

# TBCSA, new tourism minister meet to discuss the future of SA tourism

The Tourism Business Council of South Africa (TBCSA) held its first introductory meeting with newly appointed Minister of Tourism, Mmamoloko Kubayi-Ngubane and her team on Thursday, 13 June 2019 to discuss the future of the tourism industry in South Africa.



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"The Tourism Department is a vital stakeholder of the TBCSA and collaboration between the ministry and industry stakeholders remains a priority for the growth of South Africa's tourism sector, as well as the economy. The TBCSA is committed to working with the tourism ministry to realise the goal of doubling the number of tourist and creating 2 million jobs by 2030." says Tshifhiwa Tshivhengwa, TBCSA CEO.

The tourism industry, which contributes 9% to the country's GDP has its challenges, however, the outlook continues to be positive. The introductory meeting covered various topics including marketing and policy issues.

"We intend to build on a good foundation that has been laid so that we can grow the sector and most importantly the South African economy. Working closely together with TBCSA, I am confident that we will achieve this objective. Our meeting with TBCSA chairperson and CEO laid the foundation for a start of a wonderful journey together in the tourism sector," says Minister Kubayi-Ngubane.

"We are confident that the challenges currently facing the industry will be addressed through the collective efforts of stakeholders. The TBCSA will continue to advocate, influence, and monitor policy developments that impact the sector," adds Tshivhengwa.

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