

NATIONAL DEPARTMENT OF TOURISM (NDT)

Presentation to Portfolio Committee on International Relations and Cooperation

20 October 2017

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



BACKGROUND

National Department of Tourism (NDT) was established as a standalone department in 2009 as the custodian of tourism promotion and development in South Africa. Its mandate is aligned with the National Development Plan imperative of driving inclusive economic growth in South Africa.



National Development Plan (NDP)

Tourism is also identified as one of the six pillars in the country's new growth path (NGP) framework

Department of Tourism's National Tourism Sector Strategy

NTSS is aimed at providing a clear strategic direction for the continued sustainable growth and development of the travel and tourism sector and the mainstreaming of tourism as a key lever of economic growth

Department of Tourism's Strategic Plan

Purpose of a Strategic Plan is to set out a vision where the department must be within 5 years and the goals that must be achieved to get there. It also identifies the performance indicators and targets that the institution will seek to achieve in the upcoming budget year

The Department of Tourism postulates its strategic plan based on the objectives of the National Tourism Sector Strategy (NTSS). This strategy falls under the ambit of the National Development Plan, the overall development plan and aspirations set for the country

NDT's International Mandate and interface with the global environment

- Tourism promotion & development constitutes a significant aspect of South African economic diplomacy as identified in the 2011 White Paper on South Africa's Foreign Policy: The Diplomacy of Ubuntu
- The NDT derives its mandate from the Tourism Act, 2014 (Act No.3 of 2014), according to which the department is responsible amongst others to provide for effective domestic and international marketing of South Africa as a tourist destination.
- The above mandate is performed through South African Tourism, established in terms of section 2 of the Tourism Act, 2014.
- SA Tourism is a Schedule 3A Public Entity, listed in terms of the PFMA, 1999 (Act No. 1 of 1999), and it is accountable to the Minister of Tourism. In line with its mandate, SA Tourism receives funding for its operations from government.
- SA Tourism is mandated to market South Africa as a domestic and international leisure and business travel destination in terms of Chapter 3 of the Tourism Act, 2014.



NDT international mandate continues...

SAT operates a network of international offices for marketing and promoting SA in-market.

Old SAT Global Presence in Alphabetical Order

- | | | |
|--------------------|------------------------------|-------------|
| 1. Angola* | 2. Australia | 3. Brazil * |
| 4. China | 5. France | 6. Germany |
| 7. India | 8. Italy* | 9. Japan* |
| 10. Netherlands | 11. Nigeria | |
| 12. United Kingdom | 13. United States of America | |

*** To be closed**

New Hub-and-Spoke

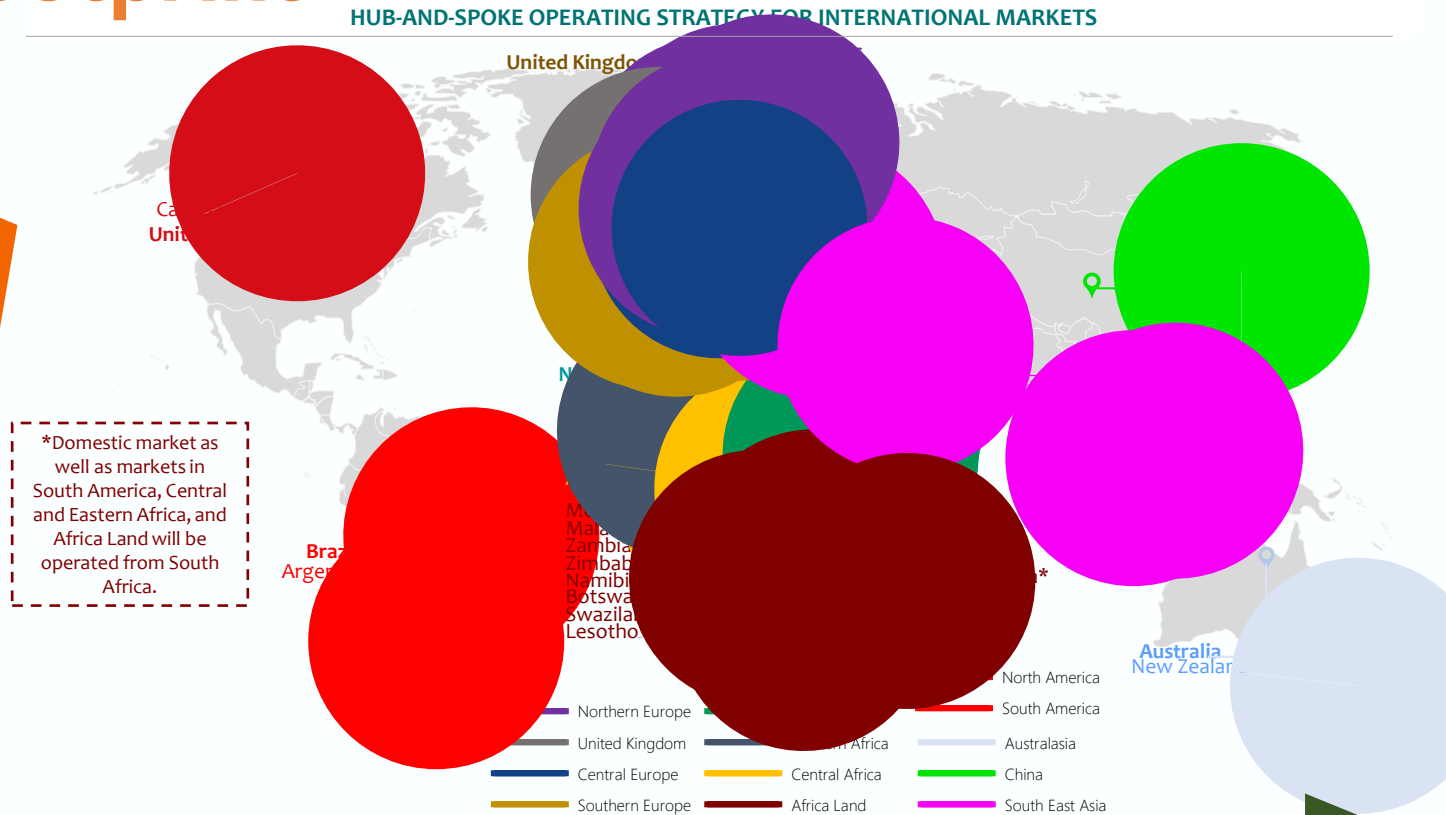
- SA Tourism will execute its efforts across the identified markets through a new efficient operating model of *'Hub and Spoke'*.
- 10 Hubs - Taking care of 44 Priority Markets as indicated in the following slide.
- HUBS – are in South Africa; Nigeria; Australia; India; China; Germany; Netherlands; France; UK and US.



Future Plans in terms of SA Tourism global footprint

HUB-AND-SPOKE OPERATING STRATEGY FOR INTERNATIONAL MARKETS

For leisure markets, SA Tourism will configure itself in a 'Hub-and-Spoke' manner, to ensure effective marketing initiatives, support to the value chain partners and effective delegation of authority and responsibility



There will be some markets such as those in South America that will be managed virtually via third-party marketing agencies, in a prudent manner

NDT & SA Tourism partner with South African Diplomatic Missions

- SA Tourism personnel employed in international offices, are not recognised as members of the Foreign Service as they are not attached to the South African Mission nor is the intention of this Bill to subject them to the Foreign Service legislative framework.
- The NDT & SAT constitute a significant aspect of South Africa's economic diplomacy machinery. However NDT does not have tourism attaches in Missions and does not plan to deploy officials in the near future.
- The NDT & SAT are leveraging on DIRCO's international footprint in terms of the infrastructure and human capital in **124 Missions** in **107 countries**.
- DIRCO has recently started to embrace tourism promotion as a fundamental pillar of South Africa's economic diplomacy as evidenced in its strategic plans and annual performance plans.
- Under the KPA of strengthening political and economic relations, marketing the country abroad and positioning South Africa as a preferred tourism destination is identified as key objective by DIRCO.
- Most South African Missions collaborate with SAT by participating in tourism promotion events or host tourism trade workshops independently as part of their economic diplomacy activities.
- DIRCO's 2015/16 Annual Report state: 94 tourism-promotion events were held where emphasis was also placed on promoting South Africa as a preferred destination for business and leisure travel.



General comments on the Foreign Service Bill (FSB)

- NDT believes DIRCO uses its network of foreign mission strategically located around the world to promote South Africa as a destination of choice in their countries of accreditation.
- NDT supports the objective of creating an enabling administrative and management framework through which the Foreign Service will be managed and regulated in a consolidated and coherent manner by DIRCO.
- This is supported in the best interests of South Africa's broad foreign policy objectives of having a common approach by all tiers of government.
- Especially given the fact that SAT personnel posted abroad cannot be attached to SA Foreign Missions, given their transactional nature of their business operation model.
- As the marketing agency, SAT requires the operational flexibility to engage in commercial transactions to carry out its mandate that may not be in sync with the usual diplomatic protocols and immunities afforded to diplomatic missions as provided for in the Vienna Conventions on Diplomatic & Consular Relations.
- The NDT hope to continue playing a role in improving the capacity of the FS, through training interventions as part of Economic Diplomacy Training for diplomats to be better equipped to promote tourism.



Clause Comments

Section	Comment	Implications
Section 1 - Definitions	We understand the definition of National Departments to exclude their Public Entities	Public Entities such as SA Tourism are not covered by the Bill.
Section 2 – Foreign Service (FS)	<p>It should be made clear that the FS needs to serve the National Interests.</p> <p>The role of other national departments deploying officials to the Foreign Service needs to be more clarified, e.g. what is their responsibility towards their own officials.</p>	Departments deploying officials to the FS may abdicate their responsibility towards their own employees if their role is not defined.
Section 3 – Requirements for members of FS	<p>For operational and clarity of roles, other national departments posting officials to SA Foreign Mission need to enter into an MoU with DIRCO prior to sending officials.</p> <p>Define the required level of Security Clearance</p>	<p>This will enhance the effective management and functioning of the Foreign Service.</p> <p>If the level of security clearance is not stipulated it may lead to inconsistency</p>



Clause Comments

Section	Comment	Implications
Section 4 - Head of Mission (HoM)	<p>Make it clear that the Head of Mission is also responsible for officials from other national departments – the same way it made clear on the locally recruited personnel.</p> <p>NDT agree with the principle that the HoM should be the ultimate authority on all members of the FS.</p>	Clarity in terms of reporting lines needs to be clear to avoid any ambiguity.
Section 5 – Recall of members for FS	<p>Under 5. (5) Add the provision that a member of the FS may also be recalled at the request of the sending national department.</p> <p>There should be a Code of Conduct for FS. Public Service Code of Conduct should form the basic building block of the FS Code of Conduct.</p>	<p>This will provide discretion to the Accounting Officers of the sending national departments to recall officials based on their operational needs or for disciplinary purposes. Supplementary MoU with affected departments could suffice to clarify roles.</p> <p>Code of Conduct for the FS created.</p>
Section 6 – Diplomatic Academy	<p>Make it mandatory for national departments in the economic cluster to present to the HOMS induction or Economic Diplomacy Training.</p> <p>The Bill mentions assistance to other states but silent on other government departments.</p>	<p>National Departments posting officials to collaborate with the Academy in providing training related to their mandates.</p> <p>The Bill should state that the Academy will also assist with training requirements of other government departments.</p>

Clause Comments

Section	Comment	Implications
Section 7 – Establishment of coordination and other mechanisms	Coordination mechanism should not be made optional.	This could simply mean changing “may” to “shall” under 7 (1)
Section 8 – Assets	No comment as NDT does not purchase any assets which are hosted within missions. Suffice to say that this should be aligned to the PFMA provisions.	Check compliance with the PFMA, particularly the implication of the Bill to other Accounting Officers of other sending departments.
Section 9 – Policies, codes or directives	Any Policies, Codes or Directives to be issued by the Minister should be consulted with other affected national departments through a coordinating mechanism contemplated in section 7.	This could simply mean changing “may” to “shall” under 9 (5)



Clause Comments

Section	Comment	Implications
Section 10 – Delegation of powers	It should be made clear that delegation of power does not absolve the delegating authority from accountability.	Make it clear that the executive authority and the accounting officer of DIRCO are ultimately responsible for the proper functioning of the FS even if some powers are delegated to the Heads of Missions.
Section 11 – Offences	<p>The Bill is clear that any misdemeanour committed by member of the FS shall be deemed to have been committed in SA and local laws applies.</p> <p>However, the Bill is silent on offences that may be committed by locally recruited personnel and how these are dealt with, e.g. Does South African laws apply to them?</p>	Clarify disciplinary measures for Local Recruited Personnel



Clause Comments

Section	Comment	Implications
Section 12 –Regulations	<p>Any Regulation to be issued by the Minister should be consulted with other affected national departments through a coordinating mechanism contemplated in section 7.</p> <p>12 (f) More clarity is needed on secondment of officials to international organisations such as SADC in terms of their reporting lines and what kinds of “Entities” are contemplated here.</p>	<p>The Bill should make it clear that Minister shall act in/after consultation (here shall should be firm, while the consultation process might state ‘after’ – i.e. that the Minister should not be bound to seek consensus of all consulted, but rather take their views into consideration).</p> <p>Reporting lines of seconded officials needs more clarity. Define entities contemplated.</p>
Section 13 – Short title and commencement	None	None

Conclusion

- The Bill does not have any legal implications on the mandate of the NDT as espoused in the Tourism Act, 2014 and because the NDT does not post officials to the Missions at this point.
- Should the need arise in future, NDT may consider in consultation with DIRCO posting its officials as Tourism Attaches to serve as members of the Foreign Service.
- The NDT believes providing training to HoMs and other officials deployed to Missions on how to market South Africa as a destination of choice is sufficient to mainstream tourism promotion in the South African Missions.
- Therefore, the NDT reiterates its support for the Bill and hope its recommendations shall be considered in the finalisation of the Bill.





Thank you



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