LOCAL GOVERNMENT TOURISM CONFERENCE

Presented by:
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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
WHERE DO WE FIT IN?

Governments
Press
Industry

Organised tourism businesses

SECTOR ASSOCIATIONS PROUDLY AFFILIATED TO THE TBCSA:

[Logos of various organisations]
ASSOCIATION MEMBERS

SOUTHERN AFRICAN ASSOCIATION FOR THE CONFERENCE INDUSTRY

SOUTH AFRICAN YOUTH TRAVEL CONFEDERATION

ASOCIATION OF SOUTH AFRICAN TRAVEL AGENTS

SABOA

FEDHASA

SATSA

FGASA

AIRLINES ASSOCIATION OF SOUTHERN AFRICA

ASSOCIATION OF SOUTH AFRICAN TRAVEL AGENTS

SECTOR ASSOCIATIONS PROUDLY AFFILIATED TO THE TBCSA:
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)
✓ Imvelo Tourism Awards (Fedhasa)
✓ South African Travel & Tourism Industry Conference (SATTIC)
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 and SATTIC
✓ We support each other
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
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
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
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
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.
KE A LEOGA
THANK YOU
HA KHENSA