

# Tourism Safety

**Michael Tatalias**  
SATSA CEO

# Nature of the problem

Crime, and armed robberies in particular, are the cause of numerous deaths and injuries every year and impose enormous costs on government and business, while deterring domestic and foreign investment, and limiting tourism arrivals. Furthermore, the extreme violence used, and the highly visible nature of these crimes, has damaged public confidence in the criminal justice system and faith in democracy in South Africa.

# Background

- contribution to SA economy & job creation
  - 2006: SA GDP R141 billion / 947 530 jobs

“Tourism generates almost more jobs than manufacturing. Very, very few of us appreciate the hardcore significance of this. The real potential of the industry, however, remains largely untapped.”

*(Source: Iraj Abedian, CEO of Pan-African Capital Holdings, commenting after SAT research presentation, November 2007)*

## Background (continued)

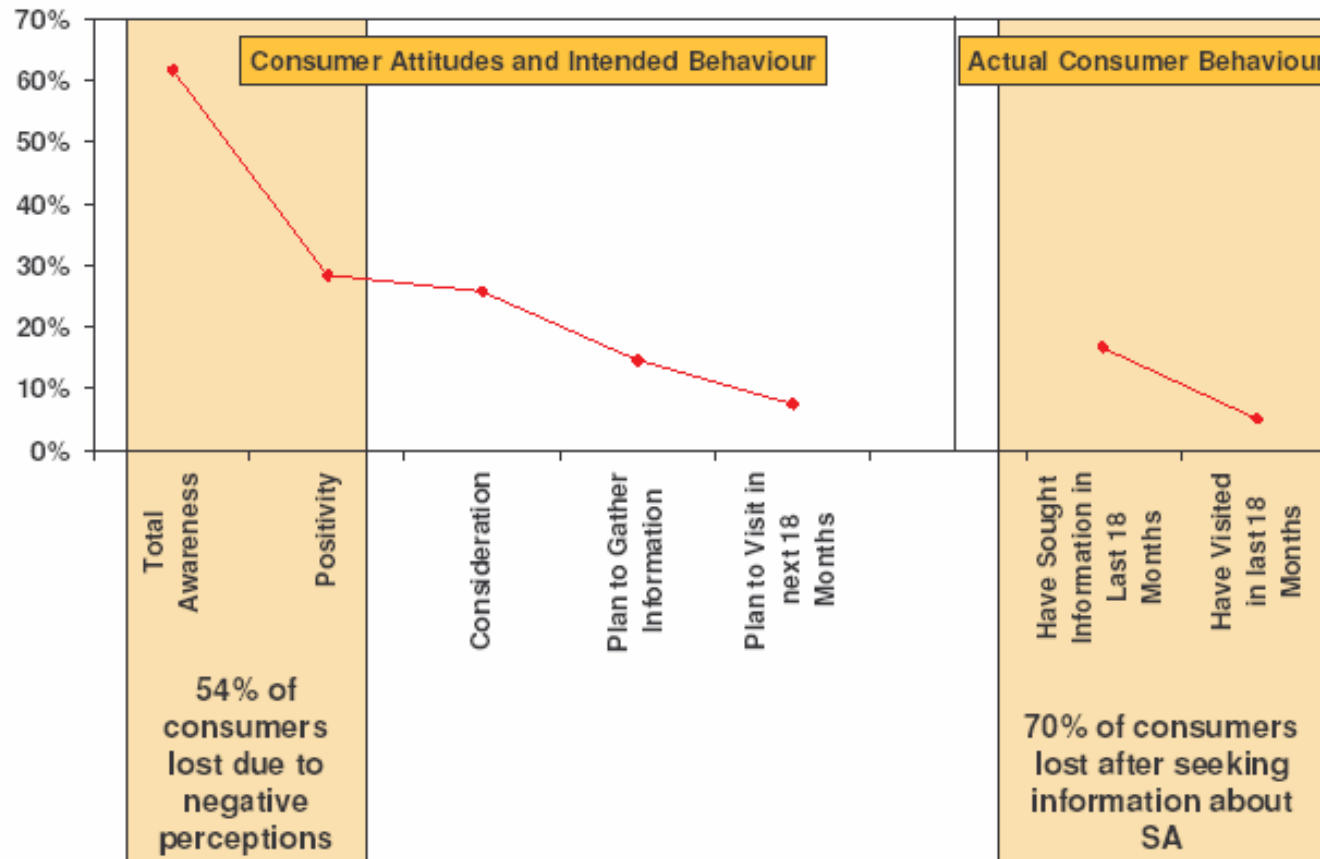
- safety & other fears

“ ... 947 530 jobs created. An increase of 9.6% compared to 2005. ... However, tourism safety and awareness, as a challenge, has been consistently identified across a number of studies, media and crime reports.”

*(Source: DEAT draft report – National Tourism Safety and Awareness Strategy, November, 2007)*

## Consumer Conversion Curve 2005 – 10 Target Markets

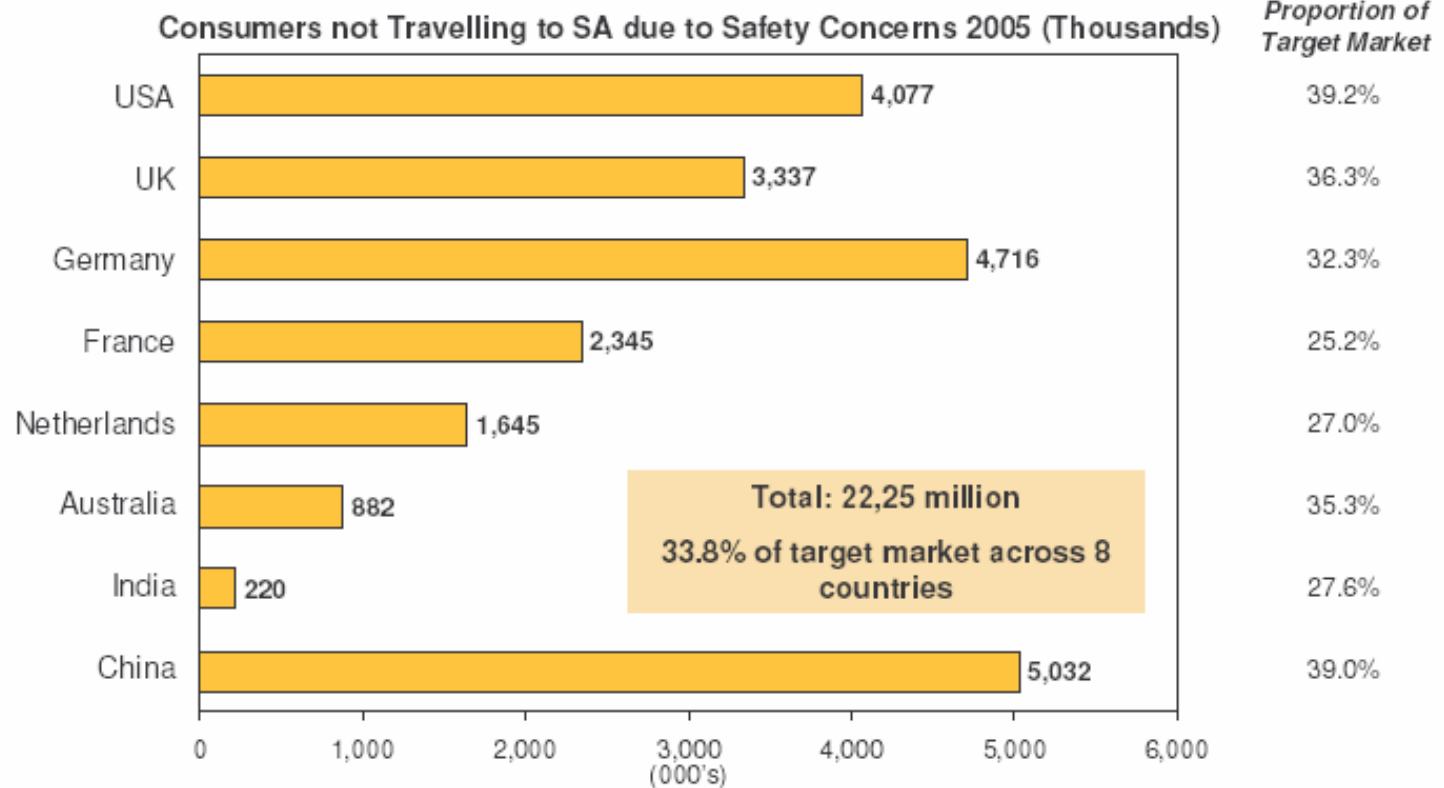
Consumer Conversion Curve – All Consumers across 10 Target Markets 2005



Note: Target Markets are the US, Canada, UK, Germany, France, Netherlands, India, China, Japan, Australia  
Source: SAT Market Segmentation Studies, SAT Brand Tracker January 2005, Monitor analysis

## Consumers Lost to SA because of Safety Concerns

Across 8 key markets, 22,25 million potential travellers did not consider South Africa over the last 5 years because they were concerned about safety



Note: Of all who have not visited SA, Question from SAT Brand Tracker: "Why haven't you visited South Africa for leisure purposes in the past 5 years? (Select all that apply)"

Source: SAT Market Segmentation Studies, SAT Brand Tracker, January 2005, Monitor analysis

# Industry response

- PPP (public-private partnership)
  - government led: national policy
  - private sector driven

-  TBCSA Safety & Security workshop April-07



- national Tourism Safety and Awareness Strategy, November-07

# Private sector response



**Business Against Crime South Africa**  
[www.bac.org.za](http://www.bac.org.za)

- BAC
  - other crime prevention programmes



**There simply is no other resource of this calibre and proven influence available to us.**



**We are proposing that the  
Tourism Safety Initiative  
(TSI)  
be that dedicated resource.**



## VISION

To reduce the incidence of violent crime where Tourism Businesses and its people & guests are involved, and improve the response of the criminal justice system in arresting and successfully prosecuting offenders.

## STRATEGIC OBJECTIVES

<p><b>Objective 1</b> Identify &amp; reduce security vulnerabilities in Tourism</p>	<p><b>Objective 2</b> Enhance co-operation with government role players in the criminal justice system</p>	<p><b>Objective 3</b> Enhance communication to improve risk management and perceptions regarding safety in tourism</p>	<p><b>Objective 4</b> Enhance existing processes with regard to managing the events around crimes against travellers</p>	<p><b>Objective 5</b> Ensure effective governance of the initiative</p>
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## DELIVERABLES

- To determine what the **nature and spread of the impact of crime** is on tourism (through data capture and analysis) to understand the trends, cross-cutting issues (across regions and across industries) and hot spots. Use the BAC relationship to feed this information through to the relevant government role players.
- Establishment of structured **communications** mechanisms to influence the perceptions of business and public regarding safety in the tourism industry.
- Through use of information flow and communications, to improve **co-ordination** between **tourism industry sub-sectors** regarding organised crime.
- Improve **prioritisation and co-operation** between **tourism businesses and government** at multiple levels, such as justice cluster; national, provincial and city tourism authorities, including DEAT's National Tourism Safety Forum (NTSF).
- Influence the setting up and management of active and efficient provincial **victim support** processes (sharing and work-shopping best practice case studies).
- Sharing and works-shopping of proven **best practice** interventions and processes to minimise risk at tourism businesses
- Ongoing **monitoring, problem solving, and intervention.**

# Thank you

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