
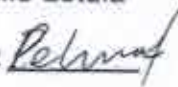
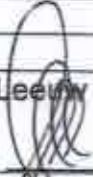



Annexure E – Technical Indicators Descriptions for 2019/20 Tourism APP Indicators

1. TOURISM PLANNING




Indicator title	Provincial Tourism Master Plan developed
Short definition	Development of the provincial tourism master plan to increase market share.
Purpose/importance	To drive tourism promotion, growth and development in alignment with National Tourism Sector Strategy 2016-2022 and Tourism Act no 3 of 2014.
Source/collection of data	Tourism Planning
Method of calculation & Evidence type	Simple count Evidence = Approved Submission, Terms of Reference, Approved Tourism Master Plan
Data limitations	Tourism Development and Support Directorate does not have a dedicated research unit, the directorate will rely on the Departmental Research Unit to gather information. Unverified Data Budget constraints
Type of indicator	Output
Calculation type	Cumulative
Reporting cycle	Annually.
New indicator	Yes
Desired performance	Satisfactory
Indicator responsibility	<p>Nomvula Tlatsi: </p> <p>Motheo Leeuw: _____</p> <p>Date: <u>17/05/2019</u></p>



Indicator title	Number of Tourism Forum Meetings and Tourism Council meetings facilitated
Short definition	Facilitate provincial tourism forums to strengthen partnerships and cooperation between the three spheres of government.
Purpose/importance	To encourage cooperative planning, implementation and management with regards to the development and marketing of tourism in the province in alignment National Tourism Sector Strategy 2016-2022
Source/collection of data	Tourism Planning, Municipalities, DT
Method of calculation & Evidence type	Simple count Evidence = Invitations, attendance register, forum meeting outcome reports; Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Lack of attendance and cooperation from external parties.
Type of indicator	Outcome
Calculation type	Non-Cumulative
Reporting cycle	Quarterly.
New indicator	No
Desired performance	Higher
Indicator responsibility	Relebohile Letula Signature:  Date: <u>20-05-2019</u>
Indicator title	Number of municipalities supported with IDP assessments
Short definition	To conduct assessments of municipal IDP's in order and provide guidance on alignment with tourism projects and programmes to strengthen strategic partnerships.
Purpose/importance	To encourage the municipalities to develop tourism plans that are aligned with the provincial plan, which will guide programs/projects which are to reflect on the municipal IDP's.
Source/collection of data	Tourism Planning, Municipalities
Method of calculation & Evidence type	Simple count Evidence = Assessments reports, attendance register and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Lack of participation by municipalities
Type of indicator	Inputs
Calculation type	Periodic
Reporting cycle	Non-Cumulative
New indicator	No
Desired performance	Higher
Indicator responsibility	Motheo Leeuw Signature:  Date: <u>20/05/2019</u>

Indicator title	Number of Visitor Information Centres supported
Short definition	To support Visitor Information Centres by ensuring that the Centres are capacitated to promote tourism growth effectively
Purpose/importance	1. To ensure that the VIC's disseminate up to date information to tourists 2. To uphold the Service Excellence Standards, Service Excellence Strategy and also in accordance with Approved framework for VIC in SA December 2011.
Source/collection of data	1. Tourism Planning Unit, DT, Municipalities 2. Questionnaire
Method of calculation & Evidence type	Simple count Evidence = Reports; Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Lack of participation by municipalities
Type of indicator	Output
Calculation type	Non-Cumulative
Reporting cycle	Quarterly.
New indicator	New
Desired performance	Higher performance desired.
Indicator responsibility	Motshewa Mutsi
	Signature:  Date: 20/05/19

Indicator title	Number of Service Excellence Campaigns Supported
Short definition	Support service excellence campaigns in the province
Purpose/importance	Facilitation of campaigns aimed at improving service excellence culture in tourism and non- tourism establishments, through training and information sharing sessions in alignment with Service Excellence Standards
Source/collection of data	1. Tourism Planning Unit and DT 2. Service Excellence campaigns
Method of calculation & Evidence type	Simple count Evidence = Brochure; Report, attendance register and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Lack of attendance
Type of indicator	Activities
Calculation type	Non-Cumulative
Reporting cycle	Quarterly
New indicator	No
Desired performance	Higher
Indicator responsibility	Relebohile Letula
	Signature: <i>Relebohile Letula</i>
	Date: <i>20-05-2019</i>

TOURISM GROWTH AND DEVELOPMENT

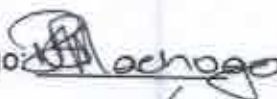
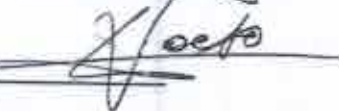
Indicator title	Number of tourists attractions audited
Short definition	Identification, verification documenting and audit of the standards of tourist attractions in the Free State
Purpose/importance	To develop a credible register of identified and audited tourist attractions in the Free State Province. This register will form part of the Free State marketing drive in order to promote growth in the sector
Source/collection of data	1. Tourism Growth Unit 2. NDT
Method of calculation & Evidence type	Simple count Evidence = Audit Reports, register of tourism attractions; Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	-Unwillingness of establishments to participate -Inaccurate statistics
Type of Indicator	Output
Calculation type	Non-Cumulative
Reporting cycle	Quarterly
New indicator	No
Desired performance	Higher
Indicator responsibility	<p>Sello Thone: </p> <p>Mosela Mashiloane: </p> <p>Alice Lekota: </p> <p>Date: 17/05/2019</p>

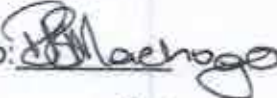

Indicator title	Number of enforcement inspections conducted.
Short definition	Conduct planned and unplanned inspections of tourist guides
Purpose/importance	To ensure that tourist guides are accredited in accordance with the Tourism Act 3 2014 and prevent illegal guiding services.
Source/collection of data	Tourism Planning, PROVJOC
Method of calculation & Evidence type	Simple count Evidence = Report, attendance register and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Non-disclosure of useful and confidential information on tourists guides and inconsistent dates of roadblocks and reliance on PROVJOC campaigns
Type of indicator	Output
Calculation type	Non-Cumulative
Reporting cycle	Quarterly
New indicator	No
Desired performance	Higher
Indicator responsibility	<p>Motheo Leeuw: </p> <p>Cwayita Makubalo: </p> <p>Date: 20/05/2019</p>

Indicator title	Number of accommodation establishments supported.
Short definition	To ensure that the guests accommodations meets the core requirements for star grading
Purpose/importance	To ensure that accommodation establishments are meeting the minimum requirements in accordance with the Tourism Grading Council of South Africa and the National Tourism Sector Strategy 2016-2022
Source/collection of data	1. Tourism Growth and Development 2. Checklist
Method of calculation & Evidence type	Simple count Evidence = Report, attendance register and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	1. Accommodation Establishment owner not willing to participate 2. Grading not mandatory
Type of indicator	Output
Calculation type	Non-Cumulative
Reporting cycle	Quarterly
New indicator	Yes
Desired performance	Higher
Indicator responsibility	<p>Sello Tlhone: </p> <p>Alice Lekota: </p> <p>Mosela Mashilonane: </p> <p>Date: 17-05-2019</p>

Indicator title	Number of niche tourism products supported
Short definition	To identify niche tourism products and support them with access to markets
Purpose/importance	To ensure niche tourism products are supported in order to increase market share according to the National Tourism Sector Strategy 2016-2022
Source/collection of data	1. Tourism Growth and Development and Municipalities 2. Checklist
Method of calculation & Evidence type	Simple count Evidence = Register of Niche Tourism Products; Support Outcome Report and Central register of all activities from 1 April 2019 to 31 March 2020
Data limitations	Contractual disputes
Type of indicator	Output
Calculation type	Non-Cumulative
Reporting cycle	Quarterly
New indicator	Yes
Desired performance	Higher
Indicator responsibility	Nomvula Tlatsi  Signature: _____
	Date: <u>17/05/2019</u>



TOURISM SECTOR TRANSFORMATION




Indicator title	Number of Tourism Awards facilitated.
Short definition	Facilitate business tourism Awards across tourism sectors for optimal socio-economic spin-offs.
Purpose/importance	Use awards to encourage Service Excellence amongst the establishments in line with Service Excellence Standards
Source/collection of data	1. Tourism Sector Transformation Unit, SAT, TGCSA 2. Online competition entry form
Method of calculation & Evidence type	Simple Count Evidence = Report, list of participants; Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	1. Non or poor entry to the Awards 2. Poor attendance
Type of indicator	Output
Calculation type	Cumulative
Reporting cycle	Annually
New indicator	No
Desired performance	Higher
Indicator responsibility	<p>Palesa Machogo: </p> <p>Vincent Loeto: </p> <p>Date: 17/05/2019</p>

Indicator title	Number of Tourism events supported
Short definition	Support to different annual tourism events, such as Tourism month, Tourism Indaba and NTCE
Purpose/importance	To position Free State as the preferred tourism destination in alignment with National Tourism Sector Strategy 2016-2022 and The National Tourism Human Resource Development Strategy
Source/collection of data	1. Tourism Sector Transformation Unit, Event Organisers/ Coordinators, Municipalities and FSGLTA 2. Meetings
Method of calculation & Evidence type	Simple count Evidence = Reports, support concept documents event photos and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	1. Actual statistics of attendance 2. Events promoters' non- disclosure of information
Type of indicator	Inputs
Calculation type	Non-Cumulative
Reporting cycle	Quarterly
New Indicator	No
Desired performance	Higher
Indicator responsibility	<p>Palesa Machogo: </p> <p>Vincent Loeto: </p> <p>Date: <u>17/05/2019</u></p>

Indicator title	Number of Township/Kasie tourism campaigns conducted for township tourism development
Short definition	To conduct Township/Kasie campaigns in order to expose townships places of interest to enable them to actively participants in the mainstream economy.
Purpose/importance	Improve prosperity and increase market share for township establishments in alignment of National Tourism Sector Strategy 2016-2022.
Source/collection of data	1. Tourism Sector Transformation and Municipalities. 2. Meetings
Method of calculation & Evidence type	Simple count Evidence = Report, Approved Concept Documents, Approved Submission campaign photos; Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Unwillingness of establishment to participate in the campaigns as well as high expectations of enterprises
Type of indicator	Output
Calculation type	Non-cumulative
Reporting cycle	Quarterly
New indicator	No
Desired performance	Higher
Indicator responsibility	Vincent Loeto
	Signature:  Date: 17/05/2019

Indicator title	Number of Inter and Intra Provincial Tourism Destination Promotion Initiatives conducted
Short definition	Expose the Free State province as a preferred tourism destination of choice to tourists in and outside the Free State
Purpose/importance	To improve prosperity and market share as well as position the Free State province as the preferred tourism destination in alignment with National Tourism Sector Strategy 2016-2022
Source/collection of data	1. Tourism Sector Transformation Department of Sports, Arts and Culture and Recreation 2. Meetings
Method of calculation & Evidence type	Simple count Evidence = Report, Approved Concept Document, Approved Submission, attendance register and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Lack of participation by external parties
Type of indicator	Output
Calculation type	Non- Cumulative
Reporting cycle	Quarterly
New indicator	New
Desired performance	Higher
Indicator responsibility	Ennie Modise
	Signature:  Date: 20/05/2019

Indicator title	Number of tourism specific training provided
Short definition	To address training needs in the form of tourist guide training and up skilling the tourism industry participants
Purpose/importance	Skills development for the provincial tourism sector to gain competitive advantage in alignment with Tourism Human Resource Development Strategy and National Tourism Sector Strategy 2016-2022
Source/collection of data	Tourism Sector Transformation
Method of calculation & Evidence type	Simple count Evidence = Attendance register, Report and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	Unwillingness to participate in the training
Type of indicator	Output
Calculation type	Non-cumulative
Reporting cycle	Quarterly
New indicator	New
Desired performance	Higher
Indicator responsibility	<p>Tsholofelo Sesing: </p> <p>Motshewa Mutsi: </p> <p>Date: <u>20/05/19</u></p>

Indicator title	Number of tourism awareness activities conducted
Short definition	Inculcate the culture of tourism through awareness workshops, promotion of a particular theme in tourism, sharing of tourism trends and promotion of opportunities in the tourism sector
Purpose/importance	Improve visitor experience in the province, grow the provincial tourism economy, stimulate transformation of the sector and curb non-compliance with the tourist guiding legislation and regulations in alignment with National Tourism Sector Strategy 2016-2022
Source/collection of data	1. Tourism Sector Transformation 2. Meetings
Method of calculation & Evidence type	Simple count Evidence = Report, Information material, attendance register and Central register of all activities from 1 April 2019 to 31 March 2020.
Data limitations	1. Unwillingness to participate in the training 2. poor attendance
Type of indicator	Output
Calculation type	Non-cumulative
Reporting cycle	Quarterly
New Indicator	New
Desired performance	Higher
Indicator responsibility	<p>Tsholo Sesing: </p> <p>Motheo Leeuw: </p> <p>Sello Tlhone: </p> <p>Date: _____</p>

Director: Mr T. Selemela: 
Tourism Development and Support

Date: 21/05/19