

# **GRADING REQUIREMENTS & PROCEDURES**



**TOURISM GRADING COUNCIL**  
OF SOUTH AFRICA

# Background

- *Established in September 2000 by the Minister of Environmental Affairs and Tourism*
- *Representatives of the tourism industry*
- *Mandated:*  
*“To provide a framework and process for grading across all relevant sectors of the tourism industry in South Africa”*



# ***Grading Council Members***

*12 Members representing the following sectors*

- *Accommodation*
- *Conference venues*
- *Food and Beverage*
- *Tour Operators*
- *Tourist Transport services*
- *Travel Agencies*
- *Provincial Tourism Authorities*
- *Consumer Affairs*
- *Emerging Product Owners*
- *DEAT/SAT*



# ***Grading Council's Strategic Objectives***

- *Grading must lead to an improvement in standards*
- *Grading must be affordable, accessible and market driven*
- *The system must be voluntary*
- *The system must be flexible, credible*
- *The system must assist in transforming the industry*



# ***Achievements to date***

- *Largest & fastest growing quality assurance system*
- *National Star Grading Scheme for accommodation was launched in November 2001*
- *National Grading Scheme for Meetings-Exhibitions-Special Events ( MESE) venues was launched in February 2004*



# *Achievements to date*

- *Tour operators/Tourist Transport- Underway (accreditation)*
- *Golf Courses – Call for participation published – high level of enthusiasm*
- *Travel Agencies- Next in line after settling “ no commission business model”*
- *Attractions & Retail- ( Much later, need to consolidate gains)*
- *Collaboration with countries in sub-region*



# Provincial Spread

	<i>Year</i>				
<i>Province</i>	<i>2001-02</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>Totals</i>
<i>Eastern Cape</i>	100	85	115	16	316
<i>Free State</i>	25	36	73	12	146
<i>Gauteng</i>	132	100	180	28	440
<i>KwaZulu Natal</i>	148	88	137	31	404
<i>Limpopo</i>	41	55	75	28	199
<i>Mpumalanga</i>	74	62	113	16	265
<i>Northern Cape</i>	45	8	24	9	86
<i>North West</i>	19	36	74	12	141
<i>Western Cape</i>	638	266	358	81	1343
<i>Totals</i>	1222	736	1149	233	3340

## *Spread of Assessments as @ 30 June 2006*

<b>Province</b>	<b>Total Number of Accommodation Establishments as at 31/12/2004</b>	<b>Total Number of Graded Establishments as at 31/12/2006</b>	<b>% Total Graded</b>
Eastern Cape	463	524	113%
Free State	444	249	56%
Gauteng	826	606	73%
KwaZulu Natal	1624	671	41%
Limpopo	570	301	53%
Mpumalanga	472	343	73%
Northern Cape	677	312	43%
North West	460	288	68%
Western Cape	2954	1596	54%
<b>Total</b>	<b>8490</b>	<b>4890</b>	<b>58%</b>

# Challenges

- ***Improving geographical spread***
  - *Each province to double its current take up each year for the next 2 years*
- ***Improving take up across grading categories (Lodges; Backpackers; MESE; F&B)***
  - *GC to engage each sub-sector to investigate removing obstacles and speed up take up*
- ***Support of International Brands***
  - *Investigate ways of bringing these onboard*



# Challenges

- ***Educating consumers to demand “quality and service as a right”***
  - *Positive tension between consumers and service providers*
- ***Government support through procurement***
  - *All three levels of government*
- ***Public sector support through procurement***
  - *Telkom; Transnet; Eskom; Denel; Other statutory bodies*
- ***Tourism & Travel distribution organizations***
  - *Endorsement of these organizations as a way of speeding up grading take up*



# Minimum Requirements

- *Registered as a business with the local authority*
- *Health and safety certificate*
- *Public Liability insurance*
- *Cleanliness and comfort*
- *Safety and security*
- *Restaurants need to comply to the TGCSA Health Regulations details available on [www.tourismgrading.co.za](http://www.tourismgrading.co.za)*



# Procedure

- *Establishment can contact the Grading Council direct*
- *Log onto our website [www.tourismgrading.co.za](http://www.tourismgrading.co.za) and access assessor details*
- *Contact an assessor directly*
- *Fill out application form, assessor will go and assess property*
- *Form is submitted to Grading Council with recommendation from assessor*
- *Grading is approved at the Awards Committee Meeting*



# Sectors

- *Accommodation- B & B, Hotel, Guest House, Country House, Backpacker & Hostelling ,Caravan & Camping, Self- Catering and Lodges*
- *Meetings, Exhibitions, Special Events Venues ( MESE)*
- *Food & Beverage- Restaurants*
- *Tourist Transport Services/Tour Operators- to be launched latter 2005*
- *Golf Courses- appointment of work group underway*
- *Travel Agencies- 2006*



# FEES

FEE STRUCTURE									
<ul style="list-style-type: none"> <li>★ Hotel</li> <li>★ Bed &amp; Breakfast</li> <li>★ Guest House</li> <li>★ Country House</li> <li>★ Self Catering</li> <li>★ Lodge</li> </ul>									
Rooms	Assessment Fee	Joining Fee	VAT				TOTAL		
1-3	1166	53	170.66				1389.66		
4-8	1590	106	237.44				1933.44		
9-15	1910	212	297.08				2419.08		
16-25	2225	212	341.18				2778.18		
26-50	2970	212	445.48				3627.48		
51-75	3500	212	519.68				4231.68		
76-100	3815	212	563.78				4590.78		
101-150	4450	212	652.68				5314.68		
151+	4980	212	726.88				5918.88		
<ul style="list-style-type: none"> <li>★ Caravan &amp; Camping</li> <li>★ Backpackers &amp; Hostelling</li> </ul>									
Sites/Beds	Assessment fee	Joining Fee	VAT				TOTAL		
R15/bed or site	600	50	May vary				May vary		
★ MESE – Meetings, Exhibitions & Special Events (please note that this category does contain subcategories & these amounts below do not include VAT)									
Number of Rooms									
1-3	4	5	6	7	8	9	10	11	12
2500	3000	3500	4000	4500	5000	5500	6000	6500	7000
★ Restaurants									
Assessment Fee			Joining Fee			VAT		TOTAL	
1800			100			266		2166	

# Consumer Feedback

- *An integral part of any quality system is feedback*
- *TGCSA has a Consumer Feedback Mechanism for consumers to make use and lodge any compliments or complaints*
- *Consumers can call 0861 472 333 , or respond electronically at [www.tourismgrading.co.za](http://www.tourismgrading.co.za) ,or fill out a postage paid questionnaire available at all graded establishments*
- *CFM is a recourse for consumers in the event that they are not happy*
- *Assists in the re-grading process*



# Benefits

- *Graded establishments are listed ahead of non-graded establishments on South African Tourism website*
- *Use of Grading Council logo and insignia in all marketing collateral*
- *Automatically listed in the free-listings in the TGCSA annual Accommodation Guide. An electronic version of the Guide is available on the TGCSA website and is updated monthly*
- *Graded establishments have the right and are required to display the Grading Council's plaque and the internationally recognised star with their rating outside their premises and the certificate inside their premises*



# Benefits

- *National government will procure accommodation only from graded establishments*
- *Be recognized nationally and internationally for commitment to standards and service within the hospitality industry*
- *Preference will be given to graded establishments to attend any exhibitions with South African Tourism locally and internationally*
- *Grading Council will continuously market graded properties to consumers, tour operators*



# Accommodation Guide

- *Produced by the TGCSA every year*
- *All graded establishments automatically get a free listing which includes the following information: name of establishment, contact person and details ( physical address, telephone, fax, email, star rating, web address).*
- *Advertising sold for quarter pages, half pages, one page where an establishment can have details as above as well as picture and short description.*
- *The Guide is distributed through SA Tourism offices internationally and also via the SA Tourism call centre*
- *Sold locally at bookshops such as Exc. CNA, Wordsworth.*



# Contact Details

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SOUTH AFRICA**

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