



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

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## **NATIONAL TOURISM STAKEHOLDER FORUM (NTSF) REPORT**



**DATE: 08 SEPTEMBER 2021  
HYBRID MEETING**

*Prepared by the NTSF Secretariat*

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### 1. PURPOSE

The purpose of the report is to provide a summary of discussions of the National Tourism Stakeholder Forum (NTSF) meeting held on 08 September 2021.

### 2. BACKGROUND

The NTSF is a multi-stakeholder platform to facilitate planning, collaboration, implementation and reporting on the advancement of the objectives of the National Tourism Sector Strategy (NTSS). The Forum is chaired by the Director-General (DG) of the Department of Tourism and deliberates on matters of strategic importance affecting the travel and tourism industry, ranging from policy matters to new developments, trends and topical issues impacting on sector performance including the NTSS.

The Tourism Sector Recovery Plan (TSRP) was approved by Cabinet on 21 April 2021 and launched for implementation on 22 April 2021. The Plan outlines actions to be implemented to enable recovery and a return to the sector's 2019 performance by 2023, and the NTSF is also utilised as a vital multi-stakeholder platform to engage and deliberate on pertinent matters that will drive and accelerate the sustainable recovery and growth of the tourism sector from the effects of the Coronavirus (Covid-19).

The NTSF meetings held in the previous financial year emphasised that the tourism sector should start leading by example through hosting meetings in person to stimulate the Meeting. Incentives, Conference and Exhibition (MICE) industry and instill confidence in both local and international counterparts that travel is safe. This should be done ensuring that all protocols that have been put in place are adhered to during the meeting. In recognition of the department's need to support the MICE industry, the first NTSF meeting for the 2021/22 financial year took place on the 08th of September 2021 at the CSIR International Convention Centre. The session was hosted as a hybrid meeting which allowed stakeholders to attend in-person/face-to-face, as well as connect virtually with other meeting attendees.

### 3. ATTENDANCE AND PARTICIPATION

With South Africa on an extended national lockdown, Level 3 restrictions which restricted the number of people per gathering due to the Covid-19 pandemic, the hybrid NTSF meeting was held successfully and experienced a good turn-out of about 83 participants (as per the annexed list at the end of the report) comprising of captains of the industry associations in the sector as well senior government officials from national, provincial and local government; including the relevant government agencies, and Secretariat.

### 4. OPENING REMARKS

The Chairperson, Mr NV Tharage, Director-General of the Department of Tourism opened the meeting by welcoming all attendees who were present at the venue, as well as those who joined via Zoom. The meeting began with a briefing by a

representative from the CSIR ICC on venue safety and Covid-19 protocols to ensure the health and safety of guests and staff.

In his opening remarks, the Chairperson raised a few key issues which formed part of the agenda for discussion. An update on new developments regarding licensing of tour operators was highlighted as an important matter that needs to be taken further with the Department of Transport. Furthermore, a concern was raised by the Chairperson regarding information that has been circulating amongst tourism stakeholders about vaccines. It was stated that whilst the information might be legally factual and correct, it had the potential to send a wrong message about vaccination in the tourism sector. A plea was made to all the sub-sectors that it is incumbent upon all stakeholders to ensure that the message about getting vaccinated is carried by everyone with the aim of the sector to return to full operations. It was emphasised that those who have different personal views can express them, but not in the name of the tourism sector.

It was stated that more details will be shared on progress made regarding the Global PR Communications Tourism Advocacy Program and the Tourism Sector Recovery Plan. In addition, it was announced that Cabinet has approved the Norms and Standards for the safe operations of the tourism sector and that the United Nations World Tourism Organisation (UNWTO) Commission for Africa (CAF) nominated South Africa for one of the five seats for the Executive Council for 2021-2025 in the Africa region.

## 5. PROGRAMME AND PRESENTATIONS

The NTSF followed a structured programme to guide discussions and the meeting considered the following agenda topics:

1. Update on the Global PR Communications Tourism Advocacy Program;
2. Updates on issues impacting tourism: implementation of the e-visa and Covid-19 Vaccination Programme;
3. Land Donations Policy;
4. Tourism Sector Recovery Plan (TSRP) and Reporting; and
5. Feedback from the NTSS and TSRP Implementation Work Streams.

Below is a summary of the presentations and discussions.

### 5.1 UPDATE ON THE GLOBAL PR COMMUNICATIONS TOURISM ADVOCACY PROGRAM

#### 5.1.1 Address by the Tourism Business Council of South Africa (TBCSA)

Mr T Tshivhengwa, Chief Executive Officer (CEO) of the Tourism Business Council of South Africa began his address by applauding the Department of Tourism for hosting the first hybrid gathering. This was seen as a positive step that shows that things are moving towards the right direction and that it was a matter of time that venues will be full with tourism professionals discussing tourism issues and solutions. From the industry side, he indicated that the past couple of months have been tough with thousands of jobs being lost, and most with salary cuts. More tourism and

movement of people is needed, and South African has the infrastructure that is sufficiently broad to accommodate both domestic and international tourists. Likewise, the sector needs spend coming from international markets to help rebuild the tourism industry.

It was highlighted that the solution is to encourage more people within the tourism value chain to become vaccinated as this can contribute greatly in creating confidence, especially from the international markets. It was noted that various countries and markets such as the United States were showing positive signs with people travelling and Canada has opened up for South Africans to travel. Several meetings were also held with Germany and the Tourism Industry Covid-19 Health and Safety Protocols have been endorsed. With regard to the red listing of South Africa by countries such as the United Kingdom, it was stated that the Ministry of International Relations and Cooperation engaged numerous countries to intensify the removal of South Africa from the red list.

The issue of digital verification of vaccinated South Africans as well as inbound travellers is critical and was deliberated at the National Economic Development and Labour Council (NEDLAC). A proposal has been submitted and it is believed that the usage of third-party applications can assist in verifying the status of vaccination of travellers in compliance with International Air Transport Association (IATA), International Civil Aviation Organization (ICAO) and other international organisations to ensure uniformity and global recognition. It was also reported that there were ongoing discussions on events with several organisations, and a proposal was presented at the National Joint Operational and Intelligence Structure (NATJOINTS). In essence, efforts are being made to open up all types of events where people gather in larger numbers such as conferencing and sporting events. Most importantly, it was highlighted that there has to be equity in terms of events, primarily with informal events as they play a huge role in villages and townships around the country. Concerning safety and security, it was highlighted that most people have lost their jobs and livelihoods, and the situation could breed ground for criminal activities whereby tourists might become soft targets. The sector must therefore remain vigilant and execute reactivate programmes to ensure that tourists are safe.

It was emphasised that the issue of brand image abroad also needs to be addressed. Riots that occurred in KwaZulu-Natal (KZN) and Gauteng (GP) provinces left a huge dent into the confidence of those that wanted to travel to South Africa. There is also a need for a campaign that shows the rebuilding of our country. Equally important, brand image starts with tourism industry professionals playing their role in ensuring that communities are also involved in the safety of tourists that visit their areas. In closing, it was stated that as the sector deliberates on the global recovery programme, it is important that there is clarity in the messaging across the world. Furthermore, there needs to be coordination and alignment amongst all stakeholders with no conflicting messages and to avoid competing with each other. The path to success must be clear and Covid-19, devastating as it is, has presented an opportunity to make sure that the sector recrafts its messaging and work together in all spheres of government and private sector.

### **5.1.2 Address by South African Tourism (SA Tourism)**

Mr T Khumalo, Chief Marketing Officer from South African Tourism (SA Tourism) echoed the same sentiments articulated by the CEO of TBCSA, and gave an update on four issues that South African Tourism was currently focused on:

1. The Global Brand Campaign – a cross functional team of various disciplines was put together last year to develop a brand platform that addresses the immediate situation in terms of brand recovery enduring for the next five to ten years. It was indicated that the timing of the market is also important to launch and roll the campaign and it will be unveiled at the Africa's Travel and Tourism Summit that was set to take place from 19 to 21 September 2021. It was clarified that the roll-out will be managed in different ways. There will be a roll out in order to generally rebuild the image of South Africa across all markets, but the full scale roll out, will be timed as the markets mutually open up to one another.
2. The Global Advocacy Campaign – SA Tourism has conducted a process of requesting for proposals in the market seeking for a partner to assist with the campaign. An announcement will be made to the market after the Board approval processes.
3. Travel Week – the campaign has been launched where SA Tourism has partnered with industry in putting together attractive packages into the market to stimulate domestic tourism and also drive recovery from a regional standpoint. It was noted that the response was overwhelming and exceeded expectations.
4. The Dubai Expo – SA Tourism will be going to the Dubai Expo in December 2021. The pavilion has already been built and preparations are being finalised in terms of what will be taken forward. It was stated that plans have been trimmed down as per deliberations with various stakeholders and the total focus of the efforts will be in the pavilion. Activities in the pavilion will include driving stakeholder engagements objectives, conversion for the sector and also to bolster South Africa's position from a brand standpoint.

## 5.2 UPDATES ON ISSUES IMPACTING TOURISM: IMPLEMENTATION OF THE E-VISA AND VACCINATION PROGRAMME

### 5.2.1 Implementation of the E-visa



**Source:** Department of Home Affairs, NTSF (2021)

The presentation by Mr B Makhalemele, Deputy Director in the Chief Directorate: Permits from the Department of Home Affairs (DHA) provided the NTSF with information on activation of the e-Visa system. It was indicated that the e-Visa module was developed to advance the simplified issuance of visas to individuals applying to come to South Africa. Testing of the e-Visa module commenced in 2019 and was successfully conducted in countries such as India, Kenya and China. However, further testing had to be halted due to Covid-19. A decision was taken to roll out the e-Visa system subsequent the successful testing phase. The main stages of the high-level project schedule included initiation and planning; execution; business readiness; system development and activation; monitoring and control and close out and hand over. Details regarding activities, time frames and officials responsible for each phase of the e-Visa system were also provided during the presentation.

Currently, the DHA is rolling out the e-Visa system to 15 countries, namely, Kenya, Cameroon, Democratic Republic of Congo, Phillipines, Rwanda, Ethiopia, Iran, Egypt, India, Uganda, Mexico, Pakistan, Nigeria, China and Saudi Arabia with specific dates communicated for the activation schedule.

5.2.2 Covid-19 Vaccination Programme



Covid-19 Vaccination Programme

National Tourism Stakeholder Forum (NTSF)  
8 September 2021

Gaurang Tanna  
Policy co-ordination and Integrated Planning  
National Department of Health



Source: Department of Health, NTSF (2021)

Mr G Tanna is responsible for Policy Co-ordination and Integrated Planning in the National Department of Health. He delivered a presentation on the Covid-19 Vaccination Programme which was divided in three parts, i.e. goals and objectives, progress to date and concluding remarks. It was clarified that the vaccination programme has a short-term and medium-term objective. The short-term objective is vaccinating people who are at the highest risk of severe disease and death from Covid-19. The medium-term objective is to maximise coverage to aspire towards herd immunity by vaccinating the adult population, although it might be difficult to achieve based on international experience. The main aim across both objectives is community and workplace survival, prevent lockdowns and other social and economic disruption in the society so that education and economy can open up and resume full capacity.

Overall Aims and Objectives

A common pathway: what's good for society is good for the economy.  
What is required is full mobilisation of all sectors of society to achieve these objectives



Source: Department of Health, NTSF (2021)

It was indicated that doses in the arms of older men count a lot more. 100 vaccinations in the 30-39-year-old is approximately equivalent to a single dose in a 60-year-old male vaccinated. This means that although vaccinating a 60-year-old comes at great effort, it should still be pursued since the return on investment is far higher. Similarly, two 60+ year-old females vaccinated from a return point of view is approximately equivalent to a 65+ year-old male vaccinated.

In measuring progress against the objective 1 (i.e. Prevent as much severe Covid-19 disease and death as quickly as possible and preserving health system capacity), Limpopo (LP), Western Cape (WC), Eastern Cape (EC) and KZN provinces have the highest coverage (all above 60%). Free State (FS), GP, Mpumalanga (MP), North West (NW) and Northern Cape (NC) provinces were all below 60% with 57% of the 60+ year-old population and 44% of the 50-59-year-old population having received at least one dose. In respect of objective 2 (i.e. maximising population coverage through the number of people vaccinated), it was reported that South Africa had over 10 million of the adult population vaccinated. WC, EC, LP and FS had the highest adult coverage (over 25%), whereas GP, NW and MP have the lowest adult coverage (below 25%). A total number of over 13 million vaccines (doses) have been administered so far, and in terms of gender, the number of females vaccinated is a lot higher than males.

More information was also communicated on strategies to increase the perceived value of vaccination and reduce costs and other barriers to access. In conclusion, it was stated that as at the date of the NTSF meeting the National Covid-19 Vaccination Programme has performed with a national adult population of about 25% who have been vaccinated with at least one dose. The vaccination programme is delivering approximately 200 000 vaccinations daily (a million every 5 days). However, demand is weakening across age bands and a demand strategy has been formulated which requires the following:

- A whole of government and whole of society approaches;
- A sustained national communication campaign;
- Interventions to reduce barriers to access (such as offering transport);
- Accelerating demand through provision of incentives to targeted groups; and
- All of which will require additional public and private resourcing.

### **5.2.3 Inputs on Implementation of the e-Visa and Covid-19 Vaccination Programme**

The KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs shared information on a programme that has been initiated in line with Tourism Month. The province is working on a programme themed “Vaccinate for Tourism” which has been rolled out in four districts and will be launched on 10 September 2021. The programme is championed by the Premier of KZN and respective Members of the Executive Council (MECs) responsible for Health and Economic Development. The programme will be targeting tourist sites and facilities, and it is aligned to the objectives presented by the National Department of Health. It is envisaged that the programme will emphasise the point of the sector being safe, opening of the industry and the province being vibrant again. It was stated that there is no need to reinvent the wheel, and a proposal was made that other provinces can adopt what has already been initiated by KZN as part of tourism month activities. The



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NC province also shared that they have conducted awareness creation campaigns on the vaccination programme with the possibility of carrying out an online survey to assess the tourism industry's efforts and intake of the vaccine.

The National Department of Health indicated that they have set up mobile and pop up vaccination sites at the South African Social Security Agency (SASSA) pay points to target the elderly and people walking out through the retail outlets. A large number of sites were set up in various areas on dates when pensioners receive their grants. The Premier of GP and MEC for Health have also been leading in the setting up of vaccination sites in taxi ranks which was a great strategy to reach adult males.

Concerns were raised regarding the large resistance to get vaccinated by the 18+ year old group which is widespread and mostly influenced by social media. Concerns were also raised with the hosting of year end events for students and how such events are going to be controlled as they super-spreader events. The Exhibition and Event Association of Southern Africa (EXSA) reported that some of the concerns raised are beyond their control, however, the South African Events Council is in discussion around issues of hosting of students' year end functions and trying to put protocols in place to ensure safety. Another concern was raised regarding entertainment in taverns and pubs which are part of township tourism as being super spreaders of the virus with no adherence to Covid-19 protocols. It was proposed that the tourism sector should come up with a strategy of addressing the challenge.

It was clarified that there are no vaccination sites at ports of entry, however international visitors can register to be vaccinated in South Africa. The system uses the date of birth as eligibility to register. The input of having a lotto was one of the many initiatives/proposals that could be considered by the Department of Health as part of the incentives to encourage vaccination.

The meeting was further informed about the #Jab4Tourism campaign as a means for the industry to encourage vaccinations and speed up the process, which in turn can assist travel to fully resume. In closing, it was proposed that South African Tourism and Department of Tourism Communications should maintain contact with the Department of Health to have an informed campaign targeted at dispelling some of the myths about South Africa as a destination.

### 5.3 LAND DONATIONS POLICY



**Source:** Department of Agriculture, Land Reform & Rural Development, NTSF (2021)

A presentation by Mr Hilton Toolo, Chief Director: Policy Development and Research Support from the Department of Agriculture, Land Reform and Rural Development (DALRRD) provided details on the following issues:

- Land Donations Policy Guidance from the Advisory Panel on Land Reform and Agriculture;
- Highlights from the revised policy;
- Why donate and to whom do you donate to;
- Information on cases and initiatives on land donations; and
- Proposed recommendations to the NTSF.

Mr Toolo acknowledged the difficulty of discussing donations in a context whereby businesses have been negatively impacted by the Covid-19 pandemic. He stated that from the year 2020 onwards it has been challenging, but confidence was brought by the progress and inputs shared during earlier discussions in the NTSF meeting. It is believed that the country is on the right course to recovery and some of the bold commitments which were made prior as outlined in the empowerment code will be upheld as soon as the country has recovered, with the intention of broad and inclusive growth.

It was stated that the matter on Land Policy arose in 2018 and the Presidential Advisory Panel on Land Reform and Agriculture made several points and recommendations on Land Donations which were adopted by Cabinet in November 2019. Amongst some of the recommendations made, the panel identified those who should be candidates to donate or redistribute land to attain the strategic objectives of equity as follows:

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- Government land not under beneficial use, including land owned by state owned enterprises;
- Urban landlords;
- Municipal land and commonages;
- Agribusinesses;
- Commercial farmers, including game farmers and foresters;
- Mining houses;
- Financial Institutions;
- Land expropriated from absentee landlords;
- Churches, and
- Land redistribution farms in distress and close to failure.

The first draft Policy was published for public comments for a period of two months in February 2020. Following the process, thirty-seven comments were received and assessed and the policy was revised. The revised policy was therefore adopted by Cabinet in December 2020. The Revised Land Donations Policy (LDP) covers some of the issues below:

- Includes incentives such as donations tax and capital gains tax exemptions on a 100% ownership basis for 100% exemptions (as guided by National Treasury);
- Introduces exemptions from transfer, stamp and other duties as provided for acquisitions of land for land reform purposes;
- Makes provisions for freehold tenure for beneficiaries of donated Land as specified in the Beneficiary Selection and Land Allocation Policy. As always conditions of tenure will apply;
- Notes that some may want to merely donate land voluntarily without expectation of incentives and that these must be encouraged;
- Further notes that such goodwill donations and development support align to principles of good corporate citizenship and afford added recognition and benefits in South Africa and globally;
- It is aligned to the Beneficiary Selection and Land Allocation Policy and prioritises the disadvantaged, small producers (operators) including women, youth and persons living with disabilities;

Amongst others, the commitment to donate land and capacity for supplier and enterprise development support is in order to acknowledge and assist in addressing the real problem of land inequity and lack of employment opportunity for many in South Africa; uphold commitments in the Economic Recovery Plan on inclusion, support development and jobs; as well as objectify the tourism sectors commitments in its Broad-based Black Economic Empowerment (BBBEE) Sector Code to being globally competitive and include blacks in the tourism sector. Furthermore, it was indicated that land can be donated for new tourism enterprise opportunities including local/regional facilities for guides and back packer enterprises and land reform and agriculture to enable neighbouring community inclusion. It must be ensured that beneficiaries are targeted, capacitated and must include rural people, women, youth (unemployed graduates with sector skills), and persons living with disabilities.

Below are the proposed recommendations to the NTSF:

- The large holders of land in the sector know themselves and the regions wherein they operate; its recommended that they audit their land, know which communities (villages/townships) are on and around the land and consider donations;
- Such donations would be towards land for tourist enterprise development and broader land redistribution for agriculture and human settlements;
- Consider the proposed incentives, commitments to empowerment codes and good corporate citizenship matters;
- Prepare, consult and table proposals (via the Department of Tourism supported by DALRRD) and engage towards making offers and pledges by October 2021;
- All available leads (since 2018) are pursued by Tourism and DALRRD and reactivated and pursued;
- Explore the building of synergies with the Agriculture and Agro-Processing Master Plan, their Agricultural Schemes, the Agri-village settlement type initiatives being considered in order to frame a new offering for tourism in the sector including land
- That at the next NTSF there be inputs on:
  - Potential offers and pledges from large owners;
  - Clarity on what is required to unlock these and/or provide support;
  - Opportunities and models for partnering development finance, and
  - A draft business case and plan of action for mobilising donations from the sector going forward to 2023.

### 5.3.1 Inputs on Land Donations Policy

Clarity was sought on whether there is an existing analysis on the number/percentage of land closer to natural assets or protected areas, as such information can assist in further engagements and collaboration with DALRRD in pursuit of enhancing the current tourism assets. It was noted that no specific assessment was done on land closer natural assets or protected areas. However, assessments of the land have been conducted from 2018 around the establishment of the Inter-Ministerial Committee (IMC) on Land Reform to where the Department is currently at with distribution of 700 000 hectares of land mainly in farms.

It was also indicated that the DALRRD was approached by the Department of Forestry, Fisheries and the Environment with a request for biodiversity land for purposes of improving the sector, which could perhaps have an alignment to tourism. There are discussions in place to formalise and get approval to gazette some of the calls that are made during the consultation process and build in certain incentives, as it has been indicated that there is a need to better understand the land and various players.

Clarity was provided that the Land Donations Policy was passed together with the Beneficiary Selection and Land Allocation Policy which provides a uniform, fair, credible and transparent process and criteria for selection of beneficiaries for land allocation.

## 5.4 TOURISM SECTOR RECOVERY PLAN (TSRP) AND REPORTING



**Source:** *Department of Tourism, NTSF (2021)*

Ms S Ngidi, Chief Director: Policy Planning and Strategy from the Department of Tourism shared a presentation on the Tourism Sector Recovery Plan (TSRP) and Reporting. She indicated that during the last NTSF meeting held in February 2021, the TSRP had not yet been approved. Therefore, the purpose of the presentation was to update members on the approved TSRP and reporting requirements on its implementation. The presentation covered the introduction; alignment of the TSRP to the Economic Reconstruction and Recovery Plan (ERPP); strategic approach and pillars; enablers; intended outcomes and implementation and reporting.

The TSRP was approved and launched for implementation by the Minister of Tourism in April 2021. The Plan is anchored around three Strategic Pillars namely re-igniting demand; rejuvenating supply; and strengthening enabling capacity. It has seven strategic interventions assigned to implementing authorities/accountabilities with specific actions and timeframes. In addition, key enablers are identified to ensure that recovery is supported and reporting on implementation is the responsibility of all relevant partners and coordinated by the Department of Tourism which is expected on a quarterly basis. The successful implementation of the TSRP will in part depend on a set of enablers whose implementation is beyond the Department of Tourism and the tourism industry in general. Specific enablers are identified in the Plan and it was emphasised that stakeholders need to work together in a genuine and committed way.

In addition, the intended outcomes of the TSRP were outlined as Greater diversification of the supply side of the tourism market;

- Increased quantum and focus on infrastructure investments in the tourism sector;

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- Protection and creation of Jobs in the sector;
- A recovered sector, characterized by greater inclusion;
- Greater confidence in South Africa as a safe destination;
- An improved South African Brand;
- Turning domestic tourism into an anchor of the tourism sector; and
- Increased international arrivals.

Regarding implementation, monitoring and reporting on the TSRP, it was indicated that the Department of Tourism and SA Tourism shall play a lead coordinating role and concurrent partnership between the public and private sector are a necessary ingredient for successful implementation. The participation of all social partners in the planning and implementation of all the actions is also critical and reporting of quarterly progress commenced in April 2021 and is facilitated by the Department of Tourism. Thus, stakeholders were requested to report on their various activities undertaken as they implement the plan. It was also stated that the reporting framework was discussed at the NTSS Implementation Work Streams meetings and reporting requirements should include a brief narrative context; details such as beneficiaries and statistics, graphs and figures where relevant; as well as challenges, emerging opportunities and risks.

### **5.4.1 Inputs on the Tourism Sector Recovery Plan (TSRP) and Reporting**

Members of the NTSF were encouraged to share additional information on issues that need to be included as part of tracking/reporting on recovery in the various strategic interventions. It was also recommended that the roll out plan for the norms and standards needs to be strengthened.

A concern was raised regarding the tourism industry not being the most attractive in terms of remuneration as per information received from academic institutions, as students normally apply for a qualification/career in tourism as a second or third choice. In respect of job creation, it was shared that the industry recently witnessed the closing down of popular venues for hosting of events where employees were fortunately retained but lost to the tourism sector as key skills and knowledge were gained by a different sector. The Department of Tourism noted the comments/inputs for enhancement of strategies to make the industry more attractive and retain experienced and great skills resources.

It was also indicated that it is not only Covid-19 or regulations that impact tourism, the 'perception' and 'reality' of crime are also barriers for travel. A concern was raised on how involved is the South African Police Service (SAPS) with Department of Tourism in providing insight on what is being done to address the issues and create a safer SA.

It was proposed that a funding model could be adopted for feasibility studies. It was elaborated that a funding model on infrastructure should look at feasibility studies before approval as some of the projects are proposed at protected environments where it is not feasible to develop. Similarly, issues of the socio-economic impact and conducting proper research in terms of the market should also be looked into. It was indicated that part of the work done by the Department of Tourism in the Investment Unit recognised the lack of a solid business case that contains detailed due diligence

in the feasibility study as one of the biggest challenges. The Department has been working with both the public and private sector to identify tourism initiatives that are likely to be catalytic and have supported the project promoters to access packaging support of their projects working with DFIs.

### 5.5 FEEDBACK FROM THE NTSS AND TSRP IMPLEMENTATION WORK STREAMS



**Source:** Department of Tourism, NTSF (2021)

The presentation was also delivered by Ms S Ngidi and its purpose was to share feedback on hosting and outcomes of the National Tourism Sector Strategy (NTSS) and the Tourism Sector Recovery Plan (TSRP) Implementation Work Streams meetings. The Joint NTSS Implementation Work Streams meeting held on 11 November 2020, agreed to continue with utilisation of the existing NTSS Work Streams mechanism/structures to roll out implementation of the Tourism Sector Recovery Plan (TSRP) and thus, the Work Streams are organised to facilitate and coordinate implementation of the TSRP.

Work Streams on Facilitating Ease of Access, Visitor Experience and Destination Management are coordinated by the Department of Tourism (DT), and whereas Effective Marketing and the Broad-Based Benefits Work Streams by SA Tourism and the TBCSA respectively. To date, 4 Work Streams meetings were convened by the DT during the 1st and 2nd quarter of the current financial year. The presentation provided a summary of key discussions, resolutions and prioritised areas of focus to facilitate NTSS/TSRP implementation.

The first meeting was a joint session of all the Work Streams which was held virtually on 25 May 2021, to integrate relevant TSRP actions into the NTSS Work Streams Programme of Action to ensure synergy in the implementation of the strategic

programmes. Noting that reporting on the TSRP was expected from the second quarter, follow up meetings were also held virtually to facilitate the development of implementation plans to assist in monitoring and reporting the TSRP. The Facilitating Ease of Access and the Joint Destination Management and Visitor Experience Work Streams meetings were held on 26 July and 27 July 2021 respectively and various stakeholders across the value chain participated in the discussions on both days. The State of Transformation in the tourism sector presentation was shared on both days to apprise members on how far the sector has gone in respect of ensuring inclusivity and noting that in future, issues of transformation as a cross cutting element, will have to be included in all Work Streams deliberations/initiatives.

### **5.5.1 Facilitating Ease of Access Work Stream**

Facilitating Ease of Access Work Stream TSRP actions and implementation plan was noted as follows:

- Lead Departments to be invited to present progress on the following:
  - Issuance of tour operating licenses – DoT;
  - Developments on issues related to airlift capacity - DoT;
  - Roll out of the e-visas system and remote working visa - DHA;
  - Health/Travel Passport (COVID-19 safe travel passport) - DOH;
- IATA to be invited to share the Single African Air Transport Market (SAATM), Travel Pass Initiative and other related policies/programmes;
- The Draft Framework was presented with a comment on the inclusion of timelines for reporting for the foreseeable future; and
- The Framework for Quarterly TSRP Implementation Reporting was circulated to Work Stream members for additional inputs on initiatives to be implemented (related to the Work Stream) on a quarterly basis to enable comprehensive reporting on all initiatives implemented across the sector to support tourism recovery.

### **5.5.2 Joint Destination Management and The Visitor Experience Work Streams**

Feedback on the Joint Destination Management and Visitor Experience Work Streams was presented by Ms S Chettiar, Deputy Director-General: Destination Development from the Department of Tourism. Discussions on during the meeting centered around issues related to the strategic interventions and enablers linked to Destination Management and The Visitor Experience Work Streams. Destination Management and Visitor Experience Work Streams TSRP actions/ implementation plan in the and development of an were noted with the following comments:

#### **Destination Management Work Stream:**

- Tabling of norms and standards was welcome and the need to integrate and align implementation of programmes relating to grading, norms and standards for safe operations in the tourism sector, as well as service excellence standards emphasised; and
- SA Tourism to share more information on alignment of grading with the norms and standards.



**Visitor Experience Work Stream:**

- There is a need for more rigorous engagements on issues such as cross-border training (especially of Small, Medium to Micro Enterprises – SMMEs) as they have a direct impact on the success of the sector; and
- Progress regarding tourist safety as it is critical to inspiring traveller confidence including collaboration with South African Police Services (SAPS) on initiatives to support tourist safety;
- In respect of reporting Framework, participants were also requested to provide additional inputs that will ensure comprehensive quarterly reporting on TSRP initiatives identified for implementation by the joint Destination Management and Visitor Experience Work Streams.

**6. CONCLUSION**

In conclusion, the Chairperson appreciated the level of participation from the stakeholders and stated that:

- The hosting of a hybrid meeting was a good experiment with room for improvement on areas such as maintaining social distancing, however it is important that such meetings continue to be hosted as the utilisation of commercial venues for conferences and meetings by organs of state is an aspect of the TSRP which was included by Cabinet during the approval process;
- The approach for the norms and standards will be more of a train the trainer which will be conducted jointly with TBCSA and other relevant stakeholders. The trained trainers will then conduct training in their respective localities which can assist in managing the number of delegates. The use of technology should also be considered in this regard;
- More information will be shared on the Advocacy Programme as soon as it is being rolled out collectively with other stakeholders as a whole of government approach;
- The message on vaccination should continue to be spread far and wide.

**LIST OF PARTICIPANTS - HYBRID NTSF MEETING: 08 SEPTEMBER 2021**

<b>NO</b>	<b>NAME AND SURNAME</b>	<b>TITLE AND ORGANISATION</b>
<b>PHYSICAL PARTICIPANTS</b>		
1.	Mr Victor Tharage	Director-General Department of Tourism
2.	Mr Anthony Ngomane	Deputy Director: Tourism Mpumalanga Department of Economic Development and Tourism
3.	Mr Bernhard Meyer	Chief Director: Tourism Incentive Programme Department of Tourism
4.	Ms Beulah Mosupye	Board member Tshwane Tourism Association (TTA)
5.	Mr Blessing Manale	Chief Director: Communication Department of Tourism
6.	Ms Caroline Ungersbock	Chairperson Sustainable Tourism Partnership Programme (STTP)
7.	Mr Danyaal Samuels	Market Researcher Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO)
8.	Ms Debbie Damant	Manager: Visitor Experience South African Tourism (SA Tourism)
9.	Ms Gillian Saunders	Director Gillian Saunders Consulting
10.	Mr Glenton De Kock	Chief Executive Officer (CEO) Southern African Association for the Conference Industry (SAACI)
11.	Ms Hannelie du Toit	Chief Operating Officer (COO) Southern African Tourism Services Association (SATSA)
12.	Mr Hilton Toolo	Chief Director: Policy Development and Research Support Department of Agriculture, Land Reform and Rural Development (DALRRD)
13.	Mr Hudson Masondo	Project Manager South African Chefs Association (SACA)
14.	Mr John Mabuela	Director: Tourism (Acting) Limpopo Department of Economic Development, Environment and Tourism
15.	Ms Lee-Ann Alder	EXSA Association Manager Exhibition and Event Association of Southern Africa (EXSA)
16.	Ms Liz Oosthuysen	Secretary Tshwane Tourism Association (TTA)
17.	Ms Mandilakhe Lawana	Senior Manager: Project Management Eastern Cape Parks and Tourism Agency
18.	Ms Marianda Schlebusch	Manager: Cultural Tourism Voortrekker Monument and Nature Reserve

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NO	NAME AND SURNAME	TITLE AND ORGANISATION
19.	Dr Mavhungu Musitha	Senior Manager: Destination Information Services Limpopo Tourism Agency
20.	Ms Maylene Broderick	Chief Director: Enterprise Development and Transformation Department of Tourism
21.	Ms Mengie Hlatshwayo	Manager Mogale City
22.	Ms Michelle du Plessis	Managing Director Field Guides Association of Southern Africa (FGASA)
23.	Mr Minister Kganyago	Business Development Manager CSIR International Convention Centre
24.	Ms Mmaditlonki Setwaba	Deputy Director General: Tourism Sector Support Services Department of Tourism
25.	Ms Molebogeng Zondo	Sales and Marketing Specialist Capital Hotel School
26.	Mr Moses Ngobeni	Chief Executive Officer (Acting) Limpopo Tourism Agency
27.	Ms Neziswa Peter	Manager: Tourism Eastern Cape Department of Economic Development, Environmental Affairs and Tourism
28.	Ms Nonkqubela Silulwane	Chief Director: Research and Knowledge Management Department of Tourism
29.	Ms Shamilla Chettiar	Deputy Director-General: Destination Development Department of Tourism
30.	Ms Sharon Mukhola	Regional Manager Culture Arts Tourism Hospitality and Sport Sector Education and Training Authority (CATHSSETA)
31.	Mr Sibonelo Nzimande	Chief Director: Tourism Development KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs
32.	Ms Sibongumusa Ngidi	Chief Director: Policy Planning and Strategy Department of Tourism
33.	Mr Stan Montsho	Deputy Director: Tourism Guiding Compliance Department of Tourism
34.	Mr Thembisile Dangalazana	Director: Airport Branding and Promotion City of Tshwane / Wonderboom Airport
35.	Mr Tony Nkadimeng	Manager: Government & Industry Relations South African Tourism (SA Tourism)
36.	Mr Tshifhiwa Tshivhengwa	Chief Executive Officer (CEO) Tourism Business Council of South Africa (TBCSA)
<b>VIRTUAL PARTICIPANTS</b>		
37.	Mr Adriaan Fourie	Business Development Manager: Conventions, Meetings & Incentives Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO)
38.	Mr Ben Makhalemele	Deputy Director: Large Accounts (Permits) - the Presenter who logged in as Lucas Mahlangu on Zoom

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NO	NAME AND SURNAME	TITLE AND ORGANISATION
		Department of Home Affairs
39.	Mr David Frost	Chief Executive Officer (CEO) Southern African Tourism Services Association (SATSA)
40.	Mr Dries van Coller	Chief Executive Officer (CEO) Professional Hunters Association of South Africa (PHASA)
41.	Mr Duma Maqubela	Regional Tourism Development Manager Eastern Cape Parks and Tourism
42.	Mr Edwell Matukane	Head of Provincial Stakeholder Coordination Limpopo Department of Economic Development, Environment and Tourism
43.	Ms Elsu Gericke	Professional Body and Skills Development South African Chefs Association (SACA)
44.	Ms Gadijah Darries	Tourism Research Analyst Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO)
45.	Mr Gaurang Tanna	Policy co-ordination and Integrated Planning National Department of Health
46.	Mr George Khoza	Strategic Relationship Manager: Business Brand South Africa (BrandSA)
47.	Dr Irfaan A Khota	Business Development Manager: Tourism and Services Industrial development Corporation (IDC)
48.	Ms Julia Louw	Head: Leisure Tourism Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO)
49.	Mr Jacques Stoltz	Director: Tourism Western Cape Department of Economic Development and Tourism
50.	Ms Jean Wilson	Chief Director: Tourism Northern Cape Department of Economic Development and Tourism
51.	Ms June Crawford	Chairperson South African BRICS Business Council Aviation Group and Chair of Tourism Business Council of South Africa (TBCSA)
52.	Ms Keleabetswe Tlouane	Deputy Director General: Environment and Tourism Limpopo Department of Economic Development, Environment and Tourism
53.	Ms Lee Zama	Chief Executive Officer (CEO) Federated Hospitality Association of South Africa (FEDHASA)
54.	Ms Lorna Moneti	Dealmaker: Tourism and Services Industrial development Corporation (IDC)
55.	Mr Lusanda Fibi	National Coordinator South African Township and Village Tourism Association (SATOVITO)
56.	Mr Makhaya Zokoza	Senior Manager: Tourism

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NO	NAME AND SURNAME	TITLE AND ORGANISATION
		Eastern Cape Department of Economic Development, Environmental Affairs and Tourism
57.	Ms Monika Iuel	Chief Marketing Officer (CMO) Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO)
58.	Ms Nyeleti Mnisi	Brand Development Head South Media
59.	Ms Paula De Sousa	Head of Airline: Sub-Saharan Africa Amadeus
60.	Ms Phindile Makwakwa	Chief Executive Officer (Acting) Tourism KwaZulu Natal (TKZN)
61.	Ms Projeni Pather	Chairman Association of African Exhibition Organisers (AAXO)
62.	Ms Rhulani Ngwenya	Deputy Director General: Corporate Management Department of Tourism
63.	Mr Romeo More	Office Manager Southern African Bus Operator Association (SABOA)
64.	Ms Rosemarie Van Staden	Chairperson National Accommodation Association of South Africa (NAA-SA)
65.	Ms Rosemary Anderson	National Chairperson Federated Hospitality Association of South Africa (FEDHASA)
66.	Mr Samuel Wenger	Member of the Tourist Guide Association Gauteng Tourist Guide Association
67.	Mr Sandile Chipunza	Aviation Solutions Manager International Air Transport Association (IATA)
68.	Mr Sandile Ntseoane	General Manager Southern African Vehicle Rental and Leasing Association (SAVRALA)
69.	Mr Sean Bradley	Chief Business Development Officer Travel Wings
70.	Mr Sipho Mampe	Director: Tourism Growth Northern Cape Department of Economic Development and Tourism
71.	Ms Tatum Kok	Aviation Analyst Airline Association of Southern Africa (AASA)
72.	Mr Themba Khumalo	Chief Marketing Officer (CMO) South African Tourism (SA Tourism)
73.	Mr Thlophane Nthatisi	Director: Tourism Growth and Development North West Department of Tourism
74.	Mr Tshepo Matlou	Head: Marketing and Communication Jurni South Africa
75.	Mr Willem Grobler	General Manager Consultant Board of Airline Representatives of South Africa (BARSA)

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<b>NO</b>	<b>NAME AND SURNAME</b>	<b>TITLE AND ORGANISATION</b>
<b>ADDITIONAL PARTICIPANTS NOT APPEARING ON THE NTSF DATABASE AND UNIDENTIFIED ORGANISATIONS</b>		
76.	Bongani Matshisi	
77.	Dintle	
78.	iPad	
79.	Mmathapelo	
<b>SECRETARIAT</b>		
80.	Ms Bahupileg Peege	Director: Strategy Development Department of Tourism
81.	Ms Boitumelo Mathabathe	Assistant Director: Strategy Development Department of Tourism
82.	Mr Maisha Molepo	Assistant Director: Strategy Development Department of Tourism
83.	Ms Sandra Lebelo	Strategy Development Officer Department of Tourism
<b>APOLOGIES</b>		
1.	Mr Andrew Muir	Chief Executive Officer Wilderness Foundation/ Green Leaf Environmental Standard
2.	Ms Anemé Malan	Deputy Director-General: Tourism Research, Policy and International Relations Department of Tourism
3.	Mr Anton Marsh	Managing Director Now Media
4.	Ms Angela Kays	Manager: Stakeholder Relations Gauteng Tourism Authority
5.	Ms Angelica Mkok	Industry Affairs National Tourism Visitor Information System / Amadeus
6.	Mr Bazil Govender	Executive Manager Southern African Bus Operator Association (SABOA)
7.	Ms Bronwen Cadle de Ponte	Vice-Chairperson Tshwane Tourism Association (TTA)
8.	Ms Corne Koch	Head: Convention Bureau Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape (WESGRO)
9.	Mr Doctor Mdluli	Senior Manager: Tourism Development Mpumalanga Department of Economic Development and Tourism
10.	Ms Fezeka Mlungu	Senior Manager: Tourism Development Eastern Cape Parks and Tourism
11.	Mr Fisokuhle Mbatha	Director: Tourism Policy and Programme Management Gauteng Department of Economic Development
12.	Ms Frances Eberhard	Consultant Speyside Group

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NO	NAME AND SURNAME	TITLE AND ORGANISATION
13.	Mr Gerhard Boucher	Chief Director: Economic Analysis Statistics South Africa
14.	Mr Gerhardus Hugo	Deputy Director: Strategic Sector Partnerships Department of Tourism
15.	Ms Ilse Van Schalkwyk	Chief Director: Economic Sector Support Western Cape Department of Economic Development and Tourism
16.	Mr Inderin Govender	Business Development Manager Industrial development Corporation (IDC)
17.	Mr Jackson McKay	Deputy Director-General: Immigration Department of Home Affairs
18.	Mr Kevin Geddes	Principal Economist: Application of National Accounts Statistics South Africa
19.	Ms Lihle Dlamini	Chief Marketing Officer Eastern Cape Parks and Tourism
20.	Mr Mooketsa Ramasodi	Director-General (Acting) Department of Agriculture, Land Reform and Rural Development (DALRRD)
21.	Prof. Nellie Swart	Associate Professor: Tourism Management Tourism Educators South Africa (TESA) / University of South Africa (UNISA)
22.	Ms Nurunessa Moola	Chief Director: International Relations and Cooperation Department of Tourism
23.	Mr Pieter Potgieter	President Professional Hunters Association of South Africa (PHASA)
24.	Mr Phindiwe Mbhele	Director: Corporate Accounts Department of Home Affairs
25.	Mr Solly Mhlanga	Deputy General Secretary Hotel, Liquor, Catering, Commercial and Allied Workers Union (HOTELICA)
26.	Mr Steven Pearce	Chief Director: Destination Planning and Investment Coordination Department of Tourism
27.	Ms Sthembiso Dlamini	Chief Executive Officer (Acting) South African Tourism (SA Tourism)
28.	Ms Tebogo Tsoku Manggangwana	Senior Manager: Tourism Marketing City of Ekurhuleni
29.	Mr William Nyoffu	Deputy Manager: LED Unit, Policy & Practice Department of Cooperative Governance (CoGTA)
30.	Ms Zuks Ramasia	Chief Executive Officer (CEO) Board of Airline Representatives of South Africa (BARSA)

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