



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

**DEPARTMENT OF TOURISM: RESPONSES TO THE RECOMMENDATIONS OF THE PORTFOLIO COMMITTEE ON TOURISM AS PER THE REPORT ON THE CONSULTATIVE WORKSHOP ON TOURIST SAFETY AND SECURITY IN SOUTH AFRICA**

<b>RECOMMENDATIONS</b> <b>TOURIST SAFETY AND SECURITY</b>	<b>RESPONSES</b>
<b>5.1 Recommendation to the Minister of Tourism</b>	
5.1.2 The Department of Tourism to finalise the Tourism Safety Strategy in consultation with all relevant stakeholders in the country.	The strategy and implementation plan were finalised in 2019.
5.1.3 All provinces should develop Tourism Safety Strategies aligned to the National Tourism Safety Strategy developed by the Department of Tourism.	Western Cape and Mpumalanga have a Safety Strategy, Northern Cape and Limpopo have started the process to develop their safety strategies. Eastern Cape and Gauteng is starting the process to establish a Provincial Safety Forum, through which they will begin the process to develop the strategies. Kwazulu Natal, North West and Free State are still start the process.
5.1.4 The National Tourism Safety Strategy should include a Crisis Management Plan, which will serve as a Tourist Safety Response Plan during times of natural disasters, accidents, and crime incidents.	5.1.4 The National Tourism Safety Forum is still working on refining the Safety Communication Protocol which will include the Crisis Management plan  There is a draft Communication Protocol and the Communications sub-committee of the National Tourism Safety Forum worked on consolidating the various safety protocols or Standard Operating Procedures (SOP) from the various sub-sectors into one set of tourist safety protocols.

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<p>(a) The Tourist Safety Response Plan should be common across all provinces.</p> <p>(b) All tourism stakeholders should know what to do when crime or other forms of disaster happen. A clear Standard Operating Procedures document should be developed to provide the order and <u>flow of operating procedure at the time of incident.</u></p> <p>(c) Tourism authorities (DMOs) and SAPS should provide <u>24/7 assistance and support to tourists in distress</u></p> <p>(d) Creation of a war room by the SAPS at the National Tourist Safety Forum.</p>	<p>(a) Provinces are part of the National Tourism Safety Forum and were part of the development of the Tourism Safety Strategy, The implementation of the strategy will take place at provincial level.</p> <p>(b) The Safety Forum's sub-committee on Communication as lead by the department's Communications unit was mandated to look at the various sub-sectors Standard Operating Procedures(SOP) with a view to ensure uniformity in dealing with tourists in any form of distress.</p> <p>(c) The communication plan was jointly developed by the department and South African Tourism (SAT) communication teams in 2019. The plan focuses on protocols as well as communications strategy for safety and security issues.</p> <p>SAPS is part of the Tourism Safety Forum, and following the signing of the MOU between department and SAPS on the 04<sup>th</sup> December 2019, the two departments have also worked on an implementation plan which is linked to the Safety Strategy and which will focus on initiatives that the two departments will implement at a bilateral level. One of the areas that SAPS has committed to do as part of the agreement is to implement the 72-hour activation plan in the event of an incident.</p> <p>(d) The department and SAPS have established a Technical Working Committee (TWC) as part of the MOU.</p>

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<p>5.1.5 Provincial tourism departments should sign memorandums of understanding (MOU) with provincial Commissioners of Police on how to handle tourist safety at a provincial level, similar to the one at national level.</p>	<p>The implementation plan of the MoU signed between the department and SAPS cascades to provinces. SAPS have since sent directives to its provincial structures on some of the initiatives that form part of the bilateral collaborations, to carry out the implementation.</p>
<p>5.1.6 SA Tourism should intensify its brand tracking study across several target markets (more than the current 18 markets) to address the perceptions of South Africa as a leisure travel destination.</p>	<p>SAT has already expanded its brand tracker study to ensure coverage in the 44 markets identified in its business strategy to address the perceptions of South Africa as a leisure travel destination.</p>
<p>5.1.7 SA Tourism, in partnership with Brand South Africa and DIRCO, should intensify PR work to change perceptions of South Africa as a tourism destination abroad.</p>	<p>SAT collaborate with Department of Tourism and DIRCO by training officials who are scheduled to be deployed at missions, on the Welcome Initiative. Officials were further provided with Welcome Toolkits.</p>
<p>5.1.8 Stats SA should work closely with SAPS and the Tourism Business Council of South Africa (TBCSA) to collect statistics of crime committed against tourists in South Africa to get a complete picture of various categories of crime and to determine the crime hotspots in the country with a view to curate appropriate interventions.</p>	<p>TBCSA have appointed a private security firm and collaborated with SAPS in an initiative to identify crime hot spots. The programme was implemented in Mpumalanga and Eastern Cape in January and February 2020. Once the statistics are finalised, SAT will work closely with the department, SAPS, statsSA and industry to generate the necessary insights for market messaging. However, data handling as it relates to crime and statistics remain the preserve of SAPS and StatsSA.</p>
<p>5.1.9 The Tourism Safety Initiative by the Tourism Business Council of South Africa (TBCSA) should become part of the National Tourism Safety Strategy.</p>	<p>TBCSA is part of the Tourism Safety Forum. All tourism safety related issues and initiatives are discussed at this forum. The forum's TOR demands that there is an integrated and coordinated manner when dealing with issues of tourist safety.</p>

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5.1.10 Stats SA should assist with regular tourism statistics to assist the Portfolio Committee on Tourism in tracking various variables of the tourism sector.	The department noted the recommendation.
5.1.11 The Crisis Management War Room leading to the Crisis Management Plan should be developed as part of the National Tourism Safety Strategy.	The National Tourism Safety Forum and the Technical Implementation Committee are the structure set up to support the implementation of the National Tourism Safety Strategy.
5.1.12 SA Tourism and TBCSA to reprioritise the TOMSA Levy to fight crime in the identified tourism crime hotspots.	An amount of about R40m has been set aside as part of the implementation of the tourism safety strategy plan. This amount is administered by TBCSA and supported initiatives like the establishment of the Joint Operation Centre (JOC), working with private sector security company vetted by SAPS. The JOC among other things provide escort services to tourists in distress, working in collaboration with SAPS - will patrol some of the key hotspots in the identified provinces like Mpumalanga, airport follow-on in Gauteng etc. Each province has own structure which meet regularly. These structures are chaired by SAPS members.
5.1.13 Specific interventions should be developed for the identified crime hotspots such as Mpumalanga (Kruger National Park), OR Tambo International Airport and the Table Mountain National Park.	Refer also to recommendation 5.1.12
5.1.14 Metros and major towns to use the Gauteng and Western Cape Tourism Crime strategies as a benchmark when developing their own strategies.	The department has started a process to consult with METROS and working with SALGA. SALGA will be approaching the various Metros to present the safety strategy to them and also look at ways of getting them, to participate in the forum, especially because these cities are hotspots for tourist safety issues. However, it still be the discretion and prerogative of the Metros whether they want to benchmark or will come up with their own strategies suitable for their environment and situation.

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<p>5.1.15 Department of Tourism/SA Tourism to lead a campaign by all provincial DMOs to develop APPs that inform tourists about attractions and what to do when experiencing crisis in local destinations.</p>	<p>The department and SA Tourism are exploring the use of technology in this regard. Furthermore, safety tips to tourism are available at products across the country.</p>
<p>5.1.16 Develop effective PR campaigns using celebrities, influencers, and Google search engines to manage perceptions about South Africa as a destination.</p>	<p>The Department of Tourism and SA Tourism have noted the recommendation In amplifying the brand story, SAT will be using multi-format and user generated content, across key digital touch points and through targeted influencer campaigns. Google is a key enabling partner to deliver on content creation and distribution on search engines.</p>
<p>5.1.17 Provincial Tourism Authorities must develop Safety Tips for Tourists and Frequently asked questions for destinations.</p>	<p>The Communications sub-committee of the National Tourism Safety Forum is also working on finalising the frequently asked questions and possible responses thereto and this will be shared with all forum members. The guidelines/ safety tips will be on hard copies as well as RQ code. SAT will continue to continue conduct training on "Welcome Campaign" and "We Do Tourism" initiatives and to provide Welcome Toolkits.</p>
<p>5.1.18 The National Tourism Safety Strategy, Western Cape, WESGRO, and other provinces, should include townships in their safety plans.</p>	<p>The Department of Tourism and SA Tourism note the recommendation Provinces are represented in the national safety forum and provincial safety forums, in terms of the communication structures, Police stations will serve as point of entry due to being at a local level.</p>

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<p>5.1.19 The Department of Tourism and SA Tourism should conduct a benchmarking study to determine to what extent crime is affecting tourism in South Africa.</p> <p>5.1.21 A Crisis Management Forum to be part of the National Tourism Safety Forum. This should be part of the SAPS communication protocol. This should be a joint war room with the National Safety Forum.</p>	<p>As part of brand tracking process that SAT undertakes, the tracking is on perceptions of SA as a tourist destination relating to crime, cost and health.</p> <p>The Department of Tourism and SA Tourism note the recommendation.</p> <p>Please also refer to the response of 5.1.4 for more detail. Crisis communication is part of the tourist safety strategy, in order to be able to have the crisis properly communicated in line with the severity of the crises.</p>
<p>5.1.21 A Task-Team should be established; led by the Department of Tourism, SAPS, and TBCSA; that will report to Parliament bi-annually on the implementation of the <i>resolutions of the Workshop</i>.</p>	<p>Please refer to 5.1.4(d).</p> <p>The department will report to the Portfolio Committee on Tourism per invitation.</p>
<p>5.1.22 The Communication Strategies should also include communication strategies around all forms of crime, including farm murders, as these also create negative perceptions about South Africa.</p>	<p>Two main tools are in place to deal with communications issues, which are:</p> <ol style="list-style-type: none"> <li>1. Tourism Safety Communications Protocol</li> <li>2. Framework for Tourism Safety Communications Strategy</li> </ol> <p>In addition the SAPS Launched the National Rural Tourism Safety Strategy in Vhembe where the Department of Tourism participated.</p> <p>The communications strategy is anchored on seven (7) pillars to be implemented through strategic interventions, which will guide internal and external processes of the communications function.</p> <ol style="list-style-type: none"> <li>1. Community Outreach and Stakeholder Relations (Imbizo, Call Centre, Exhibitions etc.)</li> <li>2. Media Relations and Liaison (Briefings, Workshops, Press Clubs etc.)</li> <li>3. International and Intergovernmental Communications (SA Hub Heads Embassy Content, Roadshows, Foreign correspondents etc).</li> </ol>

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<p>5.1.23 SANEF, Department of Tourism, SAPS and the Tourism Business Council of South Africa should engage and consider signing a Memorandum of Agreement on crime reportage about South Africa to assist in dealing with perceptions of crime about South Africa.</p>	<p>The Department of Tourism and SA Tourism note the recommendation</p> <p>The National Tourism Safety Strategy and the Communications Strategy recognizes the need to work with various opinion makers including the media in terms of reporting. Numerous programmes includes:</p> <ol style="list-style-type: none"> <li>1. Outreach to the market by the Minister including China, Japan, India and Nigeria based on sentiment from the market and engagements with the market countries missions in Pretoria.</li> <li>2. Quarterly briefings to the Editors Forum, Press Clubs and Foreign Correspondents Associations.</li> <li>3. All outbound shows included in the programme on intensive media engagements.</li> <li>4. Standardization of messaging for the Hub-heads.</li> </ol>
<p>5.1.24 SANEF should facilitate the appointment of dedicated journalists who report on tourism.</p>	<ol style="list-style-type: none"> <li>1. Most Media houses already have various journalist reporting on travel and tourism.</li> <li>2. The Media engagement strategy of the department and of SA Tourism includes the following interventions to improve on reporting on Tourism related issues <ul style="list-style-type: none"> <li>• Media Hosting, Tours, Site Visits</li> <li>• Media Capacity Building Workshops</li> <li>• Advertorial and overall media partnerships with Community Media, Print media and Broadcasters.</li> <li>• The 2020/21 Departmental Communications strategy</li> </ul> </li> </ol>
<p>5.1.25 Capacity building of safety monitors by the Department of Tourism, in partnership with SAPS, to ensure that they fulfil both the safety focus and brand/marketing of SA as a tourist destination; including the clarification of reporting lines.</p>	<p>Monitors are trained in aspects such as guiding and customer relations issues. To ensure that they are capable of handling situations, further training shall be provided by SAPS.</p>

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<p>5.1.26 Capacity building of safety monitors should entail training in foreign language skills.</p>	<p>Foreign language skills is part of the long-term plans for further skilling of Tourism Monitors.</p>
<p>5.1.27 Involve the universities in driving research on crime and other tourism related matters.</p>	<p>Research on crime and associated patterns is the mandate of SAPS.</p>
<p>5.1.28 Establishment of people driven oversight forums at every village and township in South Africa.</p>	<p>The Department of Tourism and SA Tourism note the recommendation.</p> <p>Tourism Monitors are placed throughout the provinces and some are found in villages and townships where there are tourist's attractions and a risk of tourist being in distress. The House of Traditional Leaders was engaged on the matter and they are willing to support the project especially because they do have traditional police within the various villages.</p>
<p>5.1.29 Management of South Africa as a tourism brand working with the media.</p>	<p>The Department of Tourism and SA Tourism note the recommendation linked to above no 5.1.22, 5.1.23 and 5.1.24</p>
<p>5.1.30 A feedback mechanism in a form of follow up meetings should be arranged to assess progress in the implementation of the workshop resolutions.</p>	<p>The Department will keep track of implementation and will await the invitation to brief the committee accordingly</p>
<p style="text-align: center;"><b>Recommendation to the Minister of Police</b></p>	
<p>5.2.1 The Department of Tourism should work closely with SAPS, Provinces, and the Tourism Business Council of South Africa to establish Tourism Safety Forums. These should be convened on regular basis, preferably monthly at the inception, then quarterly, as all the</p>	<p>The Department of Tourism and SA Tourism note the recommendation. Structures for implementation of the National Tourism Safety Strategy are already in place.</p>



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<p>stakeholders have grasped their roles and responsibilities.</p>	
<p>5.2.2 The SAPS should make a provision in the Crime Administration System (CAS) to enable the system to segregate and reflect crimes committed against tourists.</p>	<p>The Department of Tourism and SA Tourism note the recommendation The department is working with SAPS and this matter is being attended to by SAPS. They will be developing a coding system that will make it easier for them to segregate crimes related to tourists when reported. Work in progress.</p>
<p>5.2.3. Roll –out of tourism safety initiatives such as Safer Festive Season</p>	<p>The Department of Tourism and SA Tourism note the recommendation The department and SAPS worked on a plan for joint safety awareness campaigns and that will cover the festive seasons. The safety plan will ensure that this will be dealt with jointly in future.</p>
<p>5.2.4 The Traditional Policing Concept being piloted by SAPS in the Eastern Cape to be rolled-out throughout to all villages around the country.</p>	<p>The Department of Tourism and SA Tourism note the recommendation See 5.1.28</p>
<p>5.2.5 SAPS working with Metros and major towns to conduct a feasibility study of introducing Tourism Police.</p>	<p>The Department of Tourism and SA Tourism note the recommendation SAPS is leading a process of a feasibility study for the establishment of the Tourist Police in conjunction with the department is part of the plan. Part of the feasibility study will entail benchmarking studies of a few countries that have "Tourist Police</p>

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5.2.6 SAPS to consider classifying crimes committed against tourist as tourism crime or economic crime, considering the economic contribution of the sector to the GDP	The Department of Tourism and SA Tourism note the recommendation
5.2.7 SAPS to consider collaborations with private security companies in fighting crime against tourism in the country (Eyes and Ears Project) in all provinces.	The Department of Tourism and SA Tourism note the recommendation
5.2.8 Consider benchmarking with Dubai on tourism safety initiatives.	The Department of Tourism and SA Tourism note the recommendation  SAPS is leading a process of a feasibility study for the establishment of the Tourist Police in conjunction with the department is part of the plan. Part of the feasibility study will entail benchmarking studies of a few countries that have "Tourist Police".
5.2.9 Involvement of the Directorate for Priority Crime Investigation (DPCI) on gathering intelligence and dealing with crimes committed against tourists.	The Department of Tourism and SA Tourism note the recommendation
5.2.10 Ensure Involvement of Community Policing Forums in safety initiatives.	The Department of Tourism and SA Tourism note the recommendation