

South Africa is blessed with unparalleled natural beauty and a rich cultural heritage. Our land have magnificent landscapes, from the breathtaking vistas of the Drakensberg mountains to the pictureperfect shores of our diverse coastlines. This remarkable beauty has the potential to captivate the hearts and minds of visitors from across the globe.

Toerisme speel 'n kritieke rol in die ekonomie van ons land. Dit skep werkseleenthede en bring inkomste na ons gemeenskappe. Dit is belangrik om ons toerismebedryf te beskerm en te bevorder, terwyl ons steeds ons unieke kultuur en waardes handhaaf. As 'n party, glo ons in die balans tussen die ontwikkeling van die toerismebedryf en die bewaring van ons natuurlike hulpbronne.

We understand that tourism is not only about attracting visitors, but also about providing them with an unforgettable experience. We must invest in infrastructure and services that cater to the needs of our tourists, ensuring their safety and comfort. By doing so, we can create a positive image of South Africa as a premier travel destination.

Ons moet ook erken dat ons toerismebedryf nie sonder sy uitdagings is nie. Veiligheid is een van die belangrikste kwessies waarmee ons te kampe het. Ons moet saamwerk met wetstoepassings-agentskappe en gemeenskappe om misdaad te bekamp en 'n omgewing van veiligheid te skep. Deur toeriste se veiligheid te verseker, kan ons hul vertrouwe wen en hulle aanmoedig om ons pragtige land te besoek.

Die privaat sektor as rolspeler moet ook georganiseerd raak en deelneem aan die strategie vorming van die departement, insae lewer oor wat die toerisme heffing moet wees en waarvoor dit aangewend word. Toerisme gesien as 'n familie, moet die regering nie eensydig net voortgaan doellose geldvermorsing projekte soos die tottenham hotspurs ooreenkoms nie, maar eerder ook die insette kry by die privaat sektor wat dit hulle werk maak om te weet hoe om die land te bemark.

The government must invest in our own local tourism. All levels of government and all departments of government must buy in on the idea of tourism and the fact that tourism can become a greater contributor to our economy than the mining industry, yet the ANC government works in silo's.

There must be more oversight on Tourism South Africa and infrastructure programs of the department. With the majority of the tourism departments

budget going to South Africa tourism agency it is important to revisit the relevance of either SAT or the department.

The allegations of corruption at the South Africa Tourism must be investigated as a priority and the guilty must be prosecuted. South Africans are **siek en SAT** of hearing of corruption and demands action.

Korupsie sal nie net die ondergang van Suid Afrika wees nie, maar ook die beeld van Suid Afrika, so skend dat dit selfs in toerisme 'n rol sal speel waar investering opdroog en toeriste sal verdamp.

Furthermore, we believe in promoting inclusivity in our tourism sector. By embracing our rich tapestry of languages, traditions, and customs, we can offer visitors a truly authentic South African experience. This inclusivity also extends to ensuring equitable opportunities for small businesses and entrepreneurs in the tourism industry, allowing them to thrive and contribute to our economy.

Ons kan nie die potensiaal van toerisme in Suid-Afrika ignoreer nie. Die voordelige impak op ons ekonomie en gemeenskappe kan aansienlik wees, maar ons moet dit met sorg en omsigtigheid benader. Ons moet ons natuurskoon en kultuur beskerm, terwyl ons 'n omgewing skep wat toeriste aantrek en hulle aanmoedig om ons pragtige land te verken.

In conclusion, as members of the FF Plus, we recognize the importance of tourism in South Africa and the countless opportunities it presents. We must work together to create a safe, inclusive, and sustainable tourism industry that showcases the beauty of our land while preserving our unique heritage. By doing so, we can unlock the full potential of tourism and secure a brighter future for our country but only if the ANC do not govern because the people of the tourism market deserves a better South Africa that is promotable.