

**TOURISM INCENTIVE PROGRAMME: NON CAPITAL INCENTIVES**  
**PROPOSED SUMMARY OF THE INTERNATIONAL MARKET ACCESS SUPPORT**  
**PROGRAMME (IMASP) GUIDELINES CHANGES.**

RULE NO	CURRENT RULE	PROPOSED CHANGE/NEW RULE	MOTIVATION
<b>APPLICATIONS</b>			
1.2	One of the focus areas of the TIP is to improve international market access for tourism enterprises. Under the <b>International Market Access Support Programme (IMASP)</b> , the Department will subsidise the costs related to accessing new and existing markets through international trade platforms. This document serves as a guide for applicants and outlines the conditions for the International Market Access Support Programme.	The focus areas of TIP under the directorate Non-Capital Incentives is to improve market access support for tourism enterprises. The <b>Market Access Support Programmes (MASP)</b> consist of the following sub-programmes: <ul style="list-style-type: none"> <li>• International market access support programme(IMASP) - Group Support</li> <li>• International market access support programme(IMASP) - Individual Support</li> <li>• Domestic market access support programme(DMASP) – Group support</li> <li>• Domestic market access support programme (DMASP) – Travel Agency Support</li> </ul>	To expand the market access support programme to address varying needs of enterprises and respond to transformation.
1.4	Any assistance provided under the International Market Access Support Programme is at the discretion of the Director-General and subject to the availability of funds. No appeals will be entered into.	Any assistance provided under the Market Access Support Programmes will be subject to availability of funds, <b>exhibition/participation space and compliance to the programme guidelines.</b>	Funds may be available but the exhibition space is limited to take a certain number of enterprises.
3.2	The following expenses for one representative per qualifying enterprise will be considered for reimbursement: <ul style="list-style-type: none"> <li>• a capped amount on the cost of economy class return airfare;</li> <li>• a capped amount on the cost</li> </ul>	The Programme extended to offer support under the following sub-programmes: IMASP-Group Support; IMASP-Individual Support, DMASP-Group Support and DMASP-Travel Agency Support.	The amendment of the rule allows inclusive growth to economy. TIP faced with many cancellations of the approved enterprises due to financial constraints. TIP will pay EME's upfront

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	<p>of accommodation linked to the duration of the exhibition or roadshow including the day before exhibition or roadshow; and</p> <ul style="list-style-type: none"> <li>• a capped amount towards certain pre-determined exhibition and participation costs.</li> </ul>	<p><b><u>MASP- Group Support:</u></b></p> <p>The <b>Exempted micro enterprises(EME)</b> will receive the following financial support from TIP which will be <b>paid upfront and directly</b> to the service provider for costs incurred for :</p> <ul style="list-style-type: none"> <li>• Return economy airfare;</li> <li>• Accommodation including breakfast for the duration of the show including a day before the show;</li> <li>• Exhibition costs</li> </ul> <p><b>Reimbursed upon return from the show:</b></p> <ul style="list-style-type: none"> <li>• Return road trip to neighbouring countries;</li> <li>• Ground transport from the airport to the accommodation facility and back to the airport.</li> </ul> <p><b><u>MASP-Individual Support</u></b></p> <p>TIP will_ reimburse the enterprises for costs incurred of the following:</p> <ul style="list-style-type: none"> <li>• Return economy airfare;</li> <li>• Return road trip to neighbouring countries;</li> <li>• Accommodation including breakfast or subsistence allowance as determined by TIP;</li> <li>• Ground transport from the airport to the accommodation facility and back to the airport;</li> <li>• Exhibition costs</li> <li>• Shipping marketing materials (Hand luggage)</li> </ul>	<p>and directly to the service providers for costs incurred in terms of the return economy airfare, accommodation including breakfast and exhibition costs. While return road trip and ground transport will be reimbursed upon return.</p> <p>The MASP-Individual Support offers financial support to individual enterprises and claims back upon return from the show. The individual support is applicable where SAT or TIP does not exhibit.</p>

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		<p><b><u>DMASP-Group Support</u></b></p> <p>TIP will pay upfront and directly to the service provider.</p> <ul style="list-style-type: none"> <li>• Return economy airfare;</li> <li>• Accommodation including breakfast for the duration of the show including a day before the show;</li> <li>• Return road trip to neighbouring countries or return road trip minimum of 250km ;</li> <li>• Ground transport from the airport to the accommodation facility and back to the airport;</li> <li>• Exhibition costs</li> </ul> <p><b><u>DMASP-Individual Support</u></b></p> <p>The DMASP for Market Readiness is a cost-sharing grant in the form of <b>90:10 ratio</b>. The Department will pay remaining 90% of the accreditation fees after the approved applicant paid the remaining first 10% of the fee to IATA.</p> <p>TIP will offer support to eligible applicants approved by IATA. Cost elements such as:</p> <ul style="list-style-type: none"> <li>• Application fee;</li> <li>• Entry registration fee;</li> <li>• Annual fee;</li> <li>• International airline training;</li> <li>• Commission fee.</li> </ul>	
3.4	All other additional expenses (e.g. shipping of marketing materials, meals, visa, travel insurance, communications, vaccinations, etc.) not be covered by the Department, will be for the enterprise's own	<p>Non Qualifying Costs: All other additional expenses (lunch and dinner, visa, travel insurance, communications, vaccinations, room service, <b>change of flights</b>, <b>international lawsuit</b>, medical costs,</p>	To be more specific on expenses that N-CI does not cover for support. Applicable for IMASP Individual, Group Support and DMASP Group.

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	account.	and repatriation cost.) will be for the enterprise's own account and not be covered by the Department.	
3.5	Assistance to qualifying enterprises to participate in this programme (IMASP) will be limited to a maximum of three occasions in a five-year period with the reimbursement of cost for the air fare and accommodation on second and third participation (i.e. first occasion 100% of agreed airfare and accommodation reimbursed diminishing to 75% and 50% respectively for the second and third occasion in a five year period).	Assistance to qualifying EMEs & QSEs will be limited to maximum of three participations in the calendar year for a period of three years in all the programmes.	Penetration to the international market takes a while before concluding sales deals. Monitoring and Evaluation will monitor the impact of the approved enterprises.
4.1	Small and medium sized inbound tourism enterprises that offer integrated and packaged experiences inclusive of a range of products across the tourism value chain are eligible to apply.	Inclusion of other eligible entities: <ul style="list-style-type: none"> <li>• Exempted micro enterprise and Qualifying small enterprise</li> <li>• Joint Marketing Agreements representing three tourism EME's of Joint Marketing agreements</li> <li>• Commission Agents representing three tourism EME's</li> <li>• Industry associations affiliated with TBCSA and municipalities</li> </ul>	To increase the number of eligible entities.
5.14	Supporting documents required from all the enterprises: <ul style="list-style-type: none"> <li>• Company profile</li> <li>• A copy of the valid tax clearance certificate</li> <li>• Certificate of incorporation</li> <li>• Proof of turnover</li> <li>• Certified copy of the B-BBEE</li> <li>• Travellers passport</li> <li>• Public liability insurance cover</li> </ul>	Supporting documents required from all the enterprises: <ul style="list-style-type: none"> <li>• Comprehensive company profile</li> <li>• Proof of turnover</li> <li>• Central Supplier Database (CSD)</li> <li>• Proof of insurance cover</li> </ul>	Limit the number of supporting documents
6.10	All logistical arrangements will be the responsibility of the qualifying enterprise, unless stated otherwise in the Call for Applications.	This rule will be only applicable to MASP-Individual Support.	Only applicable to MASP-Individual Support.

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	This includes the booking and paying upfront for flights and accommodation (excluding Breakfast) and ground transport.		
5.8	<p>Factors that will be considered for assessment and scoring by the adjudication panel will include the <u>market readiness of the enterprise</u> (operational track record, marketing and promotion initiatives, capacity, integrated nature of package or service offered), <u>transformation status</u> (B-BBEE levels), and <u>developmental impact</u> (supporting rural development, responsible tourism practices, business linkages, quality assurance systems), amongst others.</p> <p><b><u>Market readiness</u></b></p> <ul style="list-style-type: none"> <li>• <b><u>Score 1 – 5</u></b></li> </ul> <p><b><u>Transformation</u></b> <b><u>Score 1 – 4</u></b></p> <p><b><u>Developmental Impact - Score (1) point for each category</u></b></p> <ul style="list-style-type: none"> <li>• Majority(50+1) historically disadvantaged individual owned (1)</li> <li>• Majority(50+1) youth owned (1)</li> <li>• TOMSA levy collector (1)</li> <li>• More than 2% of employees are people living with disabilities (1)</li> <li>• Enterprise located in a rural tourism node (1)</li> </ul> <p>Total score out of 14. Where there is a tie in the scores, the Secretariat will use geographic area and the type of sub-sector to recommend.</p>	<p>Factors that will be considered for technical evaluation/assessment and scoring by the TIP secretariat will include the following:</p> <p><b><u>Market readiness of the enterprise</u></b> <b><u>Scoring (1 – 3) per item</u></b></p> <ul style="list-style-type: none"> <li>•Market and promotion initiatives;</li> <li>•Domestic and international trade show participation;</li> <li>•Membership and awards;</li> <li>•Integrated nature of packages of products and or services;</li> <li>•Guest/Tourist Capacity.</li> </ul> <p><b><u>Transformation status</u></b> <b><u>Scoring 1 - 5</u></b></p> <ul style="list-style-type: none"> <li>•Level one – Five (5).</li> <li>•Level two – Three (3).</li> <li>•Level three –Two (2)</li> <li>•Level four – One (1).</li> </ul> <p><b><u>Financial strength</u></b> <b><u>Scoring 1 - 3</u></b></p> <ul style="list-style-type: none"> <li>• Turnover less than 5 million score-three (3)</li> <li>• Turnover between 5 - 10 million score – two (2)</li> <li>• Turnover between 10 – 45 million score one (1)</li> </ul> <p><b><u>Developmental Impact</u></b> <b><u>Scoring 1 -3 per item</u></b></p> <ul style="list-style-type: none"> <li>• Geographical spread;</li> <li>• Number of permanent employees</li> <li>• Number of permanent women employees;</li> </ul>	Improvement of the assessment/evaluation criteria for IMASP Group and Individual Support.

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		<ul style="list-style-type: none"> <li>• Number of permanent youth employees;</li> <li>• Number of permanent employees living with disability.</li> </ul> <p>Total score is 38. Minimum acceptable score is 19. In case of a tie of scores, the Secretariat will use geographic area and the type of sub-sector to recommend the application.</p>	
6.3	Only one senior representative per approved enterprise (including subsidiaries) will qualify. The representative should have the necessary experience, decision – making capacity and hold the necessary authority to conclude contracts on behalf of the enterprise.	An additional person to provide assistance can accompany physical challenged individuals.	To make it feasible for physically challenged business owners to have direct contact with the buyers.
6.5	Ownership and shareholding information must confirm that there is no shareholding by national, provincial or local government or any government entity in the applying enterprise.	In addition to clause (6.5), It is not permissible for an enterprise to submit more than one application with a common director or shareholder. If found that the owners have benefited under a different name, the applying entity will be disqualified immediately and not receive any future assistance from the Department.	Amendment of the clause to avoid abuse of the incentive. Applicable for all sub-programmes.
		The Department will not incur any additional cost because of changes and cancellations of the air ticket and or accommodation made by the applicant. The Applicant will bear the additional costs and pay directly to the service provider.	To avoid fruitless and wasteful expenditure.
		The Department reserve the right to withdraw from the published list of exhibitions/roadshows if sufficient applications not obtained before the closing date.	To avoid fruitless and wasteful expenditure.

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<b>CLAIMS</b>			
7.1	<p>Following participation in a particular exhibition or roadshow, qualifying enterprises must submit within 60 days, a fully completed post-trip report. The post-trip report is a PDF form that should be completed on screen, saved and submitted together with the claim form and the following documents:</p> <ul style="list-style-type: none"> <li>• Certified copies of the invoices;</li> <li>• Copy of the e-ticket. where an amount is not indicated, a copy of a tax invoice will be required from the travel agent or airline;</li> <li>• Certified copies of passport photo, departure date stamp from South Africa, re-entry date stamp into South Africa. In instances where the passport was scanned, boarding passes are required;</li> <li>• BAS Entity maintenance form completed, signed and stamp by the bank;</li> <li>• Original valid Tax clearance certificate</li> <li>• Proof of payments (i.e. original or certified copies of bank statement, credit card statement, cheque, deposit slip only in case of an air ticket). Failure to submit correct and complete documentation will delay the reimbursement of the claim.</li> <li>• An invoice from the enterprise billing the Department</li> </ul>	<p>For MASP Group Support, the following documents are required:</p> <ul style="list-style-type: none"> <li>• Receipt of the utilised public transport from the airport to the accommodation facility and back;</li> </ul> <p>For <b>MASP Individual Support</b>, the following documents are required:</p> <ul style="list-style-type: none"> <li>• BAS entity maintenance no longer applicable will be replaced by CSD Registration Report;</li> <li>• Original tax clearance certificate replaced by tax compliance status or pin. If the enterprise tax status is compliant on CSD, the tax compliance status or pin is not necessary to submit;</li> <li>• Receipts (Ground transport and Shipping market materials (hand luggage) – if applicable.</li> </ul> <p><b>DMASP-Group Support</b></p> <ul style="list-style-type: none"> <li>• Post intervention Report</li> </ul> <p><b>DMASP- Individual Support</b></p> <ul style="list-style-type: none"> <li>• Proof of Payment (Bank statement) that reflects the 10% payable by the enterprise.</li> </ul>	<p>To limit the number of supporting documents required by TIP.</p>
		The recipient to report to the	To minimise risk.

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		Department in writing within seven days any discrepancy in terms of excess or shortage on payments. The shortages will be verified and paid but as for the excess, it should be paid back to the Department within seven days of the notification.	
		Any erroneous payment, miscalculation or irregularity will be recoverable. NDT will levy the interest at the rate prescribed in terms of Act No.1 of 1999 of any amounts due.	To minimise risk.
		No interest shall be payable by the Department on amounts due to enterprises. Payments are subject to availability of funds as approved by National Treasury.	To minimise risk.
		<p>The following forms of payment will not be considered as proof of payment:</p> <ul style="list-style-type: none"> <li>• Cash payment</li> <li>• Offset payments</li> <li>• Credit notes</li> <li>• E-bucks</li> <li>• Travellers Cheques</li> <li>• Voyager miles</li> <li>• Momentum multiply</li> <li>• Other accumulation point system.</li> </ul>	To minimise cost for TIP.