

Tourism Enterprise Development Programme

SABOA CONFERENCE

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broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



PRESENTATION LAYOUT

1. Introduction
2. Tourism Sector Support Services (Purpose and Objectives)
3. About SMMEs and Development
4. The Value of the Bus Industry for the Tourism sector
5. Support Needed
6. Tourism Value Chain
7. Partnership and Collaboration



TOURISM SECTOR SUPPORT SERVICES

Purpose:

- To enhance transformation of the sector and tourism services through people development, enterprise support and service excellence in order to ensure South Africa is a competitive tourism destination.

Objectives:

- To accelerate the transformation of the tourism sector;
- To facilitate the development and growth of tourism enterprises to contribute to inclusive economic growth and job creation; and
- To facilitate tourism capacity-building programmes;



ABOUT SMME SUPPORT AND DEVELOPMENT

- The Department has developed a new approach to the provision of support to Tourism SMMEs through the newly established Enterprise Development Support programme.
- The objective of the programme is to provide business advisory support for Tourism SMMEs with the aim of improving their sustainability and job creation.
- This programme provides development, support and aftercare to SMMEs in the tourism sector.
- It is responding to Government Outcomes 4 and 7 which are about the development of rural communities and job creation.



THE VALUE OF THE BUS INDUSTRY

- The bus industry in South Africa has for many years made a vital contribution to the economic and social development of the country.
- Available statistics indicate that 70 per cent of South Africa's population is dependent on public transport (bus, commuter rail and taxis) for its mobility needs.
- There are about 25,000 buses in the industry in South Africa of which about 19 000 are involved in formal public transport activities.
- Thousands of tour operators and tour guides across the country use bus operators to transport both domestic and international tourists.

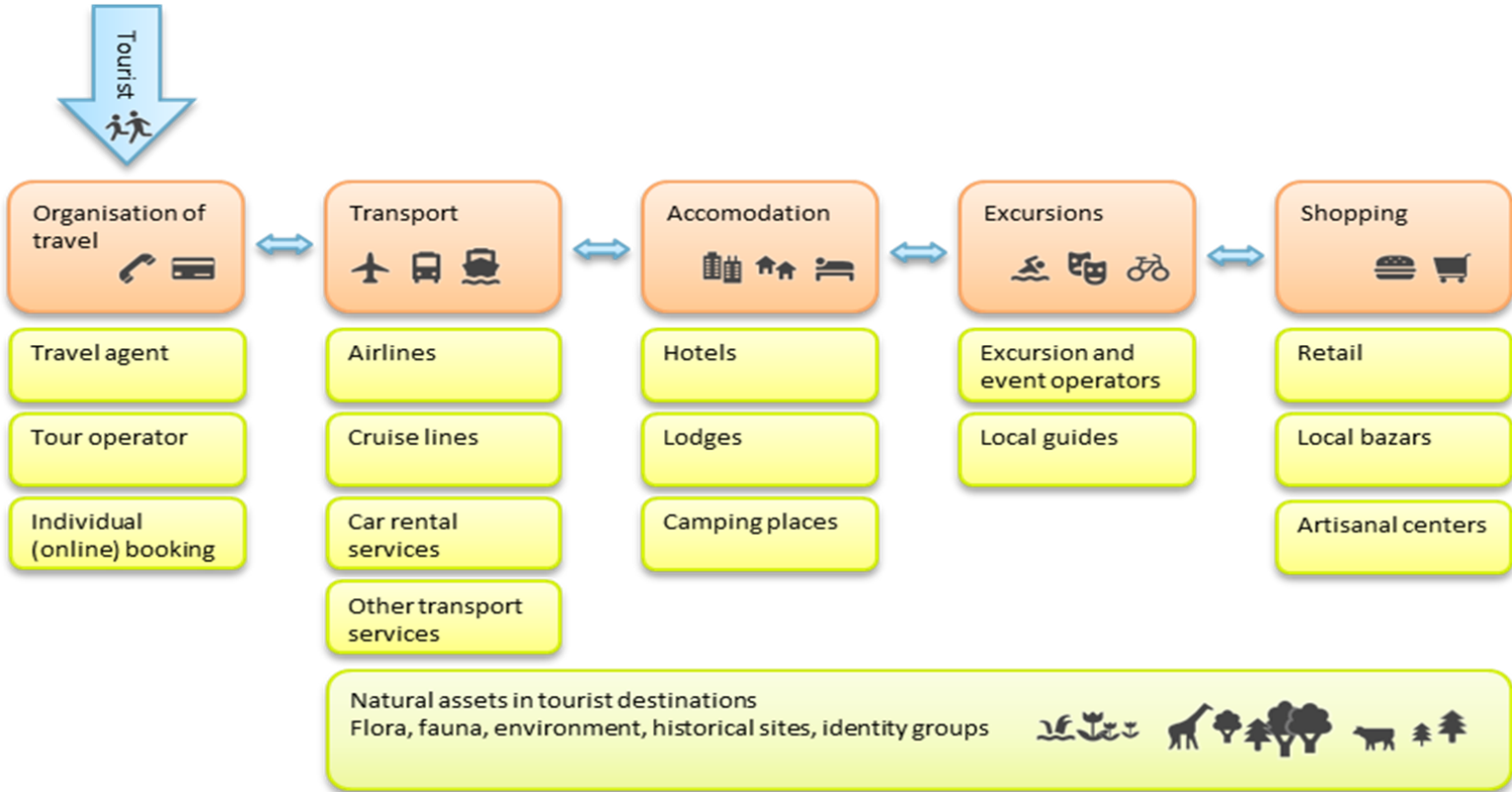


SUPPORT NEEDED

- Need to assist SMME bus operators to explore other opportunities in the Travel and Tourism industry;
- Need for government, business and transport associations to partner in order to create conducive environment for the Travel and Tourism SMMEs;
- Need for bus operators to be flexible in order to participate within the travel and tourism space; (New Entrants);
- Integration and strategic partnerships to optimise presence in the tourism value chain.
- Support for emerging black entrepreneurs (New Entrants)
- Tourism BBBEE supplier & ESD portal



TOURISM VALUE CHAIN



PARTNERSHIP AND COLLABORATION

- Promote Domestic Travel and Tourism through discounted package travel deals with small tour operators.
- Collaborative partnership in the implementation of the Travel and Tourism SMMEs support programme.
- Desirable and affordable package for potential Travel and Tourism Business growth
- Partner with other government agencies to reduce transport permit barriers, market monopoly.
- Develop joint marketing initiatives with tour operators and bus operators
- Information sharing.
- Associations need to elevate their role in encouraging professional development and support of tourism and Transport business.
- Promote safety and compliance in the travel and tourism services (e.g. bus operating permit, licences, tour operating and tour guides permit).



OPPORTUNITIES

Social Tourism:

- Social Tourism is an initiative by the Department of Tourism to address the gaps identified in the Domestic Tourism Growth Strategy, which amongst others are affordability, access to tourism activities, seasonality and uneven geographic spread. Through this initiative we also hope to encourage a culture of travel amongst South Africans.

The targeted groups for social tourism are:

- Youth;
- Elderly people,
- People living with disabilities;
- People with modest income; and
- Social groups (Stokvels)
- **Social tourism** can be used positively to impact on marginalised communities. The future contribution of social tourism is; promoter of economic growth; participation in regional planning and social development and partner in global development programmes.
- **Together with Bus operators and tour operators** there is a need to encourage a culture of travel amongst South Africans, mainly group travels.



THANK YOU

