



environment  
& tourism

---

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# **PROGRESS IN THE IMPLEMENTATION OF THE NATIONAL TOURISM SAFETY AND AWARENESS STRATEGY**

## **LERIBA LODGE**

### **03 APRIL 2008**

# INDEX

- **BACKGROUND**
- **PURPOSE OF THE STRATEGY**
- **PRINCIPLES/PILLARS**
- **STRATEGIC OBJECTIVES**
- **KEY FOCUS AREAS**
- **ROLES AND RESPONSIBILITIES OF THE 3 SPHERES OF GOVERNMENT**
- **ROLES AND RESPONSIBILITIES OF OTHER CRITICAL STAKEHOLDERS**
- **IMPLEMENTATION PLAN AND PROGRESS IN ITS IMPLEMENTATION**
- **KEY SUCCESS FACTORS**
- **CONCLUSION**



# BACKGROUND

Tourism safety and security, has consistently been identified across a number of surveys, media and crime reports as a challenge to tourism growth. There has also been a number of fatal incidences that took place around renowned tourism destinations in the country and the following were amongst others widely reported by both national and international media

- Gruesome murder of David Rattray
- A number of muggings at Table Mountain
- A number of incidents that took place during the preliminary FIFA 2010 World Cup Draw
- Increase in baggage theft at our main airports
- Safety of our airlines was once on the spotlight (Engine and technical defects)



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# BACKGROUND

- The murder of Franz Ritcher, owner of Aloe Ridge and Heca Safari Ranch in Muldersdrift
- The rape and robbery of a Dutch tourist at The Lord Charles Hotel in Somerset West, Western Cape
- A tourist was robbed of his luggage at gunpoint while checking into the Westcliffe Hotel in Johannesburg on March 12, 2008
- 14 tourists were robbed in the Graskop area, Mpumalanga, after their vehicle broke down. British, Canadian and US tourists were robbed of money, cameras and cellphones

It was within these realities that the National Tourism Safety and Awareness Strategy, was developed and adopted by MINMEC (Minister and MECs)

The document presented today is progress on the implementation of the approved strategy which integrated inputs from industry stakeholders, after a lengthy consultation process.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# PURPOSE OF THE STRATEGY

To coordinate and integrate efforts aimed at addressing tourism safety and awareness challenges and to establish South Africa's image as a safe tourist destination



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# PRINCIPLES / PILLARS

- Undertake, a risk management strategy that takes into account the nature of the tourism environment.
- The experience and lessons learned by the industry and by other sectors of the South African business community would, inter alia, inform the adoption of key success factors of the model.
- Co-operation with the Criminal Justice System (CJS) is vitally important.
- Co-operation between the spheres of government and the sector



# STRATEGIC OBJECTIVES

- Identify effective (public-private partnerships) preventative and combating approaches aimed at reducing violent crimes against tourists
- Establish and implement appropriate governance structures capable of responding to crimes against tourists.
- Develop guidelines and material to support preventative programmes
- Empower spheres of government to co-ordinate a partnership based approach to tourism safety and awareness
- To integrate current tourism safety and awareness initiatives into a single strategy to be implemented by all partners



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# STRATEGIC OBJECTIVES(cont)..

- Establishment of Tourism Victim Support and After Care Programmes in all provinces
- Develop an effective communication strategy incorporating all key role players and stakeholders to counter negative perceptions that South Africa is an unsafe destination



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# 6 KEY FOCUS AREAS OF THE STRATEGY

1. Institutional Arrangements
2. Risks Assessment
3. Tourism Safety and Awareness Measures
4. Tourism Safety Programmes (managing perceptions)
5. Communication and Awareness
6. Establishment of Tourism Victim Support and After Care Programmes



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# ROLES AND RESPONSIBILITIES OF ALL STAKEHOLDERS AND ROLE PLAYERS

The Strategy has identified the roles and responsibilities of National, Provincial and Local (including communities) levels of government

The roles and responsibilities of other key stakeholders such as the South African Police Services (SAPS) and South African Defence Force (SANDF), South African Tourism (SAT) and the International Marketing Council (IMC), and the private sector have also been clarified



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# THE PROPOSED MODEL

The model requires an integrated three pronged approach and commitment to a shared protocol for the following:

- Crime Prevention with a specific focus on tourists and tourist attractions
- Response to Criminal Incidents involving tourists
- Victim Support where the victim of crime is a tourist

The Model also emphasizes the establishment of a Tourism Safety Centre, to work side by side with the Local Tourist Information Centre. This centre should have a management team, made up of relevant stakeholders and role-players and be led by a full time co-ordinator and staff, as determined by the management team. The partners should agree to a business plan with a shared vision, strategic objectives and preferred outcomes



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# IMPLEMENTATION PLAN

ACTIVITY	RESPONSIBILITY
Establishment of a National Tourism Safety and Awareness Forum	DEAT
Establish provincial tourism safety and awareness forums in the four remaining provinces	Provinces (SAPS and Provincial Tourism Departments , and Authorities DEAT to provide
Strengthen and provide support to existing provincial and local safety forums	Provinces (SAPS and Provincial Tourism Departments , Authorities and Tourism Associations DEAT to provide support



# IMPLEMENTATION PLAN(cont)..

ACTIVITY	RESPONSIBILITY
Facilitate the development of a risk assessment tool in partnership with the industry	DEAT, TBCSA and BAC
Development and implementation of a communication plan to support the Safety and Awareness Strategy	DEAT, SAT, IMC, Proudly South African, TBCSA, BAC and Organized Labour
Develop Community Awareness Programmes and common messaging on Tourism	DEAT, Provinces, Municipalities, Industry, Community Policing Fora, Community Associations and Organized Labour



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# IMPLEMENTATION PLAN (cont)..

ACTIVITY	RESPONSIBILITY
Identify champions and strong leadership both in government and industry to popularize tourism messages	DEAT, SAPS, Industry and Organized Labour
Launch of the Tourism Safety and Awareness Strategy	DEAT, SAPS, Provinces and Industry
Facilitate quarterly engagement sessions with the South African National Editors Forum	DEAT Communications
Development and distribution of Safety Tips and Handbook for Tourism Practitioners	DEAT, SAPS and Industry



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# IMPLEMENTATION PLAN (cont)..

ACTIVITY	RESPONSIBILITY
Facilitate the establishment of Provincial Victim Support Programmes	DEAT, SAPS and Industry
Obtain quarterly statistics on tourism crime reported incidents	DEAT, SAPS, Provinces and Industry
Facilitate the inclusion of tourism safety as a priority in local government planning	DEAT, SAPS, Provinces and Industry
Facilitate buy-in of the tourism industry	DEAT, Provinces and Municipalities



# KEY SUCCESS FACTORS

- The plan should be adopted at high level nationally, provincially and locally
- Structured participation of all role players to achieve integration
- Dedicate resources (human and capital) to drive the process – a high level “champion” and project management capacity
- Create sustainable structures to give effect or exploit existing structures
- Define clear actions and procedures
- There should be buy in by all stakeholders
- Effective communication plan



# PROGRESS MADE BY DEAT AND PROVINCES IN THE IMPLEMENTATION OF THE STRATEGY



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# NORTHERN CAPE

- The Tourism Safety and Awareness Strategy was finalised in March 2007 with the support and cooperation from the Western Cape.
- All critical role players including their roles and responsibilities have been identified and clarified.
- Further consultations are to be held with the civil protection units situated in 5(five) District Municipalities as they are a vital component to ensure the implementation of the strategy.
- An active task team is in place and is in a process of establishing a forum. The establishment of the provincial safety and awareness forum which will work closely with the South African Police Services is planned for the 2008/2009 financial year.
- The process of developing a publication on tourism safety and awareness tips will be finalized by end of March 2008.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# GAUTENG

- There are ongoing interactions with SAPS Provincial Commissioner. They have currently initiated dialogue with the communications unit with the aim of creating a protocol agreement and on how to cooperate with each other.
- Negotiations have been initiated with Ikhaya Lethemba which accommodates the Gauteng visitor safety and support initiatives.
- GTA plans to align their strategies to the Ikhaya Lethemba Tourism Protection strategies.
- There is willingness from all regions to participate and to support tourism safety initiatives in line with DEAT imperatives.



# GAUTENG (cont)..

- GTA is part of a forum led by the National Department of Social Development together with Department of Justice and Constitutional Development to ensure that issues of tourism safety are advanced
- The strategy will be developed and launched by March 2008.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# MPUMALANGA

- MEC for Economic Development and Planning, Mr Craig Padayachee in collaboration with MEC for Safety and Security, Mr Fish Malahlela has initiated a Tourism Monitor Project.
- A task team consisting of members from both Departments has been put in place to assist with project implementation. The task team established a steering committee constituted by members from SAPS, BAC, CPF/CSF, District Municipalities, Departments of Economic Development and Planning, and Safety and Security.
- On 1 December 2007, 150 Tourism Monitors were deployed to crime hot spots and attraction sites (26 sites) to provide tourists with information and to address incidents of crime.
- The Department of Economic Development and Planning will remunerate the 150 Monitors deployed at an expense of R1 054 000. 00 per annum.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# MPUMALANGA ( Cont)...

- The Department of Safety and Security has assisted with a budget of R120 000. 00 to train the 150 Monitors in Customers Care (SA Host) and Safety Precautions and transporting them to the training centre in Nelspruit.
  - They also assisted with the printing of uniforms consisting of fluorescent jackets, t-shirts, caps, identification badges and accommodation.
  - The Communications Unit of the Department assisted in drafting a media release statement on the project and slots for interviews were reserved at Ligwalagwala and Ikwekwezi FM.
  - The project was launched on 6 December 2007.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# MPUMALANGA (cont)...

- 80 000 safety tips and 1000 after -care posters were printed for distribution in roadblocks, border posts, information offices, toll gates, police stations, guest houses and hotels.
- The functioning of Priority Committees established in three regions, namely, Eastern Highveld, Highveld and Lowveld is ongoing.
- Both Departments continue to support Multi – Agency Mechanic Structures put in place by Local municipalities.
- Provision of after- care (victim support) to tourists affected by crime is undertaken with the support of Regional and Local Tourism Organizations and SAPS.



# KWAZULU- NATAL

- The Province is currently using tourism ambassadors on an ad hoc basis. Tourism Ambassadors are also utilized in Ilembe, the South Coast and Umkhanyakude.
- Tourism awareness workshops were held in June 2007 at Ugu and UMkhanyakude District Municipalities. The workshops focussed on safety issues and on the importance of tourism.
- They utilize the What, Where and When brochure to create awareness of tourism safety and awareness issues. The November –December brochure contained information on beach safety.
- TKZN continues to work closely with the Toll-reach Company in conducting tollgate campaigns during peak seasons, such as, the Christmas festive season, school holidays and Easter holidays.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# KWAZULU- NATAL (Cont)...

- An after care programme is implemented to try to change the negative perceptions in cases where tourists become victims of criminal activity.
- In the event of tourist travelling documentation being stolen, TKZN facilitates the replacement of the document through the relevant departments and also helps tourists to access emergency telephone numbers.
- Safety tips and brochures have been produced and are currently being distributed at all tourist information offices and accommodation establishments.
- There is a Tourist Help- Line which is currently operational between 06H00 and 21H00 seven days a week. TKZN is exploring ways of improving the current operational hours of the line to 24 hours.



# KWAZULU- NATAL (Cont)...

- TKZN works closely with relevant stakeholders in addressing the issues of road safety and signage where necessary. This came very strongly during the provincial tourism conference held on 04-05 December 2007.
- Collaboration continues with the Provincial Priority Committee on Rural Safety and Tourism.
- Furthermore, district representatives to serve on the 28 clusters committees of the South African Police Services where tourism matters are discussed have been identified.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# EASTERN CAPE

- The Department hosted a Tourism Summit in September 2007 and the following resolutions, regarding Tourism Safety and Awareness were taken:
  - That a Provincial Tourism Safety and Awareness Strategy be developed in collaboration with the Department of Safety and Liaison
  - That a Provincial Safety and Awareness Forum be established by September 2008
- The process of developing the strategy is underway and meetings were held with the Department of Safety and Liaison where the Provincial Crime Prevention Strategy was presented
- The Tourism Safety and Awareness Strategy will be a component of the Provincial Crime Prevention Strategy.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# EASTERN CAPE (Cont)...

- Consultations with relevant stakeholders regarding the establishment of the safety forum are also ongoing
- The Eastern Cape Tourism Board in partnership with the Departments of Safety and Liaison, and Roads and Transport has produced a booklet on tourism safety tips.
- The process of developing the strategy will be finalized by March 2008



# LIMPOPO

- The province has developed a draft provincial Tourism Safety and Awareness Strategy in October 2006.
- The Strategy was extensively consulted with all key stakeholders including municipalities, for further inputs.
- Currently, the strategy is awaiting the National Tourism Safety and Awareness Strategy finalization and launch in order to complete proper alignment and compliances.
- In December 2007, the province deployed safety monitors in hot spot areas to assist tourists, and resulted in positive results for tourists' safety.



# FREE STATE

- The provincial landscape indicates absence of safety and awareness structures which are community driven.
- The province has acknowledged its challenges in respect to formation of tourism safety forums.
- The Province coordinated a workshop with all relevant stakeholders held on 4 December to address tourism safety and awareness issues.
- General consensus was that existing structures should be strengthened to avoid duplication. A research on reviewing the various structure (CPF`s, LED and Tourism Forums) in the province is underway
- Further investigations will focus on Provinces which have displayed best practices in implementing tourism safety initiatives
- The outcomes of the research will be reported back to stakeholders.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# WESTERN CAPE

- The Western Cape Tourism Safety and Security Strategic Plan was completed in consultation with tourism stakeholders and key role players (SAPS) in 2003. The plan includes a management plan, crisis communication plan and the Tourism Victim Support Programme. It also included a comprehensive risk assessment.
- The Management Plan lays out the protocols and procedures to be followed during any incident involving tourists in distress. The handling of the media is identified as an important aspect of the plan.
- A Crisis Communication Committee has been created for decision – making and media handling has been operational since 2003 and MEC Lynn Brown was identified as the key spokesperson on all matters pertaining to Tourism Safety and Security.



# WESTERN CAPE (Cont)...

- The implementation of the strategy has been outsourced to Cape Town Routes Unlimited (CTRU) and regional and local representatives are operating effectively in the majority of the regions and local areas.
- The Tourism Safety and Support Unit within the department continues to consult through networking, liaison, and meetings with all key stakeholders as prescribed in the strategic and management plans
- The reactive capacity of the Tourism Safety and Support is implemented in regions and local areas in terms of:
  - Responding to incidents involving tourists in distress
  - Offering practical and emotional support to tourists
  - Creating victim support capacity
  - Creating a positive and caring atmosphere throughout the tourism industry



# WESTERN CAPE (Cont)...

- They have developed and implemented a proactive programme which includes safety tips, safety cards and stakeholder brochures to create awareness.
- These are distributed to all stakeholders on an ongoing basis. The establishment of an interactive website and the development of a quarterly newsletter is to be outsourced.
- Branding for the Programme has been developed and the slogan “We Welcome, We care” adopted
- They have appointed a service provider to research the 24/7 tourism hotline capability to be linked to the Tourism Safety and Support Programme



# WESTERN CAPE (Cont)...

- They have appointed a service provider to research the 24/7 tourism hotline capability to be linked to the Tourism Safety and Support Programme
- The Tourism Safety and Support Programme under the umbrella of Cape Town Routes Unlimited will be extended to all regions during 2008/09
- Monthly reports are monitored and evaluated and the decrease in the number of incidents between 2006 to date can be attributed to the effectiveness of the Unit
- The Department has allocated an amount of R1 million for implementation in 2006/07 and a further R1 million has been allocated for the 2008/09 financial year
- The Tourism safety Unit participates in the FIFA World Cup 2010 LOC to ensure that the Tourism Safety and Support Programme is incorporated during the planning stages of the event.



# NORTH WEST

- The province has no tourism safety and awareness forum in place and issues of safety and awareness are currently tabled at the Multi Agency Safety Forum
- Presented the National Tourism Safety and Awareness Strategy to provincial government clusters (economic and social) for ratification so that the relevant departments can make the necessary resources available.
- Participate in the Local Economic Development and the Provincial Growth and Development Strategy Tourism Working Groups to advance tourism issues including tourist safety.
- Have made a submission recommending the establishment of a Tourist Safety Unit (Western Cape Model).
- Working together with Madibeng Municipality on safety programmes to be implemented around the Hartebeespoort Dam area.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# DEAT

- The National Tourism Safety and Awareness Forum constituted by DEAT, Provinces, SAPS and industry represented by TBCSA is in place.
- This Forum which will meet on a quarterly basis was involved in the development of the implementation plan.
- Political Champions in the form of Minister van Schalkwyk and Minister Nqakula have been secured and they have both agreed on the joint launch of the strategy and ongoing meetings to address issues of tourism safety. The date of the launch is still to be identified.



# DEAT (cont)..

- DEAT has supported Provinces in the establishment of Forums when necessary through presentations to stakeholders. The strategy was presented to stakeholders in Eastern Cape, Free State and KZN.
- Tourism Safety Tips and the Handbook for Tourism Practitioners were printed and distributed at Indaba, Annual National Tourism Conference and some were sent to provinces such as Mpumalanga and Free State for distribution.
- DEAT will be hosting a workshop for provinces and municipalities during June 2008 and amongst others, municipalities will be urged to include tourism safety projects in their IDPs as well as allocate funding for implementation



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

- A closer analysis of the NTSAS implementation plan indicates that there is still a lot to be done and therefore adequate resources need to be allocated by DEAT and other spheres of government to implement the strategy.
- Discussions at various forums, reflected that implementation; even at National level, is slow and needs acceleration.
- DEAT whose responsibility is to lead the implementation of the strategy concluded that there are certain things that can be done (Quick Wins) despite the tight financial challenges.
- The Implementation Plan, calls for the Launch of the Strategy, by the two Ministers, the development of Provincial Safety and Awareness Strategies in all remaining Provinces, strengthening and providing support to provinces and the development of the Risk Assessment Tool, amongst other things



# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

## Development of Provincial Tourism Safety and Awareness Strategies

- A team, comprising representatives from DEAT, Western Cape, Kwazulu Natal and Mpumalanga will be set-up to practically assist provinces lagging behind in finalizing their strategies.
- The intervention falls within the role and facilitation role of DEAT and therefore resources will be made available to cover travelling and accommodation costs for these officials.
- On average, the team will spend at least three days in a province. This will require that the hosting Province put together logistical arrangements to support the team.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

- Letters requesting services of identified officials have been send to HODs for approval
- It must be indicated that other Provinces have already developed their Provincial Safety Strategies, rather the challenge is around implementation. DEAT intends to concentrate on supporting the implementation process.
- This will entail assisting provinces to secure buy in provincially, with relevant stakeholders, supporting the setting up or effective functioning of Provincial Working Groups through workshops, initiating and popularizing the national framework for victim support, amongst other things.



# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

## Roll-Out of the National Safety Monitor Project

- To strengthen and support existing forums, DEAT would like to support the roll out of the Tourism Safety Monitor Project to other Provinces.
- In Mpumalanga, the project has been launched as a partnership between the Department of Economic Development and Tourism and the Provincial Department of Safety and Liaison during December 2007.
- In addition to reducing crime, the project is providing employment and building the skills of the people in the area, thus contributing to economic growth.



# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

- The project entails identification of unemployed graduates and youth, training on basic policing and investigations, customer service and crowd control.
- Provinces could be lobbied to first consider these Safety Monitors when compiling their list of Tourism Ambassadors. In this way, the project can be sustainable. The team from DEAT visited Mpumalanga to learn more about the Project on 10 March 2008.



# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

## Launch of the Tourism Safety and Awareness Strategy

- Originally the launch of the Tourism Safety and Awareness Strategy was scheduled for September 2007, as agreed by the two Ministers. The event should take the form of a joint launch by Minister Van Schalkwyk and Minister Nqakula.
- The launch was postponed in order to give time for preparations of both the 2007 Tourism Month and Conference.
- DEAT will be starting with preparations for the launch, and the date and venue are still to be discussed and confirmed with the two Ministers.



# PROPOSED FUTURE INTERVENTIONS IN ACCELERATING IMPLEMENTATION

## Development of the Communication Strategy and its Implementation

- A draft communication strategy has been developed by Communications and still needs to be distributed to all relevant stakeholders (SAT, TBCSA, IMC, etc) for inputs.



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA

# CONCLUSION

- Provinces are at different levels of implementing the strategy.
- Most provinces have cited limited resources as an obstacle towards implementing the Strategy.
- More resources (human and financial) will have to be allocated by National, Provincial and Local government to ensure its successful implementation.
- The support of private sector is crucial in implementing the strategy alongside government



# Thank you



environment  
& tourism

Department:  
Environmental Affairs and Tourism  
REPUBLIC OF SOUTH AFRICA