

BRIEFING BY THE DEPARTMENT OF TOURISM

ON THE

**IMPLEMENTATION OF COMMITTEE RESOLUTIONS FOR
2025 BUDGET REVIEW AND RECOMMENDATION REPORT**

2 JUNE 2026

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



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I. Background

The Department of Tourism (DoT) briefed the Portfolio Committee on Tourism on their Financial and Non-Financial Performance for the 2024/25 Financial Year on 1 July 2025:

- The Budget Review Report (BRRR) was adopted by the Portfolio Committee on the 28 October 2025;
- The Report was published in ATC No. 203 of 2025 on the 20 November 2025;
- The Report was considered in the National Assembly on the 4 December 2025 and agreed to as per the minutes No. 61 of 2025; and
- A letter received from the Speaker to the Minister on 25 February 2026.



2. RECOMMENDATIONS FOR THE DEPARTMENT OF TOURISM:

RECOMMENDATIONS	RESPONSE
<p>8.2.1. Table the Tourism Amendment Bill to Parliament in the next financial year to effect necessary amendments that will enhance effective functioning of the tourism sector.</p>	<p>Recommendation is noted</p> <p>The department has followed the previous recommendations of the Committee and the recommendations of the parliamentary High-Level Panel Report of 2018, regarding the amendment of the Tourism Act.</p> <p>Currently, the process of re-starting the process of amending the Tourism Act, 2014, has commenced. It commenced with the drafting of a new Policy, as the 2014 Act was based on the old Policy, which was published in 1996. A new Policy document has been approved by Cabinet and subsequently a new White Paper on the Development and Promotion of Tourism in South Africa, 2024, was published in Government Gazette on 4 October 2024.</p> <p>The Tourism Amendment Bill will be tabled to Parliament as per the recommendation.</p>



RECOMENDATIONS

RESPONSE

8.2.2. Engage the Development Bank of Southern Africa (DBSA) to improve on the Supply Chain Management as their mistakes reflect badly on the audit outcomes of the Department of Tourism.

The recommendation is noted.

The Department has shared the audit findings with both the technical and internal audit teams at DBSA to enable systemic changes for improved audit outcomes.

8.2.3. Review the methodology of implementing the infrastructure projects, moving away from implanting many small low impact projects to few high impact projects that will create more jobs during construction and sustain many jobs during operations.

The recommendation is noted.

Given the budget constraints faced by the Department, there will be no implementation of infrastructure projects beyond the allocated budgets for the completion of current projects beyond the 2026/27 financial year.



RECOMENDATIONS

RESPONSE

8.2.4. Account for the multi-year projects that are not in the Annual Performance Plan but contained in the Business Plan of the Department through attaching annexures when making briefings to the Committee on quarterly performance reports.

The request is noted.

Recommendation will be implemented starting with the Department's appearance for Quarter 2 and Quarter 3 performance reporting for 2025/2026 financial year.

8.2.5. Conduct close oversight on the infrastructure projects implemented by the Development Bank of Southern Africa (DBSA) to ensure that projects are delivered according to the initial scope of work, but where more work has been discovered during the implementation process, the scope of work must be increased and more funding made available for such projects, so that projects are fully operational at practical completion stage, and that accumulated penalty fees be utilized before additional funding is requested for the DBSA projects.

The recommendation is noted.


The Department does conduct close oversight on all infrastructure projects. Where justified to enable full functionality of a facility, additional scope and budget are motivated to fund the increased scope of work. Penalties are levied where this is justified and if applicable can be utilized for additional scope or become project savings which are returned when the project is completed.

RECOMENDATIONS	RESPONSE
<p>8.2.6. Ensure that there is proper planning at the project conceptualization and inception stage to eliminate unnecessary delays during implementation, which in turn leads to non-achievement of targets at the end of the financial year.</p>	<p>The recommendation is noted.</p> <p>All APP projects are properly planned and concept documents submitted for approval before implementation takes place.</p> <p>This recommendation noted, however, it should be highlighted that the Department does not intend to implement any new infrastructure projects given the current budget constraints.</p>



RECOMENDATIONS	RESPONSE
<p>8.2.7. Prioritise filling vacant posts in line with the Cost Containment Measures to ensure that the Department operates with optimal staff establishment.</p>	<p>The recommendation is noted</p> <p>The Cost Containment Measures that restricted the creation and filling of vacant posts ended on 31 March 2025, as outlined in Department of Public Service and Administration Circulars No. 20 of 2024 and No. 14 of 2025. Since then, the Department has prioritised filling vacancies not affected by the ongoing organisational capacity alignment and assessment exercise.</p> <p>At the time the containment lapsed, the vacancy rate stood at 13.4%. By 31 December 2025, this had decreased to 11.1%. In quarter 3 of the 2024/2025 financial year, the Department advertised 22 vacant posts. As these positions are filled, the vacancy rate is expected to decline further, supporting more effective and efficient organisational operations.</p>



RECOMENDATIONS	RESPONSE
<p>8.2.8. Ensure that the disbursement of the Tourism Transformation Fund and the Tourism Equity Fund is expedited and that the qualifying application for the Tourism Equity Fund are not halted whilst dealing with the migration of the fund to the new implementing agent, speed up the migration of the funds to the new implementing agent, and put a time frame on the migration of the fund to the new implementing agent.</p>	<p>The recommendation is noted</p> <p>The Department engages the National Empowerment Fund (NEF) on a quarterly basis to monitor and improve progress with the implementation of the Tourism Transformation Fund (TTF). TTF is further under review to inform programme improvements that will not only ensure better alignment with the priorities of the GNU but also streamline processes and accelerate implementation and the rate of disbursement.</p> <p>While discussions around the migration of the Tourism Equity Fund (TEF) to another entity continues, the Small Enterprise Development and Finance Agency (SEDFA) on request of the Department submitted a proposed implementation plan to facilitate the continued processing and implementation of pipeline applications.</p> 

RECOMENDATIONS	RESPONSE
<p>8.2.9. Ensure a smooth transition between service providers (implementing agents) implementing the Tourism Transformation Fund and Tourism Equity Fund such that applications are not halted and applicants are not left stranded without correct information and proper support, ensuring that there are no delays in the application process.</p>	<p>The recommendation is noted</p> <p>Continued engagement with the NEF and SEDFA as the Department's respective implementation partners for TTF and TEF is aimed at continued and improved implementation of both programmes.</p>
<p>8.2.10. Simplify the qualifying criteria for the funding instruments provided by the Department to facilitate an uptick in the uptake of funding opportunities by emerging tourism enterprises.</p>	<p>The recommendation is noted</p> <p>The funding programmes offered by the Department are under review to inform programme improvements that will not only ensure better alignment with the priorities of the GNU but also streamline processes and increase uptake by emerging tourism enterprises.</p>



RECOMENDATIONS	RESPONSE
<p>8.2.11. Put measures in place to avoid under expenditure to ensure that the Department does not have recurring issues in the subsequent financial years, particularly on critical service delivery targets such as creating intensive labour jobs.</p>	<p>Proactive measures have been put in place to ensure the non – recurrence of under expenditure on the implementation of demand – led skills development programmes in the next financial years and include the following:</p> <ol style="list-style-type: none"><li data-bbox="1045 649 1872 749">1. Early request for project concept approval.<li data-bbox="1045 792 1872 892">2. Ensuring efficient, effective and economical appointment of service providers; and<li data-bbox="1045 935 1872 1035">3. Hybrid recruitment, selection and induction.



RECOMENDATIONS

8.2.8. Ensure that the disbursement of the Tourism Transformation Fund and the Tourism Equity Fund is expedited and that the qualifying application for the Tourism Equity Fund are not halted whilst dealing with the migration of the fund to the new implementing agent, speed up the migration of the funds to the new implementing agent, and put a time frame on the migration of the fund to the new implementing agent.

RESPONSE

The recommendation is noted

The Department engages the National Empowerment Fund (NEF) on a quarterly basis to monitor and improve progress with the implementation of the Tourism Transformation Fund (TTF). TTF is further under review to inform programme improvements that will not only ensure better alignment with the priorities of the GNU but also streamline processes and accelerate implementation and the rate of disbursement.

While discussions around the migration of the Tourism Equity Fund (TEF) to another entity continues, the Small Enterprise Development and Finance Agency (SEDFA) on request of the Department submitted a proposed implementation plan to facilitate the continued processing and implementation of pipeline applications.

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RECOMENDATIONS	RESPONSE
<p>8.2.12. Improve focus and interventions on Township Tourism throughout the country, and based on the recent oversight visit to the Gauteng Province, assign a Destination Development team to the Soweto Hotel to do an assessment of what can be done, with low hanging fruits being interventions that are readily available, such as the Green Tourism Incentive Programme, the Market Access Programme and Grading Support, whilst working on long term infrastructure upgrade support, and report to the Committee on quarterly basis about progress in this regard.</p>	<p>The recommendation is noted.</p> <p>It should be noted that the Department has already done assessment of the Soweto Hotel Precinct and initiated engagements with the City of Joburg (CoJ) to attend to some of these challenges identified during the assessment process. The identified challenges related to poor management of the Walter Sisulu Square of Dedication (WSSD), cable theft, flooded underground car park, dysfunctional Museum and renewal of the lease. The Department will continue to provide support to stakeholders as required.</p> <p>Soweto Hotel will be encouraged in applying for funding support programmes offered by the Department</p>



RECOMENDATIONS	RESPONSE
<p>8.2.13. Ensure that the Destination Development team as recommended in (8.2.12) above, works closely with the Gauteng Province on the whole precinct development initiative around the Soweto Hotel to ensure that this precinct becomes a tourist attraction that will serve as an anchor to Township Tourism in Soweto.</p>	<p>The recommendation is noted.</p> <p>It should be noted that the Department has already done assessment of the Soweto Hotel Precinct had already been done and initiated engagements with the City of Joburg (CoJ) to attend to some of these challenges identified during the assessment process. The identified challenges related to poor management of the Walter Sisulu Square of Dedication (WSSD), cable theft, flooded underground car park, dysfunctional Museum and renewal of the lease. The Department will continue to provide support to stakeholders as required.</p>
<p>8.2.14 Provide the Committee with regular updates on the cases opened with law enforcement agencies, attaching an annexure as a standing reporting item for quarterly Committee briefings.</p>	<p>The recommendation is noted for implementation</p>



RECOMENDATIONS

RESPONSE

8.2.15. Ensure that the information requested on all infrastructure projects implemented by the Department are provided timeously to the Committee as part of the work done in implementing the Oversight Priority Plan as previously communicated to the Minister in writing.

The recommendation is noted.

Reports on infrastructure projects will be provided on a quarterly basis.



RECOMENDATIONS	RESPONSE
<p>8.2.16 During the tenure of the 7th Parliament Administration, introduce more programmes and measures that focus on domestic tourism in collaboration with private sector to promote and grow domestic tourism,</p>	<p>Domestic tourism remains a cornerstone of our strategy, providing a foundation for sustainable growth across the sector. This is amplified by the number of South Africans travelling and enjoying their country. SA Tourism continue to strengthen efforts to encourage South Africans to explore their own country, focusing on lesser-visited provinces (VTSDs) and promoting travel throughout the year, beyond traditional peak seasons, such as Easter and summer holidays.</p> <p>The Tourism Growth Partnership Plan (TGPP) is a five-year strategy to position tourism as a key driver of inclusive economic growth and job creation in South Africa. Exponential growth in tourism requires a whole-of-government and a whole-of-society approach, and an ongoing partnership between the public and private players in the industry.</p> <p>Five strategic pillars make up the plan, each with a Working Group dedicated to driving forward a set of drivers. Three cross-cutting issues have been identified across the Pillars.</p>



Five working groups are as follows:

- Working group 1: Ease of Access
- Working Group 2: Destination Marketing
- Working Group 3: Safety & Security
- Working Group 4: Product Development & Infrastructure
- Working Group 5: Job Creation & Skills Development

On domestic leisure promotion, to drive affordable tourism offerings for the domestic market, SA Tourism implements the Sho't Left campaign, themed under "It's Your

Country, Enjoy it because Nothing's more fun than a Sho't Left" campaign.

The campaign is driven in collaboration with the private sector and provinces, with the primary objective of encouraging the tourism trade to make affordable deals available for locals to access throughout the year.



The entity implements following campaigns in collaboration with the SMMEs, private sector and provinces, with the primary objective of encouraging the tourism trade to make affordable deals available for locals to access throughout the year.

Easter Campaign (Seat at the Table) – February to April

- Easter is Mzansi's first big holiday of every year and Sho't Left objective is to encourage and inspire South Africans to explore their Provinces, by showing them affordable options for everyone.

Travel Week – First week of September

- Travel Week is a SA Tourism's campaign in partnership with the tourism trade to provide discounted local deals and packages to South Africans for one week in a year but travel anytime.

Summer Campaign – October to January

- Summer creates an opportunity for South Africans to tap into their availability and explore their country as an affordable and accessible destination during the festive season.



In addition to the above campaigns, the following tactical campaigns are implemented leveraging from key events or symbolic dates and driven as “always on” content:

Month of Love

- This tactical campaign is leveraging Valentines Month where the consumers are encouraged to take up offers available during this period

Winter

- This campaign encourages consumers to look for winter offers and activities which often comes at reasonable rates

Always on Recruitment of Trade to support campaign

- SA Tourism uses this campaign to recruit the trade to register on the Sho't Left platforms and make their offers available throughout the year

Collaborations with non-travel related Partners and Events

SA Tourism collaborates with non-Tourism partners to drive the travel message and further partner events to drive numbers to the events

RECOMENDATIONS

RESPONSE


8.2.17. Properly package and communicate the incentives available for rural and township tourism through outreach programmes, and put in place programmes that will enhance rural and township tourism to address limited contribution of tourism to rural economies as caused by a myriad of challenges, including inadequate infrastructure investment, human resource limitations, social and cultural challenges, marketing and promotion issues, regulatory and policy barriers.

Departmental programmes, such as the incentive tourism incentive programme, skills development programme and enterprise development are communicated at Community and Stakeholder Outreaches and Information Sharing Sessions. Calls for applications to participate in these programmes are made on national platforms. The Department collaborates with associations that have a footprint in townships, rural areas and villages to raise awareness about its programmes.



RECOMENDATIONS	RESPONSE
<p>8.2.18. Work closely with the Department of Home Affairs to subsequent phases of the Trusted Tour Operator Scheme (TTOS).</p>	<p>The recommendation is noted</p> <p>The Department of Tourism continues to work closely with the Department of Home Affairs on the Trusted Tour Operator Scheme (TTOS) including receiving updates from DHA following the implementation of phase two of TTOS. To further enhance ease of access, DHA announced the roll-out of the Electronic Travel Authorisation (ETA) which seeks to digitalise visa applications, use artificial intelligence to engender efficiency and expedite the turnaround times. A pilot on ETA was implemented during the G20 Leader’s summit for some markets.</p>
<p>8.2.19. Enhance focus on interventions implemented to improve domestic airlift and international air access to South Africa as a destination.</p>	<p>The recommendation is noted</p> <p>SA Tourism is working on operationalizing the cabinet approved Tourism Marking Route Development Plan.</p>



RECOMENDATIONS	RESPONSE
<p>8.2.20. Review the National Heritage and Cultural Tourism Strategy (2013); Domestic Growth Strategy (2012); National Rural Development Strategy (2012) and the National Tourism Service Excellence Strategy (2012) in order to implement updated programmes informed by current realities in the tourism sector.</p>	<p>Recommendation is noted</p> <p>National Tourism Service Excellence Strategy (2012)</p> <p>Currently, SABS, as the custodian of national standards, is reviewing the Tourism Service Excellence Standard in consultation with the Department of Tourism, Industry Stakeholders and SADC countries, the outcome of which will inform the review of the Tourism Service Excellence Strategy by the Department. The draft reviewed Tourism Service Excellence Standard is due to being published in the Government Gazette for public comments once all industry inputs and comments have been processed by SABS. Member states are expected to cast their final vote on harmonized Standard on 13 April 2026 after which the reviewed Standard will be published for final comments.</p> <p>National Rural Development Strategy (2012)</p> <p>The National Rural Development Strategy (2012) will be reviewed in the 2026/2027 financial year.</p> <p>Review of the National Heritage and Cultural Tourism Strategy (2013)</p> <p>The National Heritage and Cultural Tourism Strategy is proposed to be reviewed in the 2026/2027 financial year.</p> <p>Domestic Growth Strategy (2012)</p> <p>SA Tourism will work with the department and the private sector to review the current Domestic Growth Strategy.</p> 

RECOMENDATIONS	RESPONSE
<p>8.2.21. Adopt a whole government approach in removing a myriad of barriers to tourism growth, including, but not limited to air access; safety and security concerns; environmental protection and sustainability; infrastructural development and maintenance; regulatory bodies and red tape; access to finance for Small Medium and Micro Enterprises (SMMEs); visa regime; and skills development.</p>	<p>The recommendation is noted.</p> <p>South African Tourism is working on operationalizing the Cabinet approved Tourism Marketing Route Development Plan to support air access development in the country and ensure that the country grow and sustain routes to destination South Africa.</p> <p>Relatedly, the Department participates on intergovernmental structures in particular, the Operation Vulindlela initiatives focusing on removing barriers to transport and visa reforms. The Department is also a member of the Immigration Advisory Board with a view to ensuring tourism policy advocacy.</p> <p>In addition to the above, the Department implemented the following programmes:</p> <p>Environmental protection and sustainability:</p> <p>According to NEMA, the Department of Tourism is required to develop an Environmental Implementation Plan (EIP) that aligns tourism functions with national environmental goals to promote protection and sustainable use of natural resources, support cooperative governance, and monitor environmental outcomes in the sector. Hence a framework for 2025-2030 has been drafted and is under management review for approval and implementation.</p>

RECOMENDATIONS

RESPONSE

The **Green Tourism Incentive Programme (GTIP)**, which provides financial support and incentives for tourism enterprises to adopt responsible practices such as water and energy efficiency, helping reduce strain on scarce resources and lower greenhouse gas emissions. The Department also promotes **ecotourism and community-based conservation initiatives**, aimed at empowering local communities, preserving biodiversity and cultural heritage, and linking economic benefits to environmental stewardship.

Furthermore, the department has an ongoing RECP program that is keen on empowering youth in environmental sustainability training. The purpose of the training is to equip youth with skills that will enable them to make a meaningful contribution in terms of economic development and environmental sustainability, climate change resilience and natural resource management within the tourism sector.

Enterprise Development Programmes:

1. Compliance and Resilience 2. Business Advisory Services for Women in Tourism in Limpopo 3. Community Based Tourism Incubation And 4. Business Advisory Service (Homestay in Incubation Programme) are created with the objective to provide business developmental support to tourism MSMEs with the aim of improving their business sustainability, reducing business failure, creating jobs and increasing access to markets.

Tourism Safety Forum:

The Department facilitates the Tourism Safety Forum and works with various stakeholders, including the private sector and SAPS, to implement agreed to safety and security initiatives within the tourism sector.



RECOMENDATIONS

RESPONSE

8.2.22. Deploy senior officials of the Department at the level of the Deputy-Director General or the Director-General when the Committee undertakes oversight visits to various provinces.

The recommendation is noted and will be implemented as per the request

8.2.23. Invite the Committee timeously to all events for a decision to be made whether to attend as a committee or for local Members to attend and provide the Committee with the calendar of events for national and local tourism events.

The recommendation is noted and will be implemented as per the request



RECOMENDATIONS

8.2.24 Identify, develop and market various niche tourism offerings of destination South Africa, including but not limited to agritourism, sports tourism, cruise tourism, health tourism, dark tourism (battlefields), ecotourism, astir-tourism, cuisine (food and wine, including African cuisine), cultural tourism, paleo-tourism, rail tourism and many others.

RESPONSE

In ensuring that the destination's diverse offerings are marketed, the entity is promoting these segments through content spread across digital platforms.


SA Tourism's latest global brand campaign, 'South Africa Awaits — Come Find Your Joy!' drives a celebration of the country's boundless energy, rich culture, and extraordinary diverse experiences. This dynamic campaign invites travelers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

As part of SA Tourism's deliverables for FY 2025/26, we are prioritising the expansion of our corporate strategy by developing an actionable plan to accelerate growth in high-potential niche tourism segments, with a particular emphasis on Agri-Tourism and Sport Tourism as a key driver of economic growth. These segments align seamlessly with national priorities, offering significant opportunities for inclusive growth, rural development, and sustainable job creation.

For FY 2026/27, there will be major focus on sports tourism through the major events i.e. LIV Golf, Cricket World Cup 2027 amongst major sporting events.

RECOMENDATIONS	RESPONSE
<p>8.2.25. Incorporate digital transformation within the public and private sector to leverage on modern tourism trends.</p>	<p>The recommendation is noted for implementation.</p>
<p>8.2.26 Retionalise available tourism development and marketing budget amongst the speres of government using the concurrent functions of the constitution.</p>	<p>Planning and reporting on matters of tourism development and marketing is done in collaboration with MINMEC to ensure alignment.</p>



RECOMENDATIONS	RESPONSE
<p>8.2.27. Ensure that all the programmes and projects implemented by the Department address the Sustainable Development Goals, and that all incentives and equity programmes focus on ending poverty and achieving economic growth for all through a focus on alignment with the United Nation’s Sustainable Development Goals as per Government of National Unity priorities, chief amongst these being the inclusion of, but not limited to, Goals 1: No poverty; Goal 5: Gender Equality; Goal 8: Decent work and economic Growth and Goal 10: Reduced inequality.</p>	<p>The recommendation is noted</p> <p>The Department can confirm that its plans are aligned to the priorities of the Government of National Unity.</p>
<p>8.2.28. Provide the Committee with the presentation and all the supporting documents that the Minister undertook to share with the Committee on 2 September 2025, whilst accounting on the decision to dissolve the board.</p>	<p>The recommendation is noted</p> <p>The presentation and all supporting documents relating to the dissolving of the SAT board made at the PC were developed by Ministry and should be sourced from Chief of Staff.</p> 

3. LIST OF ACRONYMS AND ABBREVIATIONS

ACRONYM	DESCRIPTION	ACRONYM	DESCRIPTION
NEF	National Empowerment Fund	SMMEs	Small, Medium and Micro-sized Enterprises
EIP	Environmental Implementation Plan	TEF	Tourism Equity Fund
DBSA	Development Bank of Southern Africa	TGPP	Tourism Growth Partnership Plan
DDM	District Development Model	TGIS	Tourism Guide Information System
GTIP	Green Tourism Incentive Programme	TIP	Tourism Incentive Programme
SEDFA	Small Enterprise Development and Finance Agency	TSMP	Tourism Sector Master Plan
WSSD	Walter Sisulu Square of Dedication	TTF	Tourism Transformation Fund
DoT	Department of Tourism (DoT)	TTOS	Trusted Tour Operator Scheme
MTDP	Medium-Term Development Plan	Coj	City of Joburg
NDP	National Development Plan		
BRRR	Budget Review Report		
NTSS	National Tourism Sector Strategy		
SA Tourism	South African Tourism		



THANK YOU

