



**MINISTER
TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR ORAL REPLY:

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★378. Ms E Linde (DA) to ask the Minister of Tourism:

Given that agritourism has emerged as one of the fastest-growing industries in the tourism sector of the Republic in recent years, with forecasts suggesting it could generate nearly R4,84 billion a year by 2030, what strategies has she put in place to ensure that agritourism reaches and/or fulfils its growth potential? NO2325E

REPLY:

Tourism and Agriculture are recognised as key economic pillars for advancing rural development in South Africa. The Department of Tourism developed the National Tourism Sector Strategy (NTSS), the Tourism Master Plan, and the Tourism White Paper, which act as a sector-wide framework guiding the vision for tourism growth and development in South Africa.

This aligns with the Government of National Unity's priorities, including inclusive economic growth, rural development, and job creation, as well as the National Development Plan's Vision 2030 objectives of poverty eradication and enhanced social cohesion.

The Cabinet adopted the Tourism Growth Partnership Plan (TGPP), which guides the implementation of these policy frameworks. The dedicated working groups include representatives from the private and public sectors to identify niche growth markets in tourism.

The Department's current approach is informed by the Tourism White Paper (2024), which emphasises rural and peri-urban tourism niches that *"encompass agricultural experiences"* and identifies rural tourism as an emerging opportunity offering *"authentic experiences... including farm tours, farm shows, local cuisine tasting, and participation in farming activities"*.

The Department of Tourism already uses a range of policy instruments, intergovernmental processes, and programme interventions to ensure that agri-tourism reaches its growth potential.

The Department is working closely with the Department of Agriculture, Department of Land Reform and Rural Development, and the Department of Forestry, Fisheries and the Environment (DFFE). The three departments are collaborating to support integrated rural development and tourism diversification.

Leveraging Existing National Strategies and Frameworks

Agri-tourism is already embedded in several national instruments:

- **Gastronomy Strategy**, which includes the *"Farm to Table Concept"* as a core pillar of agri-tourism development.
- **South African Wine Route**, recognised as a well-established agri-tourism anchor product that demonstrates the sector's potential for rural job creation and economic resilience.

While support to farmers falls under DALRRD, the Department of Tourism supports tourism-related SMMEs through:

Enterprise development programmes are accessed through an application process. The Tourism Grading Council of South Africa's (TGCSA) **Basic Quality Verification Programme**, which certifies new entrants in villages, townships, and small towns, enabling rural homestays and farm-based accommodation to enter the tourism value chain.

The TGCSA works closely with VINPRO and has a **Wine Tourism Accolade**, which recognises tourism offerings on working farms and strengthens agri-tourism product quality.

Expanding Agri-Tourism Beyond the Western Cape

The Department recognises that agri-tourism potential extends far beyond wine-producing regions. As noted in previous replies, provinces such as the Eastern Cape, Mpumalanga, Limpopo, and KwaZulu-Natal already offer accommodation and immersive farm-based experiences, demonstrating the sector's national footprint and growth potential.

END