

TOURISM



**GTSS Summary Presentation
Tshwane Tourism Association Members Meeting
21 February 2012**



Theme 1: Tourism Growth and the Economy



To grow the tourism sector's absolute contribution to the economy

- Increase in tourism GDP levels
- Increase in foreign visitor arrivals
- Increase in number of domestic tourists
- Increase the number of people employed in the sector
- Increase in public sector/ government investment in tourism infrastructure
- Increase in private sector capital formation (for new and existing projects)
- Increase in levels of foreign direct investment in the tourism industry

Theme 1: Tourism Growth and the Economy



To provide excellent people development and decent work within the tourism sector

- Increase in the number of tourism enterprises complying with the codes of decent work thereby increasing the number and percentage of people employed in decent jobs

Theme 1: Tourism Growth and the Economy



To increase
domestic
tourism's
contribution to
the tourism
economy

- Domestic tourism GDP as a percentage of tourism's overall contribution to GDP
- Increase in domestic holiday travel across all market levels

Theme 1: Tourism Growth and the Economy



To contribute
to the regional
tourism
economy

- Increase in the levels of marketing in the African market

Theme 2: An enhanced visitor experience



To deliver a world-class visitor experience

- Delivering experiences that equal or surpass the expectations of our visitors
- Meeting or exceeding expectations of our tourists



To entrench a tourism culture among Gauteng residents

- Increase the average extent of awareness of tourism and its value within Gauteng and South Africa
- Increase in levels of community participation in the sector



To position Gauteng as a recognised tourism destination brand

- Showcase Gauteng as a distinctive brand, and communicate this to markets.

Theme 3: Sustainability and good governance



To achieve transformation within the tourism sector

- Increase number of companies with a BBEE scorecard
- Increase in number of companies accredited at higher levels as per gazetted tourism sector codes and decrease number of companies accredited at lower levels
- Increase the number of tourism industry companies reaching tourism charter targets
- Increase the number of black owned tourism businesses



To address the issue of geographic, seasonal and rural spread

- Increase in the number of visitors and bednights spent by tourists in the least visited areas of the province
- Increase in the supply of tourism products that achieve acceptable patronage and revenue levels, especially in the least visited areas of the province
- Improvement in the seasonality index of foreign arrivals
- Increase in the number of bed nights spent in low season months



To promote responsible tourism practices within the sector

- Increase in the number of tourism programmes and projects led by and benefitting communities
- Increase in the number of tourism businesses incorporating responsible tourism management and practices



To unlock tourism economic development at provincial and local government level

- Systems for provincial and local government tourism support. Incorporating GTSS targets in IDPs and local economic development strategies
- Ensuring support for local government programmes and capacity

Theme 4: Gauteng Specific objectives



To provide, insofar as possible, a safe and secure destination

- To decrease incidents of crime against visitors and tourism service providers
- To decrease incidents of negative reporting on Gauteng relating to crime, safety and security



To ensure that local residents experience, enjoy and communicate positively about the tourism offerings in the province

- To increase the number of local residents visiting and making use of tourism products and services in Gauteng
- To increase the frequency of visitation/ usage of Gauteng products and services by local residents
- To ensure that local residents are ambassadors for the tourism industry and proud of their province



To be a destination of choice for relevant global, regional, national and local events

- To host events that attract an increasing number of local, domestic and international visitors to the province
- To support the hosting of at least one world-renowned local event per annum
- To be recognised globally and locally as a premier, responsible events destination

Cluster 1: Policy Strategy, regulations, governance and monitoring and evaluation



Research, Information and knowledge management

- Enhance capacity of research and knowledge management at GTA to enable it to co-ordinate and guide tourism-related research
- Link to and work with the NDT and SAT to ensure that national research is able to inform strategic direction in Gauteng province
- Roll-out the national process of establishing a supply database for the tourism industry in Gauteng

Policy and Legislative Framework

- Review the current provincial Tourism Act to ensure compliance with this strategy

Cluster 1: Policy Strategy, regulations, governance and monitoring and evaluation



Collaborative Partnerships

- Promote and formalise structures to ensure collaboration and interaction between the public and private sector and communities in the province

Prioritising tourism at provincial and local government level

- develop a clear framework within which all appropriate roles and areas of responsibility are clearly spelled out for all government role players
- Raise the profile of tourism in the province (currently tourism just is and is expected to deliver without much investment or support from the public sector)

Cluster 2.1: Tourism growth and development - demand



Marketing and brand management

- Develop a marketing campaign portraying Gauteng as a vibrant "must see" Big City Region
- Ensure linkages with SAT target markets
- Call to action strategies

Domestic Tourism

- Market Gauteng as a vibrant "must see" Big City region to domestic business and leisure tourists
- Encourage low income South Africans to visit Gauteng
- Call to action strategies

Cluster 2.1: Tourism growth and development - demand



Regional Tourism

- Investigate ways to stimulate and simplify trading and shopping tourism
- Develop a marketing campaign aimed at the African traveller
- Create conditions to promote destination Gauteng

Business and Events Tourism

- Establish a provincial convention bureau responsible for business events, co-ordination and support for bids and develop and roll out a business tourism and events strategy
- Investigate and implement the establishment of a bidding fund to support bids for events of provincial importance
- Support accreditation of professional conference organisers in collaboration with the industry to ensure their credibility and accessibility to all

Cluster 2.2: Tourism growth and development - supply



Relevant Capacity Building

- Engage Provincial and local government to ensure that a comprehensive framework is developed for tourism activity at local level, including ensuring that relevant local municipalities allocate a budget for tourism
- Ensure that tourism is an important criterion in infrastructure development planning
- Manage and implement a human resources development strategy
- Engage with CATHSSETA to implement specific training programmes in Gauteng
- Encouraging participation of youth in tourism

Niche-product Development and Rural Tourism

identify, at a provincial level, the existing and potential tourism experiences available in Gauteng

Cluster 2.2: Tourism growth and development - supply



Product Information

- Develop and implement a provincial structure, linked with the national structure, for tourism information provision which covers information provision on all Gauteng tourism products and experiences.
- Ensure that this structure links with the national, central electronic database.
- Training of tourism information officials

Responsible Tourism

- Implement national programme to set, adhere to and measure attainment of 'responsible tourism' standards

Cluster 2.2: Tourism growth and development - supply



Investment Promotion

- Make it easier to do business in the tourism sector and encourage entrepreneurship
- Encourage the development of BIG, meaningful projects
- Support the revitalisation of parks and waterways
- Improve government owned and managed tourism infrastructure

Quality Assurance

- Encourage participation in the national grading scheme
- Encourage visitors to comment on grading and quality of service, services and facilities
- Measure the levels of service provision in the province

Cluster 3: People Development



Transformation

- Develop and implement strategies to promote businesses with a BBBEE scorecard and encourage businesses to improve their scores and reach the tourism charter targets
- Support the national people development plan, including training, to effectively produce the required sector skills at all levels, but particularly for management and entrepreneurial skills
- work with national programmes to encourage black entrepreneurs to enter the industry and own and operate businesses throughout the sector. Provide necessary support to these entrepreneurs

Decent Work

- encourage provincial tourism businesses to comply with the principle of providing decent work
- support national initiatives to attract and retain quality people and create careers in the industry

Cluster 3: People Development



Service Excellence

- Support the national service satisfaction/excellence programme
- Tourism consumer feedback system

Community Beneficiation

- Work with national programmes to build awareness and understanding of tourism among communities to eliminate unrealistic expectations
- Identify areas and destinations in the province where communities could be beneficiaries of tourism projects, and identify and support appropriate product development

Cluster 4: Enablers of Growth



**General
Tourism
Awareness
Among
South
Africans**

- Support tourism as a subject in Gauteng schools
- Link with the national school trip programme
- Exchange programme

**Safety and
Security**

- Support the national safety campaign

Cluster 4: Enablers of Growth



Ground Transportation

- **Work with the NDT to ensure the continued improvement in ground transportation and the tourism transport licensing system to make these efficient and consistent**
- **Streamline tourist guide registration and management**
- **Ensure an efficient intermodal transport system in Gauteng, linking in with the national transport system, that allows domestic and international tourists to move about easily - to, from and within the destination**

It starts here.....

It starts here...



Prioritising tourism at provincial and local government level

Partnerships – public & private sector, labour and communities

Safety and security programme

Research, information & knowledge management

Improvements in ground transportation

Revitalise Parks, waterways attractions

Investment promotion challenge fund

Encourage locals to travel

Focus on regional, business & events tourism



I Thank You

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