

## **Conference Objectives**

- To facilitate input from all stakeholders in the review of a provincial tourism strategy and crisis management plan which could be adopted both regionally and nationally
- To nurture ongoing sharing of knowledge amongst all stakeholders
- Ensuring that all stakeholders have an understanding of the underlying socio-economic drivers of crime, the evolving nature of crime and the impact thereof on tourism
- To nurture an understanding amongst stakeholders of security imperatives at large events
- To gain insight into the way South Africa is perceived both locally and internationally as a tourist destination in terms of its safety and security
- To assert that tourism opportunities exist for all communities
- To look at ways of creating safer public transport for tourists

## **Programme Design**

With these objectives in mind, the programme was designed in such a way as to give local, provincial and national perspectives moving into international case studies and best practice. The programme included a wide range of stakeholders necessary to ensure safety and security for tourists, i.e. the police, business and victim support experts. Workshops were chosen as the ideal catalyst to ensure that all issues would be considered fully and that different perspectives and opinions would be garnered so that real solutions could be formulated.

## **Projected Conference Outcomes**

- An established community safety network with all stakeholders
- An integrated approach towards crime prevention and crime reduction to ensure the safety of tourists
- The positioning of the province and South Africa as a safe destination for tourists
- An informative booklet with safety tips or guidelines for tourists as part of a range of services offered by tourism agencies
- A comprehensive communications campaign illustrating tangible benefits of tourism for the community
- Greater investment from the private and public sector in crime prevention
- Media participation in a marketing strategy for provincial tourism
- Strengthening the relationship between the media and the tourism industry

# Programme

Wednesday 15 October 2003

**DAY ONE:**

TIME	ACTIVITY	TOPIC
0800-0900	Registration	
0900-0910	Welcome by MC – Redi Direko	Introductory remarks
0910-0920	Opening Marthinus van Schalkwyk - Premier of the Western Cape	Opening and welcome
0920-0940	Keynote speaker: Rejoice Mabudafhasi Deputy Minister of Environmental Affairs and Tourism	Tourism: The National Perspective
0940-1000	Itumeleng Pooe Director: Dept of Economic Development and Tourism (W.Cape)	Western Cape Tourism Safety and Security Strategy and Crisis Communication Plan
1000-1020	Andre Pruis National Deputy Commissioner South African Police Services	The National Crime Prevention Strategy An integrated approach linking all government departments to work together toward the same goal
1020-1035	Tyrone Seale Chief Operating Officer: Communication Research Centre International Marketing Council of South Africa	Perceptions of South Africa from an international point of view
1035-1050	Michael Ononaiye Former Nigerian representative to the United Nations	Perspectives on Africa and how this influences the world view on safety and security
1050-1120	<b>Question and answer session</b>	
1120-1135	<b>TEA &amp; COFFEE BREAK</b>	
1135-1155	Dr Abraham Pizam Tourism safety and security specialist University of Central Florida, USA	Safety and Security: New Driver of Tourism Economies
1155-1205	Thamrin Bachri Indonesia	Marketing destinations in the aftermath of a crisis
1205-1220	Dr Ali Bacher Former Chairman United Cricket Board	Cricket World Cup 2003
1220-1240	Media representative	Building the South African Brand – The Role of the Media
1240-1315	<b>Question and answer session</b>	
1315-1415	<b>LUNCH BREAK</b>	
	<b>Tea and coffee break</b> (To be served near breakaway rooms)	
1415-1600	<b>Breakaway Sessions</b>	

**Gala dinner**

"Journey into the Spirit of the Cape"  
(Dress Code: Smart casual)

Hosted by the Western Cape Minister of Tourism and Gambling Joyce Witbooi

18H00 Depart by coach from Cape Town International Convention Centre to the train station. Meet at Convention Square  
18h30 Depart Cape Town Train station on board the Spier Vintage train to the world-renowned Nederburg Wine Estate  
22h30 Return to Cape Town by coach

Thursday 16 October 2003

**DAY TWO:**

TIME	ACTION	TOPIC
0830-0845	Irvin Kinnes Independent crime researcher	Tourism and the Community – Addressing Crime Together
0845-0900	Willem Basson Acting Director: Dept. of Community Safety (W.Cape)	Crime and Crime Prevention Initiatives
0900-0915	Chris Nissen Chairman: Cape Chamber of Commerce	Business Perspectives and Safety Issues Facing Black Economic Empowerment
0915-0930	Carol Jones University of Plymouth, UK	Victim Support Programme
0930-1000	<b>Question and answer session</b>	
1000-1145	<b>Breakaway sessions resume</b> (Tea and coffee break)	
1145-1200	<b>Breakaway #1 feedback</b>	
1200-1215	Debate on breakaway feedback	OPEN FLOOR
1215-1230	<b>Breakaway #2 feedback</b>	
1230-1245	Debate on breakaway feedback	OPEN FLOOR
1245-1345	<b>LUNCH BREAK</b>	
1345-1400	<b>Breakaway #3 feedback</b>	
1400-1415	Debate on breakaway feedback	OPEN FLOOR
1415-1430	<b>Breakaway #4 feedback</b>	
1430-1445	Debate on breakaway feedback	OPEN FLOOR
1445-1500	<b>Breakaway #5 feedback</b>	
1500-1515	Debate on breakaway feedback	OPEN FLOOR
1515-1530	<b>Breakaway #6 feedback</b>	
1530-1545	Debate on breakaway feedback	OPEN FLOOR
1545-1600	Monwabisi Kalawe Chairman: Destination Marketing Organization ( Western Cape)	Conclusion and Forward Strategy