

**AN APPRAISAL OF THE EFFICACY OF SELECTED MACRO
TOURISM POLICIES OF SOUTH AFRICA**

By

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ABSTRACT

The purpose of the research was to determine the extent to which selected macro policy components namely, tourism growth, tourism safety and security, environmental management and tourism education and training have been realised in South Africa.

The White Paper on the Development and Promotion of Tourism in South Africa, May 1996 formed the primary document for the research.

The empirical findings revealed that tourism growth projections are possibly much lower than official figures indicate. Education and training objectives have fallen short of expectations with critical skills shortages still apparent in the sector. Safety and security macro policies have also dismally fallen short of expectation. Environmental management has made huge strides, however implementation in some of its subdivisions remains a challenge due to capacity constraints.

The study recommends that, tourism statistics should be fine-tuned in order to effectively monitor the extent to which tourist arrivals are actually benefiting tourism establishments and thus provide a much more realistic level of tourism growth in South Africa, the Department of Environmental Affairs and Tourism (DEAT) should be allocated adequate funding and should expedite certification standards for all EIA private consultants. Existing measures that address contact crime incidences in the country should be re-examined and a forensic examination of existing tourism education programmes should be undertaken.

IMPORTANT: This study reflects the situation up until April 2009. The researcher is aware that due to a recent cabinet reshuffle, the DEAT has been divided into two portfolios which split environmental affairs and tourism. Environmental Affairs has now been integrated into the Department of Water Affairs as a new department that is now referred to as the Department of Water and Environmental Affairs. Tourism is now a standalone department referred to as the Department of Tourism. The researcher is confident that these cabinet changes do not affect the findings and recommendations proffered in this study and is optimistic that the relevant Departments will utilise the findings of this study accordingly.