COURSE INTRODUCTION: INTERNATIONAL AND REGIONAL TRANSPORT ECONOMICS (IRT711S)

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CITY OF WINDHOEK INTRODUCE NEW, MODERN BUSES

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Unit 4. International and Regional Transport Economics From a Tourism Perspective.

Viewpoint
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Outline

- Introduction
- Members of the Protocol on Tourism
- Objectives
- Principles
- Undertakings /Activities
- Tourism Training and Education
- Marketing and Promotion
- Tourism Research and Statistics
- Environmentally Sustainable Tourism
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LEARNING OUTCOME

- Discuss the Objectives and Aims of the Protocol on Tourism
- Explain the impact of the Protocol on Transport
Introduction

In this unit, the discussion is to introduce the tourism protocol relating to International and Regional Transport Economics
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Members of the Protocol on Tourism

- The Republic of Angola
- The Republic of Botswana
- The Democratic Republic of Congo (DRC)
- The Kingdom of Lesotho
- The Republic of Madagascar
- The Republic of Malawi
- The Republic of Mauritius
- The Republic of Mozambique
- The Republic of Namibia
- The Republic of Seychelles
- The Republic of South Africa
- The Kingdom of Swaziland
- The United of Republic of Tanzania
- The Republic of Zambia
- The Republic of Zimbabwe
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OBJECTIVES – Tourism Protocol are:

- To use tourism as a vehicle to achieve sustainable social and economic development through the full realization of its potential for the region.
- To ensure equitable/fair, balanced and complimentary development of the tourism industry region-wide.
- To optimize resource usage and increasing competitive advantage in the Region vis-à-vis other destinations through collective efforts and co-operation in an environmentally sustainable manner.
- To ensure the involvement of small and micro-enterprises, local communities, women and youth in the development of tourism throughout the region.
OBJECTIVES – Tourism Protocol are: cont’

▪ To contribute towards the human resource development of the Region through job creation and the development of skills at all levels in the tourism industry
▪ To create a favorable investment climate for tourism within the Region for both public and private sectors, including small and medium scale tourist establishments
▪ To improve the quality, competitiveness and standards of service of the tourism industry in the Region
▪ To improve the standards of safety and security for tourists in the territories of Member States and to make appropriate provision for disabled, handicapped and senior citizens
OBJECTIVES – Tourism Protocol are: cont’

- To aggressively promote the Region as a single but multifaceted / complex tourism destination capitalizing on its common strengths and highlighting individual Member State’s unique tourist attractions
- To facilitate intra-regional travel for the development of tourism through the easing or removal travel visa restrictions and harmonization of immigration procedures
- To improve tourism service and infrastructure in order to foster a lively tourism industry
PRINCIPLES

This SADC Protocol on Tourism recognized the following basic principles in order to achieved the Objectives of the Protocol, The Member States shall:

- Facilitate private sector involvement and investment by providing incentives, infrastructure and the appropriate legal and regulatory framework
- Fully involve the private sector and other stakeholders in the formulation of policies governing the operations of the tourism sector
- Establish within the tourism sector, area of co-operation between the public and private sector and encourage private sector-driven tourism development; the contribution and value of the private sector is clearly underpinned / supported
This SADC Protocol on Tourism recognized the following basic principles in order to achieve the Objectives of the Protocol, The Member States shall: con’t

- Formulate and pursue policies and strategies, promoting the involvement of local communities and local authorities in the planning and development of tourism
- Promote environmentally and socially sustainable tourism development based on sound management practices
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PRINCIPLES

This SADC Protocol on Tourism recognized the following basic principles in order to achieve the Objectives of the Protocol, The Member States shall:

- Preserve/reserve and promote the natural, cultural and historical resources of the region
- Promote a culture of human rights, gender sensitivity and be responsible to the requirements and involvement of people with disability
Undertakings / Activities

- Member States shall take all necessary steps both at national and regional levels, to ensure that the Objectives of this Protocol are achieved and their national laws and policies are in harmony with and supportive of the Objectives and Principles set out in this Protocol.

- Member States shall refrain from taking any measures, which may hinder the implementation of this Protocol.

NB: A strong and positive governance/ control focus is clear in general undertaking
Undertakings _con’t_
Travel Facilitation - **Member States** must make:

- Entry and travel of visitors as smooth as possible
- Remove all obstacles both regional and international
- Co-operating in facilitating travel by air, land or water and to increase and improve transport and communication facilities within the region
- Abolished visa requirements for regional tourists who wish to enter their territory as visitors
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- To arrange and negotiate and agreed on the creation of a tourism univisa which will facilitate movement of international tourists in the region in order to increase the market share and revenues of the region in world tourism
- Removing obstacles to the development of tourism and travel and to harmonize legislation
- Providing appropriate facilities related to the travel of disabled and handicapped persons and senior citizens
Undertakings con’t
Tourism Training and Education

- Training and development of staff is critical important in the transport and tourism industries
- Member States to co-ordinate and harmonise training at tourism training institutions and development exchange programmes
- Harmonies standards of training in their countries and ensure that tourism training institutions in different parts of the regions are complementary to one another in the training courses
Marketing and Promotion

- The Regional Tourism Organization of Southern Africa (RETOSA) established in accordance with the provision of the RETOSA Charter shall be the promotional and marketing arm of SADC tourism sector that would:
  - Develop common and coordinated marketing and promotion strategies, action plans, and implementation programmes to promote both intra-regional and international tourism in the region and respond to market demand
  - Hunt of the tourism; marketing strategies, market the region as a tourist destination of choice and utilise the RETOSA logo and brand to promote the regional destination identity and competitiveness
  - Undertake marketing and promoting activities, highlight the diversity of the tourist product of the Region
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Tourism Research and Statistics

- Tourism research and statistics also provide very useful information required to manage the industry.
- Member States shall ensure that a unified system of collection and analysis of tourism statistical data is established in line with the Guidelines on the collection and presentation of domestic and international tourism statistics established by the World Tourism Organisation.
- Member States shall create a regional tourism research, statistics and information exchanges network and individually or jointly undertake product development and diversification initiatives through co-operation with a view to enriching the Region’s product range.
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Environmentally Sustainable Tourism

- Member States shall, implementing the objectives of this Protocol, follow sound, sustainable policies on utilisation and management of the natural and cultural resources and environment.
- **Investment Incentives and Development** – to create necessary enabling environment and enhance the competitiveness of the Region as an attractive investment location and develop appropriate tourism specific incentive to encourage the growth of Private Sector initiatives in the tourism sector.
- Develop and pursue tourism investment policies and strategies that promote the growth and development of private sector initiatives.
- Ensure that the local communities, as providers of goods and services to the tourism sector.
- Facilitate the establishment of a tourism financial mechanism and to facilitate the meaningful participation of local population.
- Give priority to investment in the sustainable development of natural and cultural resources that excel on territorial boundaries.
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- It is clear that the Tourism Protocol and the SADC Protocol on Transport, Communication and Meteorology should be viewed as key documents to improve transport and tourism
The following selections from the protocol are explain as:

- **AWARE** – as fastest growing industry, transport substantially benefit from further growth
- **CONSCIOUS** - Africa has much to offer and through effective marketing and other government interventions, the African tourism market can grow significantly
- **CONVINCED** - The policies and strategies will have a positive effect on the transport industry
- **RECOGNISING** – The transport sector and its role is specifically addressed in the protocol
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Any Questions?
Thank You.