



WHAT IS THE TBCSA?

The Tourism Business Council of South Africa is the umbrella organization representing the tourism business sector involved in tourism. The TBCSA was established in February 1996 by leading tourism businesses. Its purpose is to engage with all stakeholders in developing macro strategies that create an enabling environment for tourism development.

The TBCSA does not replace the trade associations. Trade associations, representing their own interest groups and functions, are members of the TBCSA.

OUR VISION

That together we build a tourism industry and sector that **grows, thrives** and is **sustainable** for the benefit of all South Africans, now and in the future.

HOW DO WE GET THERE?

The TBCSA gives 'One Voice' for the business sector of the tourism industry and ensures that through comprehensive, united and effective representation and support at national level; appropriate macro strategies are adopted for developing and maintaining an environment in which international and local tourism will prosper as a national priority, and in which the business sector will be able to achieve successful growth and equitable development while ensuring the protection of our natural and cultural heritage.

This is achieved through supportive partnerships with Government, through close relationships with relevant organizations, institutions and associations and through fostering positive linkages amongst all stakeholders.

WHAT WE'VE ACHIEVED SO FAR?

Since its inception in 1996, whilst making tourism a top priority on the national agenda, the TBCSA has achieved success in many areas. Despite negative media coverage regarding South Africa and its neighboring countries, the promotion of South Africa has resulted in a consistent increase in tourism since 1996.

A formal agreement entered in between government and industry guarantees that South Africa's tourism policy, its strategic direction and its implementation, are now the joint responsibility of government and the private sector as represented by the TBCSA. Various bodies have been established by the Minister of Environmental Affairs and Tourism and other ministries that embody this public/private sector partnership agreement.

KEY PRIORITIES

- **Communication, public relations and engagement** with media to foster a universal culture of tourism
- **International Marketing funding**, support and monitoring of progress
- **Airline/airseat Access and capacity**
- **Support to The Johannesburg World Summit**
- **Empowerment and Transformation** of the tourism industry
- **Tourism Safety**

OTHER ON-GOING PRIORITIES

- **Statistics and information**
- **Standards and customer care**
- **Enterprise support**
- **Business Opportunities**
- **Media Perception**

TBCSA BOARD

The TBCSA Board of 18 members constitutes appointed representatives of the various member categories to integrate and secure the macro interests of the tourism industry. The Chair is Ms Boni Dibate of SA Express. The CEO of SA Tourism also sits on the Board. This representative Board of all member categories functions in a strong and co-ordinated manner in the interests of all members and industry as a whole.

MEMBERSHIP AND BENEFITS

Who are our Members?

The TBCSA's membership comprises numerous tour operators, accommodation establishments, restaurants and providers of transport facilities. Over and above the companies directly involved in tourism, our Crown Members are international corporations from various business sectors, which appreciate the enormous value that tourism has to add to their businesses.

Benefits

The TBCSA provides a platform for industry to interact, network and exchange critical information on issues and activities that could give members an edge in efficiency and profitability. It also gives members a voice in International Marketing through SA Tourism representation.

TBCSA OPERATIONS

The Offices of the TBCSA are operated under the leadership of an Executive Director, assisted by a small but dedicated team.

Issues that are brought to the TBCSA are communicated to the TBCSA members who create policy on the subject matter through policy committees, round robins or direct communiqués. This policy is presented to the TBCSA management board for ratification and adoption.

The TBCSA office facilitates the keeping of communications and information between all parties, including giving feedback to the TBCSA membership.

ONE VOICE

Our industry has a long history of fragmentation and self-interest. Yet international best practice has shown that this industry, more than any other, thrives on national co-operation, pooling of resources and benefit sharing to be internationally competitive. The TBCSA strives to give strategic leadership in the key areas that affect our industry and actively fosters working together to make our industry and sector highly successful.

COMMUNICATIONS

TBCSA Website : www.tbcsa.org.za

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