



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

QUESTION FOR ORAL REPLY:

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MS L S MAKHUBELA-MASHELE (ANC) TO ASK THE MINISTER OF TOURISM:

With reference to the decline in domestic tourism due to it becoming very expensive for South Africans, especially those from historically disadvantaged communities, and the fact that ownership of the tourism businesses still reflect the structural economic disparities of the past, (a) how does he intend to ensure that affordable packages are developed to inculcate a culture of travel amongst locals to explore their country and (b) what measures are being taken to ensure radical transformation of the tourism industry?

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REPLY:

(a) The SA Tourism Domestic Tourism Campaign focusses on building a culture of travel amongst South Africans and on inspiring frequency and geographical spread of trips through specific targeted campaigns and initiatives. This includes joint marketing agreements with key trade partners offering affordable and special discounted travel deals and packages. The airline industry, Mango in particular, also offers discounted deals on domestic flights. SA Tourism has produced three special-deal catalogues, advertised in the travel section of Sunday newspapers, offering special discounted deals and making it easier for us to be tourists in our own country. We will continue to work on these partnerships throughout the tourism value chain to promote accessibility and affordability,

be it for iconic attractions such as our heritage sites and museums, or for road, rail and air transportation.

There are also many initiatives at public sector facilities throughout the country such as free entry days and discounted rates, particularly for pensioners and learners. These initiatives are complemented by those of private sector product owners for budget travellers, especially during low season and when occupancy is low.

Let me take this opportunity to appeal to tourism product owners to include targeted free and discounted offerings in their mix. Every South African must have the opportunity to explore and enjoy our unique attractions.

- (b) The progressive implementation of ANC economic policy is the key to radical transformation of the tourism sector. In the tourism sector the Broad-Based Black Economic Empowerment Codes of Good Practice prioritises Ownership, Skills Development as well as Enterprise and Supplier Development. The department's transformation approach for the tourism industry is premised on four critical pillars - skills development, enterprise and supplier development, B-BBEE policy implementation and community empowerment with an emphasis on ownership.

The Tourism BBBEE Code, recently published by the dti, is a crucial lever for transformation proposing a 30% black ownership requirement, as opposed to the generic 25%. This is applicable to larger enterprises. At the other end of the spectrum, the department has invested funds in the construction of successful community owned and operated products across the country.

The Department is working to change the race and gender composition of the industry. Academia and industry are developing an Executive Management Development programme which will particularly target the participation of women. Young people are being trained as chefs, sommeliers and food safety assurers, and there are skills development initiatives to change the face of travel agencies and tour guiding.

Our investment in skills development and training is essential to create a solid base of young, well qualified black people who will be equipped with the necessary skills to both advance into management positions (which is an essential part of the transformation of the industry), and to be better prepared to be the business owners and entrepreneurs of the future.

Through the Tourism Incentive Programme a market access programme has been introduced with a bias towards SMMEs. A supplier development database is being developed to assist large businesses to procure locally and in particular from black suppliers, in line with the BBBEE codes.