



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

Private Bag X424, Pretoria, 0001, South Africa. Tel. (+27 12) 444 6780, Fax (+27 12) 444 7027
Private Bag X9154, Cape Town, 8000, South Africa. Tel. (+27 21) 469 5800, Fax: (+27 21) 465 3216

Ref: TM 2/1/1/10

NATIONAL COUNCIL OF PROVINCES:

QUESTION FOR WRITTEN REPLY:

Question Number: 190
Date of Publication: 19 October 2015
NA IQP Number: 37
Date of Reply: 27 October 2015

Ms Z V Ncitha (Eastern Cape: ANC) to ask the Minister of Tourism:

- (1) Whether his department has any strategies in place to engage the public on the importance of tourism (details furnished) reference to Tourism Month and International Tourism Day of the UNWTO; if not, why not; if so, what are the relevant details;
- (2) how does his department relate with other departments and sectors in an effort to achieve the intended national goals?

CO594E

REPLY:

1. Yes, the department's Tourism Month activities, held in September every year, continue to place the focus on the importance of tourism, and the benefits of growing the domestic tourism market in South Africa. Tourism Day 2015, was as it always has been, aligned to the celebration of International World Tourism Day.

This year Limpopo was selected as the host province for Tourism Day from amongst the less visited Provinces. The day was celebrated with the communities and the message was amplified nationally through targeted media engagements. The main event took place in Phalaborwa at the Kruger National Park Gate.

Tourism is a fast growing sector of the economy, and has been identified as a priority sector by government based on the current contribution to the GDP, as well as the potential to unlock further growth and job creation across the tourism sector value chain.

Stakeholder engagement is prioritised via Outreach and Public Participation Programmes undertaken by the department throughout the year, in order to share information about programmes that benefit various categories of stakeholders. In addition, these engagements provide a valuable platform to interact directly with the public to hear their views on the work of the department and the material conditions within their operating environment. These interactions provide valuable strategic insights, which further inform the work of the department.

The department also interacts with communities in the development and implementation of tourism related projects which directly benefit such communities. These include community owned lodges and visitor information centres.

The media engagement plan of the department has also focussed on targeting community and local media, in addition to national media. This provides an additional tool to spread the message of tourism amongst local communities in the provinces and municipalities.

- (2) The tourism value chain straddles across various mandates and competencies of many other government departments and across all spheres. This includes travel facilitation, transportation, culture and heritage, conservation, etc. It therefore calls for a collaborative approach in its planning and implementation.

The department works closely with all relevant government agencies across all the spheres and in some instances has memoranda of understanding with the relevant national departments.