

# TRAINING OF YOUTH AS DATA CAPTURERS FOR COLLECTION OF DATA FOR NATIONAL TOURISM INFORMATION AND MONITORING SYSTEM (NTIMS)

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broadening horizons



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



# Purpose

- To present the concept for the National Tourism Information and Monitoring System (NTIMS)
- To present the Training of Youth as Data Collectors for the NTIMS
- To request input, support, partnership and commitment for project implementation

# Introduction and Background

- **The Tourism Act No. 3 of 2014:** requires an establishment of a NTIMS for (a) collecting, recording, managing, analysing and dissemination of information and data on tourism and (b) monitoring development and trends in tourism.
- **The 2017 National Tourism Sector Strategy (NTSS):** the determination of international best practices for National Tourism Information Systems based on stakeholder information needs assessment, which informs the scope for implementation.



# Training of Data Capturers

- Project implementation requires training, capacitation and deployment of two unemployed youth to all 257 municipalities, to collect and capture tourism related data and information in a municipal jurisdiction and other localities in order to fully understand the entire tourism footprint.



# Training Objectives

- Ensure collection of high quality data to fully understand the entire tourism footprint, geographical spread and capacity of tourism to support planning and decision making;
- Partner with stakeholders for the development and maintenance of tourism databases that will feed data and information into the National Tourism Information and Monitoring System;
- Impart new skills to unemployed youth for data collection, capturing and analysis; and
- Capacitate youth with skills for future employment prospects.



# Training Programme (Through EPWP)

## •Minimum Requirements:

- South African Citizens
- Youth (18 – 35 yrs.)
- NQF level 5 Qualification  
(Degree, National Diploma, or higher qualification in Tourism, Statistics or Related Field)
- Unemployed

## •Training Programme Implementation:

- 12 Months
- Monthly Stipend
- Provision of Uniform and Identification Equipment (e.g. Name tag etc.)
- Local Municipality Deployment (2 per local Municipality)



# Training Programme Learning Areas (Modules)

- Data Collection
- Data Coding & Collation
- Data Analysis
- Data Interpretation
- Managing Data using Microsoft Excel
- Interviewing techniques
- Report Writing
- Time Management
- Interpersonal Skills (etiquette)
- Entrepreneurial Skills
- Business Writing
- Map Reading
- Emergency, Safety and Security



# Data Collection

All tourism related information, indicated in the Tourism Satellite Account (TSA):

- **Accommodation**

Backpackers and hostelling, Bed and Breakfast, Caravan and Camping, Country House, Game lodge, Guesthouse, Hotel, Lodge, Meetings, Exhibitions and Special Events (MESE), Self-Catering,

- **Restaurants and similar services** (not attached to hotels)

- **Travel agency, tour operator and tourist guide services**

- **Visitor Information Centre**

- **Activities**

- **Attractions**

- Hiring and Leasing;
- Passenger Transport Services, such as railway, road, water, air and transport equipment for rental;
- Cultural services;
- Sports and recreational services;
- Tourism connected services; and
- Tourism related infrastructure





# Recruitment & Selection Process

## SELECTION CRITERIA – (DEPARTMENT OF LABOUR) ESSA PROCESS

### IDENTIFICATION OF OPPORTUNITY

**NDT** – sends a request for recruitment through Employment Services of South Africa (ESSA).

### REGISTRATION OF OPPORTUNITY

**DOL** – Job specification are captured on ESSA. The system run the match against work seekers matching the specification.

### SCREENING OF CANDIDATES

**DOL** – Screening process conducted to confirm availability, interest of work seekers on the opportunity.

### INTERVIEWING PREPARATIONS

**DOL** – Assessment process is conducted to ensure suitable candidates get referred for interviews.

### REFERRAL TO THE EMPLOYER

**DOL** – A list of suitable candidates is sent at a ratio of 1:3 or 1:5. This means if there is one vacancy, three or five best candidates will be referred for interviews

### MANAGE PLACEMENT

**DOL** – A follow up with NDT to establish how many candidates were placed from the list of suitable candidates.

### REPORTING

**DOL** – An update of the system for reporting purposes, to show how many opportunities and placements have been recorded in a particular period




# Stakeholders

- Department of Labour (DoL)
- Municipalities
- Statistics South Africa (Stats SA)
- Provinces,
- Department of Cooperative Governance and Traditional Affairs (CoGTA)
- South African Local Government Association (SALGA)
- Tourism Business Council of South Africa (TBCSA)
- Regional Tourism Organisations, Local Tourism Organisations
- Tourism Associations
- Tourism Establishments



# Required Support and Partnership

- Dissemination and popularisation of the advertisement on the training programme of data collectors, which is an opportunity targeting unemployed, youth graduates;
  - Assistance on the process of conducting interviews
  - Hosting / housing of data collectors and provision of essential working tools, where needed;
  - Support the data collection process and advise on municipal boundaries, jurisdiction and potential data sources;
  - Provide supervisory personnel for the data collectors for proper project monitoring and reporting;
  - Assist with any other project requirements based on availability of skills, knowledge and infrastructure; and
  - Raise awareness with tourism businesses of the upcoming Data Collection project.
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# NATIONAL TOURISM INFORMATION AND MONITORING SYSTEM (NTIMS)

## CONCEPT

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**tourism**

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# Background: Key Highlights on the Benchmark analysis: 2016/17 FY provincial consultations

- No proper/central database of tourism businesses operating in South Africa
- No readily available access to relevant market intelligence to inform businesses investment decisions
- A number of municipalities do not have sufficient capacity to collect, capture and maintain accurate tourism information
- Data collecting systems/templates vary per province



# What is the NTIMS?

- An integrated system that will provide a comprehensive tourism footprint in terms of geographical spread of tourism offerings and businesses;
- A system accessible 24/7 via a web based platform and mobile technology

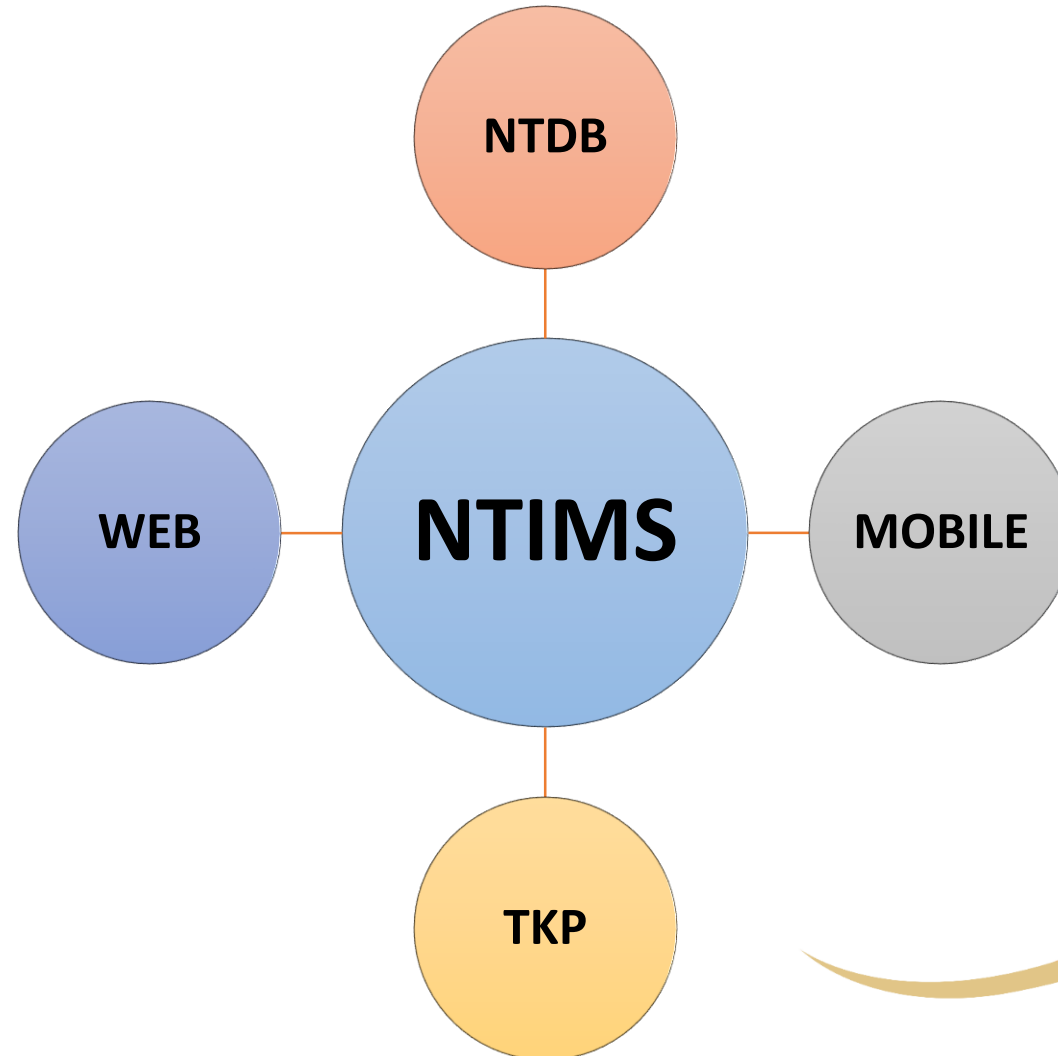


# Objectives (Benefits)

- To understand the country's capacity and supply of tourism offerings
- To provide the stakeholders with a spatial perspective of tourism offerings
- To provide accurate, reliable, useful, timely data and market intelligence to guide tourism planning and monitoring
- To inform policy, decision-making and strategy development
- To promote strategic coordination and alignment of content and data
- To integrate fragmented information into a centralised database



# Integration of current systems



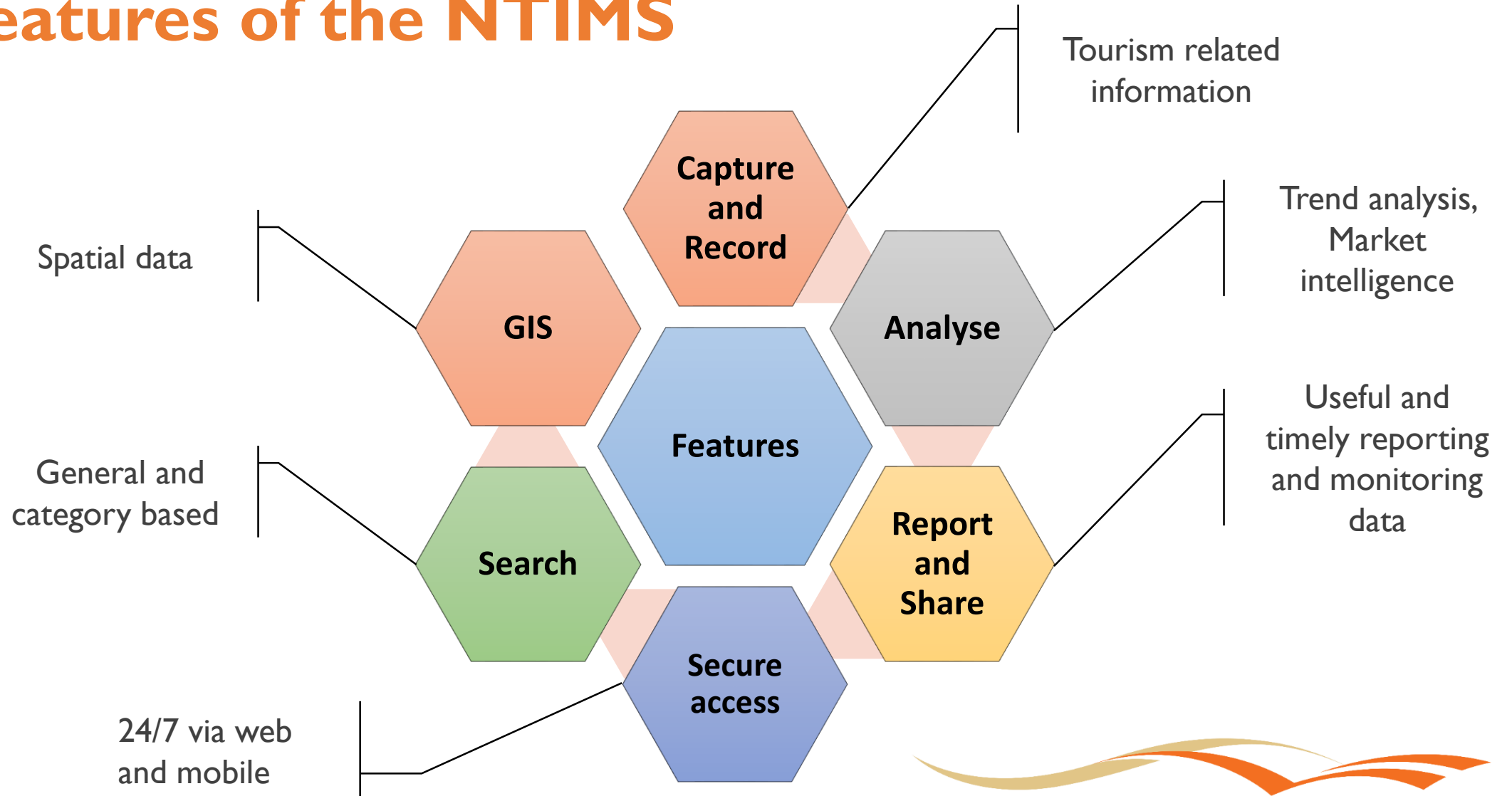
NTIMS: National Tourism Information  
and Monitoring System

NTDB: National Tourism Database

TKP: Tourism Knowledge Portal



# Features of the NTIMS



# Type of information to be collected (Indicators)

| Enterprise Information                         | B-BBEE Information  | Location Information              | Contact Details                                |
|--|---|-----------------------------------|--|
| Registered Name of Business                    | <input type="text" value="KM Test 2"/>                                | TGCSA Graded                      | <input type="text" value="Not Applicable"/>    |
| Trading Name (if different to registered name) | <input type="text"/>  | TOMSA Levy                        | <input type="text"/>                           |
| Business Registration Number (CIPC)            | <input type="text"/>  | Number of Rooms                   | <input type="text" value="4"/>                 |
| Registration Year                              | <input type="text" value="2017"/>                                     | Number of Beds                    | <input type="text" value="8"/>                 |
| Tax Clearance Number                           | <input type="text"/>  | Occupancy Rate (Average)          | <input type="text" value="2"/>                 |
| Ownership                                      | <input type="text"/>  | No of Conference Rooms            | <input type="text" value="2"/>                 |
| Company Type                                   | <input type="text" value="Close Corporation (South African)"/>        | Seating Capacity (Rest. or Conf.) | <input type="text" value="No"/>                |
| Type of Business Entity                        | <input type="text" value="Travel agency, Tour operator and Tourist"/> | Attraction Type                   | <input type="text" value="Built attractions"/> |
| Company Description                            | <input type="text"/>  | Activity Type                     | <input type="text" value="Guided tours"/>      |
| Franchise                                      | <input type="text"/>  | Universal Accessibility           |  |
|  |   | UA Visual                         | <input checked="" type="checkbox"/>            |
|  |   | UA Communicative                  | <input checked="" type="checkbox"/>            |
|  |   | UA Mobility                       | <input checked="" type="checkbox"/>            |

# Indicators cont.

| Enterprise Information         | B-BBEE Information                                   | Location Information | Contact Details   |
|--------------------------------|--|----------------------|---|
| Enterprise Type                | <input type="text" value="Exempt Micro-Enterprise"/> |                      | Youth Ownership <input type="text" value="0.00%"/>                              |
| Enterprise Size                | <input type="text" value="Large"/>                   |                      | Ownership by People with Disability <input type="text"/>                        |
| Number of Employees            | <input type="text"/>                                 |                      | Ownership by Communities in Rural and Underdeveloped Areas <input type="text"/> |
| B-BBEE Status Level            | <input type="text" value="Level Two Contributor"/>   |                      | Foreign Ownership <input type="text"/>  |
| B-BBEE Certificate Expire Date | <input type="text" value="2017/11/07"/>              |                      | Other ownership type not specified <input type="text"/>                         |
| Black Ownership                | <input type="text" value="0.5"/>                     |                      | Other ownership type detail <input type="text"/>                                |
| Black Women Ownership          | <input type="text" value="0.00%"/>                   |                      |   |
| White Ownership                | <input type="text" value="0.00%"/>                   |                      |   |

# Indicators cont.

| Enterprise Information | B-BBEE Information                             | Location Information  | Contact Details   |
|------------------------|--|---|---|
| Province               | <input type="text" value="Gauteng"/>           | Metro Municipality  | <input type="text" value="City of Tshwane Metropolitan"/> |
| District Municipality  | <input type="text" value="Sedibeng District"/> | Local Municipality  | <input type="text" value="Emfuleni Local"/>               |
| Street Address         | <input type="text" value="45 church street"/>  | Suburb  | <input type="text" value="Pretoria"/>                     |
| City                   | <input type="text"/>                           | Postal Code   | <input type="text"/>                                      |
| Country                | <input type="text" value="South Africa"/>      | <input type="button" value="Geocode"/> <input type="button" value="Clear Address"/> |   |

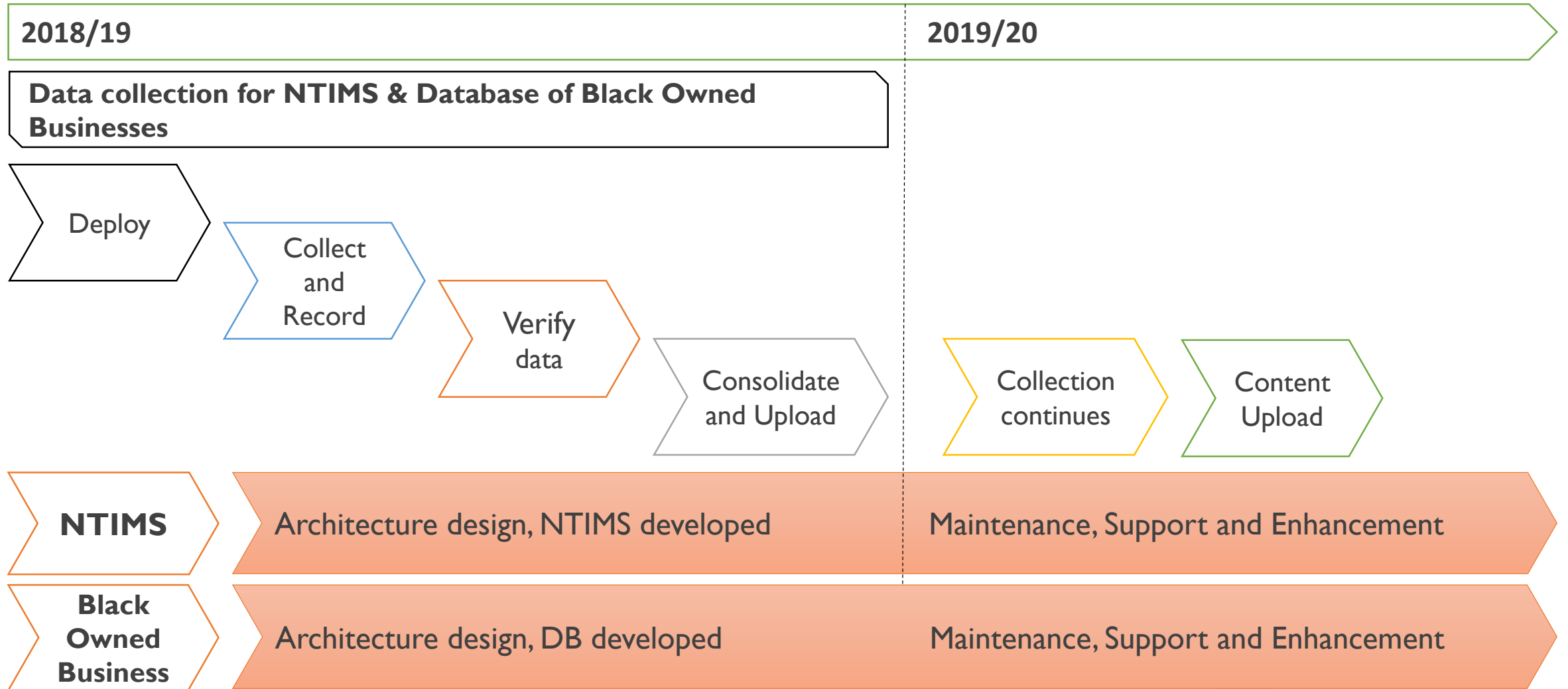
  

| Geocoding results |   |           |   |
|-------------------|---|-----------|---|
| Returned address  | <input type="text" value="45 Church St, Pretoria Central, Pretoria, 0002, South Africa"/> | Latitude  | <input type="text" value="-25.7460905"/>            |
|                   |   | Longitude | <input type="text" value="28.1933868"/>             |
|                   |   | Status    | <input type="text" value="-25.7460905 28.1933868"/> |

# Indicators cont.

| Enterprise Information | B-BBEE Information               | Location Information | Contact Details |
|------------------------|----------------------------------|----------------------|-----------------|
| Title                  | <input type="text" value="Mrs"/> |                      | Mobile Number   |
| Contact First Name     | <input type="text"/>             |                      | Fax No          |
| Contact Last Name      | <input type="text"/>             |                      | Contact Email   |
| Position / Designation | <input type="text"/>             |                      | Website URL     |
| Telephone No           | <input type="text"/>             |                      |                 |
| Alt. Telephone Number  | <input type="text"/>             |                      |                 |

# Execution



Navigation icons: back, forward, lock, search

Address bar: <https://ntims.gov.za>

Search bar: search

Site Actions: Browse, Page

username

Parent > Parent > Current Page

Page Title

Current Page | Page One | Page Two

This Site: site search ?

**Libraries**

- Site Pages
- Shared Documents
- Drop Off Library
- Custom library

```

    graph TD
      N1[0.5] -- 1 --> N2[2]
      N2 -- 1.4 --> N3[2.6]
      N2 -- 2 --> N4[2.3]
      N3 -- 2.5 --> N5[3]
      N4 -- 1.7 --> N6[2.4]
      N4 -- 1.8 --> N7[2.2]
      N5 -- 3 --> N8[2.8]
      N6 -- 2.4 --> N8
      N7 -- 2.2 --> N8
  
```

October, 2017

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 26 | 27 | 28 | 29 | 30 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1  | 2  | 3  | 4  | 5  | 6  |

**TOURISM EXPENDITURE RATIO IMPACT ON RELATED INDUSTRIES**

- Transportation 45.2%
- Accommodation 96%
- Shopping 9.6%
- Travel related service 98%
- Restaurant 37.6%
- Attractions & Activities 33.7%

Total Gross Value Added (2009)

CSIR

# Thank You...

