

# **SUSTAINABILITY OF THE TOURISM ECONOMY**

## **THE SOUTH AFRICAN EXPERIENCE**

\*

### **BROADENING OWNERSHIP, PARTICIPATION, EMPLOYMENT, PROCUREMENT AND OTHER ECONOMIC BENEFITS TO THE PREVIOUSLY DISADVANTAGED THROUGH BBBEE (Broad Based Black Economic Empowerment)**

#### **Dr Tanya Abrahamse**

At the time of South Africa's first democratic elections in 1994, tourism reflected the apartheid economy - white owned, employed and enjoyed - stagnant and stale from being used as a sanctions busting instrument, grappling with its identity and brand – a recipe for disaster.

Ten years on and a raft of policies, frameworks, guidelines, approaches, recommendations, institutional reforms and some legislation, later - visitor numbers were up 10 fold, the country had hosted the Rugby World Cup, the Cricket World Cup, Commonwealth Heads of Governments, NAM and WSSD with great success, airline access had increased phenomenally and SA was deemed the fastest growing destination in the World.

But 'transformation' was still not satisfactory - participation of the formerly disadvantaged people (ie blacks) was minimal and marginal. The Broad based Black Economic Empowerment (BBBEE) process aimed to tackle this problem, a problem universally considered a threat to our sustainability as a destination.

The BBBEE framework is a pragmatic and step by step guide to 'transformation' of South Africa's economy and aims to, not only assist black ownership of tourism businesses, but also to foster black participation in management, employment and in SMME development, amongst other areas.

Positive consequences to this approach has been: clarity of the rules for national and foreign investors; an injection of new local money; the tapping of fresh talents and approaches; greater competitiveness in the procurement of goods and services, new and non-race based networks and business linkages, growth of the burgeoning black middle class as tourists and as investors into products that they enjoy; better quality jobs and better buy-in from local communities and measurable local economic growth and development - all creating a more sustainable economy.

Other challenges will always exist, some of which have been tackled since 1994 - of confidence (a universal problem of the ex-colonised), of world class service (unique grading system in place), of better and more direct access to markets (.travel especially for SMME's). In acting concisely, confidently and with frankness and openness on our problem of racial inequality, South Africa has managed to be successful as a global tourism player.

**ENDS**

# .travel

## INFORMATION SHEET

**For more information please contact:**

**Dr Tanya Abrahamse**

**Mobile: +27 82 320 6550**

**Fax: +27 12 342 1718**

**[tabrahamse@travel.travel](mailto:tabrahamse@travel.travel)**

**[www.travel.travel](http://www.travel.travel)**

## Facts & Explanations

- Tourism is the fastest growing global economic sector
- Online research & transactions via the Internet is growing fastest in the tourism and travel industry
- The Internet is managed by ICANN (Internet Corporation for Assigned Names and Numbers) under a Memorandum of Understanding with the U.S. government
- The Internet is only 10 years old with lots of problems
- ICANN is under pressure to fix up abuses of the past including demand for more equitable access, multi-lingual domains, protection of vulnerable, etc., etc.
- Moving from Internet 1.0 to Internet 2.0 (sorting out the ".com box")
- Internet 2.0 will be - sectoral, sponsored, authenticated, multi-lingual, with intellectual and ethical protection measures
- **.travel** is the first sign of this movement, coming in the future will be new top level domains for other sectors
- Tralliance Corporation met the established criteria to operate the **.travel** sponsored top level domain (sTLD) on behalf of the global travel and tourism industry by ICANN (as Verisign did for .com)
- Tralliance Corporation manages the **.travel** sTLD on behalf of ICANN under established conditions and policies.

- **Sectoral** – Exclusively for the tourism and travel sector (i.e. providers of tourism & travel products and services)
- **Sponsored** – over a 100 associations representing tourism and travel globally came together under The Tourism Partnership Corporation (TPPC), a non-profit advisory, body that works with Tralliance to develop policy and define the sector.
- **Authenticated** – only bona fide travel and tourism products and service providers are eligible to get a **.travel** domain name through approved authentication bodies.
- **Protection** – Entities need to prove that they operate using the name they want to register and an important unique policy is the Nations' Priority Right that give nations a sovereign right to their country names – different in the case of .com
- TPPC approved the criteria vis-à-vis who is eligible to get a **.travel** domain name.
- Who is eligible to get **.travel**?
  - Country National Tourism Associations and organizations (NTA's & NTO's)
  - tourism destinations eg. Casablanca, Sun City, etc
  - tourism service providers eg. travel agents, tour operators, information providers, etc, etc
  - tourism product providers (hotels, car rentals, etc, etc)

**Go to [www.ttpc.travel](http://www.ttpc.travel) for more information on the definition of the tourism and travel sector and eligibility criteria.**

## **The Process**

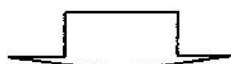
### **End user**

Eg. Joe Bloggs Tours, Johannesburg Tourism Council, Argentina Tourism Authority, Las Vegas Hotel School



### **The authenticator**

Eg. Tourism Business Council of South Africa [a TTPC member], other authentication providing associations and D&B, a global accreditation company



### **The Registrar**

ICANN and Tralliance accredited top level domain name registrars all over the globe which register **.travel**, **.com**, **.net** and other TLDs, eg. Goodluck Domains and EnCirca



### **The Registry**

In the case of **.travel**, Tralliance Corporation; in the case of **.com**, Verisign – operating under ICANN Charter and policies

## **Where does the money go**

- Tralliance “sells” **.travel** domain names on a flat fee wholesale basis to Tralliance-accredited Registrars
- Tralliance has invested in the five year development and start up phase uses this money to:
  - manage the Registry and the **.travel** Directory
  - cover administration costs and global marketing costs
  - pay “per name” fees to ICANN
  - donate US\$ 1.00 to Just a Drop Charity, and
  - take a margin, as a commercial entity
- There are 14 ICANN accredited Registrars around the world that have been accredited by Tralliance to register **.travel** names.
- Registrars on-sell to end-users (after receiving authentication) adding a mark-up depending on the value added services
- Authentication Providers, receive US\$16 per authenticated name for providing this service to the **.travel** Registry.

## **Benefits for user of having a .travel name**

- Immediate recognition that you are a bona fide travel and tourism player (services, products, destination, education or information provider)
- That you have been authenticated as an active player, registered, trading in that name, known by your peers and so have a higher measure of trust
- A Directory where you upload your profile to a global, unbiased marketplace ([www.directory.travel](http://www.directory.travel)) in 6-8 languages. The Directory is free and uniform (i.e., no one can pay extra for higher ranking or for advertising)
- A search engine that 'gathers' only tourism and travel entities and positions authenticated **.travel** players at the top of each search results page (see [www.search.travel](http://www.search.travel))
- Direct access to global markets (the tools [www.africa.travel](http://www.africa.travel), [www.asia.travel](http://www.asia.travel) and [www.search.travel](http://www.search.travel) match buyers to sellers in the most efficient way)

## **How to get your .travel domain name/s**

- **Go to** [www.tbcsa.travel](http://www.tbcsa.travel) **or** [www.travel.travel](http://www.travel.travel)
- **Follow the steps to get your company or organization authenticated**
- **Decide on further names you want to register**
- **Receive your UIN by e-mail & log in again to check if your names have been accepted**
- **Register and pay**
- **Download your profile on the Directory**

**Use your .travel name on all collateral, on your website and all e-mails**

## **The Africa Virtual Heritage Management Project (AVHMP)**

The background is that, while the Nations' Priority Rights protects the names of nation states from falling into the hands of commercial entities, below that – i.e., cities, iconic heritage and tourism assets within countries - are not protected.

Tralliance, working in conjunction with the UNWTO established a moratorium on the sale of these names to commercial entities until December 31, 2006. Further Tralliance supported extensive research and consultation to develop a list of about 1500 key African names of tourism and heritage value and is striving to protect them on the Internet for use by their rightful owners.

Commercial entities 'stealing' iconic heritage and tourism names is a global one. However, we have chosen to focus on Africa as:

1. The problem is made worse by our colonial past
2. Many countries are unaware of the **.travel** project and some are in a state of conflict
3. African iconic names have been taken in other top level domains, mainly by first world commercial entities
4. Tourism, now and in the future, will need to utilize these iconic place names to build and sustain our tourism economy
5. Currently, there is a focus on Africa and tourism in Africa to help us overcome poverty and marginalization

**Please encourage your country, province, city, town  
and village to register important heritage and tourism  
names with **.travel****

**.travel**

The whole world of travel.