

## **TOURISM BRANCH BRIEFING TO PARLIAMENT**

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Department of  
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## **PURPOSE OF THE PROGRAMME**

The Tourism Programme aims to create the conditions for the sustainable growth and development of tourism for the benefit of all South Africans



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## STRUCTURE OF THE PROGRAMME



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## KEY ACHIEVEMENTS 2005/2006

- \* Finalised, launched and signing of the Tourism BEE Charter
- \* Funded 222 SMMEs to attend Indaba
- \* Phase 2 of Global Competitiveness Project Completed
- \* Developed first two tables of the Tourism Satellite Account
- \* Tourism 2010 Plan completed
- \* TEP linkage results: enterprises assisted=543, number of transactions=391, number of HDE transactions=245, jobs created= 6577



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## KEY ACHIEVEMENTS 2005/2006

- \* Increase in interdepartmental interventions in portfolio markets.
- \* Increase in tourism awareness interventions amongst SA.
- \* Increase in government procurement from graded establishments.
- \* 65 black assessors trained in accommodation grading.
- \* 4 500 accommodation establishment have been graded.
- \* Facilitated Foreign Language Training.



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## Medium Term Strategy 2006-2010

- Implementation of the tourism BEE charter and scorecard
- Tourism SMME support and development
- Focused tourism infrastructure and product investment
- Development of the TSA and information management systems
- Alignment of missions with marketing campaign
- Improving visa and airlift constraints
- Improving the tourism human resource platform
- Increase in government procurement from graded establishments
- Promote tourism in NEPAD



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## Specific Priorities for 2006/07

- \* Address the tourism skills demand
- \* Facilitate tourist safety and security
- \* Building a Tourism-Friendly Nation
- \* Improve movement of tourists to and within South Africa
- \* Promote Enterprise Development
- \* Support Local Government to grow the tourism sector in 9 priority areas
- \* Support and develop tourism products aligned to demand
- \* Developing and entrenching accurate research instruments
- \* Implementation of Broad Based Black Economic Empowerment
- \* Implement ASGISA programmes



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## BENEFITS OF THE PROJECTS TO SOUTH AFRICANS

- \* Enterprise Development
  - Access to tourism training programmes on awareness and business development;
  - Funding for attendance at local and international tourism exhibitions;
  - Creation of sustainable job opportunities
  - Increased market access
  - The facilitation of business linkages
- \* Research
  - Reliable information that can be used as the basis from which to make business development and investment decisions
- \* Investment promotion
  - Improving the competitiveness of the tourism industry through the introduction of new tourism products
  - The creation of job opportunities



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## BENEFITS OF THE PROJECTS TO SOUTH AFRICANS

- \* **TOURISM SKILLS:**

Ensure that the tourism industry has sufficient skills that will enable the industry to be competitive.

Ensure that individuals from historically disadvantaged communities receive relevant training and are able to compete in the open labour market.

- \* **TOURIST SAFETY AND SECURITY:**

Communities will participate in the structures that will be established for tourism safety and security. Awareness will be created on the importance of tourism and the value it brings to their respective communities.

- \* **BUILDING A TOURISM FRIENDLY NATION:**

Training will be provided to frontline staff at ports of entries

A volunteer programme will be developed



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## BUDGET PER SUB-PROGRAMME

- \* **Total Allocations- including compensation of employees**

Office of the Deputy Director- General : R 2, 827m

Directorate Tourism Admin Support: R 3, 765m

Secretariat BEE Tourism Charter Council : R6 , 154m



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## BUDGET PER SUB-PROGRAMME

### Total Allocations

- \* Chief Director: Tourism Development = R1,542mil
- \* Tourism Business Development= R9,409 mil
- \* Tourism Enterprise Programme (Business Linkages) =R40mil
- \* Tourism SMME Development (Training) = R10mil
- \* Tourism Research and Development= R12, 206mil



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## BUDGET PER SUB-PROGRAMME

### \* Total Allocations- including compensation of employees

Chief Director: Tourism Support: R1,562m

Directorate: Tourism Support: R5,137m

Directorate: International Tourism Relation: R2,289m

Directorate: Promotion and Quality Assurance: R3, 501m

Directorate: Tourism Human Resources Development: R3, 675m

Tourism International Marketing: SAT: R 326, 000m

Financial Assistance: SAT: R 92, 187m



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### BUDGET PER ECONOMIC CLASSIFICATION

Compensation of employees:	R18,394m
Goods and Services:	R82,898m
Transfer Allocations:	R457,211m
Capital Allocation:	R751 000
 TOTAL:	 R559,254m



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