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**MINISTER OF TOURISM**

**REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY:**

**QUESTION FOR WRITTEN REPLY:**

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**Mr M S F de Freitas (DA) to ask the Minister of Tourism:**

With reference to her reply to question 324 on 15 August 2019, (a) what are the details of (i) each of the stakeholders in the private sector and (ii) other specified stakeholders who are being engaged with as stated in the reply, (b)(i) what is the format and nature of the engagements that took place in each case and (ii) for how long have each of the engagements been taking place respectively in each instance and (c) what are the results of the engagements as at the latest specified date in each instance? NW2446E

**Reply:**

As stated in the reply to question 324, key measures that are put in place to meet targets also include ongoing engagement with the private sector, other government departments and other stakeholders in their respective roles in achieving the target set by the President in the June 2019 State of the Nation Address. The targets will form part of the Strategic Plan within the new MTSF period of the department and SAT.

There are ongoing engagements with the Tourism Business Council of South Africa (TBCSA) which is the umbrella organization representing the unified voice of business in the travel and tourism sector. TBCSA comprises of 14 travel and tourism sub-sector associations and 28 business members. These engagements have ensured that TBCSA is integral in the planning that is aimed at meeting the 21 million international tourist target, and in strategizing on various mechanisms that are aimed at growing the tourism sector. Minister has had, since her arrival, more than 4 engagements with the Chairperson and CEO of TBCSA and has been invited to address a full TBCSA board meeting at beginning of December.

The minister also met with the Airline industry operating in the country during the month of November in order to improve collaboration and partnership. She also held a meeting with representative of Association of Southern African Travel Agents (ASATA) after they raised a concern of the regulation for South Africa still requiring unabridged certificate during the month of November. She was invited to share her vision with Southern Africa Tourism Services Association (SATSA) Gauteng Chapter during the month of November and plans to continue with these kind of engagements with other associations.

Furthermore, the Minister hosts a quarterly tourism leadership forum (TLF) which brings together representatives from various associations in the tourism sector and this was held during October month. These engagements gave an opportunity for the Minister to outline her plans and the need for working together.

Since she took Office, the Minister has convened two MinMec meetings, to ensure collaboration and alignment of strategies between National government and provinces.

The Minister has also convened a meeting with business leaders from the rail tourism industry and representatives of state owned enterprises (Transnet and Prasa). The engagement, the first of its kind, was aimed at ensuring that rail tourism is mainstreamed and forms part of the tourism marketing programmes so that it can attract more tourists.

The Minister hosted a Youth summit that shared the work of the Department with the youth. The summit also provided a platform for young people to engage the Minister and the Department on opportunities and challenges in the tourism sector. The summit also provided an opportunity for the participants to provide feedback on their experience in the sector and in dealing with the Department with a view on how to collectively improve the sector.

The Minister met with Tourism BBBEE Council during the month of July, to welcome them and receive the state of transformation report prepared by the outgoing council at the time.

The Minister has also hosted an Imbizo in Limpopo aimed at engaging with communities and community leaders. These engagements have played an important role in ensuring continued improvement of society’s understanding of the importance of welcoming tourists in the various destinations across the country and in ensuring that they enjoy a safe and memorable experience.

Minister has engaged with tour operators, media and influencers to get feedback on what we need to do to ensure that we increase our international arrivals. These engagements took place in China, Japan, New York, Ghana and Nigeria.

More engagements will continue in 2020 and the underlying message that the Minister has been conveying to various stakeholders relates to the importance of working together as a sector in order to ensure that we grow the sector and meet the 21 million target that we have set.

**Key Strategic Stakeholders**

The key strategic stakeholder comprised of the following but not limiting sector stakeholders as per the engagement structure below:

1. **(i) Private Sector:**

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| **Private sector stakeholder** | 1. **(i) Format and nature of engagements** | **(b)(ii)How long have each of the engagements been taking place** | **(c ) What are the of the engagements as at the latest specified date in each instance** |
| Tourism Business Council of South Africa (TBCSA)  The association is the umbrella organisation representing the unified voice of business in the travel and tourism sector.  The organisation serves to unite and influence the diverse travel and tourism sector to contribute to a competitive, responsible and inclusive tourism economy and comprises of 14 travel and tourism sub-sector associations and 28 business members. | The engagement is through a collaborative MOU between two entities.  The MOU covers areas of joint marketing, exhibitions, roadshows, knowledge sharing and grading.  Engagement is through monthly meetings and performance reporting. | The MOU is concluded every three years and both entities have just finalised a new five-year agreement from April 2019 -March 2024. | TBCSA and SA Tourism embarked on a roadshow to Europe (September 2019) and North America (October 2019) to affirm the industry’s commitment to the markets by gathering valuable insights from valued trade partners to better understand the current market challenges, barriers, and opportunities to achieve greater success together.  Insights gathered from these roadshows will assist in addressing challenges that may hinder efforts of reaching the 2030 target.  Furthermore, a debrief was conducted post-roadshows to discuss the way forward. Some of the key outcomes of the debrief were:   1. Conduct a global market mapping to identify key trade driving volume and value markets 2. Develop joint marketing initiatives to be done with trade in market. 3. Working with the department to address supply side issues such as language challenges through relevant training and development of tour guides for different key markets. |

1. **(ii) Other stakeholders: Public Sector**

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| **Other stakeholders** | 1. **(i) Format and nature of engagements** | **(b)(ii)How long have each of the engagements been taking place** | **(c) What are the latest results** |
| Provincial Tourism Authorities (PTAs) | The engagement is through collaborative MOU. The purpose of the MOU is for both parties to collaborate, commit and align their strategic and tactical plans and resources of whatever nature in relation to their tourism mandate and to achieve the 2030 targets. The engagement is conducted through the following structures:   1. Quarterly CEO Forum (Effective Marketing Pillar of NTSS) 2. Quarterly marketing forum 3. Quarterly Business Events Coordinating Forum | Engagements have been in place for years since provinces established PTAs, however the main focus in line with the 6th administration is to work towards achieving 21 million visitors by 2030. | **CEO Forum: 10 October 2019**  The CEO Forum met on 10 October 2019 to discuss the alignment of business planning processes. This is the first time that SA Tourism and provincial tourism authorities conducted a joint business planning session, and this provided an opportunity to develop the 5-year strategic plan in line with the 6th administration. Furthermore, to focus on key focus areas, working towards achieving the 2030 targets.  **Marketing Forum: 13 November 2019**  The marketing forum met on 13 November 2019 to discuss the development of key action plans for the 2020/21 financial year.  Key outcomes:   1. Consolidation of annual calendar of events 2. Develop destination stories to package destinations content. 3. Package key flagship products. 4. Identify other stakeholders to partner in destination marketing i.e. Film Commissions, Department of Arts, Culture and Sports and Brand SA.   The above outcomes will form part of integrated annual plans. |