

BRIEFING TO THE PORTFOLIO COMMITTEE ON TOURISM

White Paper for the Development and Promotion of Tourism in South Africa

29 OCTOBER 2024

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Presentation Outline

- Policy review processes
- Problem identification
- Strategic Focus
- Policy vision & guiding principles
- Policy Objectives
- Policy thematic areas
- Proposed policy interventions
- Stakeholders consulted
- Next steps



POLICY REVIEW PROCESSES

Department of Tourism embarked on a process to review the overarching policy framework guiding the tourism sector in the country (i.e. Tourism White Paper, 1996)

Gap analysis and thematic areas identified and preliminary consultation with broad tourism stakeholders conducted to organise the policy review process

Subsequently, the Green Paper on the Promotion and Development of Tourism in South Africa the Panel was developed with key policy proposals

External consultations on the policy proposals (with tourism private sector, national, provincial and local government stakeholders and tourism formations) were undertaken

Initial Socio-Economic Impact Assessment System (SEIAS) report was also generated in consultation with the Presidency's SEIAS Unit

Tourism Green Paper Gazetted for public comments for 60 days in September 2023, received +- 3500 comments and relevant inputs incorporated into the White Paper

Final SEIAS certificate obtained on the 08 August 2024 enabling tabling of the White Paper to Cabinet

Tourism White Paper supported by Cluster, approved by Cabinet on 18 September 2024 and Gazetted for implementation on the 04 October 2024

Problem identification

- South Africa's tourism economy is yet to fully exploit its potential;
- This is despite the significant contribution to Gross Domestic Products (GDP) since the pursuance of the 1996 Tourism White Paper;
- The Treasury and Organisation for Economic Co-operation and Development's (OECD) Economic Survey of South Africa noted that the Tourism sector lags relative to its potential and considerable resources;
- Similarly, the the Revised Growth Strategy for Tourism, 2022 by Tourism Business Council of South Africa (TBCSA) and Public Private Growth Initiative (PPGI) noted that tourism underperforms relative to its comparator countries despite its huge potential;
- The need to stimulate sustainable, inclusive tourism growth in line with its unrealised potential has also been recognised in various country-level economic revitalisation policies and strategies.



Problem identification continue..

The contributing factors can be attributed to, amongst other things:

- Negative perception of the country due to crime affecting tourists and in the process tarnishes the image of the destination;
- Poor transformation in the sector limiting the participation of the previously disadvantaged individuals;
- Poor crisis management in tourism resulting in uncoordinated responses to crisis;
- Regulatory and administrative barriers undermining the accessibility of the destination and survival of tourism business; and
- Dated policy framework not responding to latest technological developments.



Strategic Focus

- The significance of tourism within the South African economy is now widely recognised;
- The New Growth Path (2010), the National Development Plan (NDP, 2013) and the previous State of the Nation Addresses identify the tourism sector amongst core contributors to the country's medium to long-term national economic goals;
- Key amongst the NDP imperatives is the creation of employment, an aspect that tourism is well positioned to respond to as demonstrated by the 739 657 direct jobs sustained by the sector prior to the emergence of the Coronavirus;
- The country's Economic Reconstruction and Recovery Plan (ERRP, 2020), Tourism Recovery Plan & the Tourism Sector Master Plan identify tourism as one of the priority sectors to drive the reconstruction and recovery of the economy from the Covid-19 pandemic;
- The need to review the policy framework to support the sector's growth was also identified in the Tourism Sector's Recovery Plan;
- The review therefore seeks to align the tourism policy with current government policy frameworks & define the next phase of tourism development in South Africa.

Policy vision & guiding principles

VISION

At the heart of the new policy for tourism is the central vision for national tourism:

“To sustainably and competitively grow the South African economy through an inclusive, inspiring, visitor-oriented Tourism sector that consistently:

- Leverages innovation as the basis of creative, compelling experience development and delivery,
- Builds partnerships to strengthen sector’s impact nationally, regionally and globally,
- Addresses barriers to Tourism growth, and
- Responds to the social cohesion imperatives of the country.”

Guiding principles

The new policy document is grounded in the following tenets:

- South Africa values its connectedness to the Continent and the Southern African Development Community (SADC) region in particular and seeks to foster this interdependence through the design of the tourism experience;
- Tourism is a multi-stakeholder endeavour, and relationships of mutual cooperation are critical for the sector’s success;
- Upholding of human rights and non-discrimination in the provision of products and services;
- Advocating for a shared vision within government, for the common purpose of growth in the tourism sector
- The sector re-affirms its commitment to responsible tourism based on sustainable social, economic and environmental practices throughout the value chain;
- Placing the visitor at the core of all tourism programmes;
- Cultivating a sector that is cognisant of its transformative and socio-economic role;
- Promoting a shift to scaled tourism development projects with an impact on the overall destination.

Policy Objectives

The policy seeks to facilitate growth & transformation through the following objectives:

- Increase tourism contribution to the broader economy through geographic, year-round spread of visitor volumes and revenue.
- Drive increased employment and entrepreneurship as an integral part of growth efforts, with particular focus on women and youth.
- Provide for the sector's enhanced resilience and ability to respond to economic, health and other crises through risk mitigation innovation.
- Improve the capacity for research and targeted data gathering to understand, leverage, and cater for the domestic and regional markets.
- Contribute to community engagement and ownership of the sector.
- Promote a more inclusive sector through increased skills development and financial support.
- Attract Tourism investment and develop supportive Tourism infrastructure, especially to drive innovation in experience delivery.
- Ensure sustainable Tourism development: economic, social, cultural and environmental.
- Create an enabling regulatory environment for the present and future, especially as regards technological developments.



Policy thematic areas

- The Tourism White Paper focuses on the four policy thematic areas with specific focus under each as outlined in the document.

Evolving former policy areas	Emerging issues & opportunities	Policy issues for targeted growth	Sustainable growth model
Tourism governance and cooperation	Embracing technology	Prioritising rural & peri-urban tourism	Responsible tourism
Safety & security	Crisis management	Enhancing domestic tourism for destination resilience	Knowledge management research and insights
Transformation	Accessing the destination	Destination marketing and branding	Tourism diplomacy
	Quality visitor services		Tourism trade & investment
	Skills supply and employment		
	Tourist services		

Proposed policy interventions

The following major policy interventions are proposed:

- Creating an enabling regulatory environment by establishing a differentiated system of regulation for short term rentals and a framework for reporting;
- A research based, well-coordinated tourism safety programme, supported by law enforcement and focusing on high tourist areas affected by criminality;
- A clear crisis management framework that will be regularly revised to enable destination South Africa to manage and respond to crises;
- A focus on enterprise and supplier development as a critical lever for transformation in the tourism sector;
- Supporting the easing of access for visitors regarding immigration and air access;
- Tourism sector recommits to the responsible tourism agenda and sustainable development goals;

Proposed policy interventions cont...

- The tourism sector commits to continuously strengthen mechanisms for quality visitor services as they are central to the competitive visitor economy;
- Investment in rural and peri-urban routes of high tourism potential;
- A unified tourism competitive identity showcasing the diversity of the destination and supported by evidence-based marketing;
- Positioning South Africa as a leader in hosting international events especially in the Southern Hemisphere;
- Promote South Africa as a preferred destination for tourism investment by packaging solid investment opportunities; and
- Tourism diplomacy as a critical lever for regional integration. This includes implementation of the SADC Protocol on Tourism which promotes integration.



Stakeholders consulted

Stakeholders	Type of engagement	Date
National departments & agencies	National Workshop	07 November 2022
Provincial and Local tourism stakeholders (9 provinces)	Provincial / Local workshops	16 November 2022 to 17 May 2023
Department of Home Affairs	Bilateral engagement	14 December 2022
Department of Science & Innovation	Bilateral engagement	10 February 2023
Presidency	Bilateral engagements	Throughout the SEIAS process
Public Comments	Gazetted	01 September 2024 (for 60 Days)

Next steps

Tourism White Paper has been approved by Cabinet and the next steps will include:

- Awareness creation on the approved Tourism White Paper to ensure alignment between the National and :
 - municipalities
 - provinces
 - tourism industry
 - relevant sector departments.
- Amendment of the Tourism Act, no 3 of 2014 to align with the policy in the 2025/26 financial year.
- Review of National Tourism Sector Strategy (NTSS) 2016-2026 to align with the policy.



Thank you

