ADVENTURE TOURISM SELF-REGULATION ROADMAP
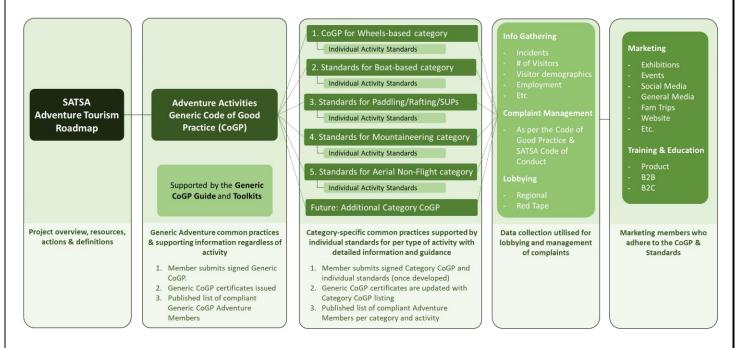
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1. PROJECT OVERVIEW

Visit www.satsa.com, Committees and Projects - Adventure Tourism for an online version.

2. ORGANISATIONAL PLAN

The project is overseen by the SATSA Adventure Chapter Committee consisting of a broad representation of adventure operators and industry experts. A coordinating unit has been established under SATSA to help implement the project, but due to a lack of funds and minimal resources, it will be dependent on industry volunteers to assist.

2.1. Steering Committee

A coordinating unit was to be established should funding be made available, but in the absence of this, the Steering Committee along with available SATSA resources is assuming this role. Specialist volunteer resources are called upon and contract staff are hired as and when possible.

Although active since March 2014 a steering/chapter committee was re-established and accepted at the 2022 SASTA AGM. For the roll-out of the self-regulation project, the steering committee was reviewed with industry and project partners voting in representatives.

The Steering Committee:
● Has appointed a chairperson.
● Comprise dedicated volunteers to implement all areas of collaboration and support.
● Will appoint/nominate members to assist in achieving objectives either permanently or ad hoc.
● Implement all project deliverables.
● Oversee the development of an industry self-regulation system.
● Meet as regularly as needed for efficient decision-making, monitoring and evaluation.
● Set definitions, working groups & subsectors, and identify activities to regulate.
● Set task teams to monitor and lobby on adventure issues.
● Coordinate task teams and working groups.
● Approve registration and accreditation criteria as needed.
● Oversee and guide marketing and market access efforts.
● Oversee and guide public relations, communication, and events.
● Conduct due diligence and database development.
● Develop and maintain an industry website.
● Oversee system development and project financial audits.
● Research and publish industry statistics.

- Develop partnerships with industry role-players locally and internationally.
- Lobby on behalf of the industry.
- Developing quarterly and annual reports.

2.2. Industry Structure

- Open invitation to the adventure industry to register on the following databases:
  - o SATSA Member per SATSA turnover tiers and requirements
  - o SATSA Adventure Growth Affiliate - R500 per annum as an emerging business under R1 million turnover
  - o SATSA Adventure Community Member – free of charge
  - o Adventure Stakeholder
  - o Task Team Participant
  - o Technical Working Group Participant

2.3. Industry Categorisation

It is crucial to develop terms and definitions as well as a classification structure for the industry to ensure that there is clarity in communication.

SATSA has researched and classified the industry according to activities as follows:

Air-, Land-, Water-Based	Grouping	Activity
Air-Based Activities	Aerial - Flight	Hot Air Ballooning
		Fixed Wing
		Paragliding
		Rotary Wing
		Skydiving
	Aerial - Non-Flight	Aerial Cableway
		Aerial Walk
		Aerial Challenge Course
		Zip Line
Land-Based Activities	Animal Encounters	Animal Interaction
		Animal Rides
		Animal Viewing
		Cart Rides
		Game Capture Experiences
Land-Based Activities	Bicycle	Cycling
		eBikes
		Mountain Biking
		Scooters and eScooters
Water-Based Activities	Boarding	Body Boarding
Land-Based Activities		Fly Boarding
Water-Based Activities		Kite Boarding
Land-Based Activities		Sandboarding
Land-Based Activities		Skateboarding
Water-Based Activities		Surfing
Water-Based Activities		Windsurfing

Water-Based Activities	Boating	Boat Racing
		Boat Trips
		Charters
		Houseboats
		Jetski
		Power Boating
		River Cruise
		Tube Rides
		Yachting
Land-Based Activities	Canyoneering	Kloofing
		Coasteering
Land-Based Activities	Caving	Spelunking
		Tunnel Tour
Water-Based Activities	Diving	Cage Diving - Croc
		Cage Diving - Shark
		Scuba Diving - Aquarium Diving
		Scuba Diving - Cave Diving
		Scuba Diving - Deep Sea Diving
		Scuba Diving - Inland Diving
		Scuba Diving - Open Sea Diving
		Scuba Diving - Rebreather Diving
Water-Based Activities	Fishing	Fresh Water Fishing
		Salt Water Fishing
Land-Based Activities	Go Karts	
Land-Based Activities	Hovercraft	Land Hovercraft
Water-Based Activities		Water Hovercraft
Land-Based Activities	Jumping	Big Swing
		Bungee
		Catapult
		Rap Jumping
		SCAD Freefall
		Trampoline
Land-Based Activities	Motorbike	Dirt Bike
		Motorbike Racing
		Motorbike Tours
		Quad Biking
		Scooter
		Sidecar Tours
Land-Based Activities	Motorcar	4x4
		Beach Buggy Rides
		Classic Car Tours
		Driving Experience
		Overland
		Racing
Land-Based Activities	Mountaineering	Abseiling
		Indoor Climbing
		Outdoor Climbing
		Rock Sliding
		Via Ferrata
Land- and Water-Based Activities	Outdoor Education	Adventure Camps
		Teambuilding

Water-Based Activities	Paddling	Canoeing
		Kayaking
		Paddle Boats
		Rafting
		SUP
		Surfski
		Tubing
Land-Based Activities	Running	Trail Running
Land-Based Activities	Sailing	Land Sailing
Water-Based Activities		Water Sailing
Land-Based Activities	Segway	
Land-Based Activities	Shooting	Action / Range Shooting
		Archery
		Clay Pigeon Shooting
		Paintball
Land-Based Activities	Skiing	Snow Skiing
Land-Based Activities		Cable Skiing
Water-Based Activities		Knee Boarding
Water-Based Activities		Wakeboarding
Water-Based Activities		Waterskiing
Water-Based Activities	Snorkelling	
Land-Based Activities	Stargazing	
Land-Based Activities	Tobogganing	
Land-Based Activities	Walking	Hiking
		Slackpacking
		Walking Safaris
		Walking Tours
Land-Based Activities	Zorbing	

2.4. Task Teams

The steering committee will be supported by five proposed task teams who will provide specialist guidance, partnerships, and lobbying assistance:

- Task Team 1: Skills Development and Training
- Task Team 2: Risk Management and Legalities
- Task Team 3: Marketing and Market Access
- Task Team 4: Transformation and Responsible Tourism
- Task Team 5: Industry Statistics and Monitoring

2.5. Technical Working Groups

Working groups will be identified to develop standards per activity. They will include associations, operators, legal specialists, educational institutions, and any relevant regulatory authorities.

Currently identified Working Groups are:
- Technical Working Group 1: Wheels-based activities
- Technical Working Group 2: Boat-based activities
- Technical Working Group 3: Paddling / Rafting / SUPs
- Technical Working Group 4: Mountaineering
- Technical Working Group 5: Aerial Non-Flight

3. PROJECT OUTPUTS

3.1. Development

The first output of the project will be the SATSA Adventure Activities Code of Good Practice. This will be applicable to all Adventure operators that join SATSA or make use of the standards.

● Supporting Toolkits are currently in development and will be published for industry input.
● Category CoGPs and activity standards to be developed.
● The steering committee, with industry input, will select working groups and adventure activities per year for accreditation based on those that are most ready for the process.
● Working group meetings will be held for each selected activity for which representation would include relevant associations, adventure operators, legal specialists, etc.
● Individual activity standards will be developed by the working groups and published for industry comment before the final documents are published. This is available to anyone in the industry free of charge.

3.2. Accreditation and Recourse

● SATSA will incorporate published standards as membership criteria for membership.
● All SATSA Adventure Operators providing the relevant activities specified in the published standards will be required to complete a self-assessment (CoGP Checklist) to indicate their adherence to the standards. This includes permission for site visits as and when required.
● Those that meet the standards receive a credibility badge to be displayed on any marketing collateral.
● Recourse exists in the form of public and industry complaints of non-adherence sent to SATSA for investigation and potential termination of membership, as per the SATSA disciplinary process.

3.3. Auditing and Legalities

Because of the risky nature of adventure tourism and to ensure appropriate protection for all project partners, legal specialists will be enrolled to provide advice and guidance on each element of the project.

Due to a lack of funding, the proposed annual independent audits to verify the work done by SATSA are placed on hold.

3.4. Monitoring, Evaluation and Statistics

With the current lack of statistics and information on adventure tourism, SATSA is ideally positioned to become the custodian of adventure tourism information.

Quarterly feedback and a yearly report will provide a status update and track progress against projections.

A complaint management process, as per SATSA's disciplinary process, will be developed and complaints received, investigated, and resolved as far as possible.

Surveys and member reporting will be set up to collate and analyse important industry information and develop reports that will benefit the industry. The surveys could include economic changes, industry growth, etc. and track the number of participants per activity, average spend, accidents/incidents, visitor domestic/international split, employment, turnover, etc.

Specifically, a case history will be developed on adventure tourism incidents. This will be used to develop a case study for better insurance products and possibly for marketing to show the number of days without incident.

4. MARKETING AND DEVELOPMENT STRATEGY

The marketing and development strategy for the project will be twofold:

- Marketing the benefits of the project to Adventure Tourism Operators to be accredited and verified and development of the industry through skills development and training, information dissemination, etc.
- Marketing the accredited and verified Adventure Tourism Operators to domestic and international tourists to grow the industry through the creation of a unique, identifying brand, marketing of the adventure tourism industry at shows and exhibitions and specific joint marketing campaigns.

4.1. Communication, Marketing and Market Access

A key element to the success of any project lies in relevant and regular communication and information sharing. This is specifically the case for a self-regulation project where industry, trade and public buy-in are required. As identified during the consultative sessions, the adventure tourism industry is uncoordinated and fragmented in nature, thus the development of an inclusive information and communication platform is vital.

Various communication target markets exist within the project. Apart from a publicity drive to inform adventure tourism operators of the project, the public and tourism trade must also be encouraged to use compliant adventure products. This will be done through the development of a unique sub-brand to assist customers/buyers in recognising compliant products.

Comprehensive toolkits will be developed and published online to assist operators to prepare for and to implement the compliance process.

An adventure tourism industry website will be created to serve potential buyers as well as provide an online registration system (a backhouse CRM system) to ensure ease of application and processing as well as reporting. The site will be accessible from various partner sites. Relevant and in-depth topics will be covered on the site as well as through regular industry newsletters.

Market access forms an important part of the project to drive adventure tourism growth. Activities would entail focused campaigns, in partnership with South African Tourism, to position South Africa as an adventure tourism destination both domestically and internationally. A relationship with NDT's Tourism Incentive Programme will also be fostered to assist small operators to take part in local and international exhibitions. Furthermore, SATSA will market registered and accredited products to its database of inbound trade members.

4.2. Meetings and Events

To encourage greater dialogue on adventure tourism issues, create awareness of the importance of self-regulation and add momentum to the project, Adventure Exchange sessions will be held regionally as often as possible. This could be stand-alone adventure days, online adventure education sessions or in collaboration with SATSA Chapter meetings or other events planned.

An adventure conference to be hosted regularly where specialists will be invited to educate and update the industry on adventure topics. During this conference, every three years, the industry will vote for its representatives on the steering committee.

4.3. Skills Development and Training

The Steering Committee will conduct introduction workshops to inform and train operators and other stakeholders on the self-regulation process and assist businesses to prepare for compliance. Topics would include:
- Adventure tourism overview.
- Statutory compliance including adventure guides.
- Insurance
- Modalities for regulation (safety & operational standards).
- Tourism channel, pricing strategies, etc.

This training could potentially be extended to adventure tourism students as part of a larger accessibility initiative.

4.4. Capacity Development

It is understood that adventure activity associations play a vital role in developing and promoting activities, representing their members, and developing codes of good practice. This is the backbone of the adventure industry and as such, it is imperative to assist existing and new associations to ensure a growing and sustainable sector.

This will be done through inclusion in the project and association-to-association mentoring as and when required.

4.5. Accessibility and Inclusiveness

In alignment with national strategic objectives, it is imperative to facilitate the development of new and emerging businesses.

Each year new and/or emerging adventure tourism operators will be identified and included in mentorship and training sessions to become sustainable successful businesses. This will form part of the SATSA Tourism Business Incubator and Enterprise Development efforts.

The aim is to ensure that new adventure tourism products gain market access and be marketed alongside well-established adventure tourism products.

5. ADVENTURE TOURISM DEFINITIONS

Terms referred to in SATSA's Adventure Tourism documents:

5.1. Adventure Tourism

We have defined adventure tourism as any kind of activity that requires specific equipment and/or guidance, ranging from something as simple as hiking boots or hard hats to more complex things like safety harnesses or flotation devices. If you have any kind of tourism product that fits this profile, SATSA is looking for you.

Adventure Tourism activities include an accepted, inherent, and managed element of risk and challenge. Activities often take place outdoors, sometimes in remote environments and usually involve participants being taken out of their comfort zone, physically, mentally and/or culturally.

Adventure tourism is a global industry that is growing in importance. Whether provided on a commercial, not-for-profit, or charitable basis, adventure tourism activities involve an accepted, inherent element of risk and challenge. Taking risks brings rewards but also brings dangers. To maximize the rewards, adventure tourism activity providers should operate as safely as practicable.

5.2. Guided/Led Participant Adventure Activities

By nature of a guided activity, ALL participants would be dependent on the guide, who accepts his/her duty of care.

5.3. Direct Supervision

When the person supervising can be able to physically intervene and proactively manage anticipated hazards.

5.4. Good practice

The range of actions currently accepted within the adventure and outdoor sector to manage the risk of harm to staff, participants and visitors, as well as the surrounding environment and communities.

5.5. Harm

Harm is an illness, injury, or both, and includes physical and mental harm caused by the activity.

5.6. Hazard

A hazard is any source of potential harm.

5.7. Incident

A situation or event, including an accident, that could lead to harm, disruption or a significant change of plan, loss, emergency or crisis.

5.8. Indirect Supervision

When the person supervising can communicate with the person being supervised but may not be able to physically intervene to manage hazards should they develop. There are two types of indirect supervision:
● Proactive Indirect Supervision is where the supervising staff member is actively monitoring the client and can provide verbal assistance to intervene and manage hazards should they develop.
● Reactive Indirect Supervision is where the supervising staff member can communicate verbally and aid a participant when sought but may not be actively monitoring the client or providing pre-emptive assistance.

5.9. Qualified

A person who holds a current nationally recognized qualification.

5.10. Risk

The effect of uncertainty on objectives.

5.11. Standard operating procedures (SOPs)

Written information outlining the procedures and protocols an operator has put in place to ensure that any risks associated with the adventure tourism activity have been assessed and managed and that the resultant activity will be a safe and enjoyable experience for clients.

5.12. Abseiling

Adventure tourism activity with rope descending techniques, using specific equipment and procedures.

5.13. Adventure tourism activity provider

Individuals or organisations have overall responsibility for all aspects of the provision of adventure tourism activities.

5.14. Bungee jump

Adventure tourism activity with participants that progress in free fall, limited by damping by being connected to an elastic band.

5.15. Canyoning

Adventure tourism activity in water courses descending, usually in canyons, without vessels, with aquatic or vertical obstacles' transpositions.

5.16. Cascading

Adventure tourism activity in waterfall descending, following or not the watercourse, using vertical techniques.

5.17. Cyclotourism

Adventure tourism activity with riding a bicycle

5.18. **Climbing**

Adventure tourism activity of progression in mountains, rock blocs or artificial walls

5.19. Difficulty level

Degree of physical and psychological difficulty expected to be encountered while participating in an adventure tourism activity, based on factors such as required technical capacity, terrain, altitude, or climate.

5.20. Disability

The umbrella term for impairments, activity limitations and participation restrictions denotes the negative aspects of the interaction between an individual (with a health condition) and that individual's contextual factors.

5.21. Emergency

This is a serious situation requiring immediate action.

5.22. First aid

Emergency procedures are aimed at maintaining vital functions whilst ensuring that the condition of a person who is injured, unconscious or whose life is in danger is not aggravated until he or she receives more qualified assistance.

5.23. High rope course

Canopy tree climbing adventure tourism activity with the progression of participants by courses in high height, instilled in trees or other structures.

5.24. Hiking

Adventure tourism activity where the main element is to walk.

5.25. Interested party

A person or organization that can affect, be affected by, or perceive itself to be affected by a decision or activity.

5.26. Itinerary

Description of the component parts involved in the adventure tourism activity (2.3), listing times, locations, and activities.

5.27. Leader

A competent person who takes responsibility for people and is able to lead and supervise an assigned activity.

5.28. Level of difficulty

Rating of the physical and psychological difficulty expected to be encountered whilst participating in an adventure tourism activity based on factors such as technical ability required, terrain, altitude, or climate.

5.29. Mountaineering

Adventure tourism activity of hiking, trekking, or climbing, practised in the mountain environment.

5.30. Off-road tourism

Adventure tourism activity that has as its main element the accomplishment of routes in unconventional roads with motor vehicles.

5.31. Participant

A person taking part in the adventure tourism activity but not a member of the leadership team.

5.32. Rafting

Adventure tourism activity with the descent of rivers with rapids, using floatable boats and specific techniques and equipment.

5.33. Route

Course from the beginning of the adventure tourism activity to its end

5.34. Route (in high rope course)

Set of obstacles or footbridges interconnected by platforms, which can be divided or not in sections.

5.35. Self-rescue

Techniques implemented by the group on their own, to solve adverse situations without external intervention.

5.36. Self-safety

A safety device, connected to the harness fixing point and can be connected to a safety point, made of ropes or ribbons, with one or more ends and carabiners at the ends.

5.37. Single track trail

A trail where only one person or bicycle can pass at a time.

5.38. Stakeholder

Individual or group that has an interest in any decision or activity of an organization.

5.39. Support vehicle (in Cyclotourism)

Vehicle for logistic support and capable of transporting persons or bicycles safely.

5.40. Support vehicle (on off-road tourism)

Vehicle for logistic support during the course, except for the removal of injured leaders or participants.

5.41. Sustainability

State of the global system, including environmental, social, and economic aspects, in which the needs of the present are met without compromising the ability of future generations to meet their own needs.

5.42. Sustainable Development

Development that meets the environmental, social, and economic needs of the present without compromising the ability of future generations to meet their own needs.

5.43. Third-party provider

External organization or individual that provides services to the adventure tourism activity provider (2.4)

5.44. Trail

Narrow road, usually unpaved and impassable for passenger cars

5.45. Trekking

Adventure tourism activity in the natural environment, with an overnight stay

5.46. Vertical technique

Set of techniques in climbing, descending, or moving in vertical gaps.

5.47. Zipline

Adventure tourism activity where the main activity is the participant's slip on an airline that connects two horizontally or unevenly spaced apart points using specific procedures and equipment.

5.48. Zipline [in high rope course)

Adventure tourism activity with tensioned overhead line that connects two horizontally or unevenly spaced points where the participant connected to it slides from one point to another using specific procedures and equipment.

6.   CONTACT INFORMATION

Should you require assistance of any kind, please contact SATSA as follows:

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