PRESENTATION TO THE TSHWANE TOURISM ASSOCIATION

Economic Development Department
Sector Support and Analysis

06 August 2013
1. Tshwane Background
2. Tourism in Tshwane
3. Strategic Policy Directives
4. Sector Support and Analysis
   - Mission
   - Mandate
   - Key Deliverables
5. Priority Sectors
7. Feedback from Strategy
8. Tourism Plans for 2013/14
Over 2.9 million people
3rd Largest Metro in the World
African Capital City of Excellence
Second largest home to foreign embassies
Host to largest number of government departments
TOURISM IN TSHWANE

City Manager

Deputy City Manager
(strategy development & implementation)

Convention and Visitors Service Bureau

- Visitors information service
- Trade Relations
- Intergovernmental meetings
- Associations and international marketing

Communication, Marketing and Events

- Destination marketing
- Event management
- Brand management
- Communications

Economic Development

- Sector Support and Analysis
- Tourism Development
“Competitive and sustainable economic sectors characterised by inclusive growth and development and creation of decent employment opportunities for all” through:

- Expand the City’s economic base through support of targeted sectors and industries with the greatest potential for growth and labour absorption
- Assist existing established sectors to add value backward and forward along the value chain and promote opportunities for SMMEs and Cooperatives by facilitating beneficiation
- Facilitate and support the restructuring of older and declining industrial areas
- Ensure that the City has an appropriate mix of high-skilled, semi-skilled and low-skilled labour that can flexibly meet the changing skills needs of the City
- Stakeholder mobilisation and partnerships for sector support
- Resources mobilisation for sector support
“Develop & implement sector strategies to address growth and development challenges of industrial sectors with Tshwane”
DIVISION’S KEY DELIVERABLES

• Skills development
• Strategic Economic infrastructure
• Industry stakeholder management
• Strategy development and implementation
• Sector profiles
• Project and/or investment opportunities identification and packaging
PRIORITY ECONOMIC SECTORS

- Tourism
- Mining
- Automotive
- Aerospace
- BPO
- Agro-processing
STRATEGIC POLICY DIRECTIVES/ LEVERS

• National Industrial Policy Framework
• New Growth Path
• National Skills Development Strategy III
• Gauteng Employment, Growth and Development Strategy
• Gauteng Spatial Development Framework
• National Development Plan
• National Tourism Sector Strategy
• Gauteng Tourism Sector Strategy
• City of Tshwane’s Policies and Strategies
STRATEGIC TOURISM DEVELOPMENT STRATEGY 2013

• Incorporation 2011 (Metsweding)
• Appointment of Harvest Tourism

• Objectives of Strategy
  – To enable Tshwane to achieve its potential as a unique metropolitan visitor destination within South Africa and in the context of the African continent
  – To assist Tshwane implement responsible tourism policies as a preferred metropolitan destination
  – To maximize the development and usage of all the possible attraction within the Metro for the benefit of visitors and resident alike
  – To ensure that the residents of the Metro benefit significantly from sustainable tourism (environmentally, economically and socially) and particularly those previously disadvantaged
STRATEGIC TOURISM DEVELOPMENT STRATEGY 2013 (Cont)

- To specifically create jobs, provide significant SMME and BEE investment opportunities leading to the transformation of the tourism sector
- To provide a tourism institutional framework that addresses the integration of the municipality, the proposed regional tourism organization, the tourism private sector and the communities in the management of the tourism system within the Metro in accordance with the GTA Tourism Institutional Guidelines
- To enable all tourism role-players to develop a common vision of the Metro’s tourism future and to find ways of working together on key projects and processes such as marketing and forecasts for sustainable tourism in Tshwane
- To contribute to the enhancement of the Metro’s built environment, cultural, environment and natural heritage.
<table>
<thead>
<tr>
<th>Feedback from Tourism Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Institutional Framework</td>
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<tr>
<td>• Quality Assurance</td>
</tr>
<tr>
<td>• Tourism Signage</td>
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<tr>
<td>• Product Development</td>
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<tr>
<td>• Marketing</td>
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<td>• Tourism Transport</td>
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<td>• Visitor Information and Knowledge Centres</td>
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INSTITUTIONAL ARRANGEMENT

- Establish relationship with stakeholders relevant for tourism development
  - GTA/Dinokeng Grading
  - NDT
  - TEP
  - CATHSETA
- Establish a platform for stakeholder engagement with private sector
QUALITY ASSURANCE

- MOA with TGSA
- Identify grading assessors in the city to assist in promoting quality tourism products within the city
TOURISM SIGNAGE

- Develop road signage manual for the city
- Engage stakeholders to identify gaps relating to tourism signage
TOURISM DEVELOPMENT
AGENDA FOR 2013/14

• Skills Development
• Book a guesthouse
• Stakeholder Management
• Quality Assurance
• Tourism Signage
• Tourism Grading
SKILLS DEVELOPMENT PROGRAMME

- CATSETHA - learnerships
- TEP - business training/mentoring
- Skills Audit in the Tourism sector
- Ga-Rankuwa Hotel School
BOOK-A-GUESTHOUSE PROGRAMME

• Tsogo Sun Programme in partnership – TEP, FEDHASA, PTA, Rennies Travel, Baird’s, TGSA Municipalities

• Objectives:
  – Empower women in the tourism industry in South Africa, specifically guesthouse owners.
  – Contribute towards the development of sustainable businesses in the sector.
  – Facilitate job creation (direct / indirect) and thus contribute towards economic growth
  – Encourage wealth creation / profitable businesses
BOOK-A-GUESTHOUSE OPERATES ON A THREE-YEAR MODEL

First Year: Book-A-Guesthouse Entrepreneur
General support provided to the entrepreneur

Second Year: Book-A-Guesthouse Graduate
Support provided in line with interventions required

Third Year: Book-A-Guesthouse Alumnus
Ensure they are able to thrive independently in the long term & they are sufficiently developed to manage their businesses with confidence.
60 entrepreneurs nationally

- 92% black South African women
- 8% black South African men
- 36 entrepreneurs in Gauteng
  - 5 entrepreneurs in Tshwane
- 9 entrepreneurs in KZN
- 7 entrepreneurs in Limpopo
- 8 entrepreneurs in Western Cape
BOOK A QUESTHOUSE IN TSHWANE

- **2012/3 Financial Year**
  - Lizvilla Guesthouse (Akasia)
  - Tebogo B & B (Mabopane)
  - Kgadi’s B & B (Heuweloordt)
  - Ko-iketla (Akasia)
  - Le –Bamboo Guesthouse (Proclamation Hill)

- **2013/14 Financial Year**
  - Increase participants from 5 to 13
  - Signing MoA with Tsogo Sun
  - Participate in the Annual Book a Guesthouse Conference
• 3 yrs MoA with TGCSA signed
• 2013/14 Plans
  – Conduct 7 regional grading roadshows
  – Star Grading 160 establishments
IMPORTANCE OF STAR GRADING TOURISM ESTABLISHMENTS

• To **transform the tourism industry** and increase number of rooms and beds for visitors/tourists

• Ensuring the City’s **national and international competitiveness** as a tourism destination of choice.

• To ensure the **incorporation of SMME’s (previously disadvantaged communities) and individuals in the tourism mainstream** by supporting emerging bed and breakfast establishments in Tshwane to create jobs.
TOURISM SIGNAGE PROCESS

- Collect and return the signage application forms Sector Support and Analysis Division at BITTS Centre (Ou Nederlansche Bank Building), Church Square.

- Recent star grading certificate is needed when completing signage application forms (check expiry date).
TOURISM ROUTES
DEVELOPMENT

• Appointment of the service provider:
  ✓ To review the current tourism routes
  ✓ Identify and package new routes
  ✓ Compile Tshwane Routes Booklets
• Establishment of Tourism Sector Forum in partnership with TTA
• Recruitment of the other associations in the tourism sector
• EM/MMC’s Quarterly Business Breakfasts
SCOPE OF WORK OR ENGAGEMENT WITH TTA

• Industry Stakeholder Mobilisation and Management;
• Skill Development Programme
• Strategy Development and Implementation
• Promotion of the Tourism Sector
• Industry Database
• Tourism Statistics and Research
• EM/MMC’s Business Breakfasts
• Star Grading
• Skills Audit
• Skills Developments – leanerships, mentorships
• Tourism Routes – development and packaging
• Tourism Signage
**CONTACT DETAIL**

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<thead>
<tr>
<th>Sector Support and Analysis (Tourism Development)</th>
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