



tourism

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Tourism
REPUBLIC OF SOUTH AFRICA

ANNEXURE C – RESULTS OF THE e-SURVEY (November 2009)

1. Purpose of the survey

The purpose of the e-survey, as recommended by the panel of experts, is to obtain input from a broader cross-section of stakeholders, in addition to the feedback obtained from the stakeholder workshops held within the 9 provinces, in order to guide the priorities within the national tourism strategy.

The e-Survey is not intended as a representative sample of all tourism businesses in South Africa, but is merely to provide some guidance in respect of what priority stakeholders place on various issues.

2. Methodology and Timeframe

A questionnaire was developed to obtain input from tourism stakeholders in respect of their views on the status of various tourism issues and their opinion on the priority issues that should receive attention within the national tourism strategy. The survey was made available electronically to stakeholders, with links to the survey sent via members of the panel of experts, tourism associations, the database for the national tourism conference, stakeholders invited to the stakeholder workshops, etc.

In addition, copies of the survey were distributed in the delegate bags at the 8th National Tourism Conference held on Friday 30 October 2009.

Respondents completed the survey online, and the survey was set up in such a way that the survey may only be completed once on a particular computer, thereby eliminating the possibility of the same respondent completing the survey more than once.

The link to the survey was first distributed on Wednesday 14 October 2009, and the survey was closed on Thursday 12 November 2009.

3. Respondent profile

A total of 203 respondents started the survey, but only 184 (90,6%) completed all the questions in the survey.

3.1 Type of organisation represented

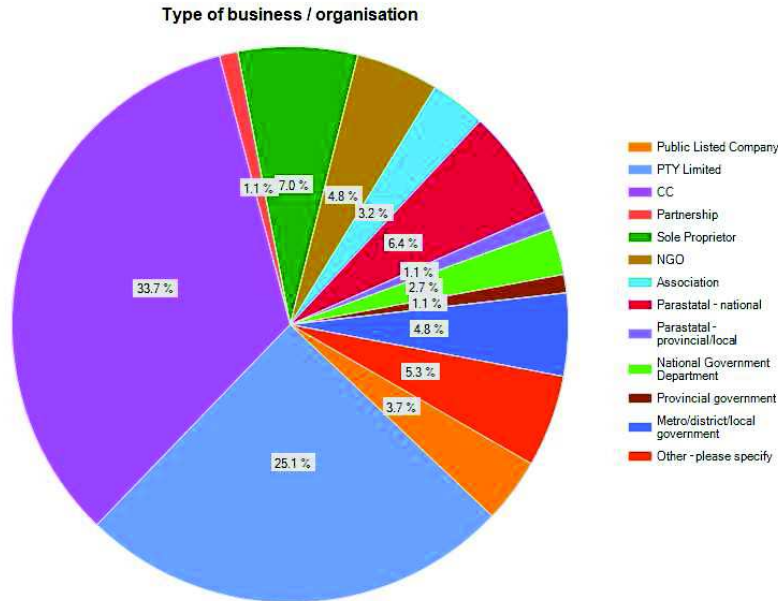
Respondents were asked to indicate what type of organisation or business they represent. The diagram below shows that the majority of respondents operate within a closed corporation or a private company.



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

Figure 1: Type of organisation



42 Respondents listed an additional comment on their type of organisation, and these included:

- Tour operator / broker (5)
- Development finance institution
- Section 21 company and Pty Ltd
- Hospitality
- Local tour company
- Backpacker (2)
- Publication – adventure tourism
- Guest house (2)
- Eco adventure company
- SATSA
- Youth Travel Tour Operator
- Close corporation and intending to become a Pty Ltd soon
- “We are a development trust dedicated to the development of and providing access for black tourism enterprises. We have developed a unique model that works, with both push and pull factors to facilitate sustainability.”
- Large unlisted Ltd company
- University (2)
- Hotel & restaurant
- Tour guide
- I am an overseas operator and marketing company



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

- Country lodge
- Village Tourism Trust (Registered Section 21 Company)
- Hotel
- Language school
- MTPA
- Kruger Lowveld - Regional Tourism Organisation
- Car rental (2)
- Baviaans municipality
- Tourism empowerment council
- Attraction
- Black management forum
- Academia
- Tourist board
- Development of organisational and personal DNA - culture and the required practices to bring this to effect
- Training & development

3.2 Size of organisation represented

Most of the respondents to the survey represented micro to small businesses, as indicated in Figure 2 below.

Figure 2: Size of organisation

