

# Extracts From Speeches

## **Rejoice Mabudafhasi** **Deputy Minister of Environmental Affairs and Tourism**

Tourism: The national perspective

Safety and security should not be looked at in isolation but in relation to borders of areas, provinces and overall nationally and internationally. Events in our border countries such as Botswana, Lesotho, Swaziland, Mozambique and Zimbabwe affect perceptions of safety and security in South Africa. The perception of the African continent in general is important.

Sustainably developed tourism offers governments the opportunity to:

- drive economic growth and boost job creation throughout the economy;
- increase export earnings and attract investment;
- alleviate poverty and stimulate rapid economic development in regional, rural and peripheral areas;
- create more rapid economic growth, with a more intensive flow-through effect to other industries, be it the primary or the manufacturing sectors;
- work with the private sector in collaborative ventures with a focus on sustainable development, open markets and human resource development;
- draw on abundant African natural and cultural resources in partnership with local communities and other stakeholders and improve the quality of life for all residents.

This conference serves as a demonstration that tourism role-players, including the SAPS and community safety authorities, are proactive in managing public and specifically media perceptions and generalisations about South Africa as an internal and international tourism destination.

## **Mzwandile Petros** **Western Cape SAPS Commissioner**

The Provincial Crime Prevention Strategy

An integrated approach linking all government departments to work together towards the same goal Safety, including the issue of tourism safety, is not an event, but rather a lifestyle which we want people in South Africa to become accustomed to.

## **Michael Ononaiye** **Former Nigerian representative to the United Nations**

Perspectives on Africa and how this influences the world view on safety and security



The primary African challenge is to carefully design and faithfully implement African policies and programmes that highlight our environment positively in the global village. The activities of non-African institutions and their dissemination of information, and particularly travel advice, influences international perceptions of Africa as a top-class tourist destination.

We need to define countermeasures and chart a purposeful path to interactive and focused development in the Continent's tourism market. With the wisdom and intellectual endowment inherent in Africa, we owe it to our succeeding generations to demonstrate the cultural values of our African heritage, and the warm welcome and genuine hospitality we offer our visitors. Of all the development areas, tourism offers the most from which to gain, particularly in terms of job creation and economic returns for the nation as a whole.

## **Dr Abraham Pizam**

### **Tourism safety and security specialist - University of Central Florida, USA**



Tourism is the engine that drives the economies of numerous states, regions and cities around the world. But when this engine is hit by a lack of safety and security, it becomes a total wreck. Destinations that experience infrequent incidences of crime and violence, manage to recover pretty quickly, while those that have a constant barrage of crimes, do not recover until their frequency is decreased.

Recent experience at numerous tourist destinations around the world has proven that acts of crime and violence at tourist destinations can be reduced by employing a number of preventive measures such as the following:

- Legislative measures
- Strict enforcement of existing laws
- Safety and security training for tourism employees
- Installation of security devices in tourism enterprises
- Tourist education
- Increasing local citizens' safety and security awareness
- Employing crime prevention through environmental design and by introducing social changes.

Tourist crime prevention is everyone's responsibility: It is the responsibility of tourists, the responsibility of the community, the responsibility of law enforcement agencies, and it is the responsibility of the entire business community, especially the tourism industry.

## **Thamrin Bahchri**

### **Deputy Minister for Capacity-building and International Relations, Indonesia**

Marketing destinations in the aftermath of a crisis

With Bali being one of the world's most favourite holiday destinations, many view the bomb blast as a deliberate attack on tourism, even as the most serious act against foreign visitors in the history of Indonesia's tourism. The immediate impact was quite devastating. More than 18 700 foreign visitors left Bali in three days right after the tragedy. During the first two weeks, visitor arrivals to Bali dropped by 80%. Hotel occupancy plunged from 73% to just 20% a week after the attack. The travel agencies suffered cancellations of up to 50% of their bookings. An estimated 150 000 workers in the industry (50% of the total) were threatened with unemployment.

Major actions undertaken by the Indonesian government could serve as a model for other tourism destinations in crisis:

- Intensification of tourism promotion
- Intensification of cultural promotion
- Enhancement of the domestic promotion campaign
- Development of tourism products
- Enhancement of the intra-ASEAN market
- Provision of incentives for the tourism industry
- Consolidation of tourism policies at regional/district levels
- Strengthening of community commitment
- Establishing an integrated security system

**Dr Ali Bacher**  
**Former UCB Chairman, Cricket World Cup 2003**



I am very proud to have been a part of South Africa's first ever hosting of World Cup Cricket for 2003, and to say that we had zero incidents of crime at any one of our cricket venues during the event. From the coordination of service providers, to the contracting of suppliers, from the logistic support of law enforcement agencies and government, South Africa showed nothing less than a first class capability to host and successfully manage this prestigious international sporting event. I strongly feel that this can be attributed to the fact that we were committed, from the word go, to black economic empowerment in staging the event. It is of utmost importance that we are able to demonstrate to particularly the poorer communities the benefits of hosting international events of this nature, the benefits of tourism, by creating jobs and creating opportunities for transfer of skills. People need to see tangible benefits, otherwise great events such as the Cricket, Rugby or Soccer World Cup will be too far removed from their personal quality of life.

**Thomas Knemeyer**  
**Africa Correspondent, Die Welt**

Building the South African brand the role of the media

People are not comfortable visiting a country where there are certain types of violent crime happening, and with such frequency. What is urgently needed is the establishment of communications protocols and a willingness from all stakeholders to be open and honest with the media as this assists with accurate reporting. In my twenty years of writing experience as a foreign correspondent in South Africa, I have seen the sad tendency to clam, spokespersons fearful of speaking to the press, even if it could mean that it presents the opportunity for effective crisis communications and setting the record straight. Journalists should be able to access information as quickly and as accurately as possible.

Increased visible policing and an effective and efficient criminal justice system will go a long way towards instilling confidence of would-be visitors and ensuring the safety of this beautiful part of the Continent.

**Irvin Kinnes**  
**Independent crime researcher**

Tourism and the community addressing crime together



This conference comes at a time when the gap between rich and poor in Cape Town is increasing - the City is divided between black and white and the interface between rich and poor is often violent. We have historically seen the concentration of policing resources in the more affluent areas of the City and its environs. As the new leadership encourages transformation, this is changing fast with the redistribution of policing resources to poorer communities.

Tourism is also not the only creator of formal jobs; the illegitimate economy is also growing and this has consequences. Crime will continually be displaced from poorer areas to the rich suburbs that tourists frequent. Given the exclusion of most of the poorer communities from accessing the tourism industry in a real and sustainable way, inequalities in the industry persist.

Transformation of local tour operators and the building of real business links with poorer communities must become an urgent objective of the strategy. The risk assessment should be inclusive of initiatives aimed at making the communities safer. Local co-ordination of law enforcement and crime prevention should be inclusive of transport networks for all commuters. The emphasis should be placed on community safety to ensure tourism safety in view of crime displacement.

The City and its people are growing every day and the police cannot be expected to deliver all the safety services alone. The efforts must be well co-ordinated.

Partnerships with local communities and business are crucial to attain the objective of tourism safety. Criminals do not discriminate against tourists or the people of the City, so why should we? Tourism safety is community safety!

## **Willem Basson**

### **Acting Director, Western Cape Provincial Dept. of Community Safety**

#### **Crime and crime prevention initiatives**



Tourists in the Western Cape will be as safe as any of the Capetonians are in this province. It is important that we mobilise as many role-players as possible to take on the challenge of crime. The Department of Community Safety has trained more than 1 000 neighbourhood watch members in the Western Cape in the last two years to assist with the safety and security of our communities. These members are trained in basic skills such as first aid work, disaster management, conflict resolution and the Criminal Procedure Act.

Tourists also need to take responsibility for their own safety, and be careful not to participate in activities that could endanger their own safety, such as the purchasing of drugs or participating in the sex industry without recognising possible dangers.

On the challenges we are facing, I would like to encourage organised business to actively and concertedly resource tourism safety. As government we should, at policy and a legal level, start to debate controversial issues such as the regulation or the decriminalisation of the sex industry. Our police department and criminal justice system should continue to improve information briefs, critically revisit language matters and continuously improve operational activities such as patrolling.

Last but not least certain sections of our media should revisit the messages that are being sold here and abroad. While both South Africa and Brazil are developing countries, the significant difference between the two is that the media in Brazil are selling Brazil. They are not selling fear. Despite our challenges, the Western Cape remains one of the safest tourist destinations in the world. We acknowledge that there is a need for improved service delivery, yet our violent crime levels are decreasing.

## **Chris Nissen**

### **Chairman of the Cape Chamber of Commerce**

#### **Business perspectives and safety issues facing Black Economic Empowerment**



'While the business sector in South Africa is experiencing the best of times, and are international leaders in terms of quality and innovation, the dire socio-economic conditions in this country indicate that communities are facing the worst of times. We as business people would do good not to undermine the impact of the high levels of violent crime and extreme poverty associated with the high unemployment rate on the economy. The time is long overdue that the previously-disadvantaged stake their claim in this vibrant tourism industry, not settling for being the bead-makers and smaller B&B's. Black business needs to reap the benefits of its direct involvement and ownership of the tourism industry. We need more black hotel-owners and hotel-chain owners driving the tourism economy and in turn creating jobs, facilitating the transfer of skills within this specialised market.

**Carol Jones**

**Tourist victim support specialist, University of Plymouth, UK**

Victim support programme



When someone becomes a victim of a crime the impact can vary considerably. Not only can the crime result in material loss or injury, but the emotional effect can also have a great influence on the victim. Addressing the issues through the services of a victim support agency is a chosen option for many victims of crime but, in the case of tourist victims, unfamiliarity with the location, the language and customs of the host environment may exacerbate those feelings.

The current services provided by victim support organisations in South Africa are generally directed at the emotional and psychological needs of the crime victim. Such emphasis is also the case with victim support organisations elsewhere. However, the needs of tourist victims are often more practical and diverse - from the organisation of the replacement of lost documentation to the need to make contact with family members or friends. South Africa is a beautiful, fascinating and vibrant country that has much to offer the visitor. While it is an undisputed fact that the numbers of tourists who become victims of crime are far fewer than resident victims, their value to the economy of the region is paramount.

# **Breakaway Sessions (Feedback)**

## **Breakaway Sessions:**

- 1. Events**
- 2. Transport**
- 3. Media**
- 4. Victim Support**
- 5. Local Authorities & Communities**
- 6. Hospitality**

These documents are all separately contained on the post conference report multimedia cd in a Microsoft Word format which can be e-mailed.