

Government realized that the tourism industry was an important industry in assisting it to redress past imbalances and as a result developed the White Paper on the Promotion and Development of Tourism.

TOURISM WHITE PAPER



"Vision: to develop the tourism sector as a national priority in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of the quality of life of every South African. As a lead sector within the national economic strategy, the globally competitive tourism industry will be a major force in the reconstruction and development efforts of the government." (White Paper on the Promotion and Development of Tourism in South Africa.)

It is in this context that government has explored various strategies to ensure that they grow the tourism industry to maximize on the benefits of this industry.

Previously disadvantaged communities were unable to travel because of financial constraints and travel was an elitist activity, which was only possible by the minority groups or the rich. In view of South Africa's history you must also take into account that certain people were not allowed into certain areas or could only go into designated areas. This resulted in limited movement of people and therefore minimal opportunities for domestic tourism development. It also meant that previously disadvantaged groups were participants of the tourism industry in menial tasks and had limited opportunities of becoming owners of tourism products and services.

Below you will find some of the awards that have been developed to encourage South Africans from previously disadvantaged backgrounds to become owners and participants of the tourism industry.

The Eteya Award, (a South African Tourism initiative)



The awards were launched in 2001 in an attempt to enhance job creation, financial sustainability and product development of small, medium and micro enterprises within a transformed tourism industry. Finalists and semi-finalists benefit from a series of workshops as well as training in presentation and marketing skills.

The Eteya competition is open to black entrepreneurs operating small-, micro- and medium-level tourism or hospitality-related businesses.

Once-in-a-lifetime opportunity



It is limited to businesses that have been operating for less than three years and that employ less than 50 people. Annual turnover must not exceed R3-million and where a partnership exists, the black partner should be an equal or majority shareholder.

The finalists each gain a once-in-a-lifetime opportunity to showcase their successful enterprises at one of the most prestigious international travel trade shows - the World Travel Market, in London, in November each year. (<http://www.ioltravel.co.za/>)

DEAT'S Community Tourism Road Show.

Tourism Road Shows are used by DEAT and South African Tourism to market South Africa internationally, regionally and domestically.

A provincial Road Show was held in March 2007 in seven provinces in keeping with the goal to increase the geographic spread of tourism in all provinces. It is intended to highlight business tourism opportunities and products and the unique offerings of each province.

Regionally, In Kenya, South African Tourism included a series of workshops during a Road show that intended to create travel products that work for the Kenyan market.

Internationally, a five city Road Show was conducted in China in a mobile billboard truck called Nan Fei Mobile, which parked, at strategic venues for weekend events, showcasing the cultural diversity, quality outdoor and wildlife experiences, scenic beauty and lifestyle.

These are just a few of the road shows conducted by South African tourism to market South Africa.

Tourism Enterprise Programme. (TEP)

The main aim of the establishment of the TEP was to facilitate the growth of small, medium and micro enterprises (SMME's) in the South Africa tourism economy.

It aims to achieve this by helping large tourism enterprises, investors, small enterprises and historically disadvantaged enterprises to identify viable linkage or business opportunities and helping them to turn that linkage or business opportunity into a business transaction. This help is given by helping the SMME's to obtain necessary professional services for business development including, quality certification, debt and equity finance, appropriate business planning, packaging legal advice, marketing and technology support.

The TEP also finances provision of training and technical assistance services to enterprises on a cost-sharing basis and offers aftercare services to the enterprises to achieve their business goals.

Fair Trade in Tourism South Africa (FTTSA)



MAKING TOURISM
MORE RESPONSIBLE AND
REWARDING

The FTTSA is an award Programme awarded to tourism establishments that invest in the people and the environment and are impacting positively on staff, communities and local economies.

Obtaining the certificate adds value to tourism by linking products which is especially helpful to new and small players who struggle with access to the market. The certification process is also developmental by providing feedback to the business to improve resource development, workplace culture and community investment.

To date 30 establishments have qualified for the label including hotels, guesthouses, safari lodges, cultural tours and eco-adventure activities and one fifth of these businesses are totally or partially owned by rural black communities who were disadvantaged by apartheid

Tourism BEE Charter



TOURISM BEE CHARTER Council



Project Overview

The Broad Based Black Economic Empowerment Act was gazetted on the 9th January 2004. This act is a relatively short document that sets out the basic skeleton of the Core Components and Key Elements of BEE. The Tourism BEE Scorecard and Charter Development processes were launched by the Minister of Environmental Affairs and Tourism, Mr Martinus van Schalkwyk, on 13 July 2004. DEAT has set the following objectives:

- Ensure the provinces are fully up to speed on the development of the Charter, its content and the action plan for implementation
- Provinces must buy into the Charter and the DEAT Action Plan
- Provinces must realise that they are the implementers and that national government will start to play a lesser role at provincial level.
- Provinces must have a clearer understanding of how they are to take the implementation process Forward.
- Ensure that provinces are aware of and informed of legislative context (Codes, BEE Act etc.)

The Charters Aims and Objectives

- To empower black South Africans within the tourism industry.
- To make the Tourism Sector more accessible, relevant and beneficial

TOURISM BEE SCORECARD - MAY 2005

INDICATOR	Indicators to measure achievement	2009 Target	2014 Target
Ownership	% share of economic benefits by black people	21%	30%
Strategic Representation	Black people as % of Board Directors	30%	50%
Employment Equity	Black people as % of Management	35%	50%
	Black people as a % of Total Staff	53%	75%
Skills Development	% of payroll spend on Skills Development	3%	3%
	% of Skills Development spend on black employees	75%	75%
Preferential Procurement	Spend on BEE compliant companies	40%	50%
Enterprise Development	The sum of % spend on enterprise development	1.0%	1.0%
Social Development & Industry Specific	% CSI spend on post - tax profits	1.0%	1.0%
	% of new recruits with no prior work experience	10.0%	10.0%
	Status of TOMSA Levy collector	Yes	Yes

Below R5m turnover excluded

