

# SAPPHIRE COAST TOURISM

(2016)

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AMANZMITOTI, 4126

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## **MEMBERSHIP: SAPPHIRE COAST TOURISM**

As part of the eThekweni Municipality, Sapphire Coast covers an area stretching from the eZimbogintwini River north of Athlone Park, Amanzimtoti to the Mahlongwa River, south of Croc World, Clansthal.

This booming holiday destination offers almost everything for the discerning traveler, is famed for its year-round balmy weather, lush subtropical setting and safe bathing beaches, not to mention the world class diving experience of the Aliwal Shoal.

Sapphire Coast Tourism (SCT) is a non-profit association and recognized as the official Community Tourism Organization (CTO) by the Local and Provincial tourism authority. The association comprises members from the area, referred to and marketed as Sapphire Coast. The annually elected Management Committee (MANCO) controls the daily affairs of SCT. All MANCO members, being private and appointed tourism product owners, are obliged to manage the association in terms of the constitution, whilst as a body holding the institution's assets in trust as guardians for the stakeholders. The member's ultimate responsibility to the association is to contribute with knowledge and wisdom to the discussion and formulation of wise and practical means to ensure that the resources of tourism and publicity of the eThekweni Municipality are being protected and improved.

### **The function of Sapphire Coast Tourism:**

The objectives of the association are to publicise and market the Sapphire Coast as a prime tourist destination and place in which to conduct business or to reside.

To give publicity to the advantages of the Sapphire Coast as a holiday and health center, a national environmental resource area, an industrial, commercial, civic and residential area, and to assist in its development.

### **The importance of Tourism:**

Both the tourism industry and business need to strive for excellence by promoting the area, leading to job creation and a better life for the individual. Tourism offers greater benefits than any other industry in terms of regional development and generation of a mindset of greater spending, and then well so within the Sapphire Coast and greater eThekweni Municipality catchments area.

### **What are the benefits of becoming a member?**

- 1 Display your brochures in the tourist information bureau
- 2 Market promotions through Durban Tourism
- 3 Receive regular correspondence on what's happening in the tourism corridors
- 4 Upon the tourism office receiving enquiries from domestic, international & local residents, members' businesses and contact detail will be supplied to them from a standard alphabetic listing
- 5 SCT members list on the SCT website, Durban Tourism website and Tourism KZN website
- 6 SCT members list in the Sapphire Coast Visitor Guide directory when going to print
- 7 SCT members list on the Sapphire Coast Map Directional boards when going to print
- 8 SCT facilitate general networking and overflow opportunities amongst all stakeholders
- 9 Establishments can apply to eThekweni Rates for an annual refund up to 50% (T&C Apply)
- 10 SCT membership permits mandatory application to the EDTEA for TKZN membership
- 11 TKZN membership permits establishment to be graded through the Tourism Grading Council of SA
- 12 TKZN memberships permits signage along provincial routes for graded establishments

## **What are the responsibilities of the member?**

- Brochures:**
- Provide the tourist information bureau with (50 – 80 copies)
  - Control stock levels at least every three months
- Rates/fares/fees:**
- Ensure that information in possession of the tourism bureau is up to date reflecting current specials, prices, rates, fares etc
  - Specify seasonal rates, packages, specials, services etc if and where applicable

## **Membership/Subscription:**

Application for membership should be made by completing a SCT membership application form and dropping the form, together with the relevant documentation, to the Sapphire Coast Toti Tourism Office on 95 Beach Road, Toti main beach. The application will be tabled to MANCO whilst Durban Tourism quality checks the establishment, following which, the applicant will be notified of the audit observations and whether the application has been successful.

Upon application being successful, an invoice will be emailed for payment. Email proof of payment to the tourism office [sibongile.ntetha@durban.gov.za](mailto:sibongile.ntetha@durban.gov.za) will generate a membership certificate and a letter of acknowledgement which is to be forwarded to the EDTEA / TKZN for mandatory provincial membership and to the eThekweni Rates Dept for a rates rebate (terms & conditions apply).

Subscription fees have to be deposited into the SCT account or via EFT transfer – no cash, cheques etc accepted at the tourism office:

**BANKING DETAILS**  
**AMANZIMTOTI PUBLICITY ASSOCIATION**  
**NEDBANK**  
**ACCOUNT NO. 1306 016 886**  
**BRANCH CODE. 130 627**

## **Membership renewal:**

It is each member's responsibility to renew membership annually at the commencement of the next financial year, i.e. 1 July.

## **Legal Implications/requirements:**

Any tourism establishment or operator that has been found guilty of having contravened the EDTEA / TKZN regulations may be liable:

For a fine not exceeding R10 000 imposed by the EDTEA/ TKZN

To have your registration suspended for a period not exceeding three years; or

For both such a fine and suspension of your registration

## **ANNUAL MEMBERSHIP:**

The subscription of each member shall be determined by MANCO and shall be payable up receipt of invoice.

All subscriptions for subsequent years shall be due and payable at the commencement of the next financial year, i.e. 1 July.

## **Current subscriptions (F'16/17): R700.00 and R400.00 per annum**

REGISTRATION OF CATEGORIES AND SUB-CATEGORIES OF FACILITIES AND SERVICES FOR  
**COMPULSORY** REGISTRATION OF TOURISM ESTABLISHMENTS AND TOURISM OPERATORS WHO'S  
 PRIMARY OBJECT IS TO PROVIDE SERVICES AND FACILITIES TO TOURISTS IN THE PROVINCE OF KWAZULU-  
 NATAL

<b>Category of facility or service</b>	<b>Sub-category of facility or service</b>
<b>1. Accommodation</b>	1.1 Accommodation Booking Agent 1.2 Bed and Breakfast 1.3 Caravan and Camping 1.4 Guesthouse 1.5 Hotel/ Motel/ Inn/ Lodge 1.6 Self-catering 1.7 Youth hostel/ Backpacker Lodge
<b>2. Conference Venues and Conference Organizers</b>	2.1 Conference Organizer 2.2 Civic Club 2.3 Club 2.4 Country House 2.5 Country Lodge 2.6 Dedicated Venue 2.7 Farm Venue 2.8 Guest Lodge 2.9 Hotel 2.10 Municipality 2.11 Museum 2.12 Restaurant 2.13 Showground 2.14 Theatre 2.15 Training Centre 2.16 Turf Club 2.17 University/Technikon
<b>3. Historical/ Cultural Centers</b>	3.1 Art Gallery 3.2 Museum 3.3 Cultural Village
<b>4. Recreation and Entertainment Attractions</b>	4.1 Animal Farm 4.2 Bird Park 4.3 Boat/ Fishing Charter 4.4 Aquarium 4.5 Crocodile Park 4.6 Fun Fair 4.7 Go-Karting 4.8 Mini Train/Railway 4.9 Riksha 4.10 Route/Meander 4.11 Snake Park 4.12 Steam Train 4.13 Theme Park 4.14 Zoo
<b>5. Travel Services</b>	5.1 4x4 Hire 5.2 Air Service (Charter) 5.3 Air Service (Scheduled). 5.4 Airport 5.5 Tourism related Associations 5.6 Bike Hire 5.7 Boat/ Fishing Charter 5.8 Booking Service 5.9 Bus Route

5.10	Service (Airport)
5.11	Bus Service (City/ Town)
5.12	Bus Service (Coach Charter)
5.13	Bus Service (Scheduled)
5.14	Car Hire
5.15	Caravan/ Camper Hire
5.16	Cruise Operator
5.17	Dive Operator
5.18	Whale Watching Operator
5.19	Dolphin Watching Operator
5.20	Ferry
5.21	Foreign Exchange
5.22	Promotional Authority
5.23	Rail Service
5.24	Tour Bus (Scheduled)
5.25	Tour Operator
5.26	Tourist Information
5.27	Tourist Protection Service
5.28	Travel Agent

**Sapphire Coast Tourism**

(2/2016)

**Membership Application Form**

Name of Tourism Product: .....

Physical Address: .....

Telephone Number: ..... Cell no.: .....

Fax number: ..... E-mail address: .....

Website address: .....

Contact Person: .....

*If applicable, indicate the following:*

Type of Business: .....

Is your Business registered / licensed? **Yes / No** If so, Licence no.: .....  
*(Please fax/provide relevant document)*

.....  
Food Licence no.                      Liquor Licence no.                      Public Liability insured with  
*(Please fax/provide relevant document)*

Group / Category (no. of rooms / units): .....

Annual membership fee: R ..... *(Payable on application, thereafter on 1 July of each year.)*  
*(If paid by cheque: Please make payable to Amanzimtoti Publicity Association)*

*I am herewith apply to be a member of Sapphire Coast Tourism.*

*I acknowledge that in order to cancel membership, one calendar month's written notice is required and should membership be terminated during the course of a year for which a subscription has already been paid, no portion of such a subscription shall be refundable.*

*I hereby agree to abide by the rules and regulations of the Constitution of Sapphire Coast Tourism.*

Signature of Applicant: .....

SCT member supporting application/reference: .....

Membership Accepted:              SCT Treasurer: .....

Secretary: .....

Chairman: .....

***For office use only***

**Approved:**              **YES / NO**                      **Date:** .....

**Payment date:** .....              **Receipt No:** .....

**GENERAL/ ADDITIONAL INFORMATION:**

If applicable, please give a detailed description of your business / tourism product and fax back together with the Membership Application Form.

Example, is your establishment wheelchair friendly, air-conditioned, do you allow pets? etc.

Indicate any information that should be of interest or will be beneficial for tourists to know.

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