



TOURISM LEARNING AND TEACHING SUPPORT MATERIALS

SA TOURISM



Introduction

This Learning and Teaching resource has been sponsored by South African Tourism (SAT), the organisation that has the mandate to market and promote South Africa as the preferred tourism destination. This resource is an introduction to the curriculum topics regarding the organisation as required by the NCS Tourism Curriculum. It will therefore assist you to teach your learners about SAT, its objectives, strategies, and operations.



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1

Introduction to SAT

Since the transition to democracy in 1994, South Africans have become aware of the potential for tourism to play a meaningful role in contributing to the economic development of our country and our people. Government has prioritised tourism as one of five economic growth sectors on which to focus its efforts to support investment and facilitate growth.

South African Tourism (SAT) is the Destination Marketing Organisation for South Africa. Its main responsibility is to market South Africa as a place to visit, and thereby help us to realise the economic potential of tourism.

The task of marketing any country is a large and complex one. We cannot just post advertisements showing beautiful beaches, stunning scenery and magnificent wildlife. We need to be wise with the budget we have to spend on marketing the country, and allocate it very precisely to attract the most profitable type of tourist that we can identify. This all takes very careful research and planning, which is the very core of the activities that SAT is engaged in. In this booklet, we will try to unpack the complexities of what SAT does on behalf of the country in order to position South Africa as an attractive place to visit and spend foreign money.

SAT was originally established as the South African Tourism Board by the Tourism Act (Act No. 72 of 1993) with the aim of stimulating sustainable domestic and international demand for South African tourism experiences.

SAT aims to contribute to...

- Sustainable GDP Growth
- Sustainable Job Creation
- Redistribution and Transformation

... through six key objectives...

- Increase tourist numbers to and in South Africa
- Improve geographic spread of tourism in the country
- Increase the amount of money tourists spend
- Improve seasonality patterns
- Increase length of stay
- Promote transformation

Quick Facts

SAT is:

- governed by a Board of up to 20 members representing key parties involved in tourism, including the business community and labour sectors and the tourism authorities Department of Tourism
- funded by the government, represented by the National
- based in Sandton, Johannesburg
- represented by 10 offices around the world – China, Japan, India, United Kingdom, Australia, United States, Italy, France, Germany and the Netherlands
- allocated an annual budget of about R600 million
- mandated to market South Africa to people from other countries and to people from South Africa

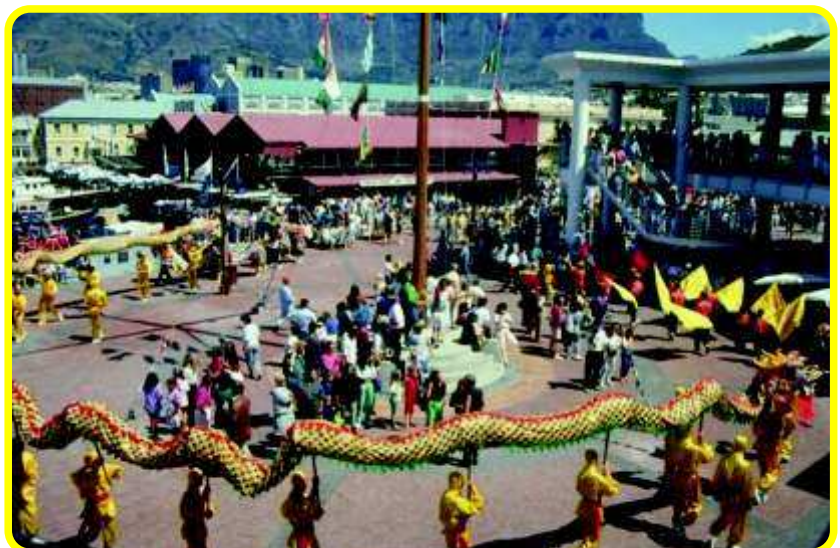
The main tasks of SAT are to:

- develop and implement a world-class international tourist marketing strategy
- encourage domestic tourists to travel around the country, and
- develop ways to maintain and improve the standards of facilities and services that tourists use.

These tasks will help to establish South Africa as a preferred tourist destination in the world, which will help to achieve the economic potential of tourism for the country and its people.

Part of SAT's work is to facilitate the removal of obstacles that may prevent or hinder its tourism marketing efforts

SAT has 10 offices around the world (China, Japan, India, United Kingdom, Australia, United States, Italy, France, Germany and the Netherlands) and these are headed by South Africans. SAT feels it is important to appoint South Africans to these positions because only a South African can be truly passionate about selling the country as a tourist destination.



2 Tourism Governance in South Africa

The National Department of Tourism (NDT) governs tourism policy. This policy is cascaded down to the provinces which each have a provincial tourism department.

The NDT provides funding to SAT to market South Africa as a tourism destination. Each province is marketed by the relevant Provincial Tourism Authority (PTA), which is funded by the provincial tourism department.

2.1. Legal framework

The Tourism Act 1993 (Act No. 72 of 1993) provides for the establishment, funding and governance of SA Tourism. The Tourism Amendment Act, 1996 clarified some of the roles and representation of the Board.

The White Paper on Tourism, which was published in 1996, sets out the tourism policy and objectives for the country, and its principles still stand today.

It is worth reading this important policy document to understand both where tourism in South Africa came from, and where it intends going to in the long term. You can find this document at the following website address: <http://www.info.gov.za/whitepapers/1996/tourism.htm>

| | |
|----------------------------|---|
| Eastern Cape | Eastern Cape Tourism Authority - www.ectourism.co.za Department of Economic Affairs, Environment and Tourism - www.ecprov.gov.za |
| Free State | Free State Tourism Authority - www.freestatetourism.gov.za Department of Tourism, Environmental & Economic Affairs - www.freestatetourism.gov.za |
| Gauteng | Gauteng Tourism Authority - www.gauteng.net Gauteng Department of Agriculture, Conservation and Environment - www.gdace.gpg.gov.za |
| KwaZulu Natal | KwaZulu-Natal Tourism Authority - www.tourism-kzn.org Department of Agriculture and Environmental Affairs - www.agriculture.kzntl.gov.za |
| Limpopo Province | Limpopo Tourism Authority - www.golimpopo.com Department of Economic Development, Environment & Tourism www.limpopo.gov.za/prov_depts/econ_dev_envirion_tourism.htm |
| Mpumalanga | Mpumalanga Tourism and Parks Authority - www.mpumalanga.com Department of Agriculture, Conservation and Environment |
| North West Province | North West Parks and Tourism Board - www.tourismnorthwest.co.za North West Province: Department of Agriculture, Conservation and Environment - www.nwpg.org.za/Agriculture |
| Northern Cape | Northern Cape Tourism Authority - www.northerncape.org.za Department of Agriculture, Land Reform, Conservation and Environment - www.northern-cape.gov.za/departments |
| Western Cape | Western Cape Tourism Authority - www.capetourism.org Department of Environmental Affairs and Development Planning www.capegateway.gov.za/eng/youngovernment/gsc/406 |

The structures and funding for tourism management and marketing in South Africa are as follows:



2.2. National and Provincial Marketing Organisations

SAT is the Destination Marketing Organisation (DMO) for the country. There are other DMOs that market destinations within South Africa – these are the provincial marketing authorities such as Gauteng Tourism Authority, and city DMOs such as Joburg Tourism.

All of these DMOs must work together to promote a consistent message to potential visitors and not confuse them about where to go in the country. It is important that each of the DMOs know how to work with SAT and with each other in promoting their own area and the country as a whole.

Roles of the Provincial and National Destination Marketing Organisations

As can be seen above, we therefore have one national DMO and nine Provincial DMOs. The White Paper recommends that the structure of the provincial Destination Marketing Organisations (DMO) reflect as closely as possible the National DMO. As the national DMO, SAT has a particular role to play, as do the nine provincial DMOs.



The Value of Tourism in South Africa: 2008 - 2009

According to the WTTC, tourism's contribution to the economy grew by an estimated 2.7% resulting in an overall contribution of 7.9% to the GDP of SA

WTTC
Data

| Measure | 2008 | 2009E | % change |
|--|----------|----------|----------|
| Tourism's contribution to GDP (direct & indirect) | R184,4bn | R189,4bn | 2.7% |
| | 8.1% | 7.9% | |
| Tourism's contribution to GDP (direct impact only) | R70,0bn | R71,4bn | 2.0% |
| Direct employment in tourism | 421,800 | 389,100 | -7.8% |
| Indirect employment in tourism | 571,600 | 530,700 | -7.2% |
| Total employment in economy | 993,400 | 919,800 | -7.4% |

Note: 2008 data has been revised in the WTTC's latest publication "Travel and Tourism economic impact, South Africa 2010"
Source: WTTC- Travel and Tourism economic impact, South Africa 2010

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3

SAT: The Organisation

3.1. History

In the 62 years that South Africa has marketed itself as a tourist destination our country has moved from apartheid to democracy.

The various bodies marketing tourism to South Africa have had to evolve with those changes and South African Tourism today is very different to the South African Tourism Corporation of the 1940s. Foreign arrivals to South Africa have grown from 54,000 in 1947 to 9.9 million in 2009 as South Africa works to establish itself as a world-class tourism destination in a fiercely competitive global travel world.

South African Tourism Timeline

1946 39, 689 visitors to South Africa

1947 54, 361 visitors to South Africa.

The South African Tourism Corporation was created by an act of Parliament in August to promote tourism from abroad to South Africa. World War II ended two years before and traffic to South Africa was beginning to increase with the re-institution of steamship and air services. JF Kuys was appointed the first director in September 1947.

1950 Organisation went through a period of growth, opening offices in London and New York as well as Nairobi to service East and North Africa and the Middle East.

1954 An office was established in Salisbury (now Harare) to market South Africa in the two Rhodesias (now Zimbabwe and Zambia), Nyasaland (Malawi) and the Belgian Congo (Zaire).

1961 South Africa became a republic and left the Commonwealth as global opposition to apartheid grew. During the next decades as sanctions grew against South Africa, the responsibility for tourism marketing shifted.

1967 The Department of Tourism came into being and was made responsible for domestic tourism marketing.

1975 The South African Congress Bureau was established under the Department of Tourism to promote South Africa as a destination for international congresses and conferences. It disseminated information on the congress facilities and services in the country available to international organisers.

1981 The Department of Industry, Department of Commerce and Department of Tourism merged to form the Department of

Industries, Commerce and Tourism, which remained responsible for domestic tourism.

1983 The Division of Tourism of the Department of Industries, Commerce and Tourism, as well as the South African Tourist Corporation and the Hotel Board, were dissolved and incorporated into one body, the South African Tourism Board (SATOUR).

It was directed by a board of 13 members appointed by the Minister of Environmental Affairs and Tourism.

SATOUR's head office was in Pretoria and it had 11 regional offices and 16 branch offices in 14 countries abroad.

From 1947 to 1983 international tourism figures had grown from 54,361 to 405,414.

1990 End of Apartheid

- Nelson Mandela was released from prison
- Political parties unbanned

1994 First democratic election in April

South Africa became a member of the United Nations World Tourism Organisation (UNWTO) and officially re-entered the international tourism arena.

SATOUR launched a national tourism awareness campaign to position tourism as a major force in the economic future of South Africa. The objective of the campaign was to make South Africans from all walks of life aware of the importance of tourism to the country as a whole.

The first National Youth Convention on Tourism was organised by SATOUR in South Africa.

It was geared towards empowering young people to initiate and participate in tourism projects. SATOUR formulated a five-year reconstruction and development strategy for the tourism industry.



An international marketing campaign under the slogan “Explore South Africa '95” was also launched in 1994.

1995 The campaign used a different theme of adventure and nature travel: “Explore South Africa – Go Wild in 1996”.

1996 A white paper titled “Tourism in South Africa” was approved by Parliament. The document proposed a total revamp of the tourism industry including the restructuring and renaming of the South African Tourism Board, creating a presidential tourism fund and identifying presidential tourism projects for provinces. The grading and monitoring of standards would be carried out by an independent body.

The SATOUR regional offices were closed at the end of 1996. Domestic tourism promotion then became the responsibility of the provincial tourism bodies.

1997 The “Explore South Africa – Culture” campaign was launched.

The Minister of Environmental Affairs and Tourism, Dr Pallo Jordan announced a new 21-member board on 1 April. Liz Westby-Nunn was appointed chairperson of the board

1998 Parliament passed the Tourism Amendment Act providing for the restructuring of SATOUR.

1999 A decision was taken by the Board of Directors to change the name of the organization from the South African Tourism Board to South African Tourism (also known as SA Tourism).

The new Minister of Environmental Affairs and Tourism, Mr Mohammed Valli Moosa, decided to restructure the Board and replace the provincial representation with more business people who would drive the marketing of the country and not just their own province.

The organisation moved from the outskirts of Pretoria to Sandton to be closer to where tourism business was located.

It was then that South African Tourism became a more business orientated organisation that measured the results of its marketing.

2001 The former high commissioner in the UK Cheryl Carolus was made CEO.

2003 With the marketing intelligence of the Tourism Growth Strategy, a brand for tourism was developed for the first time to take South Africa away from marketing with an endless amount of changing slogans to focused campaigns that would build the identity of South Africa as a desirable tourism destination and “a brand.”

2004 Cheryl Carolus served her term and was succeeded by Moeketsi Mosola. This brand was unveiled at the tourism Indaba in 2004 and is marketed today under the slogan “It's Possible”.

2010 Thandiwe January Mclean, former ambassador to Portugal, became CEO.

Today South African Tourism (SAT) is based in Sandton with 10 overseas offices managed by four regional portfolios. Its Board is made up largely of members of the private sector with wide-ranging business interests in order to ensure that they are a cutting-edge marketing organisation.

Besides spearheading the biggest growth in tourism arrivals in South Africa's history, SAT has also increased its marketing budget by more than 500%. This is due to the organisation being able to demonstrate that tourism does bring foreign exchange and investment into our country, it creates jobs for our people (approximately 400 000 jobs) and that tourism is an industry that all South Africans can play a part in and be proud of.

3.2. Vision and Mission of SAT

The Vision of SAT: For South Africa to be the preferred tourist destination in the world, in order to maximise the economic potential of tourism for our country and its people.

The Mission of SAT: To develop and implement a world-class international tourism marketing strategy for South Africa.

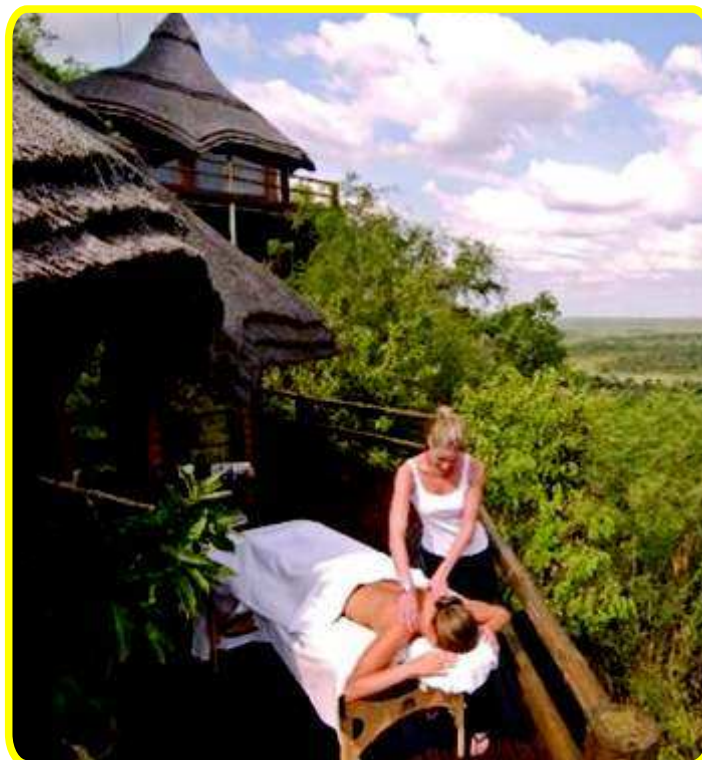
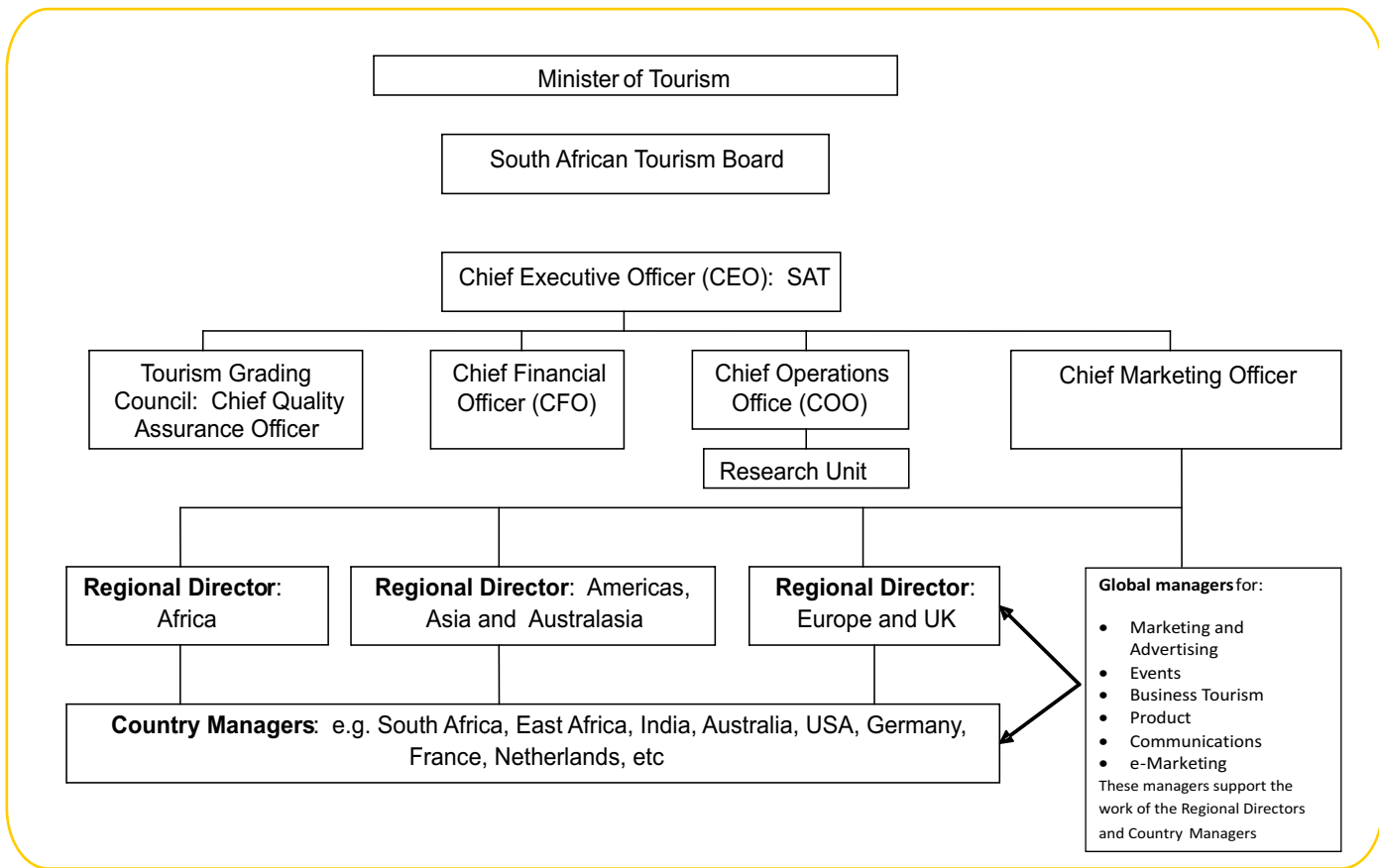
In pursuance of this, SAT will:

- Facilitate the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa
- Remove all obstacles to tourism growth
- Build a tourist-friendly nation
- Ensure that tourism benefits all South Africans



3.3.The Organisation

The organisational structure of SA Tourism starts at Ministerial level, and spans operations across the globe.



3.4. The Board of South African Tourism

South African Tourism is governed by a Board of Directors and has the authority to lead, control, manage and conduct the business of South African Tourism.

The board of 14 members is appointed by the Minister of Tourism. It consists of people representing a range of industry interests and includes the CEO and CFO of SA Tourism:

The directors are individuals with diverse backgrounds and expertise. Directors, referred to as Board Members, are appointed on the basis of skill, acumen, experience and level of contribution to and impact on the activities of the entity.

The non-executive members of the Board are appointed by the Minister of Tourism for a period of 3 years. In order to ensure continuity, the Minister endeavours to re-appoint at least 50% of non executive members who have previously served on the Board, to every new Board. A procedure for appointment to the Board is formal and transparent and includes criteria such as racial and gender diversity.

3.4.1. Objective of SAT

The Act provides SAT with the objective of promoting tourism by encouraging persons to undertake travels to and in the Republic of South Africa, and with a view to:

- a) managing information and conducting research relating to tourism; and
- b) advising the Minister on tourism policy, either of its own volition or when requested to do so by the Minister.

3.4.2. Constitution

The board consists of not less than nine and no more than 15 members, who are appointed by the Minister.

The Minister appoints one member of the board as chairperson and another member as vice-chairperson of the board.

3.4.3. Funds

The funds of the board consist of:

- a) money appropriated by Parliament for the purpose;
- b) income derived in terms of the provisions of the Act;
- c) donations or contributions received by the board from any source.

The annual budget of SAT is about R600 million, which includes funds from the above, as well as additional TOMSA levies

3.5 What SAT does

South African Tourism sees its role in the tourism sector in terms of what it actually does as an organisation and what it facilitates. This is represented in the following diagram:



TOMSA

Tourism Marketing Levy South Africa (TOMSA) is a private sector initiative, set up in 1998 to raise additional funds for the marketing of destination South Africa. As the appointed marketing agency for destination South Africa, South African Tourism (SAT) makes use of these funds to profile the country as a preferred tourist destination, locally and internationally.

SAT's core business is to usher tourists towards South Africa as well as galvanise local South Africans to travel within their own country. With additional funding from TOMSA, SAT's marketing reach is expanding, thus opening doors for tourism businesses to new markets and business opportunities.

Since its inception, TOMSA has grown from collecting R9.9 million in 1999 with less than 50 collectors, to collecting in excess of R70 million in 2009.

Essentially, TOMSA levy collectors pay 1% of each confirmed booking towards the TOMSA fund. The collection of the TOMSA levy is voluntary and the amounts paid do not constitute a tax to the business. The levies are paid by the tourist and the business merely acts as a collector of the levies to be paid over to the Tourism Business Council of South Africa (TBCSA), administrators of TOMSA.

Currently, levy collection is largely concentrated at the Car Rental, Tour Operator and Accommodation sectors but will be expanded to other sectors in the future.

3.6 Research

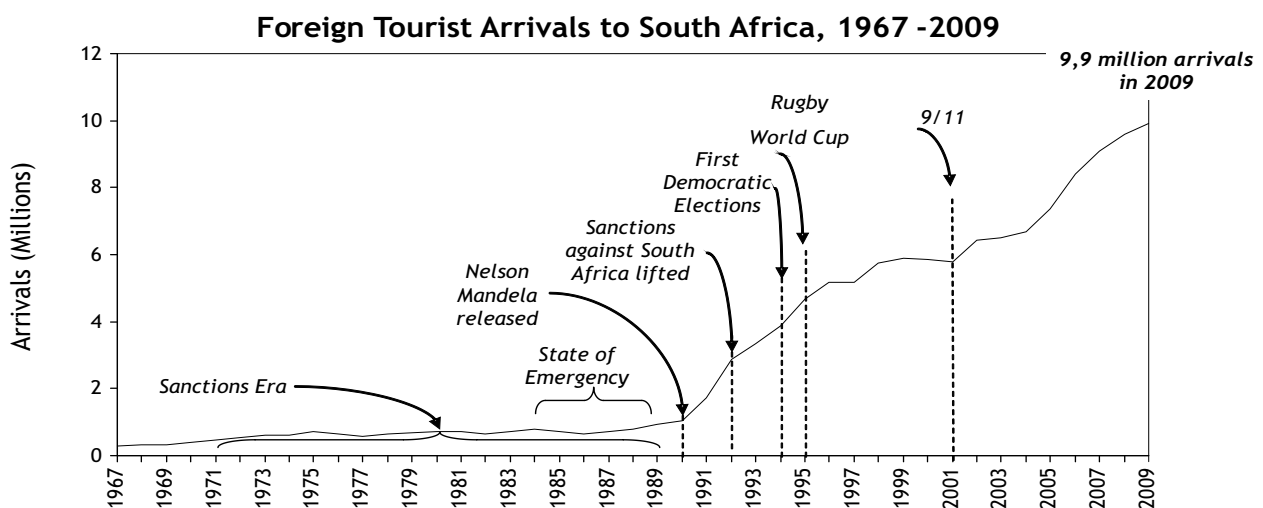
The Strategic Research Unit (SRU) plays an important role in learning about the markets that South Africa is targeting and to monitor the performance of tourism in achieving its overall objectives. It conducts research in South Africa and in various countries across the world to determine which ones are most likely to come to South Africa, and to provide information for shaping the marketing strategy in each country and monitoring performance. These most profitable countries are then included in our portfolio of core source markets.

The key functions of the SRU are to

- Collect, analyse and report on data for key markets (as determined by the Portfolio Review conducted every three years) and targeted consumers.
- Set annual targets for each market in terms of the business objectives
- Measure and track the performance against specific indicators and key competitors
- Measure and track the performance of the tourism industry and the organization against set targets
- Monitor global trends in travel and tourism
- Review South African Tourism's portfolio of markets (target countries) every three years
- Develop understanding of the consumers within the core markets of South African Tourism's portfolio.
- All of the research reports can be accessed on the Research page on the South African Tourism website, eg. country reports about the UK, Germany, USA, et. (www.southafrica.net/research)

Overview of tourism performance in South Africa

Arrivals to South Africa continues its upward climb reaching 9,9 million arrivals in 2009



1970s and 80s - Stagnation

- Stagnation drove low investment, focus on narrow white domestic market and costs

1990-1998 - Growth

- Initial period of short-term profit-taking followed by period of investment growth and entry of foreign players

1998-2004 - Cyclicity

- Global events, currency volatility drove uncertainty and short-term strategy by firms
- Investment rates remain weak overall

4

International Marketing: Marketing TGS

The Marketing Tourism Growth Strategy (TGS) project started in 2001. The objective was to develop an information-driven strategy so that SA Tourism could market South Africa more effectively in the increasingly competitive global tourism and travel market. The strategy was launched at the annual tourism Indaba in Durban in May 2002.

Travel and tourism is vulnerable to global events, so the Strategy was meant to be a 'living' document that sets out a vision for tourism, and then provides a framework for making the hard on-going choices about how to invest our (limited) marketing budget.

The fourth, and most recent, version of the TGS (2011-2013) does not change SA Tourism's vision for tourism; but updates and consolidates the strategy developed over the previous years.

At the heart of the Marketing TGS lies the critical matter about 'where to play' or in other words, which countries to focus on to attract tourists from. With more than 200 countries in the world and limited resources, SA must focus on markets that are the most profitable to us.

SA Tourism assesses all the global markets every three years to identify which countries have the most tourist potential to South Africa.

The TGS is available on the Research section of the South African Tourism website. (www.southafrica.net/research)

4.1 The Strategy Development Process

The information and strategic plans contained in the Marketing TGS are based on extensive research and consultation conducted by SA Tourism. SAT uses two processes to gain insight and make decisions on tourism marketing strategies:

1. The Marketing Tourism Growth Strategy started in 2001. It is a process that involves on-going research and analysis to enable SAT to make choices around which markets and consumer segments to focus on, and specifically how to achieve tourism growth (through marketing in the chosen focus areas) while at the same time monitoring and evaluating its work.
2. The Global Competitiveness project was done in two phases in 2003/4 as a joint project with the Department of Environmental Affairs and Tourism (DEAT) and the Department of Trade and Industry (Dti). It studied how competitive the South African tourism sector is and initiated a set of actions to fill key product gaps and upgrade the overall performance and rate of innovation in South Africa's tourism industry.

This document details the Tourism Marketing Strategy of South Africa which forms part of the broader Tourism Growth Strategy. More information is on the website: www.southafrica.net/research



4.2 Guiding principles of the Marketing Tourism Growth Strategy (TGS)

The Marketing TGS was developed according to a set of consistent principles

- Focused
- Data driven and customer focused
- Consultative to build sector 'co-opetition'
- Goals are GDP, jobs and transformation
- Transparent

What is co-opetition?

The principle is to ensure that the sector co-operates on building volume and competes on service, i.e move away from the current destructive competitive behaviour

The success of delivering the Marketing Tourism Growth Strategy depends on the co-ordinated delivery of different organisations, many of which sit outside the tourism sector.



| What | Who |
|-------------------------------|--|
| 1. Product and SMME: | Tourism Enterprise Programme with NDT |
| 2. Marketing & Branding: | South African Tourism |
| 3. Quality Assurance: | Tourism Grading Council, Registrar of Tourist Guides (NDT and provinces) |
| 4. Incentives and Investment: | The Dti |
| 5. Transport: | The Department of Transport (land and air) |
| 6. Skills and Service Levels: | Theta and NDT |
| 7. Transformation: | TECSA and NDT |
| 8. Safety: | Safety and Security, Department of Health, Department of Transport |

Critical questions in developing the Tourism Growth

| | |
|--|--|
| What are our goals and aspirations? | <ul style="list-style-type: none"> • What are the broader goals of tourism? • What role does SAT play in the tourism value chain? |
| Where will we play? | <ul style="list-style-type: none"> • What countries should SAT focus on? • What are the segments within these countries that SAT needs to target for growth? • What are the segments that SAT needs to defend its share in? |
| How will we win in chosen markets? | <ul style="list-style-type: none"> • What are the marketing, facilitation, product and channel levers that must be addressed for growth to take place? • How will we build our brand? |
| What capabilities must be in place to win? | <ul style="list-style-type: none"> • What implications does this have for SAT's set of skills? |

All pictures courtesy of SA Tourism

4.3 The key challenges for tourism

There are eight strategic challenges that SAT needs to address on an on-going basis:

1. Volume
2. Value
3. Transformation
4. Distribution
5. Seasonality
6. Risk Management
7. Sustainability
8. Competitiveness

1. Volume

We need to increase the number of tourists to South Africa. In order to do this, we have to make the country:

1. more affordable,
2. open to younger travellers in whom SA could make a lifetime investment as potential repeat travellers to South Africa at different stages in their life.

2. Value

We need to get tourists to spend more money in our country. Two of the key challenges around increasing value from tourism are to:

1. increase the amount of money that our current travellers spend,
2. identify which people from which country are likely to travel here in the largest numbers and spend the most while they are here.

We can only increase visitor value by researching where visitors come from, then advertising to these particular people as directly as possible.

3. Transformation

Tourism is still predominantly white-owned and white-managed. The benefits of tourism need to be spread much wider into the broader population of South Africa.

4. Distribution

Tourism is concentrated in certain parts of the country like the Western Cape, Gauteng and KZN. Tourism must be spread to the other parts of South Africa for more of the country to benefit from its economic potential. Tourism products in other areas need to be developed and marketed to entice tourists to venture out from the three main tourism hubs.

5. Seasonality

Like many other destinations, South Africa faces the challenge of seasonal tourism. Domestic travel patterns follow patterns around school, religious and traditional holidays, with strong peaks at year-end and Easter.

We have a peak of overseas arrivals in our summer, and June is traditionally South Africa's lowest tourism month. We need to encourage and extend travel time in between the peak times to ensure that tourism businesses can survive throughout the year.

6. Risk Management

Tourism industries, particularly those which are heavily dependent on foreign source markets, can be affected by unpredictable events outside of their spheres of direct influence. The last two decades have seen national tourism industries buffeted by a series of events such as 9/11, the SARS virus, the Tsunami of December 2004, the global financial crisis of 2008, the ash cloud of 2010, etc.

South Africa has also had the challenge of the fluctuating exchange rate that has made it difficult to set and manage prices of tourism products.

We also rely on a narrow set of source markets – mainly neighbouring states and Europe. We therefore need to reduce our level of dependence on a set of markets in one or two economic regions, and expand into new areas so that we spread the risk more evenly. The idea is that if a crisis hits one part of the world, we will still continue to receive tourists from other countries in other parts of the world.

7. Sustainability

We need to ensure that we can build more and more tourism activity each year. We must be able to grow our markets, and sustain that growth. Each year must see more arrivals.

The TGS must therefore focus on long-term benefits when making choices about which markets to target, how to re-position the brand, and how South Africa competes in the market.

8. Competitiveness

All of the challenges described above come back to a single key issue: South Africa must be able to stand out from its competitors to attract tourists. This requires constant new products and development in the industry.

While there are some new and interesting things happening in terms of products and experiences, in the mind of international travellers, South Africa appears pretty much the same as it was 10 to 15 years ago. South Africa is still seen mainly as an adventurous wildlife destination with striking natural beauty.

Most consumers globally have low levels of travel awareness about South Africa and regard our country as generally unsafe or unstable. They often don't understand our interesting culture/s, and think it is much the same as the rest of Africa.

4.4 Challenges that remain going forward

All of the eight challenges described above have to be addressed through the strategies of the TGS.

4.4.1 Protect and grow

SA Tourism needs to protect and maintain our current tourism numbers in our areas of strength while at the same time aggressively pursue growth in volume and value, and reduce seasonality.

Travel Categories

Our targeted growth areas are:-

- Leisure travel (domestic and international)
- Business Tourism (conferences, meetings and incentive travel)
- Opportunistic marketing (these are large one-off marketing opportunities leveraged off other events e.g. the 2003 Cricket World Cup, the 2010 FIFA World Cup, the WSSD in 2002, etc.)

4.4.2 Our Focus: Where to play?

The core of SAT's business is marketing in the leisure and the business tourism markets. These are focus areas because they are forms of travel that involve people making active choices – which of course can be influenced through marketing.

- **Leisure:** This is a combination of holiday travel and visiting friends and relatives (VFR) in both domestic and international travel
- **Business tourism:** This is attracting big meetings and conferences to South Africa. Here the opportunity is to get the delegate to extend his/her trip by a few days for leisure, or return later for leisure.
- **Event Marketing:** This is driven by leveraging off major events that are not part of our core business. There are two major aspects to this activity that support our key objectives:
 1. increasing attendance at large events and thereby growing volume and value,
 2. using the event to position the country by building awareness.

Choosing the focus of international leisure marketing

The decisions about where to focus in leisure travel is a process that takes place every three years. All the countries of the world (excluding the domestic market) are put through a series of filters that are designed to help us to:

- Get the best return on investment for what we spend on international marketing and advertising
- Make sure we do not rely too heavily on only a few markets – if anything happens in these markets, this would have a negative impact on our tourism numbers.

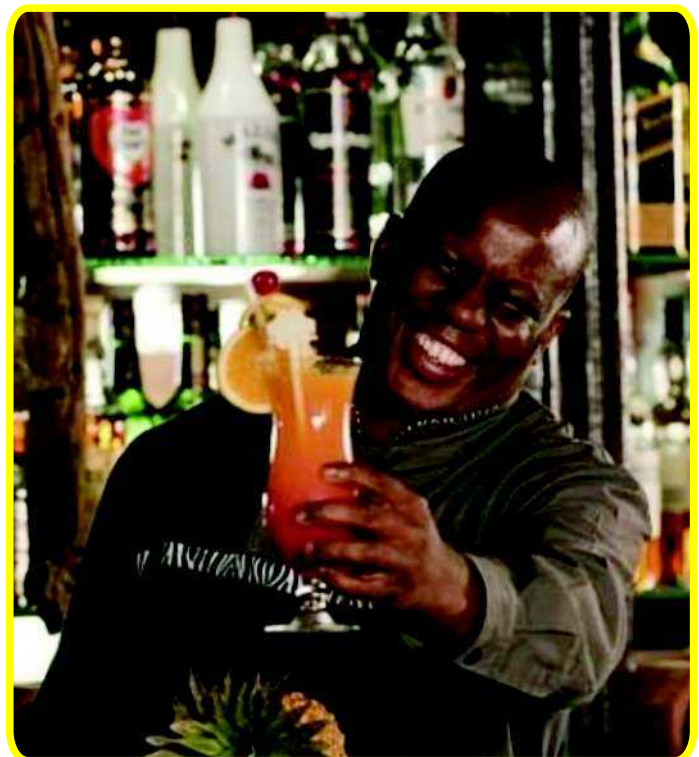
The review is conducted to:

- Identify which markets must be protected and defended (we need to keep these tourists)
- Find opportunities for growing tourist numbers (volume)
- Find opportunities to increase tourist value – how much they spend when here
- Find ways to reduce the seasonality of our industry

Therefore, SAT needs to make choices in the four regions about where to focus its communications, advertising and marketing campaigns:

1. Markets that are currently important to us – markets where we are strong and that we need to keep in our portfolio as they are a good source of tourists for us.
2. Markets that are attractive to us – those markets that are major sources of growth. These markets, where competition is stiff, also represents growth opportunity because of the sheer size of consumer segments in a relatively concentrated geographic area.
3. Markets that are attractive and which represent opportunities to spread our risk outside of Europe and Africa.

The results of the analysis are then organised into categories in each regional portfolio which then inform the marketing and action plans for each region.



4.5 Our Target Countries

SAT has invested significant amounts of time and money to identify which countries in the world provide us with the best economic opportunities in terms of tourism. This is in order to identify which country would have the highest number of tourists likely to come to South Africa, as well as ensuring that these would also spend a lot while they are here.

They have looked at many countries and asked questions such as:

- How many people are there in the country?
- What do people in the country earn, and how many can afford to travel?
- How many do travel and where are they likely to go?
- Do they like to travel?
- What do they know about South Africa?
- How do they like to travel – e.g. in groups (packaged tours) or independently (hire a car and drive around)
- What magazines and newspapers do they read? (where can we tell them about South Africa) What TV programmes or stations do they watch?

Countries that are specifically targeted as our source markets are called a portfolio. The most recent review of these portfolio countries was conducted in 2009, and produced the following portfolio for the period 2011 to 2013:

Neighbouring Countries:

60% of all arrivals to South Africa come from five neighbouring states. We therefore want to:

1. keep this market of existing tourists
2. get additional value from them by getting them to spend more in our country.

Outside SADC:

Here there is scope to attract smaller high-end leisure volumes which in the long term provide opportunities for growth, especially from East and West Africa.

Outside Africa:

For countries outside of Africa, the focus for South Africa is to:

1. keep our current tourism numbers – maintain these arrivals numbers
2. aggressively pursue new growth opportunities.

The overseas portfolio is focused on countries and markets that are the most attractive in terms of:

- volume (how many tourists can we get from this country) and
- value (how much money can we get them to spend here)

In these markets our core challenge is to build awareness and positive perceptions of South Africa as a leisure destination, and to get the consumer to travel to South Africa.

The revision of the portfolio enables SAT to identify the category of each country in terms of the following definitions:

- **Core markets** are those which present the greatest opportunity.
- **Tactical markets** are those which should be considered for specific opportunities.
- **Watch-list markets** need to be watched for their potential value to us.
- **Investment markets** are those that will become good sources in the future if we start to invest in them now

LESS ATTRACTIVE BUT EASIER: TACTICAL MARKETS

Markets where there are particular opportunities, i.e. "low hanging fruit"

15% of organisation's effort deployed against these markets

ATTRACTIVE & EASIER: CORE MARKETS

Markets that deliver the "bread & butter"

60% of organisation's effort deployed against these markets
Best capabilities allocated to these markets

LESS ATTRACTIVE & DIFFICULT: WATCH-LIST MARKETS

Markets that are on the radar

Activity in these markets will only occur if there is spare capacity in the organisation

5% of organisation's effort deployed against these markets

ATTRACTIVE BUT DIFFICULT: INVESTMENT MARKETS

Invest in these markets ahead of return, i.e. invest for the future
20% of organisation's effort deployed against these markets



SA Tourism portfolio 2011 – 2013:

| Market Categories | AFRICA | AMERICAS | ASIA & AUSTRALASIA | EUROPE |
|---------------------------------|---|------------------|--------------------------------------|--|
| CORE MARKETS | Angola Botswana Kenya Nigeria South Africa* | USA* | Australia* India | France* Germany Netherlands UK* |
| INVESTMENT MARKETS | DRC Mozambique | Brazil Canada | China (including Hong Kong) Japan | Belgium Italy Sweden |
| TACTICAL MARKETS | Lesotho Swaziland | | New Zealand | Ireland |
| WATCH-LIST MARKETS | Malawi Namibia Zambia Zimbabwe | Argentina | Republic of Korea | Austria Denmark Portugal Spain Switzerland |
| STRATEGIC IMPORTANCE | Bahrain, Oman, Qatar, Saudi Arabia | | | |
| STRATEGIC AIR LINKS/HUBS | Egypt, Ethiopia, Ghana, Mauritius, Senegal, Tanzania, UAE | | Malaysia Singapore | |

* *business tourism hubs*

The domestic market is a core market that forms the base on which tourism growth is built.



All pictures courtesy of SA Tourism

4.6 Market Segments

What is market segmentation?

Market segmentation is the process through which consumers with similar needs, wants and characteristics are grouped together into segments so that a business can accurately communicate with the groups and cater to their needs, wants and characteristics.

Choosing a set of countries or markets is not the end of the process. We still need to understand the different types of consumers within a target country. There are three key reasons why SAT chose to do segmentation:

1. To understand how the market is structured at a consumer level
2. To understand the relative size and value in the market and objectively show the relative contribution of the segments
3. To identify how to activate the segment

4.7 Leisure Tourism

The groups of potential tourists or segments identified by SAT in our core markets are interesting. They have very descriptive names which allow us to understand their behaviour as tourists. These segments are in our focus markets across the world. They are:

- **Wanderlusters:** People who love to travel and explore the world
- **NSSA's:** Next Stop South Africa:
 - NSSA explorers- adventurous, explorative
 - Pampered NSSA's- relaxation & luxury, some discovery
- **Family travellers:** Families travelling with children of various ages
- **Positive convertibles:** People who travel currently but need a bit of a push to travel to Africa
- **Senior explorers:** People who travel during their retirement
- **Purpose travellers:** For example, independent business travellers, traders on buying trips, etc.

Of these segments, there are two core segments that SAT focuses on:

The 'Next Stop South Africa' (NSSA) segment

The NSSA segment represents our traditional market.

They are:

- wealthier experienced international travellers,
- usually between the ages of 40 and 60 whose children (if any) have left home.
- typically look for natural beauty and authentic cultural experiences.
- prefer independent or small group travel, and look for luxury and comfort as part of their experience.
- Safety is a key consideration when choosing a new destination.
- Safari is a big draw-card when travelling to Africa.

The 'Wanderluster' Segment

The "Wanderluster" segment are:

- younger singles or couples
- usually between the ages of 25 and 40 and generally do not have children.
- young urban professionals earning higher incomes, and they already have considerable travel experience,
- wanting an experience which centres on nature, culture and adventure with a strong liking for "urban vibe".
- driven more by the emotional appeal of a destination compared to the more practical NSSAs.
- generally more positive about South Africa than any other segment but they also want to travel the world.

4.8 Business Tourism

SAT has for many years been working the Meetings, Exhibitions and Special Events (MESE) market. SAT studied the MESE market and in 2006 developed a strategy for attracting this form of tourism. Conferences are particularly important in this type of tourism, and associations (for example the international bee-keepers/ dentists/ chefs/hairdressers, associations, etc) are the primary focus to target to try and attract their international conferences to South Africa.

While business tourism is not as attractive as the leisure market in terms of the volume, it does provide a key opportunity for growth in spending and reducing seasonality.

SA Tourism focuses on the international business tourism market but there is also a large and very lucrative domestic business market which is the responsibility of the regional and local tourism authorities to target and develop.



Business Tourism

A trip which is undertaken with the purpose of attending a conference, meeting, exhibition, event or as part of an incentive

| Domestic Business Tourism | Global Business Tourism |
|--|--|
| <ul style="list-style-type: none"> • Conferences, meetings, exhibitions, events or incentives with a purely domestic audience <ul style="list-style-type: none"> ➢ Exhibitions with a purely domestic audience ➢ Local government meetings ➢ South African associations meetings ➢ Local corporate meetings away from the office • A large and lucrative market that should not be neglected. | <ul style="list-style-type: none"> • Conferences, meetings, exhibitions, events or Incentives with an international audience <ul style="list-style-type: none"> ➢ Regional/global exhibitions ➢ Inter-governmental meetings at regional or global level ➢ Regional/global association meetings ➢ Corporate meetings involving participants from more than one country ➢ Incentive trips for employees from outside South Africa • Highly competitive global industry |
| <i>Responsibility of provincial and local tourism authorities to target and develop</i> | <i>Within the scope of SAT's Business Tourism Unit</i> |



4.9 Events

SA Tourism has established an events unit to target and help relevant organisations to pitch for major global events to raise the profile of South Africa.

4.10 Marketing TGS Conclusion

The Marketing Tourism Growth Strategy is the result of sustained investment and learning over the period starting in 2001. Through this process an accurate picture of the opportunities and challenges facing tourism in South Africa has been developed.

SAT has done the market research to identify which countries, and then which groups within these countries are the most accessible and lucrative tourists to lure to South Africa. It is up to the tourism industry (hotels, tour operators, etc) to take the lead

from SAT and develop and promote specific tourism products that will appeal to these particular target markets.

There is huge opportunity available to the South African tourism industry in the target market segments in the eleven key markets where SAT has developed detailed consumer data.

SAT hopes that industry will be inspired to align its own strategies with these choices. There's money to be made in these focus areas, and the returns on the country's collective investment will multiply as both the government and the industry combine their resources to achieve a common vision for growth of tourism, employment and the country.

Stakeholders are encouraged to read and use the information from the detailed country reports as well as the Global Competitiveness programme.

All pictures courtesy of SA Tourism

Tourism INDABA

The annual Tourism Indaba is an SAT owned annual leisure trade exhibition. It is a platform from which the world can experience the breadth of South African and Southern African tourism products. It is the one place and time in the year that the entire South African tourism industry is united in the pursuit of a common objective – to sell South Africa effectively in order to grow the industry and the economy. This platform is used to negotiate annual rates and sign lucrative deals among local industry players and international trade buyers.

Indaba is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. It is a four day trade event that attracts well over 13000 delegates from the travel tourism and related industries. It showcases the widest variety of Southern Africa's best tourism products, and attracts international visitors and media from across the world.

There are two sets of attendees at Indaba:

1. South/ern African product owners and marketing associations and organisations. For example Provincial Tourism Authorities, individual products such as hotels, restaurants, lodges, hotel groups, tour operators, DMO's of various sizes, etc.
2. International tourism buyers: these delegates from all over the world come to meet with the South African exhibitors to understand their products and prices in order for them to include the products in their travel packages. For example, an inbound tour operator from Germany will want to see what attractions, accommodation and travel options are available for the tours they put together for their German clients coming to South Africa.

Venue: Inkosi Albert Luthuli Convention Centre (Durban ICC) and Durban Exhibition Centre (DEC)

Dates: Held annually in May

Website: INDABA: www.indaba-southafrica.co.za and

South African Tourism: www.southafrica.net

Exhibitor Profile

Indaba brings together a showcase of Southern African tourism products and services for the international travel trade. Exhibitors in the DEC (Durban Exhibition Centre) include provincial authorities and provincial products. In the ICC (International Convention Centre), exhibitor categories include accommodation, tour operators, game lodges, transport, online travel, media publications and industry associations. Outdoor exhibitors include transport, camping and safari companies.

Visitor Profile

- Adventure Travel
- Conference Organisers
- Group Travel Agencies
- Online Travel
- Tour Operators
- Business Travel Agencies
- Consulting Companies
- Marketing Services
- Retail Travel Agencies

Media Profile

INDABA has a dedicated following of local and international media who provide extensive coverage of the exhibition for the local and international markets through radio, television, newspaper and dedicated travel publications.

5

Domestic Marketing

When South Africans travel within South Africa for any reason, it is called domestic tourism. These reasons include both leisure (holiday and VFR) and business tourism.

SAT has produced a Domestic Tourism Growth Strategy (TGS) as a guide to the domestic tourism industry in order to grow the domestic tourism market. The information within the Domestic TGS is based on extensive research conducted by SAT. Making this strategy available to the industry will assist product owners and other industry members to understand tourism growth plans for the coming years, and promote a spirit of working together to achieve growth in this industry. Full details of the research and more in-depth figures and facts can be obtained on the SA Tourism web site (www.southafrica.net/research)

5.1 Domestic Tourism Market

The domestic market is important – and will become more so in future. Research on domestic tourism has revealed the following status and characteristics:

The South African population travels within the country

- 48% of South Africans undertook a domestic tourism trip in 2009
- On average, domestic tourists took 2.1 trips in the year

... generating huge volumes ...

- Domestic travelers generated a total of 30 million trips in 2009, compared to 9.9 million generated by foreign arrivals

... and significant value

- In 2009, domestic tourists spent R 22.4 billion, compared to a total direct spend of R 79.4 billion spent by foreign tourists

BUT, the market is still emerging ... There is opportunity to grow holiday travel which accounts for 12% of volume and 22% of revenue

Where the Volume is:

- 53% of all trips originate from KZN and Gauteng
- The holiday market is concentrated with 79% of contribution by four provinces (Gauteng, Western Cape, Eastern Cape and KZN), AND
- The highest rates of holiday travel incidence are found in the Western Cape (27% of adults) and Gauteng (26% of adults)

Where the Value is

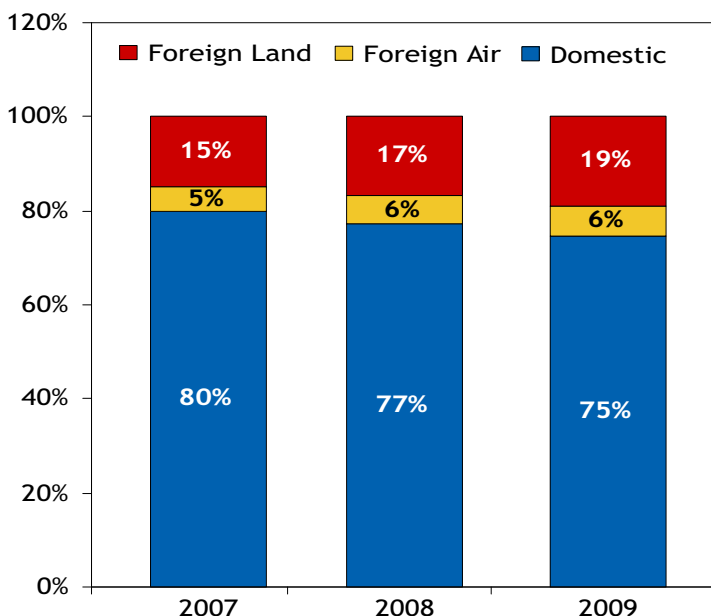
- 41% of the domestic tourism spend comes from Gauteng
- The highest spenders per trip are from Gauteng and the Western Cape

Holiday travel is the future

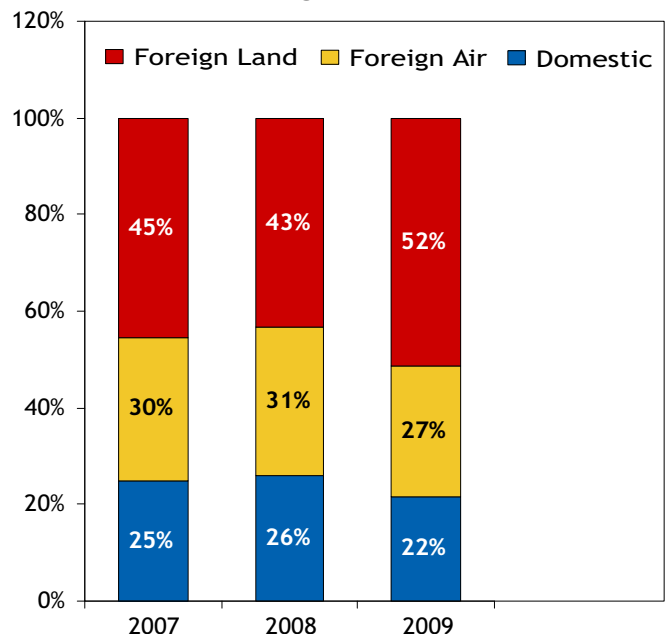
- Holidays make up only 3.6 million trips in 2009 (12%), BUT
- contribute 22% to the total domestic tourism spend (an average of R 1,330 per trip compared to R 560 for VFR), ...
- have a high average length-of-stay (4.5 nights compared to 4.3 for VFR), AND
- have the highest incidence amongst younger adults (25-44 years)

The graphs below will provide some insight into the sheer number of trips taken by South Africans when compared to foreign visitors to the country, and the value of domestic tourism trips by South Africans compared to foreign visitors. This will help to portray the value of domestic tourism to the economy.

Domestic Trips vs. Foreign Arrivals: 2007– 2009



Domestic vs. Foreign Direct Spend: 2007 - 2009



All pictures courtesy of SA Tourism

Domestic tourism contribution to total tourism in South Africa

Domestic trips contribute 75% to total tourism in South Africa, and their value is 22% of the total tourism revenue generated in South Africa

| Purpose | VFR | Religious | Holiday | Business | Medical | Other | Total |
|---------------------------|---------|-----------|---------|----------|---------|-------|-------|
| Share of total trips 2006 | 78.3% | 7.9% | 7.5% | 5.32% | 1.1% | 0.0% | 100% |
| Share of total trips 2007 | 71.2% | 2.1% | 16.8% | 7.8% | 1.2% | 0.8% | 100% |
| Growth rate (2006-2007) | -12.05% | -73.85% | 117.5% | 45.2% | 8.0% | -3.2% | |

Note the holiday trip increases!

Total Spend by Purpose: Although VFR trips account for more than 70% of total domestic trips, revenue contribution was only 40%

| Purpose | VFR | Religious | Holiday | Business | Medical | Other | Total |
|---------------------------|--------|-----------|---------|----------|---------|--------|-------|
| Share of total spend 2006 | 66.2% | 5.4% | 18.4% | 8.9% | 1.1% | 0.0% | 100% |
| Share of total spend 2007 | 42.2% | 3.3% | 38.3% | 15.1% | 0.6% | 0.5% | 100% |
| Growth rate (2006-2007) | -17.7% | -21.2% | 168.4% | 117.9% | -31.2% | 29.03% | |

The Domestic Market is still emerging

The market is "immature"...

- 76% of trips are for visiting friends and relatives
- 58% of trips are taken within the home province
- Holiday travel starts once personal incomes exceed R 3,000 per month, and is established above R 10,000 per month

...highly seasonal ...

- The domestic market is highly seasonal and closely tied to traditional and school holidays around Easter, July and December

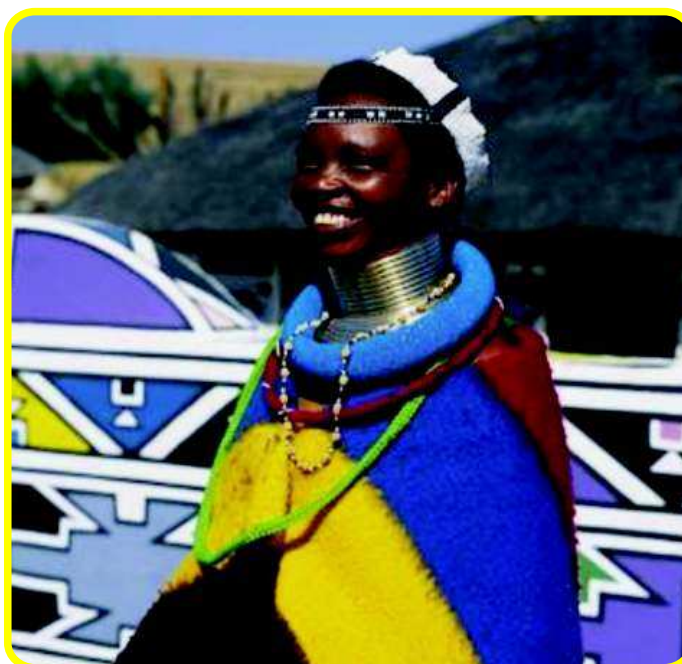
... geographically concentrated, and ...

- 55% of domestic tourism value is captured by KZN, Gauteng and the Western Cape
- 58% of domestic volume goes to KZN, the Western Cape and Gauteng

... plays a limited role in driving sector development

- Domestic tourists generally display fundamentally different behaviours to international tourists
- Domestic spend is primarily on transport, food and accommodation
- "Social" activities dominate domestic travel behaviour, with wildlife, culture, and natural attractions taking up 2% or less of what domestic tourists do

In the domestic market, SA Tourism focuses on the "Young & Upcoming" segment made up of consumers who are young (18-35 yrs) and have travelled, but for whom lack of knowledge about travel opportunities is a key barrier to travelling more often. Currently the vast majority of domestic travel is still driven by visiting friends and relatives (VFR), but holiday travel contributes the largest share of value in the domestic market.



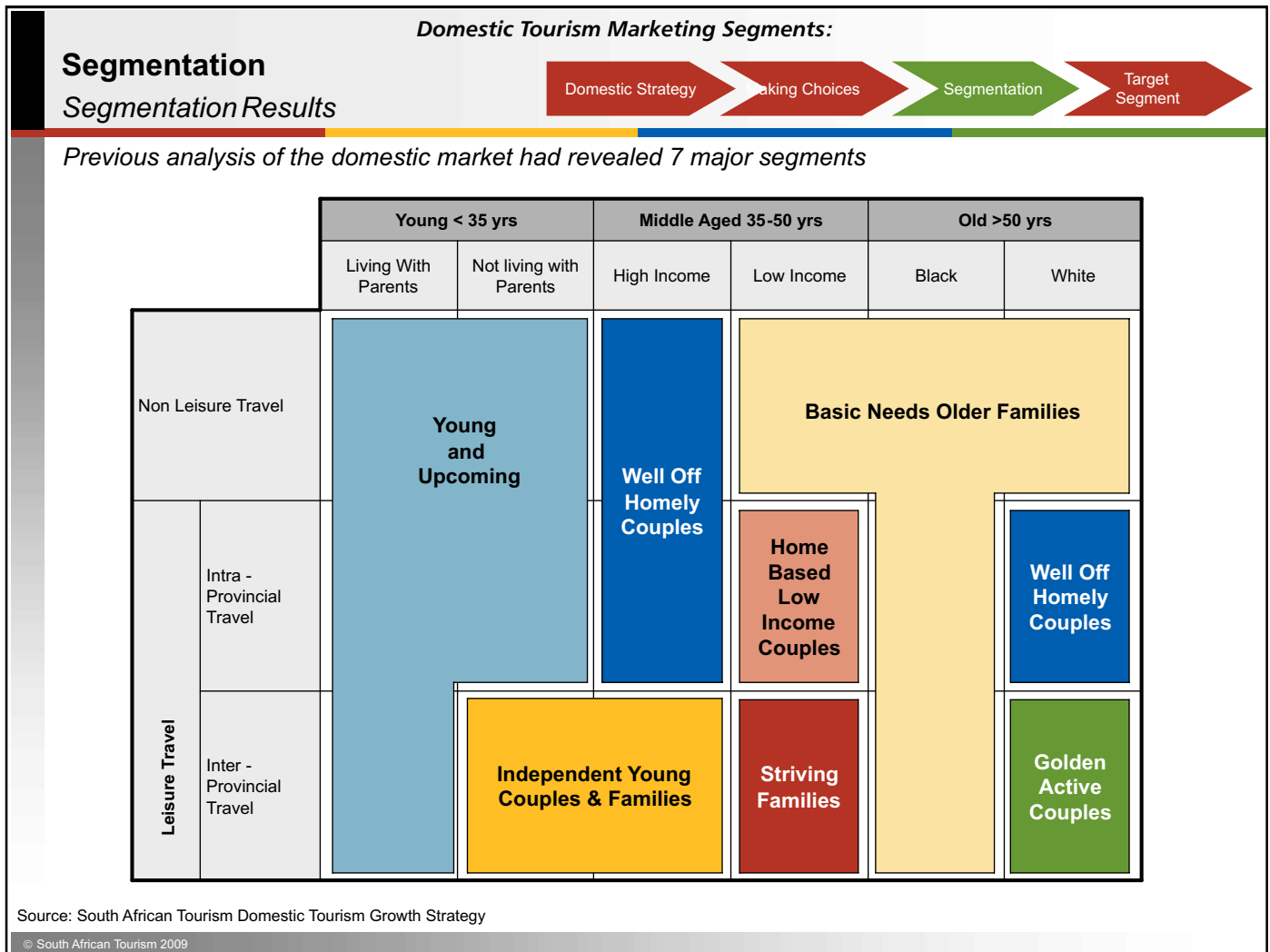
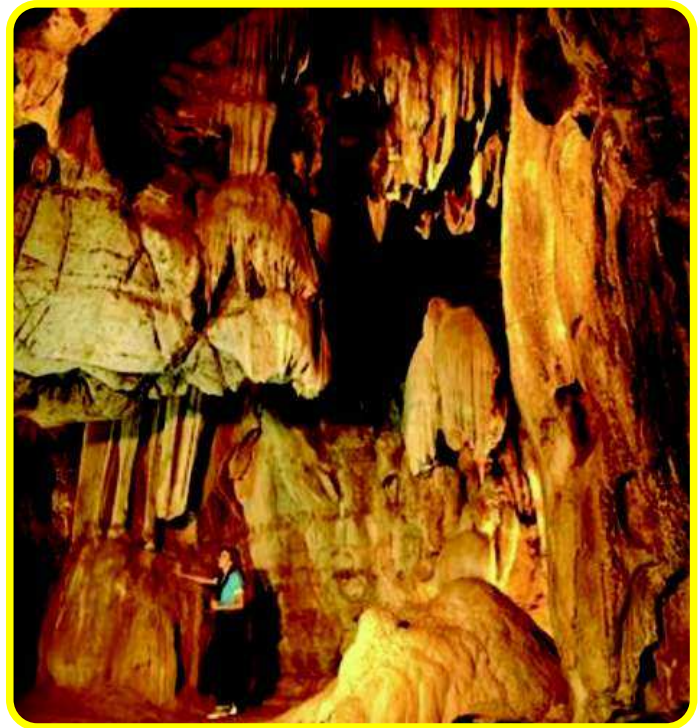
5.2 Domestic tourism marketing segments

SA Tourism requires an in-depth knowledge of different groups of people in terms of their travel behavior, lifestyles and what TV, radio, newspapers and magazines they watch, listen to or read. People with similar characteristics can be more effectively targeted with messages and products relevant to their needs through these media channels if we have a better understanding of what media each market segments uses.

South African tourism consumers were segmented using a range of criteria including:


- Age
- Race
- Household Income
- Purpose of trip

These criteria were selected based on their ability to predict the travel behaviour, lifestyles and media consumption habits of different groups. This resulted in 18 initial opportunities (cells) with similar characteristics (i.e. travel behaviour, age, LSM, household income etc.) which were merged to arrive at final seven segments.



| Segment | Average age | Number of people | Average spend per holiday | Average length of stay |
|----------------------------------|-------------|------------------|---------------------------|------------------------|
| A Young and Upcoming | 18 - 35 | 5 100 000 | R1 367 | 6 nights |
| B Independent Couples & Families | <50 | 700 000 | R4 585 | 10 nights |
| C Striving Families | 31 - 50 | 400 000 | R2 578 | 5.5 nights |
| D Well-Off Homely Couples | >30 | 800 000 | R2 258 | 7.5 nights |
| E Home Based Low Income Couples | 31 - 50 | 400 000 | R1 392 | 5 nights |
| F Basic Needs Older Families | >30 | 5 500 000 | R1 449 | 5 nights |
| G Golden Active Couples | >50 | 200 000 | R3 985 | 13 nights |

Profiles of each of these marketing segments were drawn up. The following profile is an example from the Segment: Young and Upcoming

| Travel Behavior | | | |
|--|---|---|--|
| Young and Upcoming – Characteristics | | | |
| <p>Segment : Young & Upcoming</p>  | <p>Demographics</p> <p>General Characteristics</p> <p>Avg. Age 18-35</p> <p>Children Majority No</p> <p>Top Region(s)</p> <ul style="list-style-type: none"> • Gauteng 24% • Western Cape 23% • Eastern Cape 21% <p>Social Characteristics</p> <p>HH Income per month, ('000s R)</p> <ul style="list-style-type: none"> • Primarily <10 | <p>Trip Behaviour</p> <p>Mode of Transport Taxi / Car</p> <p>Seasonality</p> <p>Dec 28%</p> <p>June 11%</p> <p>April / July 10% each</p> <p>Travel Partner</p> <p>With Friends</p> <p>Alone</p> <p>With Family</p> <p>Accommodation (Top 3)</p> <p>Friends / Relatives</p> <p>Self-catering</p> <p>Camping</p> | <p>Trip Activities</p> <p>Main Activities Ranked by Popularity</p> <ol style="list-style-type: none"> 1. Social 2. Shopping (Personal) 3. Nightlife 4. Going to the beach 5. Sport 6. Visited Casino 7. Explore Cultural, Historical & Heritage 8. View Wildlife 9. Visiting Natural Attractions 10. Business – professional 11. Shopping (business) 12. Theme parks |
| | <p>Segment Characteristics</p> <p># of People: 5,100 k</p> <p>Average Spend per holiday: R1,367</p> <p>Time taken btw booking and taking trip: 31 Days</p> <p>Avg. Length of Stay: 6 nights</p> | <p>Past / Future Travel</p> <p>Frequency of Vacation</p> <p>Avg. # of vacations PP 2.4</p> <p>Past Travel</p> <p>KZN 24%</p> <p>Eastern Cape 21%</p> <p>Western Cape 18%</p> | <p>Needs</p> <ul style="list-style-type: none"> • Cost effective group travel • Social aspect of travel • Entertainment & Nightlife • See travel as an escape • Prefer to travel in warm weather • Websites should provide details on the look and cost of accommodation, the route to the place and activities available • Word of Mouth is very influential |

Source: South African Tourism Domestic Tourism Growth Strategy

© South African Tourism 2009

Characteristics of holiday trips for Young and Upcoming segment

Places of Interest: besides socialising, the top vacation priorities of the target segment are shopping, enjoying nightlife and going to the beach. They enjoy:

- Socialising with friends
- Shopping
- Enjoying the nightlife
- Going to the beach
- Watching sports
- Visiting a casino
- Exploring cultural, historical & heritage sites
- Viewing wildlife

What drives this segment, or creates barriers for them to participate in tourism trips?

Drivers:

- Holidays provide an opportunity to socialise and to spend quality time with friends and family
- Special deals and holiday packages inspire them to undertake holiday travel
- Holidays are considered to be stress-busters as they provide cheer and excitement and therefore a change from hectic routine life

Barriers:

- Affordability is one of the major barriers to taking a domestic holiday
- Lack of information about where to go and what to do at various destinations
- Perception that flights are expensive also influences the choice of destination.
- Flying to a destination means that you have to rent a car to get around and the majority of this segment don't have credit cards (needed to book a car)



5.3 Sho't Left



The Sho't Left campaign was created in 2004 to get South Africans to travel for holidays and thereby create a culture of travel within South Africa. The campaign is targeting the Young and Upcoming segment to inspire them to overcome the barriers that currently stand in the way of leisure travel.

Sho't Left is Gauteng taxi lingo for "stop just here for me". The Sho't Left campaign echoes the sentiment that travel in SA is easy; it is "round the corner/in your back yard".

Sho't Left communicates the benefits of travel, and the fact that it is accessible and affordable in a way that creates an emotional connection with the South African consumer and ultimately gets them to travel and does so in a way that positions travel and experiences as 'miss it, miss out'.



6

Brand South Africa



Learner Activity: Case Study

Read the following passage carefully and then answer the questions on the right.

Parliament approves new marketing logo for SA
26 Thu, Nov 2009



The International Marketing Council (IMC) has announced cabinet's approval of a new international marketing logo for brand South Africa. This is a culmination of a comprehensive process of consultation between provinces, cities and national departments to align around one brand and a single identity on the international stage. The purpose of creating one brand is to avoid confusion in the market when various South African entities market themselves internationally using different logos.

Inspired by the South African flag the new logo is distinctive, dynamic and energetic and stands out from the competition. Initiated and driven by the IMC, the logo's development costs of under one million rand will be quickly offset by the combined impact of previously separate branding initiatives. The IMC (Brand South Africa) will be providing an easy-to-use, do-it-yourself manual, which will be made available for use by anyone mandated to market South Africa internationally including tourism, sports, arts and culture, trade; etc.

"South Africa currently has over 60 different brand logos, with multiple messages being communicated to local and global audiences. This brand fragmentation has delivered too many marketing messages about the country" said the IMC in a statement.

Applications for the use of the logo have begun, with an open invitation to South African businesses, multinational corporations, Government departments, cities, provinces and parastatals etc. to begin using the logo in their marketing materials and stationery.



Learner Activity: Case Study

1. Questions:

1. What is a brand?

2. Why is it important for a country to brand itself?

3. Why has South Africa developed one logo or brand for the whole country?

4. What problems may arise if a country has too many different logos?

5. Create a brand logo for your area, town, city or province

7

Tourism Grading Council

The Tourism Grading Council of South Africa (TGCSA) ensures the standard of quality of accommodation and conference venues throughout South Africa. The TGCSA is a business unit of SAT.

The TGCSA was established in 2000 and provides a set of standards and a process for the grading and implementation of its star grading system. The grading process is voluntary and more than 50% of all accommodation establishments have chosen to be graded, with hundreds joining every month as the stars awarded are an important recognition of an establishment's quality.

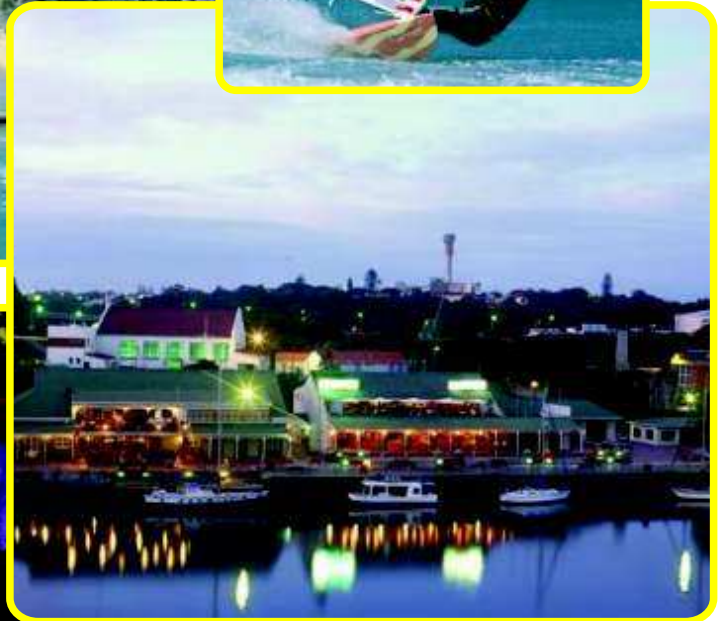
TGCSA publishes an Annual Accommodation Guide called The Star Guide. It is the official tourism accommodation guide in South Africa. The TGCSA has a user-friendly website, www.tourismgrading.co.za, which provides information on all graded accommodation and conference establishments and a

world-class search engine with an interactive map that tourists can use to search for accommodation.

Star grading is an independent assessment of what guests can expect to find at an accommodation establishment or conference venue. It's based on the overall quality and takes into account the facilities you'd expect to accompany a particular star grading.

The Star Grading runs from one to five stars, five stars denoting the very best of quality. Grading takes into account the type of accommodation – hotel, guest house, country house, bed & breakfast, backpacker & hostelling, camping & caravan park or conference facilities (Meetings, Exhibitions, or Special Events MESE).

The organisation is based in Sandton, Johannesburg, and has a network of assessors around the country who go to the accommodation and conference venues to grade them every year.





8 Ideas Box

Teaching the Concepts



1. Invite a guest speaker from your destination marketing organisation such as the Provincial, Municipal or area marketing organisation to come and talk to your learners about how they go about marketing the destination. Get them to explain what a destination is, and to show examples of destination marketing materials such as pamphlets, brochures, maps and other material to the learners.



2. If you and your learners have access to the internet, visit the SAT website www.southafrica.net and see how they market the country. Look at the research section of the website to see what research reports are generated. Visit the IMC website and the provincial tourism authority websites to see how they market the province.



3. Run a class competition with your learners to see who can come up with the best short marketing slogan to describe South Africa as a destination. Every learner who enters can pay a few Rand entry fee, and the winning slogan wins the entire kitty. The learners can vote which is the best slogan.



4. Get your learners to develop posters that promote South Africa as a destination. They can use whatever materials they choose – including old magazines from which they can cut and use pictures. Mark the posters on their visual impact, how strong the message is, and how attractive and appealing they are. Provide small prizes for the winners if possible, or invite industry members to judge the best and provide prizes. Remember that the posters can have different themes – such as Urban Vibe, Adventure, Wild Experiences, Cultural Diversity, etc.



5. Develop a collection of marketing materials on various tourism destinations. See if you can get some from overseas to compare what is available locally and internationally and how this information is presented.



9

Assessing your Learners



Teacher guidelines: Test questions and Answers

Question 1: Name four provincial tourism authorities in South Africa, including the one that markets your own province.

Question 1. Answer: Any four of the following:

- Eastern Cape Tourism Authority (✓)
- Free State Tourism Authority (✓)
- Gauteng Tourism Authority (✓)
- KwaZulu-Natal Tourism Authority (✓)
- Limpopo Tourism and Parks Authority (✓)
- Mpumalanga Tourism Authority (✓)
- North West Parks and Tourism Board (✓)
- Northern Cape Tourism Authority (✓)
- Western Cape Tourism Authority (✓)

[4]

Question 2: What are the main tasks of SA Tourism?

Question 2. Answer:

1. develop and implement a world-class international tourism marketing strategy (✓✓)
2. encourage domestic tourists to travel around the country, and (✓✓)
3. develop ways to maintain and improve the standards of facilities and services that tourists use. (✓✓)

[6]

Question 3: How is the work of SAT funded?

Question 3. Answer:

From the Department of Tourism and from TOMSA – voluntary marketing levy charged by industry establishments and paid over to TOMSA, as well as contributions and donations from any source (✓✓✓✓)

[4]

Question 4: Name five of South Africa's key overseas source markets?

Question 4. Answer: Any 5 of the following:

- USA (✓)
- Australia (✓)
- India (✓)
- France (✓)
- Germany (✓)
- Netherlands (✓) and
- UK (✓)

[5]

Question 5: True or False:

- The head office of SAT is based in Pretoria
- NDT stands for National Development of Tourism
- The tourism Indaba is an annual tourism exhibition held in Durban
- Each province in South Africa markets itself independently
- The Tourism Act 1993 provides for the establishment, funding and governance of SA Tourism.

Question 5. Answer:

- False – it is Sandton, Johannesburg (✓)
- False, it is National Department of Tourism (✓)
- True (✓)
- True (✓)
- True (✓)

[5]

Question 6: What three kinds of tourism does SAT concentrate on developing?

Question 6. Answer:

- Leisure tourism (✓)
- Business tourism (✓)
- Events tourism (✓)

[3]

Question 7: What is a 'wanderluster'?

Question 7. Answer:

People who love to travel and explore the world (✓✓)

[2]

Question 8: What does the Tourism Grading Council do?

Question 8. Answer:

The Tourism Grading Council of South Africa (TGCSA) ensures the standard of quality of accommodation and conference venues throughout South Africa. (✓✓✓)

[3]

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References and Resources

•How to source information and documents from the Research Page on the South African Tourism website (www.southafrica.net)

- Open your internet browser and enter www.southafrica.net
- Press enter or click "GO"
- Once the page has downloaded, you will notice five tabs near the top of the page
- Click on the tab labelled "Research"
- You will see an information box with the "Latest reports" – click on the "DOWNLOAD" button to access, save and print any of these reports
- If you are looking for a specific report, then read the information in the second information box which is labelled "Search reports"
- Select which Report Category you are looking for and the Report Year by using the drop down boxes
- Click on "SEARCH"
- The report which you are looking for, as well as similar reports, will appear on your screen.
- Click on the "DOWNLOAD" button next to the relevant report to access, save and print.

How to subscribe to updates:

– **South African Tourism**

- Visit www.southafrica.net
- Scroll down to near the bottom of the page
- Click on "Sign up for alerts"
- Enter your details and click "submit"

– **The Good News**

- Visit www.sagoodnews.co.za
- Click on the tab labeled "newsletters" (under the FNB logo)
- Enter your email address into the box provided and click subscribe

– **Tourism Update**

- Visit www.tourismupdate.co.za
- Click on the red block labelled "Register here" (underneath the waving flag)
- Enter all the required details and click "submit"

– **Travelwires**

- Visit www.travelwires.com
- Click on the word "EMAIL" near the right hand side of the page
- A new window will open where you can enter your email address

Industry, Travel and Leisure Magazines:

- Getaway Magazine
- Go / Weg
- Tourism Update
- National Geographic Traveller
- Africa Geographic
- Family Holiday and Leisure
- Hotel and Restaurant
- Retreat Magazine
- Inflight Magazines:
 - SAA:Sawubona Magazine
 - Kulula:Khuluma Magazine
 - Mango:Juice
 - 1time:abouTime
 - SA Express:Indwe

Industry Websites:

- South African Tourism: www.southafrica.net
- South African Info: www.southafrica.info
- Brand SA: www.brandsouthafrica.com
- GTTPSA: www.gttpsa.org
- GTTP: www.gttp.org
- Provincial Tourism Authorities:
 - Eastern Cape: www.ectourism.co.za
 - Free State: www.freestatetourism.org
 - Gauteng: www.gauteng.net
 - KwaZulu Natal: www.zulu.org.za
 - Limpopo: www.golimpopo.com
 - Mpumalanga: www.mpumalanga.com
 - North West: www.tourismnorthwest.co.za
 - Northern Cape: www.northerncape.org.za
 - Western Cape: www.capegateway.gov.za



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