

SATSA 
The Voice of Inbound Tourism



INNOVATE TOURISM
AFRICAN TOURISM DEVELOPMENT AT SCALE

Building a transformed, resilient and sustainable tourism sector through localisation

Access, Inclusivity, Diversity + Innovation

September 2021

Purpose: Facilitation of the transformation of the South African tourism inbound industry to include a wider diversity of tourism product

Access

Inclusivity

Diversity

2020/2021 AID Activities towards Transformation in Tourism

Market Access	Skills Development & Knowledge Sharing	Equity Funding
<p>8 Virtual Fams implemented Limpopo, Eastern Cape, Northern Cape and KwaZulu-Natal. This has provided market exposure to 1187 local and international buyers for 136 small tourism products based in townships, rural areas and small towns of South Africa</p>	<p>Training workshops hosted for 160 Northern Cape tourism businesses and stakeholders</p> <p>48 Mentors into TBCSA and NDT Pilot Mentorship Program</p> <p>Motherwell Tourism Association</p> <p>#IgniteYourPassion hybrid sessions with Garde 11 Tourism Students in Motherwell and Knysna</p>	<p>Proof of Concept developed as a blueprint for ownership change. Working with a boutique hotel in the Wild Coast and identifying potential buyers</p>

#LetsInnovate Tourism: 3 Mission Goals



1. To get South Africa's established tourism and hospitality businesses visible and generating revenue online
2. To empower South Africa's micro-and-small businesses in tourism and hospitality with the digital and technology tools that their businesses require to thrive in the digital economy and create more jobs
3. To encourage young people aspiring to being employed in tourism and hospitality to level-up and create an army of entrepreneurs, leveraging their heritage and developing much needed new tourism product for both domestic and international markets

12 Month #LetsInnovate Program

FREQUENCY	MONTHLY PROGRAM	DESCRIPTION
Weekly	#LetsInnovate Tourism Podcast	Podcast reaching a minimum of 1 300 businesses in tourism in South Africa
Monthly	Webinars	Monthly #letsInnovate Tourism and Hospitality webinars: The role of Innovation, Entrepreneurship and Technology as SA tourism sector rebuilds
	SA Attractions Mapathon events alongside SATSA's #letsGo campaign	Partnership Opportunity: SMME's in tourism and hospitality, and students in all provinces of South Africa are invited to part
	Workshops and training	Technology company collaborator workshops and training targeted at tourism and hospitality SMME's
	Media partners features	Features on IT Web, Tech Central and Social TV for reach beyond the tourism and hospitality sectors

#LetsInnovate Tourism: Outcomes/Expected Results

- A tourism and hospitality sector in South Africa that is empowered with **digital and technology** tools, processes and systems that will help them grow **sustainable businesses** and create jobs
- A tourism and hospitality sector which is **globally competitive**
- **100 new jobs created** in tourism in South Africa across the #LetsInnovate community
- Technology and digitally driven **job opportunities** e.g. software engineers, data scientists, copywriting, design
- **New roles in SMMEs** in the #LetsInnovate community e.g. digital marketing
- **New SMMEs** (largely currently unemployed youth who have completed their tourism studies) creating new tourism product targeted at the tourism consumer of the future
- 200 SMMEs empowered with **digital skills and tools** to thrive in the digital economy

SA Attractions Mapathons: Outcomes/Expected Results



- Through the Mapathons in each province we aim for an empowered cohort of technology-skilled young people with an-in depth knowledge of how their skills can be applied in South Africa's tourism tech and digital solutions
- **225 students** in tertiary institutions across the South Africa, trained on Agile Methodology and the application of digital skills for heritage preservation in the tourism sector
- A live website with **interactive maps** of the key attractions in each province, with additional information on the **UNESCO World Heritage Sites** and community-based tourism products near to and around the sites
- 10 South African UNESCO World Heritage sites mapped
- **90 Women-owned businesses** and **community-based tourism** products in and around key attractions and the UNESCO World Heritage sites also mapped on the website

How to Get Involved?

- Provincial and local tourism bodies
- Digital technology partner collaborators
- All South African tourism stakeholders

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