



THE ROLE OF MTPA IN TOURISM

Date: 12 September 2013

PRESENTED BY: ISAAC SAMBO

LEGISLATIVE MANDATE

- Established in terms of the MTPA Act of 2005, Act No. 5
- Schedule 3C Public Entity
- Came into existence on 1 April 2006
- Key policy frameworks that clarify the legal and legislative mandate of the MTPA:
 - The Constitution of the Republic of SA
 - The MTPA Act of 2005
 - The White Paper on Biodiversity (1997)
 - The Provincial Growth and Development Strategy (2008)
 - The Mpumalanga Tourism Growth Strategy (2006)
 - The National Biodiversity Strategy and Action Plan (DEAT 2005)
 - The National Environmental Management Biodiversity Act (2004)
 - The Mpumalanga Biodiversity Conservation Plan (2006)

VISION AND MISSION

VISION

Mpumalanga a world-class tourism and wildlife economy

MISSION

Grow tourism and manage biodiversity to stimulate sustainable economic growth that is inclusive and creates decent employment

TOURISM

PROGRAMMES	SUB-PROGRAMMES
TOURISM	<ul style="list-style-type: none">•Tourism Development•Tourism Marketing•Tourism Registration

TOURISM BUSINESS DEVELOPMENT: SMME

Non financial support services offered:

- How to start and develop a tourism business;
- How to get their establishment graded by the Grading Council of South Africa;
- How to get incentives provided by DTI, SEDA, TEP and other government incentives; Training;
- Marketing platforms for their businesses such as Indaba, Getaway etc,
- Marketing linkages with tour operators and travel agent to their establishment so that their product can be packaged.
- Registration on MTPA database for marketing purposes and linked with the agency marketing network national and international.
- Provided with national programs to participate in such as Emerging Tourism Entrepreneur of the Year Awards and Welcome awards
- Aftercare support services are also offered.

SMME (continued)

- **Financial support services as follows:**
- a). Facilitate their attendance to Indaba;
- b). Facilitate training programs such as Exhibition training, Presentation skills, Customer Care;
- c). Facilitate their attendance to ETEYA presentation at National.

Marketing

Conduct Consumer shows at identified locations targeting the major source markets domestically and regionally

- Identify advertising platforms and place advertising aimed at promoting the destination
- Host media on educational trips in order to get coverage/publicity
- Development of marketing collateral (brochures/maps/DVD's/banners)
- Identification of marketing interventions in partnership with key industry players aimed at growing tourism, e.g. Joint Marketing Agreements; Memorandum of Understanding;
- Trade workshops & road shows; Exhibitions both domestic and international
- Hosting of trade from both domestically and internationally to expose them to the product offerings of the destination so that they could better package the province.

Marketing (continued)

- Promoting the destination as a MICE (Meetings, Incentives, Conference and Exhibitions) destination
- Following interventions being used to market the destination :
 - - Exhibitions
 - - Hosting/Familiarization trips
 - - Bidding for vents/conferences
 - - Association membership
 - - Client Supplier workshops
- Plan and implement event that bring tourists to the Province
-
- Leverage on existing events

Tourism Product development

- Tourism investment Opportunities - Prioritized 7 projects:
 1. Blyde Cable Car - a draft report for feasibility studies available final report due end September.
 2. Gods Window Sky Walk – feasibility study completed EIA underway to be completed in June 2014.
 3. Bourke’s Luck Hotel - to commence in 2014-2015.
 4. Blyde Hydro Power – concept document has been finalized.
 5. Barberton Bio Park – in collaboration with BATOBIC work is in progress.
 6. Songimvelo Malolotja Trans-frontier Conservation Area – in collaboration with Swaziland work is in progress.
 7. Theme Park – feasibility study conducted came out negative. Thus a new site need to be identified.
- Facilitate approval of tourism signage in the Province in collaboration with relevant authorities.

