

FEEDBACK FROM THE NTSS /TSRP IMPLEMENTATION WORK STREAMS

NATIONAL TOURISM STAKEHOLDER FORUM (NTSF) MEETING

24 FEBRUARY 2022

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Purpose of the Presentation

To request the NTSF to:

- Note feedback on hosting and outcomes of the National Tourism Sector Strategy (NTSS) and the Tourism Sector Recovery Plan (TSRP) Implementation Work Streams meetings.



Introduction

- The Department of Tourism is responsible for the coordination of 3 NTSS Implementation Work Streams which are aimed at facilitating coordinated implementation of the NTSS and TSRP;
- These include Facilitating Ease of Access, Visitor Experience and Destination Management Work Streams;
- Meetings were coordinated and hosted face-to face on 24 November 2021, at the CSIR ICC;
- The first session was a joint sitting of the Destination Management and the Visitor Experience Work Streams and the afternoon session focused on issues related to the Facilitating Ease of Access Work Stream; and
- Various stakeholders across the value chain participated in the discussions which focused on the strategic interventions and enablers in the TSRP.



Joint Destination Management and The Visitor Experience Work Stream



Key Presentations/Discussions & Outcomes

Destination Management and Visitor Experience Work Streams

- The Work Streams followed a structured programme to guide discussions and the meeting considered the following agenda topics:

1. Norms and Standards: Department of Tourism

- Concerns were raised that compliance with Covid-19 protocols in some small towns and municipal buildings is not sufficient. Engagements with these spheres of government/stakeholders and effective roll-out of skills development programmes need to be considered;
- It was reported that the TBCSA “Travel Safe, Eat Safe” Application, offers standardised features for seamless screening and interaction with other service providers in the sector, amongst its many functionalities;



Key Presentations/Discussions & Outcomes

- Integration of operational health safety and physical safety needs to be considered;
- It was noted that the norms and standards are aligned to labour regulations/prescripts and health regulations, however, the sector has a responsibility to ensure ongoing implementation and alignment to applicable legislation;
- Enhancement of skills in the sector is an ongoing programme, therefore it is important to integrate norms and service excellence standards into training in a more coherent and uniformed/standardised manner.

2. New Grading System: TGCSA

- The meeting noted that the new Grading System was introduced to ensure quality approved tourism products for South Africa, which assist in building and inspiring traveller confidence;



Key Presentations/Discussions & Outcomes

- The new grading system is called Total Quality in Tourism (TQIT) and is designed for South Africa by South Africans;
- TQIT is built on robust modern technologies and the design of the system is mobile first which enables it to work on any device and is easy to use;
- It went live on 01 September 2021 and feedback has been positive from quality assurance officers;
- Participation in grading is still voluntary and renewable annually, and establishments are encouraged to fully participate to receive maximum benefits offered by Grading.



Key Presentations/Discussions & Outcomes

3. Technological Solutions for the Tourism Sector: Jurni SA

- Jurni SA is responsible for the development, management and implementation of the NTVIS;
- It offers digital profiling of South Africa as a preferred destination, breaks barriers to entry for digital and technological solutions through capacity building, amongst many objectives;
- The NTVIS system offers major functionalities such as tourism information channel (i.e. information portal and app), tourism data repository (housing tourism data hub), and address diversity and inclusivity (SMME booking system and SMME business App);
- The Jurni SA system interfaces with search engines such as Google, Travel Agencies, etc.;
- All SMMEs without a booking system are being targeted for onboarding and the first year target is 1000 SMMEs;
- Businesses are successfully registered and the unregistered ones would be verified.
- In future, the App will have the ability to give access to book all activities from accommodation to transport services, etc.

Key Presentations/Discussions & Outcomes

4. Update on the Implementation of Tourism Safety Initiatives: Department of Tourism

- A MoU was signed with the SAPS in December 2019 to foster collaboration and jointly address tourist safety concerns, thereby establishing Proactive; Responsive; and Aftercare measures;
- Communities play a key role in identifying and resolving challenges, therefore active community participation and private security collaboration is important in the fight against tourist-related crimes;
- The Tourism Monitors recruitment process is currently not localised and creates a hostile environment for both monitors and the local community alike;
- Community beneficiation and access to land are key elements towards township tourism programme implementation;



Key Presentations/Discussions & Outcomes

- It was proposed that a dedicated SAPS official be assigned to all possible tourist areas to enable rapid victim support (i.e. opening of a criminal case, etc.), which would reduce jurisdiction challenges;
- The establishment of a National Victims Support Programme was proposed;
- The Department of Tourism together with SAPS are working on introducing a Safer Cities programme, where Community Police Forums and Municipalities are key stakeholders.
- Discussions with the NPA to provide measures and systems to fast-track prosecution of tourist cases, i.e. preferably before a tourist departs are underway; and
- Plans with ACSA to expand the scope and deployment of Tourism Monitors to cover all airports are also underway.



Facilitating Ease of Access

Work Stream



Key Presentations/Discussions & Outcomes

- The second session was Facilitating Ease of Access Work Stream with one agenda item, and discussions were noted as follows:

Initiatives to Re-establish South Africa's Airlift Capacity: ACSA

- The presentation by ACSA highlighted the importance and benefits of air traffic development, which includes air travel accessibility and economic growth, amongst other benefits;
- Regarding the establishment of a centralised Passenger and Cargo Traffic Development Centre, and it was reported that this was a way of consolidating efforts into a central traffic development team as opposed to having resources spread across the nine ACSA operated airports;
- It was indicated that the New Cargo Strategy had been endorsed by the ACSA Board and currently undergoing stakeholder consultations;



Key Presentations/Discussions & Outcomes

- It was reported that ACSA collaborates with SA Tourism and other stakeholders on marketing, however, the company is always open for collaborations with other stakeholders to facilitate airlift capacity;
- In respect of efforts that are currently in place to promote low-cost air-fares within the domestic market to increase air traffic, it was reported that ACSA strives to increase airline capacity, which will in turn influence lower air-fares.



Recommendation

It is recommended that the NTSF:

- Notes feedback on hosting and outcomes of the National Tourism Sector Strategy (NTSS) and the Tourism Sector Recovery Plan (TSRP) Implementation Work Streams meetings.



The End

