



Southern Africa Tourism Services Association
The Mark of Quality Tourism in Southern Africa

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 P O Box 900, Ferndale 2160 Republic of South Africa
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 Email: memberships@satsa.co.za ~ Website: www.satsa.com
 Company registration no. 2003/006523/08

Membership Application Form

Private & Confidential

A. About your business

Full name of company _____

Full trading name _____

Physical address
(of office) _____

City/Town _____ Postal/zip code _____ Country _____

Postal address _____

City/Town _____ Postal/zip code _____ Country _____

Website address _____

Company/CC reg no.

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Company registration type _____

Company/CC registration date _____ / _____ / _____ **VAT reg no.**

4																		
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B. About you (the applicant – preferably the owner of the business)

Full name _____

Designation _____ **Cell** _____

Tel (w) _____ **Fax** _____

eMail _____

C. Membership level applied for (please tick the required level)

Membership level	Description	Annual fee (VAT incl) <i>payable on receipt of invoice after approval⁺⁺</i>
<input type="checkbox"/> International	Internationally registered and based business	R5 472.57 (Bonding included*)
<input type="checkbox"/> Regional	Business based in SADC countries other than RSA	R5 472.57 (Bonding included*)
<input type="checkbox"/> National	RSA business operating widely and/or marketing internationally	R5 472.57 (Bonding included*)
<input type="checkbox"/> Chapter	RSA registered business and an entry level meant for smaller tourism undertakings	R3 059.14 (Bonding included*)
<input type="checkbox"/> Component	Business owned, managed or identified as one brand by a National member	R1 258.75
<input type="checkbox"/> Associate	Tourism associations/ regional authorities / non-profit marketing bodies	reciprocal basis (i.e. no membership fee)

⁺⁺ SATSA reserves the right to charge 2% interest pm 90 days after date of invoice. * Bonding is compulsory for all approved members.
 On application a non-refundable **application fee of R963.48 (VAT incl)** is required. *No documentation will be processed without payment of this application fee.*

D. SATSA Chapters (Please tick the required box of the Chapter meetings you would like to attend)

- | | | | | |
|---|--|-------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Eastern Cape | <input type="checkbox"/> Free State | <input type="checkbox"/> Gauteng | <input type="checkbox"/> KwaZulu Natal | <input type="checkbox"/> Limpopo |
| <input type="checkbox"/> Mpumalanga | <input type="checkbox"/> Northern Cape | <input type="checkbox"/> North West | <input type="checkbox"/> Southern Cape | <input type="checkbox"/> Western Cape |
| <input type="checkbox"/> Other (define) _____ | | | | |

E. SATSA categories & sub-categories

(Please tick ONE category & ONE sub-category for which the business will be listed)

e.g. category = Accommodation; sub-category = Guest House **OR** the business may be listed in more than one category for an extra fee of R250 per annum per sub-category

- Transport** (owning transport)
- | | | | | |
|---|-------------------------------|---|---------------------------------------|--|
| <input type="checkbox"/> Camper hire | <input type="checkbox"/> Rail | <input type="checkbox"/> Transfer company | <input type="checkbox"/> Air charter | <input type="checkbox"/> Airline |
| <input type="checkbox"/> Other (define) _____ | | | <input type="checkbox"/> Vehicle hire | <input type="checkbox"/> Water charter |

† Total number of _____ vehicles/ _____ aircraft/ _____ boats/ _____ rail coaches

† Number of vehicles (seats incl driver): _____ Passenger car (0-9 seats) _____ Mini bus (10-16 seats)
_____ Midi bus (17-34 seats) _____ Bus (35+ seats)

- Tour Operator/Destination Management Company**
(organising/operating tours; usually owning vehicles but sometimes hire-in)

- Operator with transport (complete number of vehicles, etc. above †) Operator without transport

- Broker** (subcontracting business)

- Adventure broker Booking office Medical tour broker Tour broker Vehicle broker

- Accommodation** (providing accommodation)

- | | | | | |
|--|--|---|---------------------------------------|--|
| <input type="checkbox"/> Backpacker hostel | <input type="checkbox"/> Bed & breakfast | <input type="checkbox"/> Boutique hotel | <input type="checkbox"/> Camping site | <input type="checkbox"/> Caravan park |
| <input type="checkbox"/> Country house | <input type="checkbox"/> Farmstay | <input type="checkbox"/> Game farm | <input type="checkbox"/> Game lodge | <input type="checkbox"/> Game reserve |
| <input type="checkbox"/> Game resort | <input type="checkbox"/> Golf resort | <input type="checkbox"/> Guest house | <input type="checkbox"/> Homestay | <input type="checkbox"/> Hotel |
| <input type="checkbox"/> Hotel group | <input type="checkbox"/> Lodge | <input type="checkbox"/> Resort | <input type="checkbox"/> Safari lodge | <input type="checkbox"/> Self catering |

Number of rooms _____ Number of beds: twin _____ double _____

- Business Tourism** (meetings, incentives, conferences, and exhibitions/events)

- Conference venue Conference/Event Organiser Destination Management Company
 Exhibition centre Exhibition Organiser Incentives company Staging and productions

- Adventure Tourism** (owning venue and/or equipment)

- Adventure Operator Film Tourism Team building Operator

- Tourism Services** (providing a service to tourism related businesses)

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Attraction | <input type="checkbox"/> Communication | <input type="checkbox"/> Destination Marketing Company (non-profit) | |
| <input type="checkbox"/> Financial services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Legal | <input type="checkbox"/> Marketing company (non-profit) |
| <input type="checkbox"/> Medical assistance/Medi-tourism | <input type="checkbox"/> Publishing | <input type="checkbox"/> Restaurant | |
| <input type="checkbox"/> Retail attraction | <input type="checkbox"/> Security | <input type="checkbox"/> Technology | <input type="checkbox"/> Tourism assistance |
| <input type="checkbox"/> Training body/Edu-tourism/Language school | <input type="checkbox"/> Cloting manufacturer/supplier (corporate & staff uniform) | | |

F. Details of business (*strictly confidential; used to calculate the total SATSA values)

Shareholder(s) of business:	Full name	ID no	% Shareholding
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Number of employees:

(incl owner/directors) Full time _____ Part time _____

Annual company turnover*: (tick the relevant box)

- | | | |
|--|--|--|
| <input type="checkbox"/> less than R2,5 million | <input type="checkbox"/> R2,5 million – R4,9 million | <input type="checkbox"/> R5 million – R9,9 million |
| <input type="checkbox"/> R10 million – R19,9 million | <input type="checkbox"/> R20 million – R34,9 million | <input type="checkbox"/> R35 million – R54,9 million |
| <input type="checkbox"/> R55 million – R80 million | <input type="checkbox"/> R80 million – R110 million | <input type="checkbox"/> more than R110 million |

Location of business (e.g. Howick, KZN or entire WCape province) _____

SATSA CODE OF CONDUCT

All members of the Southern Africa Tourism Services Association (hereinafter referred to as Members) shall comply with the association's code of conduct as hereunder:

1. AIMS

- 1.1. To ensure that the public receive the best possible service from Members.
- 1.2. To maintain and enhance the reputation, standing and good name of the Association and its Membership.
- 1.3. To encourage the continuous growth and development of the Tourism industry consistently with the above aims.

2. PRINCIPLES

- 2.1. This code is designed to regulate any activities of Members between themselves and members of the public; between themselves and both non-members and member Principals; between themselves and their fellow Members and between themselves and other travel concerns.
- 2.2. This code recognises and embodies the relevant parts of all acts of Parliament and Government regulations which relate to the travel industry as well as the codes and regulations of recognised organizations or associations such as the Advertising Standards Authority, which shall regulate the standards and practices of Members in relation to advertising.
- 2.3. This code recognises the necessity for enforcement of its standards and practices and embodies measures and procedures by which Members can uphold observance of the Code under the authority of the National Executive Committee of the Association.

3. CONDUCT BETWEEN MEMBERS AND THE PUBLIC

3.1. Standard of Service

- (i) Members shall maintain a high standard in serving the public and shall comply with all relevant statutory requirements.
- (ii) Members shall make every effort to ensure that accurate information is provided to enable clients to exercise an informed judgment in making their choice of facilities.

3.2. Advertising

- (i) No advertisement, document, website, email, statement or other publication, whether in writing or otherwise, shall contain anything which is likely to mislead the public.

3.3. Alterations to or Cancellation of Tours or Travel Arrangements by Members

- (i) When alterations are made to travel arrangements for which bookings have already been accepted, Members shall inform their clients immediately they are advised of the situation by a Principal, or another travel concern and act as intermediaries between such Principals and their clients in any subsequent negotiations.
- (ii) A member shall only cancel a tour or travel arrangements if final payment has not been made; and only after the balance of payment has been made if it is necessary to do as a result of hostilities, political unrest or other circumstances amounting to force majeure.
- (iii) If a member has to cancel a tour or travel arrangements as the result of circumstances amounting to a force majeure, he shall inform agents and direct clients without delay and shall offer clients the choice of an alternative tour or travel arrangements, at least comparable in standard, if available, or alternatively a prompt and full refund of all money paid less reasonable expenses.
- (iv) Should a material alterations become necessary to a tour or travel arrangement for which bookings have already been made, the Member concerned shall inform clients without delay and shall offer such clients the choice of either accepting the alteration, which must be of comparable standard, or of receiving a prompt and full refund of all money paid, less reasonable expenses when the alteration is due to circumstances amounting to force majeure.

3.4. Cancellation by Clients

- (i) A Member shall clearly state in his booking conditions the amount of the cancellation fees which the client shall be liable to incur, as well as the terms and conditions under which the client shall be liable to incur such fees.

3.5. Complaints

- (i) Complaints shall be dealt with promptly and efficiently and in the event of a dispute with a client, every effort shall be made to settle the matter amicably and as quickly as possible. Where complaints are of such a nature that reference to a Principal is necessary, a Member shall use his best endeavour, acting as intermediary, to bring about a satisfactory conclusion.

3.6. Transactions and Correspondence

- (i) Transactions with clients shall be treated as confidential and correspondence shall be dealt with promptly.

4. CONDUCT BETWEEN MEMBERS AND THE PRINCIPAL

- 4.1. Members shall give a full service to the Principals they represent and shall conform to all lawful and reasonable instructions issued to them as agents of such Principals.
- 4.2. Member shall always carry out contractual obligations in an honourable manner and observe the Code of Good Business Practice.
- 4.3. Members and their staff shall make themselves conversant with the tariffs, rules and regulations of the Principals with whom they have dealings and vice versa.
- 4.4. Members should accept or release accommodation and other reserved services as quickly as possible and within the periods stipulated by the Principal.
- 4.5. Members shall endeavour always to adhere to truthful statements and to good taste when called upon to express opinions of any other travel organisation.
- 4.6. Members will always settle supplier's accounts promptly and within the period specified of payments becoming due.
- 4.7. Whenever a complaint or grievance by a client involves any Principal, Members will give the Principal concerned every opportunity to make a full investigation before taking any action against the Principal or seeking to publicise the grievance.

5. CONDUCT BETWEEN MEMBERS AND FELLOW MEMBERS, RETAIL TRAVEL AGENTS AND OTHER TRAVEL CONCERNS

- 5.1. Members should endeavour to use qualified guides and other SATSA members as business partners whenever possible.
- 5.2. Members shall deal fairly with one another and shall not damage the reputation of, nor disparage the business practices of or services offered by fellow members.
- 5.3. Members providing tourism transport services will not operate any services unless fully authorised to do so and unless **licences** for the conveyance of tourists (issued by the **Operating Licence Board**) are held.
- 5.4. Members will not use the services of transport operators who do not have the necessary **licences** to operate tourist services requiring the authority of the **Operating Licence Board**.
- 5.5. Members shall not allow non-licensed companies or individuals to utilise their **licences** with the object of circumventing the **Operating Licence Board** regulations.

6. INFRINGEMENT AND ENFORCEMENT

- 6.1. Any Member becoming aware of unethical practices on the part of fellow Members should advise the SATSA National Executive Committee, providing full information and evidence of the alleged malpractices.
- 6.2. In the event of an infringement of this Code of Conduct, all facts pertaining to the alleged infringement will be fully examined by the Association's National Executive Committee.
- 6.3. The Member against whom an allegation has been made shall provide, at the request of the National Executive Committee, such further information or documentation as may be required within such period as may be specified.
- 6.4. The National Executive Committee shall, before reaching any final conclusions, give the Member concerned the opportunity of making representations either personally or in writing in cases where disciplinary action if imposed can result in a reprimand and, or, fine or expulsion.
- 6.5. The National Executive Committee's decision in regard to a reprimand, fine or expulsion shall be taken in terms of the Constitution and shall be binding on the Member concerned.

7. GENERAL

- 7.1. Members shall familiarise themselves and their staff with the provisions of this Code of Conduct.
- 7.2. Members shall observe not only the letter but also the spirit of the Code of Conduct and its ethics and ideals thus giving true significance to the aims and objectives of the Association.
- 7.3. All advertising material and brochures produced by Members must indicate membership of the Association and carry the SATSA logo. Members must also display the SATSA insignia in a prominent position in their business premises.

I, the undersigned (on behalf of the business applying for membership, being duly authorised), acknowledge that I have read and agree to abide by this SATSA Code of Conduct and the SATSA Constitution, agree to have the business's contact details listed on the SATSA website, agree to notify SATSA of any relevant change in the business or any factor that may affect criteria compliance, agree to receive correspondence from SATSA or SATSA members, and agree that SATSA cannot be held liable for any consequences resulting from my membership; and I personally and the business hold harmless and indemnify SATSA, its management, staff and members accordingly.

Name(s): _____ Signature(s): _____ Date: _____