

IF YOU'RE NOT
A REAL STAR,
YOU CAN'T CLAIM
TO BE ONE



TOURISM GRADING COUNCIL
OF SOUTH AFRICA

Quality in Tourism

Brought to you by *South African Tourism*

WHAT YOU
SHOULD
KNOW

ABOUT STAR
ADVERTISING
IN SOUTH
AFRICA



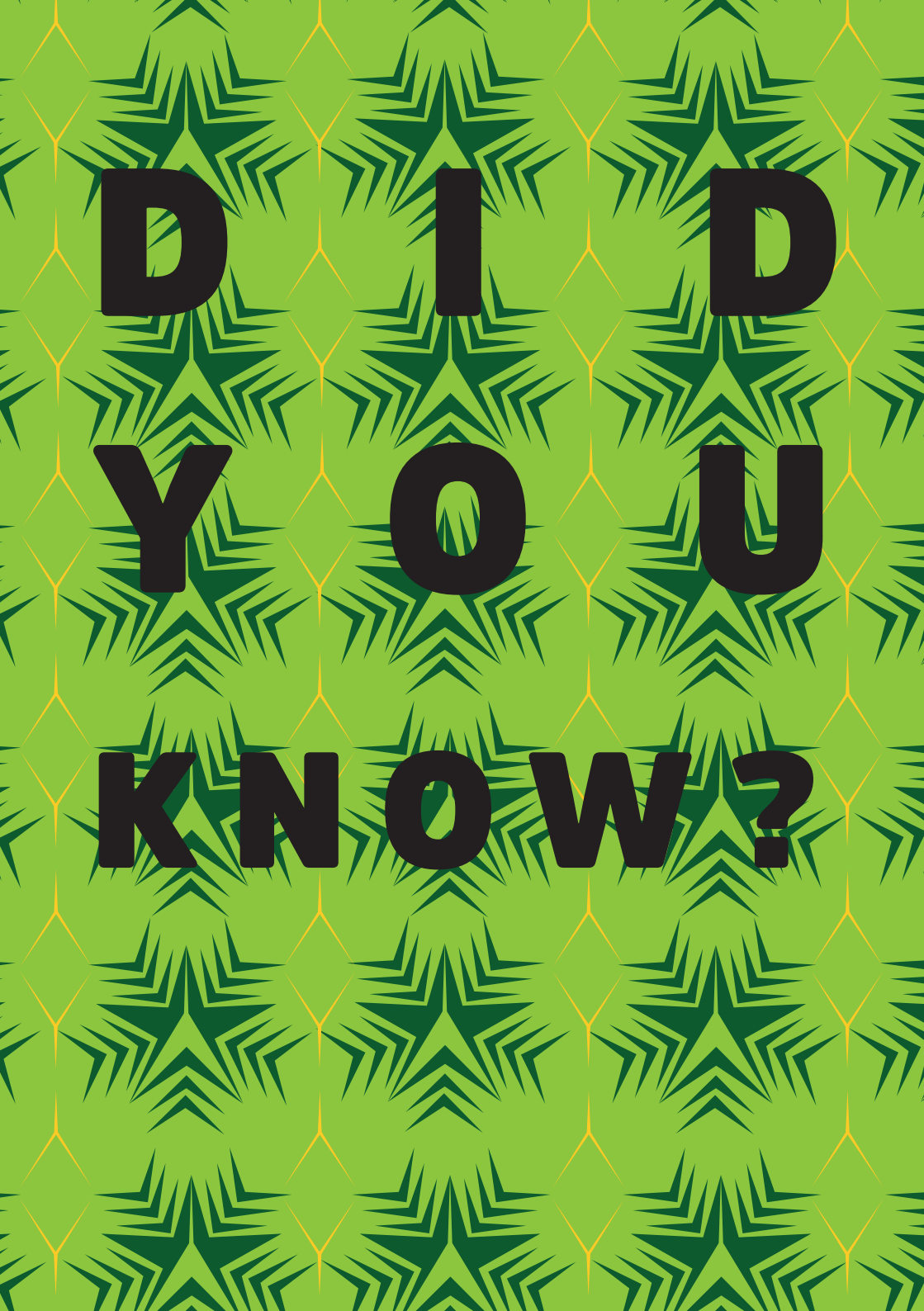
WE ARE THE ONE & ONLY

The Tourism Grading Council of South Africa (TGCSA) is the only officially-recognised entity that authorises accommodation and conferencing establishments to display Quality Stars.

Quality Stars are attached to an independent assessment of what guests can expect to find at accommodation establishments or conference venues. It is based on overall quality and takes into account the facilities you'd expect to accompany a particular star grading. So, when you book a stay or a meeting at a graded establishment, you're assured of quality

service and peace of mind. These stars don't just fall out of the sky. Our accredited grading assessors have a rigorous process through which each establishment is taken. They follow stringent rules that have ultimately brought about world-class quality. This process is transparent, fair and contributes to placing unique and quality establishments on the map.

Visit www.tourismgrading.co.za to find more information on how to get graded as well as a full list of graded establishments.



**D I D
Y O U
K N O W ?**



DID YOU KNOW?

A tourism business, such as an accommodation establishment, can face criminal charges, resulting in a fine or prison time for the responsible person, if it does not fully comply with the Tourism Act and Consumer Protection Act.

Some tourism businesses don't realise that they are not following all the rules, so everyone must make sure they know the facts!

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HOW DO STARS **PROTECT** TOURISM BUSINESSES AND THEIR CUSTOMERS?

Section 28 of Tourism Act No.3 of 2014:

The Minister of Tourism established a national grading system for tourism in the form of the Tourism Grading Council of South Africa (TGCSA) to maintain and enhance the standards and quality of tourism facilities.

This grading system promotes:

- The objectives of the Tourism Act.
- The national tourism sector strategy.
- Excellence in the provision of tourism facilities.
- An easy and trusted way for tourism customers to know what they are getting.

This system of the TGCSA makes provisions for the use and display of insignia, which include a depiction of a star or number of stars.

The TGCSA is the only officially-recognised organisation in South Africa that can authorise tourism facilities to display **any form of stars**, literally “putting the stars where they belong”.

The TGCSA is an internationally-recognised brand that stands for quality assurance of tourism-related facilities in South Africa.

Stars are also globally recognised as a benchmark of quality that tourism consumers can trust when staying at accommodation establishments.

**WHEN
THE TGCSA
AWARDS
STARS
TO A
TOURISM
FACILITY:**

01 You know it's the real deal.

02 Tourists know that the facility offers a certain standard of tourism products or services.

03 The value of the tourism business is significantly boosted.

04 The establishment has access to a huge Basket of Benefits.

(see www.tourismgrading.co.za).

The TGCSA is the custodian of the star-grading system.

Is it only the TGCSA that can award an accommodation or conferencing establishment the right to use **any form of stars** across all platforms of advertising and marketing media.

The credibility of this star-grading system requires strict safeguarding to ensure that South Africa's tourism consumers can trust any form of stars when making decisions for their holiday and business accommodation.

If stars are misused or abused, both the tourism facility involved and our tourism industry as a whole loses integrity and value.

The Consumer Protection Act outlines key rules that tourism businesses must comply with, which protect all tourism consumers in South Africa.

WHAT LEGISLATION IS
THERE TO PROTECT THE
TGCSA BRAND & THE
TOURISM **CONSUMER?**

**TOURISM ACT
NO. 3 OF 2014**

**CONSUMER
PROTECTION
ACT NO. 68
OF 2008**

**TRADE MARKS
ACT NO. 194
OF 1993**

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Tourism business owners have the choice to unsubscribe from their TGCSA membership and to stop getting graded but it means that they must remove all forms of stars from all marketing media.

The way to get graded starts with completing an online application form that can be found on: www.tourismgrading.co.za.



**WHEN ARE
TOURISM
FACILITIES
BREAKING
THE
LAW?**



**LET'S LOOK
AT THE
CONSUMER
PROTECTION
ACT**

SECTION 29, 40 & 41 OF CONSUMER PROTECTION ACT NO. 68 OF 2008:

You can be found guilty of a criminal offence in line with the Consumer Protection Act if you:

- Market your tourism business with any false or misleading pictures or statements.
 - Use any unfair method to market your tourism goods or services.
 - Use any exaggeration or ambiguity in any advertising as to a material fact that might amount to deception of a tourism consumer.
 - Fail to correct confusion among tourism customers leading to an incorrect representation of your products or services.
 - State or suggest in advertising that you have an approval, sponsorship or affiliation that you do not have.
- Allow any third party (such as a booking website) to follow any of the above practices on behalf of your tourism business.
 - Are doing any of the above illegal actions on behalf of a tourism business in the capacity of a tourism stakeholder (with or without their consent).

If you know of a tourism business, facility or individual who is committing any of these offences under the Consumer Protection Act, you can initiate a complaint with the National Consumer Commission by emailing complaints@thenc.org.za, or by contacting the relevant Provincial Consumer Affairs Office.

The background features a repeating pattern of teal and pink stars on a dark red background. The stars are arranged in a grid-like fashion, with some stars appearing larger and more prominent than others. The overall design is vibrant and eye-catching.

NOW LET'S LOOK AT THE TOURISM ACT

SECTION 28 & 59 OF TOURISM ACT NO. 3 OF 2014:

You can be found guilty of a criminal offence in line with the Tourism Act if you:

- Suggest directly or indirectly that you are a member of the TGCSA when you are not.
 - Display any form of stars in advertising when you are not a valid member of the TGCSA.
 - Allow someone else to display stars in advertising on your behalf when you are not a valid member of the TGCSA.
 - Indirectly imply that you are part of any star-rating system when you are not a valid member of the TGCSA.
 - Still continue to display stars in any form of advertising when you have not renewed your annual TGCSA membership.
- Allow any third party to follow any of the above practices on your behalf.
 - Are doing any of the above illegal actions on behalf of a tourism business (with or without their consent).

If you know of a tourism business, facility or individual who is committing any of these offences under the Tourism Act, you can initiate a complaint with the Tourism Grading Council of South Africa (TGCSA) by emailing feedback@tourismgrading.co.za.

Please attach proof of the offence, such as a photo of the advertising in question, to your email.

Where can tourism consumers find legally star-graded accommodation establishments in South Africa?

www.tourismgrading.co.za

www.southafrica.net

www.sa-venues.com

www.tripadvisor.com

www.roomsforafrica.com

Call the TGCSA on 011 895 3000

or email feedback@tourismgrading.co.za

for more information about star-graded establishments and other trusted websites



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THE TOURISM GRADING COUNCIL OF SOUTH AFRICA

01 The Tourism Grading Council of South Africa (TGCSA) is the only officially-recognised organisation that authorises accommodation establishments to display Quality Stars.

02 Operating as one of the business units of South African Tourism (SAT), the TGCSA ensures the standard of quality of accommodation and conference venues throughout South Africa.

03 This is achieved by literally "putting the stars where they belong". The TGCSA provides a rigorous framework and process for the quality assurance that is continuously sought after by tourism products seeking to showcase their products in this vibrant industry, which contributes to an increase in consumer confidence, thus ensuring the country's international

competiveness as a tourism destination of choice.

04 There are currently just on 5,300 graded establishments.

05 The Awards Sub Committee appointed by the Minister of Tourism, following a public nomination process, oversees the awarding of one to five-star grading to various establishments within the 12 categories, which include hotels, game/nature lodges, guesthouses, country houses, bed & breakfasts, lodges, caravan & camping, self-catering, backpackers, hostelling as well as MESE (meeting, exhibitions and special events facilities)

06 The process of getting graded is as follows:

- a. Visit the TGCSA website www.tourismgrading.co.za.

b. Read the minimum requirements and grading criteria, and decide which of the 12 categories your establishment falls under (hotel, B&B, guesthouse, etc.).

c. Decide which quality-star level your establishment fits (one to five star).

d. Fill in the online application form and choose an assessor who operates in your province.

e. You will then receive an invoice from the TGCSA, which has to be paid within 30 days and before an assessor comes to visit.

f. Your chosen assessor will contact you to arrange a suitable time to visit your property and conduct the assessment.

g. The assessor will then submit a motivation (for the particular star grade recommended for your property) to the TGCSA's monthly Awards Committee Meeting for approval.

h. Once approved by the committee, you will receive a full report on your grading assessment as well as various

correspondence welcoming you to the TGCSA family.

i. You will receive a certificate, which needs to be prominently displayed in the reception area of your establishment.

j. You will receive a plaque denoting your star-grading status, which also needs to be prominently displayed around the entrance of your establishment.

k. You are now ready to market yourself as a star-graded property!

07 This grading status must be renewed annually following a reassessment by a TGCSA accredited grading assessor.

08 Should an establishment choose not get renewed, they will have to remove all marketing collateral that refers to stars, as the TGCSA has the trademark rights to this intellectual property.

09 The TGCSA has its offices in Sandton, Johannesburg and is headed up by the Chief Quality Assurance Officer.

10 Contact the Tourism Grading Council on: Tel: +27 11 895 3000, visit www.tourismgrading.co.za or email feedback@tourismgrading.co.za



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