



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

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Ms H S Winkler (DA) to ask the Minister of Tourism:

What strategy does her department have to incentivise tourism to rural areas and not just in urban areas and metros, as global travel restrictions are lifted?

NW883E

REPLY:

In response to the lack of travel amongst South Africans especially the previously disadvantaged communities, the Domestic Tourism Scheme was developed to respond to the challenges highlighted in the DTGS and encourage group travel.

The Scheme is one of the tools that the department uses to promote and encourage domestic tourism, particularly amongst the previously disadvantaged communities, thus increasing the number of domestic travellers. It is used to familiarise the new travellers with the services of tour operators, who can organise holiday trips on individual's behalf and remove the burden from the unseasoned traveller. Often this traveller is not familiar with booking these services. The scheme makes it easier for ordinary South Africans to travel and know their country. The Department has developed a Domestic Tourism (incentive) Scheme, which has been piloted through partnerships with national parks and provincial reserves. The program is envisioned to design and galvanize different social tourism groups; from rural and urban areas; to buy in and participate in the program.

A Social Tourism Directory has also been developed with the most recent information on tourism

attractions. The directory is targeting the previously untraveled communities which will include the youth, people with modest to low income, senior citizens, stokvels/social groups and people living with disabilities. This directory is a tool to make information available and accessible regarding tourism attractions, services and places of interest to the identified target groups. Its purpose is to encourage travel amongst South Africans by making the information available and accessible, so that more South Africans can travel and enjoy the benefits thereof.

Product diversification efforts that aim to enhance rural and township related experiences shall also serve as an incentive for rural tourism.