



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

QUESTION FOR ORAL REPLY:

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Ms M M Gomba (ANC) to ask the Minister of Tourism:

Whether her department is developing a digital strategy to create online platforms for small and medium enterprises that cater for the tourist market to sell their products such as clothing, handcraft and art; if not, what is the position in this regard; if so, what are the relevant details? NO1557E

REPLY:

In line with the Annual Performance Plan for 2019/20 financial year, the Department of Tourism (the department) developed a Digitalisation framework for the Tourism Sector in South Africa. The framework will provide a blueprint for digitalisation and modernisation within the tourism sector, while also informing the implementation of digital platforms towards inclusive growth and transformation. In addition the framework will also provide a systematic approach for analysing the state of the tourism sector, particularly SMME's in rural areas, in regards to the implementation of Fourth Industrial Revolution (4IR) technologies.

In order to deliver a digitally driven market access programs, SA Tourism is in the process of developing externally focused tech and data hub. The tech and data hub will deliver a digital platforms or portal that is aimed at enabling SMMEs to register in order to upload their product offering details. The portal will incorporate a consumer facing booking tool which will allow for SMMEs to sell directly to the market.

While the Department of Sports, Arts and Culture has the primary responsibility for the development and promotion of the arts and crafts of South Africa, SA Tourism's digital marketing channels could be part of the sharp end of their marketing drives.