

ANNEXURE A: Barriers, Recommendations and Bodies Responsible for Implementation

Focus Area	Barriers	Recommended Interventions	Priority	New Entity	Government					Associations	Private Sector
					SAT	DEAT/ the dti	Provincial	Local	CVB		
Establish the business tourism forum entity			1		X	X	X	X	X	X	X
Understand the market	Lack of standardised business tourism industry definitions	Develop standardized definitions which should be communicated to all stakeholders	2	X							
	Lack of relevant, applicable, comparable and consistent business tourism research	Develop a research programme	2	X	X	X				X	X
Choose the attractive segments	High incidence of corporate conferences and a lack of 'non-corporate' business tourism meetings and events	Improve stakeholder knowledge of the business tourism industry and focus on securing non-corporate business tourism meetings and events	1	X	X		X	X	X	X	X
Market the destination	Lack of business tourism bid support	Develop a bid support programme for business tourism meetings and business tourism events	1	X	X				X		
	Lack of knowledge about domestic business tourism marketing and market intelligence	Communicate current domestic marketing activities and market intelligence to the industry	3		X		X				
	Business tourism industry is seasonal and concentrated in Gauteng, the Western Cape and KwaZulu-Natal	Assist the development of iconic business tourism meetings and events with a South African flavour	3				X	X			
		Create a calendar of business tourism meetings and events (subject to criteria)	2	X	X				X		
		Consider offering incentives for business tourism meetings and events hosted in off peak times or in certain geographic locations	2				X	X			
	No specific barrier	Monitor South African prices	3	X	X				X		X
		Develop / enhance an ambassador programme	2		X						
		Host international buyers	2		X	X					
		Improve the business tourism website	1	X	X						
		Ensure the availability of promotional materials	3	X			X	X	X		

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Facilitate the removal of obstacles	Infrastructure issues (eg. red tape, affordable airlift, public transport and crime)	Advocate the importance of infrastructure in creating an enabling business tourism environment	2	X		X					
	Capacity constrained business tourism associations	Establish mechanisms to strengthen business tourism associations	2	X		X				X	
Facilitate the product platform	Low uptake of accreditation of planners and grading of venues	Government should use the levers available to it to encourage supplier accreditation / grading ie. procurement spend on accredited / graded suppliers only	1	X	TGCSA	X	X	X		SAACI	X
	Poor skills pool and lack of qualifications and training opportunities	Identify appropriate skills and qualifications	1	X	THETA	X				X	X
	Lack of knowledge about SMME programmes	Improve communication on SMME programmes	1			X				X	
		Increase the use of SMMEs in the industry	1			X				X	X
	Lack of transformation in the industry	Government should use the levers available to it, eg. Tourism BEE Charter, procurement spend on BEE compliant suppliers only	1	X	X	X	X	X			
Monitor and learn from tourism experience	Unco-ordinated effort in the industry	Build on what SAT is already doing and ensure co-ordination with the proposed research programme	3	X	X					X	

Priority Key: 1 = Vital; 2 = Very Important; 3 = Average Importance

Source: Grant Thornton and Prodigy Business Services, 2006a