

MEDIA STATEMENT

2 NOVEMBER 2010

SURVEY TO MEASURE THE STATE OF TRANSFORMATION IN THE TOURISM SECTOR IN SOUTH AFRICA.

The National Department of Tourism (NDT) together with the Tourism Business Council of South Africa (TBCSA) will embark on a survey to measure the state of transformation in the tourism sector in the country and will be conducted from November and will end in December 2010. South Africa will soon have a tool to measure how South Africa's tourism industry has implemented Broad-Based Black Economic Empowerment (B-BBEE).

Transformation in the tourism sector is said to be moving at a slow pace and the transformation of the sector will contribute to the development of our economy and alleviate poverty. The National Tourism Sector Strategy requires that the sector should achieve a 70% target by 2014. The results of the survey will be released by February 2011 and will show how businesses in the tourism sector have responded to Black Economic Empowerment, and to what extent do they comply with the targets as set out in the Tourism Charter. The survey will also uncover both the challenges that businesses experience as well as the type of support they require.

B-BBEE aims to create successful businesses in South Africa which are representative of the broader demographics within South Africa, and which provide opportunities for those people who were historically disadvantaged. It seeks to address issues such as ownership and control of businesses by these historically disadvantaged people. The Tourism Charter that was established in 1996 endorses this legislation and sets specific targets for how B-BBEE is implemented in the tourism industry. Citizen Surveys, a reputable survey company, has been contracted to conduct the survey. Both NDT and the TBCSA would like to call on all tourism businesses that will be contacted by the service provider to cooperate by providing the necessary information that will lead to the conclusion of the survey.

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For more information please visit www.tourism.gov.za or www.tourismbeecharter.co.za

ISSUED JOINTLY BY THE NATIONAL DEPARTMENT OF TOURISM AND THE TOURISM BUSINESS COUNCIL OF SOUTH AFRICA.