



MINISTER  
TOURISM  
REPUBLIC OF SOUTH AFRICA

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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY:**

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**118. Ms H Ismail (DA) to ask the Minister of Tourism:**

- (1) With regard to her recent statements concerning the marketing of the Republic as a Muslim-friendly country for tourism, what are the full details of (a) how SA Tourism and/or her department marketed the Republic in this light and (b) the (i) marketing plan and (ii) timelines thereof;
- (2) which actors are involved in servicing Muslim travellers;
- (3) whether the Department and/or SA Tourism has a project lead related to the marketing; if not, what is the position in this regard; if so, what are the relevant details;
- (4) whether there are any targets and/or goals in the Annual Performance Plans of her department and/or SA Tourism regarding marketing the Republic in this manner; if not, what is the position in this regard; if so, what are the relevant details? NW127E

**REPLY:**

- (1) SA Tourism has developed a South East Asia Marketing plan in collaboration with the trade for Implementation in FY26-27.

Furthermore, the entity, through the Tourism Grading Council of South Africa (TGCSA), works closely with the Halaal Association of South Africa to guide the development of a Halaal/Muslim-friendly tourism accolade as part of the country's Grading Criteria project.

On the training front, the Muslim-friendly training content was developed in consultation with the Halaal Association of South Africa and the Muslim Judicial Council of SA. This training is included in the Welcome Program. This important program is designed to inspire and educate the South African tourism sector to demonstrate warm, welcoming and authentic interactions with this important market. A key objective of the Welcome Program is to deliver great customer service to our visitors and to ensure every tourist touchpoint provides warm, welcoming interactions.

The entity and the Halaal Association of South Africa are engaging to initiate a memorandum of understanding (MOU) to strengthen their relationship and advance Halaal/Muslim offerings.

The entity further supported the Minister's South East Asia Outreach program by collating content on South Africa's readiness for the Muslim market.

- (2) As part of the SA Tourism Welcome Program, the Visitor Experience team capacitates and trains the tourism sector on the Welcome Program modules, which include content on how to service visitors from the Muslim market.

The training content includes information on respecting the cultural and religious aspects of the Muslim community and on better understanding their needs, so that, as a country, we can provide an inclusive service and environment for all visitors.

In the past 24 months, the entity has trained frontline and customs officials from all major ACSA airports, CT Cruise Terminals and key land borders across South Africa.

Partnerships with Provincial Tourism Authorities have further expanded the scale of capacitation training, as we have upskilled 500 Gauteng Crime Prevention Wardens and an additional 450 Tourism Monitors this fiscal year.

- (3) This is a joint marketing initiative by both the public and private sectors and implemented through the Tourism Growth Partnership Plan.
- (4) There are no specific targets for the Muslim market, as the tourists come from various countries globally, and the targets are included under the markets identified in line with the Market Prioritisation and Investment Framework (MPIF).

**END**