industry
- ✓ Established in 1996 – 17 years in existence
- ✓ Mandate of providing the VOICE of private sector within the industry and be a conduit with the public sector
- ✓ Provide a unified platform for the private sector to engage with the public sector and other stakeholders
- ✓ Managed by a Management Board with automatic seats for all key tourism associations and elected business representatives
- ✓ Over the years, TBCSA has played a pivotal role in tackling macro-economic issues faced by the Sector, which include:
 - Transformation in Tourism
 - Tourism Marketing
 - Skills Development and
 - Quality Assurance

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WHERE DO WE FIT IN?



SECTOR ASSOCIATIONS PROUDLY AFFILIATED TO THE TBCEA:



ASSOCIATION MEMBERS



get out there



ASSOCIATION OF SOUTH AFRICAN TRAVEL AGENTS



SABOA



BONDED



AIRLINES ASSOCIATION OF SOUTHERN AFRICA



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KEY MILESTONES

- ✓ TOMSA Levy for funding for SA Tourism marketing efforts
- ✓ Tourism BEE Scorecard - driving industry transformation
- ✓ Public Private Partnerships establishing key organisations:
 - Tourism Enterprise Partnership – SMME development
 - Tourism Grading Council of South Africa for quality assurance
 - TECSA – Transformation and Employment Equity
- ✓ Tourism Safety Initiative/Tsi (SATSA)
- ✓ Hospitality Investment Conference Africa (HICA)
- ✓ Invelo Tourism Awards (Fedhasa)
- ✓ South African Travel & Tourism Industry Conference (SATTIC)

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RELATIONSHIP WITH NATIONAL DEPARTMENT OF TOURISM

- ✓ Major partner and stakeholder
 - ✓ A conduit between government and private sector
 - ✓ Formal meetings with the Minister twice annually
 - ✓ Were partners in developing the NTSS
 - ✓ Continue to participate in implementation review
- Clusters
- ✓ Partners in Projects- Tourism Leadership Dialogue, HICA ,NTSEI andSATTIC
 - ✓ We support each other

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RELATIONSHIP WITH PROVINCIAL GOVERNMENT

Provincial Departments of Tourism

- ✓ In-roads made, could improve and expand
- ✓ Private sector associations mainly – no formal working relations with Provincial or Local governments
- ✓ Businesses at local level often frustrated
- ✓ Solid working relationship with KZNTA on projects such as – HICA, TAFI, etc.
- ✓ Western Cape – strong relationship with local associations such as Cape Town Tourism – none with local government nor Province
- ✓ Other Provinces – initiatives by various member association and local associations

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RELATIONSHIP WITH LOCAL GOVERNMENT

Local Government lacking in driving tourism:-

- ✓ Previous attempts with SALGA
- ✓ Lack of Industry alignment between private and public sector in NTSS implementation
- ✓ Alignment/collaboration stops at National & Provincial level
- ✓ Result – effective NTSS implementation compromised
- ✓ Engagement in PPP is limited
- ✓ Access to local tourism agencies and tourism divisions at municipality level is limited
- ✓ Implementation of Product Development & Innovation
- ✓ Fragmented SMME development initiatives – sometimes duplicated

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DESIRED RELATIONSHIP WITH LOCAL GOVERNMENT

- ✓ Understand how Local government is structured to drive tourism - implementing the NTSS
- ✓ Cost of doing business - engage and work with Local Government
- ✓ Registration & Monitoring tourism product & services
- ✓ Industry Alignment – encourage tourism products to join trade organisations (reduce fragmentation & governance)
- ✓ Development of SMMEs through existing and new projects
- ✓ Closer working relations - structured

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MOVING FORWARD

- ✓ Align activities in implementation of the NTSS with national , provincial and local government
- ✓ Establish structured relation – MoU, etc.
- ✓ Urgent engagement on reducing cost of doing business – utility costs, municipal taxes, etc.
- ✓ Form partnerships in implementation of projects
- ✓ Collaboration to encourage businesses at local level to join trade organisation
- ✓ Registration and recording of data on tourism businesses
- ✓ Monitoring service delivery & standards

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CONCLUSION

- ✓ Alignment of the private and public sectors is needed to advance the implementation of the NTSS which will help achieve the 2020 goals towards economic growth
- ✓ Seamless planning and implementation of tourism programmes within public sector - National, Provincial & Local government level
- ✓ Private sector equally working on its structures - SMMEs representation & alignment at all three levels
- ✓ Stakeholder engagement should be taken beyond boardrooms and translated into visible activities that would benefit our country and people.

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**KE A LEBOGA
THANK YOU
HA KHENSA**

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