



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF TOURISM SERVICE DELIVERY CHARTER

Contact Information	
Call Centre: +27 (0) 860 Tourism Call Centre E-mail: callcentre@tourism.gov.za Switch Board Number: +27 (0) 12 444 6000 Switch Board Fax: +27 (0) 12 444 7000	
Physical Address	Postal Address
17 Trevenna Street Tourism House Sunnyside Pretoria 0002	Private Bag X424 Pretoria 0002

Handwritten mark

OFFICIAL SIGN-OFF

It is hereby certified that this Service Delivery Charter:

- Was developed in consultation with the Executive Management and the staff of the Department of Tourism; and
- Takes into account all policies, legislations and other mandates for which the Department of Tourism is responsible for.

Mr Victor Tharage
Director-General: Department of Tourism

Signature: 

Approved by:
Derek Hanekom
Minister of Tourism

Signature: 

CONTENT

PAGE

MANDATE OF THE DEPARTMENT	4
WHO BENEFITS FROM THIS SERVICE CHARTER?	4
OUR PRINCIPLES, VALUES AND ASPIRATIONS	4
OUR VISION	5
OUR MISSION	5
OUR VALUES	5
OUR STRATEGIC OBJECTIVES	6
BATHO-PELE COMMITMENT	7
SERVICES RENDERED BY THE DEPARTMENT OF TOURISM	8
DEPARTMENTAL SERVICE STANDARDS	9
WHAT TO EXPECT AT ANY DEPARTMENTAL SERVICE POINT / OFFICE? 10	
HOW CAN YOU LODGE A COMPLAINT? 10	
WHAT TO EXPECT WHEN YOU LODGE A COMPLAINT / GRIEVANCE? 11	
CUSTOMER'S RIGHTS 11	
CUSTOMER'S OBLIGATIONS 12	
LET US HAVE YOUR VIEWS 13	
DEPARTMENTAL PLEDGE TO MAINTAIN SERVICE DELIVERY STANDARDS 13	
CONTACT DETAIL OF DEPARTMENT OF TOURISM HEAD OFFICE 13	



MANDATE OF THE DEPARTMENT

The Department of Tourism is mandated to create conditions for the sustainable growth and development of tourism in South Africa. The Tourism Act makes provision for the promotion of tourism to and in the Republic of South Africa and for regulation and rationalisation of the tourism sector, including measures aimed at the enhancement and maintenance of the standards of facilities and services utilised by tourists; and the co-ordination and rationalisation of the activities of those who are active in the tourism sector. The Department is further obligated to uphold and protect the constitution of the country and to list tourism as a functional concurrent National and Provincial legislative competence.

WHO BENEFITS FROM THIS SERVICE CHARTER?

This charter sets out the standards of service you can expect from the staff of the Department of Tourism in all service points.

Internal and external beneficiaries

INTERNAL BENEFICIARIES	EXTERNAL BENEFICIARIES
Department of Tourism Officials	Community
	Tourism Associations and Stakeholders
	Provincial Departments
	Local government / Municipalities
	Tourism Businesses

OUR PRINCIPLES, VALUES AND ASPIRATIONS

The Department recognises the authority of the Constitution and the rule of law and applies all laws fairly and uniformly to ensure equal protection of human dignity, achievement of



equality and the advancement of human rights and freedom, non-racialism and non-sexism for the people of the Republic of South Africa.

OUR VISION

Leading sustainable tourism development for inclusive economic growth in South Africa.

OUR MISSION

To grow an inclusive and sustainable tourism economy through:

- good corporate and cooperative governance;
- strategic partnerships and collaboration;
- innovation and knowledge management; and
- effective stakeholder communication.

OUR VALUES

Performance Values and Descriptions

- **Innovative:** Leveraging of resources and partnerships to optimise delivery to our stakeholders; and responsive to change.
- **Ethical - Good Corporate Governance:** Encapsulates principles of Integrity, Transparency and Accountability.
- **Customer Focus:** Provide services and solutions in a manner that is efficient and which are effective and responsive.

Organisational Values and Descriptions

- **Empowerment:** Create an environment conducive for growth and development.
- **Integrity:** We will act with integrity by maintaining the highest standards for accountability, serving with respect, honesty and trustworthiness.
- **Recognition:** We want to be an organisation that values its people by ensuring fairness of the systems and processes, being supportive as well as recognising and rewarding performance.

OUR STRATEGIC OBJECTIVES



- **Strategic Objective 1:** To ensure economic, efficient and effective use of departmental resources.
- **Strategic Objective 2:** To enhance understanding and awareness of the value of tourism and its opportunities.
- **Strategic Objective 3:** To create an enabling legislative and regulatory environment for tourism development and growth.
- **Strategic Objective 4:** To contribute to economic transformation in South Africa.
- **Strategic Objective 5:** To accelerate the transformation of the tourism sector.
- **Strategic Objective 6:** To facilitate the development and growth of tourism enterprises to contribute to inclusive economic growth and job creation.
- **Strategic Objective 7:** To facilitate tourism capacity-building programmes.
- **Strategic Objective 8:** To diversify and enhance tourism offerings.
- **Strategic Objective 9:** To provide knowledge services to inform policy planning and decision-making.
- **Strategic Objective 10:** To reduce barriers to tourism growth to enhance tourism competitiveness.
- **Strategic Objective 11:** To enhance regional tourism integration.
- **Strategic Objective 12:** To create employment opportunities by implementing tourism projects.

BATHO PELE

We are committed to providing quality services, open lines of communication to both our internal and external customers and treat them with respect and courtesy.



We commit to all Batho Pele Principles as follows:

Consultation	<p>Open lines of communication and seek inputs of our customers when setting standards for services.</p> <p>Publish the services through roadshows and departmental website.</p>
Service Standards	<p>The department will specify the quality of services to be rendered and communicate them on the website and in our premises.</p>
Access	<p>All citizen should have equal access to departmental services.</p>
Courtesy	<p>Department will ensure that customers are treated with courtesy, consideration and respect.</p>
Information	<p>Department will provide full and accurate information about services within the provision of relevant regulations.</p> <p>Maintain standards.</p>
Openness and Transparency	<p>Customers will be informed on how the department is run and provided with the relevant contact details.</p>
Redress	<p>Department commits to meet the standard of services promised and if not delivered an apology and effective remedy will be offered.</p>
Value for money	<p>Department will ensure that services are provided economically and efficiently.</p>

SERVICES RENDERED BY THE DEPARTMENT OF TOURISM

Services	Beneficiaries	Functions
Develop Tourism Enterprises	Tourism enterprises and entrepreneurs	Coordinate the implementation of Tourism Sector BBBEE Codes to enhance sector transformation.
Provide Tourism Incentives	Tourism enterprises, tourism products	, Develop and implement capital and non-capital incentives to promote and encourage tourism development and growth.
Develop Tourism sector skills	Public (focused on youth), Tourism businesses and Local Government	Facilitate efficient management of tourism sector Human Resource Development initiatives.
Provide tourism information	Tourism sector, tourism developers, public and tourists	Facilitate research, information and knowledge management for the tourism sector.
Tourism infrastructure development, maintenance and enhancement	Provinces and Local Government communities and Public Entities	Facilitate that tourism infrastructure supports current and future growth of the sector.
Enhance tourism services	Provinces and Local Government, tourists and general public	Facilitate the enhancement of tourism visitor services programmes and complaints.
Tourism sector planning	Tourism sector, Provincial and Local Government	Manage the analysis and development of tourism policy frameworks and regulations.

Services	Beneficiaries	Functions
Domestic travel facilitation	Tourists	Ensure information integrity and facilitate accurate information for travelling.
Manage tourists' complaints	Tourists (domestic and international)	Develop well managed systems for tourism related complaints.
Facilitate Tourist Guides appeals	Tourist Guiding Sector	The National Registrar must hear and determine appeals and review Irregularities as described in the Tourism Act.
Create job opportunities through "Working for Tourism" projects	Unemployed youth, communities, Local Government, Provincial departments responsible for tourism	Create jobs through the Public Employment Programme for tourism.

DEPARTMENTAL SERVICE STANDARDS

- Department incentive programme will be advertised and finalised within two months.
- Department sector training and development programme will be NQF accredited and address the sector skills needs.
- Department tourism enterprise initiatives are informed by department enterprise strategy.
- Maintain a Tourism Knowledge Portal that will serve as a platform for storing and managing tourism related research material in a coordinated manner.
- Provide excellent systems for management of public resources.
- Develop Destination Planning Manual that will provide guidance in respect to tourism destination planning.
- Maintain National Tourist Guide Register in line with the Tourism Act, No. 03 of 2014.

- Manage Tourism Appeals in terms of Section 48 (2) (c) of Tourism Act., No. 03 of 2014.
- Manage complaints in respect of any tourism services, facilities or products in terms of Section 47 of Tourism Act, No. 03 of 2014.
- Develop and review the National Tourism Sector Strategy (NTSS) In terms of Section 4 of Tourism Act, No. 03 of 2014.

WHAT TO EXPECT AT ANY DEPARTMENTAL SERVICE POINT/OFFICE?

You can expect personnel to:

- Identify themselves by name;
- Attend to you in a professional manner and assist you according to Batho Pele principles;

HOW CAN YOU LODGE A COMPLAINT?

- The Departmental Call Centre is available for the public to utilise when they need to lodge their complaints about services of the department at callcentre@tourism.gov.za or 0860 TOURISM.
- Complaints in respect of any tourism services, facilities or products should be directed to the Tourism Complaints Officer at complaints@tourism.gov.za or 012 444 6312.
- Ensure that you request for the official's name and contact details in order to assist when you need to make a follow up in future.
- Write a complaint and put it in the complaints/suggestions box at the entrance of the service or send an email.

If dissatisfied with the response, you can:

- Contact the Call Centre by telephone or email and state your dissatisfaction. Telephone numbers and contact details are available at every service point / office.

OR

Write to:

**The Director General
Department of Tourism**

Private Bag X424

Pretoria 0001

WHAT TO EXPECT WHEN YOU LODGE A COMPLAINT

- An impartial, speedy and effective complaints handling procedure; and
- An apology and appropriate redress when you are not treated well or standards have not been met.



CUSTOMER'S RIGHT

You have the right to receive services according to all Batho Pele principles.

These eight Batho Pele principles are as follows:

- **Consultation**
Citizens should be consulted about the level and quality of the public services they receive and, where possible, should be given a choice about the services that are offered.

- **Service Standards**
Citizens should be told what level and quality of public services they will receive so that they are aware of what to expect.

- **Access**
All citizens should have equal access to the services to which they are entitled.

- **Courtesy**
Citizens should be treated with courtesy and consideration.

- **Information**
Citizens should be given full, accurate information about the public services they are entitled to receive.

- **Openness and Transparency**
Citizens should be told how national and provincial departments are run, how much they cost and who is in charge.

- **Redress**
If the promised standard of service is not delivered, citizens should be offered an apology, a full explanation and a speedy and effective remedy; and when complaints are made, citizens should receive a sympathetic, positive response.



- **Value for Money**

Public Services should be provided economically and efficiently in order to give citizens the best possible value for money.

CUSTOMER'S OBLIGATION

We count on a strong partnership with you for the realisation of the promises in the Charter. We also count on you to be courteous towards our staff and treat them with respect.

LET US HAVE YOUR VIEWS

We value your views regarding the Department of Tourism's services. Please let us have your views through the following:

- Website: www.tourism.gov.za
- E-mail address: callcentre@tourism.gov.za
- Facsimile: +27 (0) 12 444 7000
- Call Centre: +27 (0) 860 TOURISM
- Switch Board Number: +27 (0) 12 444 6000
- Complaints and suggestion boxes at all service points /offices

DEPARTMENTAL PLEDGE TO MAINTAIN SERVICE DELIVERY STANDARDS

The Department of Tourism pledges to adhere to the commitment stated in the Service Delivery Charter.

