

PN-ACD-228  
98711

# **TOURISM**

## **SOUTHERN AFRICAN DEVELOPMENT COMMUNITY**



---

**Lilongwe, Republic of Malawi  
1 - 3 February 1995**

C O N T E N T S

	<u>PAGES</u>
1. EXECUTIVE SUMMARY	1
2. REVIEW OF THE REGIONAL SITUATION	3
3 REVIEW OF THE PROGRAMME	4
4. CURRENT STATUS OF PROJECTS	7
5. PROJECT DESCRIPTIONS	13
 <u>ANNEX</u>	
1. FUNDING STATUS	20

## PROJECT NUMBERING SYSTEM

Projects are identified using an alphanumeric numbering system.

1 The first three letters indicate the member State

AAA	-	Regional	NAM	-	Namibia
ANG	-	Angola	SWA	-	Swaziland
BOT	-	Botswana	TAN	-	Tanzania
LES	-	Lesotho	ZAM	-	Zambia
MAL	-	Malawi	ZIM	-	Zimbabwe
MOZ	-	Mozambique			

2 The first digit defines the Sector

0	-	Overall Coordination
1	-	Tourism Marketing
2	-	Tourism Product Development
3	-	Tourism Services
4	-	Tourism Training and Human Resources Development

3 The second digit is a serial number

## A B B R E V I A T I O N S

ADB	=	African Development Bank
AGIP Spa	=	AGIP Spa
AIDAB	=	Australian International Development Aid Bureau
ANG	=	Angola
AUS	=	Australia
AUS <sup>t</sup>	=	Austria
BADEA	=	Arab Bank for Economic Development in Africa
BEL	=	Belgium
BOT	=	Botswana
BRA	=	Brazil
CAN	=	Canada
CBI	=	Confederation of British Industries
CFTC	=	Commonwealth Fund for Technical Cooperation
CHI	=	Peoples Republic of China
CITES	=	Convention on International Trade in Endangered Species
COMSEC	=	Commonwealth Secretariat
DEN	=	Denmark
EEC	=	Commission of the European Communities
FAO	=	Food and Agriculture Organisation of the United Nations
FIN	=	Finland
FRA	=	France
FRG	=	Federal Republic of Germany
GDR	=	German Democratic Republic
GTZ	=	German Association for Technical Cooperation
IBRD	=	International Bank for Reconstruction and Development
HRD	=	Human Resources Development
ICAO	=	International Civil Aviation Organisation
ICE	=	Iceland
IDA	=	International Development Agency
IDRC	=	International Development Research Centre
IDU	=	Industrial Development Unit of the Commonwealth Secretariat
IFAD	=	International Fund for Agricultural Development
ILO	=	International Labour Organisation
IMPOD	=	Import Promotion Office for Products from Developing Countries
IRE	=	Ireland
ISNAR	=	International Service for National Agricultural Research
ITA	=	Italy
ITB	=	International Tourism Board
ITU	=	International Telecommunications Union
ITIX	=	International Travel Industry Exposition
JAP	=	Japan
KUW	=	Kuwait Fund
LES	=	Lesotho
MAL	=	Malawi
MOZ	=	Mozambique
NAM	=	Namibia
NET	=	Netherlands

NOR	=	Norway
NORDICS	=	Nordic countries
OPEC	=	Organisation of Petroleum Exporting Countries
POR	=	Portugal
SADC	=	Southern African Development Community
SAFTTA	=	Southern African Federation of Travel and Tour Associations
SAREC	=	Swedish Agency for Research Cooperation with Developing Countries
SATEP	=	ILO Southern African Team for Employment Promotion
SPA	=	Spain
SWA	=	Swaziland
SWE	=	Sweden
SWI	=	Switzerland
TAN	=	Tanzania
TAZARA	=	Tanzania Zambia Railway Authority
TCU	=	SADC Tourism Coordinating Unit
TTW	=	Travel Trade Workshop (Montreaux)
UAPTA	=	Unit of Account of the Preferential Trade Area
UK	=	United Kingdom
UNDP	=	United Nations Development Programme
UNIDO	=	United Nations Industrial Development Organisation
USA	=	United States of America
USSR	=	Union of Soviet Socialist Republics
VTR	=	Visiting Friends and Relatives
WB	=	World Bank
WTO	=	World Tourism Organisation
ZAM	=	Zambia
ZIM	=	Zimbabwe

1. EXECUTIVE SUMMARY

- 1 1 The tourism industry has existed since the dawn of world civilisation. However, it is only in recent years that the industry's contribution to the national economies is being realised and appreciated.
- 1 2 The SADC region, as much as elsewhere, perceives tourism to be a significant productive industry that can, if well planned and managed, contribute immensely to the socio-economic well being of the region.
- 1 3 The SADC Tourism Sector is striving to ensure that the benefits that could be derived from tourism are reaped by employing appropriate implementation mechanisms. In pursuance of this goal, the Sector has completed the preparations of its five-year Strategy for the development of tourism industry in the SADC Region. The Strategy will guide the Sector in planning, implementing, monitoring, and evaluating the sectoral programme and projects thereof.
- 1 4 The finalisation of the Tourism Strategy has come at the opportune moment when SADC is focusing on regional integration and cooperation through Community Building. It is, therefore, envisaged that the Strategy will be instrumental in implementing the SADC policy of deeper economic integration.
- 1 5 During the 1992/93 period, the world tourism industry experienced a modest growth in both tourist arrivals and receipts. According to the World Tourism Organisation (WTO), the 1992 recovery of tourism gave rise to optimism for sustained growth of tourism activity in the following year. However, the economic recession in major source markets put a dent in the growth of 1993 international tourism, resulting in a growth of 3.4% compared to 5.9% realised in 1992.
- 1 6 Using WTO<sup>1</sup> statistics, it is estimated that tourist arrivals in the SADC region for 1993 rose to 2.2 million, an increase of 5.7% over the previous year. International receipts too are estimated to have increased to US\$543 million, a growth of 9.9% over 1992 figures.

---

1

Tourism Market Trend. Africa 1993, World  
Tourism Organisation, 1994

- 1.7 In 1993, Africa's share of the world's tourist arrivals was estimated at 3.6%, and 2.1% of receipts. While Africa's share of global arrivals remained unchanged at 3.6% in 1992, a slight increase of 0.1% from 2.0% in 1992 was recorded in the continent's share of receipts. SADC's share was 12.6% of Africa's arrivals and 8.5% of receipts in 1993. However, the SADC region experienced some slight increase of 0.4% in arrivals and 0.2% in receipts over its 1992 share of Africa's performance.
- 1.8 The Tourism Sector currently consists of eight core projects valued at US\$4.67 million, of which US\$1.96 million, or 42 per cent has been secured, leaving a financing gap of US\$2.46 million.
- 1.9 Funds for the implementation of Intra-Regional Market Research study, have been secured from the Commonwealth Secretariat and the study has commenced.
- 1.10 The Sector has completed the designing of a Brand for the SADC regional tourism product. The brand comprises a Logo and Theme that will give the region an identity in the marketing arena.
- 1.11 A programme to raise the level of tourism awareness in the SADC region is being adopted through the introduction of Tourism studies in member States.
- 1.12 As in previous years, SADC countries and the TCU participated at International Tourism Fairs, such as WTM-London, Vakantie-Utrecht, the Zimbabwe Travel Expo, TUR-Gothenburg, the ITIX Milan and the ITB - Berlin.
- 1.13 The Sector participated in all SADC annual meetings, the 1993 briefing mission, and other fora, such as, the SADC women workshop held in Zimbabwe, the Air Zimbabwe Sales Conference, and the Management Information Systems workshop held in Malawi.
- 1.14 The Sector continued to explore ways and means to resuscitate the Southern African Federation of Travel and Tourism Association (SAFTTA), but no tangible results were achieved; especially given the fact that the SADC Business Council (SBC) was no longer functioning.
- 1.15 A workshop on SADC Women in Tourism was held in Lesotho during June, 1994. Resolutions arising, therefrom, have been incorporated into the Sector's development programme.
- 1.16 Country visits focusing primarily on harmonising data gathering methodologies are being conducted by the TCU in all the SADC member States.

- 1.17 A consultancy for SADC Tourism Coordinating Unit (TCU) and the Southern African Regional Tourism Council Secretariat(SARTOC) is due to be commissioned. The consultancy is aimed at determining and assessing areas of cooperation/collaboration between the two regional organisations.
- 1.18 The Sector attained its tenth Anniversary in February, 1994. Activities for the commemoration of the Anniversary will be undertaken by individual member States on September 28, 1994, that is, a day after the World Tourism Day.
- 1 19 The Sector is planning to hold a Sectoral workshop on Community Building in November this year.

## 2 REVIEW OF THE REGIONAL SITUATION

- 2.1 SADC countries offer, in the main, tourist attractions of the natural and cultural environment. Some of these come in the form of sunny beaches, wildlife and game viewing, the spectacular Mount Kilimanjaro and the Maluti Mountains, the Okavango Delta, Victoria Falls, scenery, the wilderness and tranquillity, historic monuments and cultural arts and crafts.
- 2 2 Tourist accommodation is, on the whole, adequate to meet present demand. The region's accommodation units are estimated at 992 with roughly 30,000 rooms, holding approximately 52,000 beds. The units cover hotels, lodges and chalets. Botswana, Namibia, Zimbabwe and Swaziland have adequate hotel capacity. Lesotho, Malawi, Tanzania and Zambia have reasonable capacity although they are concentrated in the capital cities. Most facilities in Mozambique and Angola need to be rehabilitated.
- 2 3 A hotel grading system for application throughout the SADC region has been put in place. However, most member States are only at the rudimentary stage of streamlining their legislation in this regard. Therefore, hotel standards still vary, with some member countries stipulating only minimum standards of hygiene and facilities, while others enforce international grading systems.
- 2 4 Surface transportation is available in all the SADC member States; road transport being the most commonly used. While rail services extend to about three quarters of the region, it is used mainly for cargo transportation. Some access roads to tourist attractions are in a very poor state, thus discouraging visits to these exotic areas.

- 2 5 Water borne transportation has not been fully explored for tourism purposes. However, Lake Malawi, Lake Kariba and areas around the Lesotho Highlands Water Project have a potential for development as recreational sport for water tourism in addition to coastal areas.
- 2.6 Air transport is the principal means of tourists accessibility to and within the region. However, according to the SADC Transport Sector (SATCC) report, SADC Airlines overall performance is generally declining. Some airlines are, therefore, restructuring the industry in an effort towards recovery.
- 2.7 Regarding telecommunications, notable progress in the introduction of direct exchange lines in the region has been made. This improvement in the System will facilitate faster communication between member States and source markets.
- 2 8 Marketing of the region is carried out through member States and the TCU staff participation at the International Travel and Tourism Fairs in Europe and Scandinavia
- 2 9 Following the attainment of democracy in South Africa, the Sector is consulting with the Southern African Regional Tourism Council (SARTOC) to assess areas of cooperation in developing and promoting tourism in the entire Southern Africa Region.

### 3 REVIEW OF THE PROGRAMME

- 3 1 The present programme of the SADC Tourism Sector is designed to provide a product which meets the specific demands of the various consumers. It is developed in the context of national and regional socio-economic development objectives, in order to:
- ensure the viability and profitability of the industry;
  - maximise tourism's contribution to regional development through foreign exchange earnings, employment creation, human resource development and rural development;
  - ensure conservation of tourist attractions, preservation of culture and environment as well as retention of foreign exchange and;
  - promote maximum use of local materials in construction and other tourist operations.

3 2 The programme has been based on a project-by-project planning approach, which has resulted in a set of projects that do not closely reflect the priorities of the Sector. It has therefore become necessary to adopt a more coordinated sectoral planning approach. In this respect, a draft five-year development strategy for the Tourism Sector has been completed and once approved by Council, will form the basis for formulating a well-coordinated regional tourism development programme

3 3 At the 1994 Consultative Conference (CC) held in Botswana, the SADC Council of Ministers agreed to retain the 1993 Theme "SADC: Framework and Strategy for Building the Community". To this end, the paper prepared by the Tourism Sector and incorporated into the 1993 Theme remains valid. The paper placed emphasis on the strategy for achieving the general objectives of the Sector. The new Strategy takes on board the following:

- greater utilisation of the local resource base, including the diversification and improvement of the region's tourist product,
- development of appropriate infrastructure; super-structure and related tourism amenities in the rural areas,
- ensuring proper planning of tourist projects through closer liaison with other Sectors of SADC,
- promotion and encouragement of intra-regional travel and initiation of deliberate incentive programmes by member States,
- ensuring proper production and dissemination of the region's promotional material,
- encouragement of selective tourism, and
- training of professional and skilled personnel at all levels

3 4 Broadly, the current Tourism Development Programme comprises four components

- Tourism Product Development
- Tourism Research and Marketing
- Tourism Services, and
- Human Resources Development and Training

3 4 1 TOURISM PRODUCT DEVELOPMENT

The Tourism product development projects approved by the Tourism Ministers in 1990, have been kept in abeyance pending the completion of the Tourism Strategy. These projects will be reviewed once the Strategy has been approved by Council. Only relevant projects will be selected.

3 4 2 TOURISM RESEARCH AND MARKETING

Tourism marketing activities focus on trade fairs and exhibitions, production of promotional materials (brochures, audio-visual aids and display material) and market research. In Europe, SADC member States participated in tourism fairs in Milan, Utrecht, Gothenburg, Berlin and London. Member States also participated in trade fairs held within the region.

An Intra-regional market research study is in progress. The Commonwealth Secretariat (COMSEC) is financing the study.

The designing of a Logo and a Theme, to depict and identify SADC tourism products at the regional and international selling points is now complete. A final choice, however, is yet to be made.

3 4 3 TOURISM SERVICES

Tourism services cover

**Tourism statistics** - a system for harmonised data collection has been designed and is due for implementation throughout the member States.

**Hotel grading** - implementation of a unified hotel grading and classification system is underway in member States.

**Mobilisation of the tourism enterprise sector** - a directory of regional Tour Operators has been developed to promote networking of the enterprise sector.

3 4 4 HUMAN RESOURCES DEVELOPMENT

The Tourism Sector, in collaboration with the Human Resources Sector and with financial support from the German Association for Technical Cooperation (GTZ), undertook a training needs assessment throughout the Sector. The study assessed skills requirements and also looked into the availability of training facilities.

A report of this study is now a working document and is the basis for specific training projects that the Sector designs for its skills upgrading.

A directory of tourism training institutions is being drawn up. This will promote student interchange in the region. The directory will also be used in the harmonisation of syllabi exercise, which will be undertaken by the training institutions.

#### 4 CURRENT STATUS OF PROJECTS

##### A) TOURISM MARKETING

###### PROJECT AAA 1.1 International Distribution Network

The objective of this project is to set up an efficient network of incoming wholesalers to programme and package comprehensive regional multi-destination tours, to sell these internationally and regionally and to handle incoming passenger flows. The following activities will be undertaken in implementing this project

- identification of suitable incoming wholesalers based on regional experience and international exposure and contacts,
- identification of suitable national offices for combining into regional cooperative marketing organisations,
- identification of weaknesses in the distribution sector in member States and design and implement technical assistance programmes;
- communicating with selected operators and drafting plan of operation;
- inspection of selected tourism products within the region,
- drafting of tour programmes and itineraries and costings,
- production of brochures, and
- marketing and selling tours

A Directory of Regional Tour Operators has been drawn up. The compilation of tour programmes and itineraries has not yet started.

## **PROJECT AAA.1.2 Promotional Resources Base Development**

Effective marketing requires effective communication of the facts and image of the product in question. This is required, more in tourism than in any other industry, because the nature of the product is such that it cannot be inspected before the decision to buy is made. Such communication, therefore, should be in a form of a good range of effective and informative, printed material and audio-visuals. Display materials are required for decoration of stands and booths at trade shows and for point of sale (POS) displays.

This project aims to provide and distribute the necessary printed, audio-visual and display materials required for effective marketing, and to set up and run an annual tourism market workshop for joint promotion of the regional product to international and local travel industry professionals.

The Commonwealth Secretariat has indicated willingness to support only the design of the regional master brochure after completing the SADC Intra-Regional Market Research Study

Following the Tourism Ministers' approval regarding the breaking down of the project into three components, the status of the three sub-projects is as follows

### **AAA. 1.2 (a) Production of a Regional Master Brochure**

Funds for the project implementation have not been secured. The Commonwealth Secretariat has pledged fund only the design of the Master Brochure.

### **AAA. 1.2 (b) Production of SADC Tourism Year Book**

A SADC Tourism Year Book is being designed to replace the SADC Tourism Information Manual. The Year Book will be more detailed and will include the SADC countries' profiles, and all the tourism facilities in each country. Once completed, it will be distributed to market source areas. The Sector is collaborating with the SADC Press Trust in Zimbabwe for the production of the Tourism Year Book

### **AAA. 1.2 (c) Production of Audio-Visuals, Maps and Display Materials**

Fund for the implementation of this project are being sought, but there has been no positive response from donors so far

### **PROJECT AAA 1.3 Tourism Marketing in Europe**

Europe, particularly the United Kingdom and Portugal, have been a traditional source of overseas visitors to the region. A large proportion of these have been visiting Friends and Relatives (VFR'S), while others have traditionally combined the SADC region with South Africa and Kenya as part of a group of individual package tours. It is, therefore, necessary to diversify market segments both geographically and demographically and to put an exclusively SADC product on the market

The project will utilise the Promotional Resources Base as the basic tools for promoting and selling the regional tourism product. Various marketing projects are in hand and operational under funding by different donors

The EC finances member States participation at WTM-London, ITB-Berlin and partly TUR-Gothernburg. The sponsorship is drawn from EC national indicative programme of the ACP countries

Only five SADC member States were sponsored by CBI to participate at Vakantie '94. This fair has replaced Tour Amsterdam. However, CBI has terminated its sponsorship of SADC countries after 8 years of support. In future, member States will have to finance their participation in the Netherlands fair

### **PROJECT AAA 1.4 Intra-Regional Tourism Research**

Intra-regional tourism marketing is not only a commercial necessity for increasing revenue in the tourism industry in SADC, but should also be seen in the light of the generally accepted democratic right of all sections of the SADC population to take holidays. The promotion of travel within the region will enhance understanding and cooperation amongst the citizens of the Community

The aims of this project are:

- to assess the size, potential and needs of the traditional (middle-high income) travelling public in the region,
- to assess the needs and possibilities for lower-income groups to take holiday travel
- to identify means of communicating and distributing the tourism product of the region to differing segments of the population, and
- to identify product requirements and price levels appropriate to regional needs

The Commonwealth Secretariat is funding the research component of the project and work is in progress.

**PROJECT AAA. 1.5 Tourism Market Research in the Pacific Rim, Scandinavia and Eastern Europe**

**Project AAA. 1.5 (1) Pacific Rim Market Research**  
**Project AAA. 1.5 (2) Scandinavian Market Research**  
**Project AAA. 1.5 (3) Eastern Europe Market Research**

The major objective of these projects was to assess the potential to attract visitors from these three areas to the SADC region.

Both the Pacific Rim Component and the Scandinavian Market Research have been completed from funds made available by the Commonwealth Secretariat. A report on the study was approved by Tourism Ministers in 1992

The Eastern Europe Market Research Project has been submitted to various donors for possible funding

**B) TOURISM PRODUCT DEVELOPMENT**

**AAA 2.1: Product Development**

The objectives of this project are:

- to identify the infrastructure required for tourism development and estimate costs,
- To select projects from national master plans to be included in the regional plan and re-appraisal of these projects to give them a regional thrust, and
- To commission feasibility studies on projects agreed upon with member States, in the order of priority ;

**C) TOURISM SERVICES**

**AAA 3.1: Classification of Hotels and Tourism Plant**

Tourists rely on brochures and other persuasive data to make their choice. A grading system introduces an objective element into the decision-making process, thus reducing the element of chance and possible disappointment. This is a quality assurance which encourages consumers

The objectives of the project are

- to design and implement a standard grading and classification system for hotels, other accommodation establishments and ground operators;
- to achieve uniformity of service standards throughout the region, and

- to ensure acceptable international standards of service and relevant value-for-money at all tourism plants in operation,

A system for hotel grading and classification has been adopted by the Sector and its implementation will be introduced gradually in all member States

### **AAA 3.2 Harmonisation and Standardisation of Tourism Statistics**

Tourism Statistics are currently inadequate owing to various constraints in the collection and processing of data and to varying methodologies in use. Accurate and reliable statistics are needed for the analysis of current and ongoing programmes and for future planning.

This project aims to design and implement a homogeneous data collection system in the region. In this regard, a guide derived from the various data gathering methods has been designed by the Sector, with a view to having it adopted for reference purposes by all member States.

## **D) TOURISM TRAINING AND HUMAN RESOURCES DEVELOPMENT**

### **AAA 4.1 (1) Hotel and Tourism Training**

The existing hotel and tourism training institutions and facilities in the region are inadequate, and can only cater for the lower-level cadres. At the same time, high cost of training middle and senior management abroad is prohibitive, hence the urgent need to strengthen existing local institutions to cater for the training needs of the tourism sector.

The aims of the project are

- to introduce training schemes and upgrade facilities for the tourism industry
- to ensure a steady supply of skilled manpower to the industry
- to improve standards of service throughout the region, particularly in less developed areas

With completion of a training need assessment study, the project as designed is complete. This will be followed-up by the implementation of the Study recommendations.

#### **AAA 4.1 (2) Tourism Workshop Training**

In order to plan for tourism development, it is important that tourism policy makers and the implementing agencies are well versed in the industry's requirements. Workshops represent a forum for the exchange of ideas and are an effective way of upgrading skills and knowledge of all players in the industry. It is further envisaged that regional workshops will benefit personnel in specialised fields of study.

The training will be conducted intermittently, as and when funds permit.

Other activities under this project include the following:

##### **1 SADC Women in Development**

A workshop was held in June this year with the support of the Iceland International Development Agency. A number of recommendations arising from the workshop on the advancement of SADC women will form part of the Sector's work programme.

##### **2 Hotel Grading**

The Sector has adopted a hotel grading system in order to unify hotel classification in the region. For some member States this will also include the establishment of a formal hotel grading system for the first time. However, effective implementation of the system is hampered by inadequacy of skills in this area. Therefore, the Sector is planning to run an intensive short course with a trainer element, in hotel grading and classification.

##### **3 Train-The-Trainer**

With training required in all areas of the industry as identified by the training needs assessment, it is necessary that the Sector sharpens its trainer expertise. Therefore, a workshop will be organised to train the trainers. This will build confidence in the trainers' ability to impart teaching skills to trainers in the various fields in the industry.

# **PROJECT DESCRIPTIONS**

**STATUS OF PROJECTS**

**- AAA. 1.1 INTERNATIONAL DISTRIBUTION NETWORK**

**ESTIMATED COSTS**

Total . US\$ 0 02M  
Foreign : US\$  
Local : US\$ 0.02 M

**FINANCING GAP**

**EXECUTING AGENCY**

SADC member States

**FUNDING SECURED**

Foreign :  
Local : US\$ 0.02 M (SADC)

Start : Under  
implementation  
Duration'

---

**OBJECTIVE:** To set up an efficient network of incoming wholesalers to package and programme comprehensive regional multi-destination tours, to sell these internationally and regionally and to handle passenger flows

**DESCRIPTION** Because of the multiplicity of destinations and individual products available within the region, it will be a considerable advantage to be able to approach international outgoing operators with a choice of programmes offered by a selection of regional incoming operators. This network will also serve as an internal distribution network for developing intra-regional travel. The tasks to be undertaken in this project will be

1. identification, registration and development of suitable incoming wholesalers based on regional capability and national contacts
2. Inspection of viable tourism products within the region
3. Drafting of tour programmes, modules itineraries and their costings.
4. Brochure production assistance
5. Marketing and selling tours.

**STATUS:** The Directory of Regional Tour Operators has been updated. The compilation of tour programmes and itineraries has not yet started.

- AAA 1.2 PROMOTIONAL RESOURCES BASE DEVELOPMENT

ESTIMATED COSTS

Total US\$ 0 553 M  
 Foreign US\$ 0 513 M  
 Local US\$ 0 040 M

FINANCING GAP

US\$0 513 M

FUNDING SECURED

Foreign  
 Local 0 040

EXECUTING AGENCY

Partly funded by  
 Lesotho Government  
 and Press Trust  
 Start : in progress  
 Duration.

OBJECTIVES To produce and distribute the necessary promotional instruments for effective marketing and to set-up and run annual tourism market workshops with a view to selling the regional product to international and local travel industry professionals

DESCRIPTION Effective marketing of tourism requires effective communication of the facts and the image of the product in question more than in any other industry A good range of effective informative printed and audio-visual materials is essential in the promotion of the industry

The specific tasks to be undertaken in this project are

- 1 Production of printed materials such as brochures, agents manual, regional map and hotel and tour operators guide
- 2 Audio-visual materials
- 3 Display materials (poster series and display units) and,
- 4 Newsletter

STATUS Production of a SADC Tourism Year Book is going to replace the SADC Tourism Manual This is a joint venture between the Sector and the SADC Press Trust The Press Trust has secured funds for the production of the Year Book The Sector has contacted the ADB to fund the Printing and Distribution of the Year Book

- AAA 1.3 TOURISM MARKETING IN EUROPE

ESTIMATED COSTS

Total : US\$ 1.65 M  
Foreign: US\$ 1.65 M  
Local :

FINANCING GAP

US\$ 0.45 M

FUNDING SECURED

Foreign: US\$ 1.20 M (CBI)  
IMPOD Sweden TTW

Local :

EXECUTING AGENCY

CBI Netherlands

Switzerland

Start :  
Duration:

---

OBJECTIVES· To maximise market share in Europe and to diversify market operations and segments.

DESCRIPTION· Tanzania, Zambia and Zimbabwe have engaged in marketing in Continental Europe as well as U.K It is now necessary to diversify market segments both geographically and structurally and to put an exclusively SADC product on the Market.

The tasks to be undertaken will be:

1. Development of a network of regularly attended professional travel trade shows in Europe.
2. Hold regular promotional workshops and seminars for the travel trade.
3. Distribute regional promotional material and,
- 4 Monitor market trends.

STATUS : Funding for participation in Vakatie - Netherlands has dried up. CBI has arranged with a local company which offers reasonable fees and SADC member States will have to make arrangements with this firm for their future participation in the Netherlands. The company is "Willemse Presentations."

- AAA 1.4 INTRA-REGIONAL TOURISM RESEARCH AND MARKETING

ESTIMATED COSTS

Total US\$ 0 60 M  
Foreign US\$ 0 50 M  
Local US\$ 0 10 M

FINANCING GAP

US\$ 0 40 M

FUNDING SECURED

Foreign US\$ 0 10 M  
Local " 0.10 M

EXECUTING AGENCY

SADC/COMSEC

Start . June 1994  
Duration 4 months

---

OBJECTIVES To research and identify the size and potential needs of all sectors of the population in the region for travel, with a view to stimulating leisure travel both nationally and regionally

DESCRIPTION Intra-regional tourism marketing is not only a commercial necessity to increase revenue in the tourism sector but a right of all classes of population to take holidays and to promote understanding on travel. The research will determine the trend in the initiation of specific projects aimed at stimulating interest in travel.

The tasks involved in this project will be a research into all variables influencing demand for travel in the region. Programming of inclusive distribution of promotional materials through national tourist offices, for domestic consumption.

STATUS The market research component of the project has resumed through funds made available by the Commonwealth Secretariat

- AAA 1.5 EASTERN EUROPE MARKET RESEARCH

ESTIMATED COSTS

Total            US\$ 0.10 M  
Foreign          US\$ 0 08  
Local            US\$ 0.02

FINANCING GAP

US\$ 0 10 M

FUNDING SECURED

Foreign          US\$ 0 00  
Local          . US\$ 0 00M

EXECUTING AGENCY

Start        :  
Duration

---

OBJECTIVES. The objective of this project is to **assess the potential to attract visitors from Eastern Europe to the SADC region**

DESCRIPTION In these three market research projects, the tourism sector seeks to explore ways and means of increasing flow of international tourists into the SADC region

The specific tasks to be undertaken in **these** projects are -

1. Analysis of the strengths, weaknesses, opportunities and threats surrounding the SADC countries, tourism product development and promotion
2. Research into the potential for multiple destination holidays through packaging of tours that combine SADC countries with other destinations outside the region.
- 3 Identification and tapping of new market segments suitable for the SADC regional tourism project.

STATUS: The project proposal has been submitted to various cooperating partners for possible funding.

- PROJECT AAA 3.1 CLASSIFICATION OF HOTELS AND TOURISM PLANT

ESTIMATED COSTS

Total · US\$ 0.20M  
Foreign· US\$ 0 10M  
Local US\$ 0.10M

FINANCING GAP

FUNDING SECURED

Foreign : US\$ 0 10M  
Local : US\$ 0.10M SADC

EXECUTING AGENCY

World Tourism Org  
SADC

Start:  
Duration 1 Year

---

OBJECTIVES To design and implement a standard grading system for hotels and other accommodation establishments in order to achieve uniformity in standards throughout the region

DESCRIPTION Buyers of the tourism product rely on brochures and other persuasive data sources to make their choice. A grading system introduces an objective element into the decision making process, thus reducing the element of chance and possible disappointment. This encourages purchase of the product and helps to ensure customer satisfaction.

The project will evaluate existing grading criteria (where possible) and develop a system that will take into account different levels of development and run parallel to own schemes currently in operation.

The needs of consumers will play an important role in determining the nature of the system to be implemented.

STATUS Under the UNDP/WTO assistance programme a hotel grading and classification system was designed for application in the region. The system has been adopted by the region. The project has therefore been completed.

- PROJECT AAA 4.1 TOURISM WORKSHOP TRAINING

<u>ESTIMATED COSTS</u>		<u>FUNDING GAP</u>	
Total	US\$ 0 35M	Foreign	US\$ 0 30M
Foreign	US\$ 0 30M		
Local	US\$ 0 05M		
<u>Funding Secured</u>		<u>Executing Agency</u>	
Foreign.	NIL	SADC	
Local	US\$ 0 05M	Start	
		Duration	6 mths

OBJECTIVES To hold workshops for specific areas of the tourism industry as the needs become identified

DESCRIPTION Hotel Grading

Hotel Inspectors will be given the skills with which to effectively implement the hotel grading system that the region has adopted. The training will also ensure a uniform interpretation and use of the system.

Train - the - Trainer

Selected trainers will undergo an intensive skills upgrading exercise. The grooming will make them available as a resource for imparting teaching skills in the various fields of the industry.

# **FUNDING STATUS**

## TOURISM

Project Title	Estimated Cost			Funding Secured		Funding	Financing	COMMENTS/STATUS	
	Total	Foreign	Local	Amount	Source	Under Negotiation	Gap		
<i>US\$ Milion</i>									
AAA 1 1	Internal Distribution Network	0 02	0 00	0 02	0 02	(SADC)	0 00	0 00	Under implementation
AAA 1 2	Promotional Resources Base Development	0 55	0 51	0 04	0 04		0 00	0 26	Funding sought
(a)	Production of Regional Master Brochure	0 25	0 25	0 00	0 00		0 25	0 00	Funding sought
(b)	Production of Tourist Year Book	0 11	0 07	0 04	0 00	(LG) 0 04 (PRESS TRUST)	0 00	0 07	Initial Production Funded by Lesotho Government
(c)	Production and Audio Visuals Maps and Display Materials	0 19	0 19	0 00	0 00		0 00	0 19	Funding sought
AAA 1 3	Tourism Marketing in Europe								
(1)	Fairs Market Development Advertising Workshops Promotions	1 50	1 50	0 00	1 20	(CBI, NET SWE, CAN TTW)	0 00	0 30	Trade show in the Netherlands is financed on an annual basis Other shows on are under negotiation with SWEDE-CORP for Gotherburg in process
(2)	Europe Special Interest	0 15	0 15	0 00	0 00		0 00	0 15	Funding sought
AAA 1 4	Intra-Regional Tourism Marketing	0 60	0 50	0 10	0 20	(COMSEC)	0 00	0 40	Funding has been secured for the market research component of the project
AAA 1 5	Market Research in the Pacific Rim								
(1)	Pacific Rim Market Research	0 00	0 00	0 00	0 00		0 00	0 00	Project completed
(2)	Scandinavian Market Research	0 00	0 00	0 00	0 00		0 00	0 00	Project completed
(3)	Eastern Europe Market Research	0 10	0 08	0 02	0 00		0 00	0 10	To be considered by COMSEC
AAA 3 1	Classification of Hotels and Tourism Plant	0 00	0 00	0 00	0 00		0 00	0 00	Project completed
AAA 3 2	Harmonisation & Standardisation of Tourism Statistics	1 00	0 80	0 20	0 30	(UNDP/WTC) 0 20 (SADC)	0 00	0 50	Phase I completed Phase II under negotiation
AAA 4 1	Hotel and Tourism Training Training Study	0 00	0 00	0 00	0 00		0 00	0 00	Study completed
	Train the Trainer	0 30	0 25	0 05	0 00		0 00	0 30	Funding secured

## TOURISM

		Estimated Cost			Funding Secured		Funding	Financing	COMMENTS/STATUS
Project Title		Total	Foreign	Local	Amount	Source	Under Negotiation	Gap	
<i>US\$ Million</i>									
AAA 4 2	Workshop Training								
(1)	Women in Tourism	0 00	0 00	0 00	0 00		0 00	0 00	Project Completed
(2)	Train the Trainer	0 30	0 25	0 05	0 00		0 00	0 30	Funding sought
(3)	Hotel Grades	0 15	0 14	0 00	0 00		0 00	0 15	Funding sought
<b>TOTAL</b>		<b>4 67</b>	<b>4 19</b>	<b>0 48</b>	<b>1 96</b>		<b>0 00</b>	<b>2 46</b>	