



tourism

Department of Tourism
REPUBLIC OF SOUTH AFRICA

INVITATION

You are cordially invited to participate in an online stakeholder session that will address the issues to be considered by the
Tourism Sector Professionalization Strategy

Focus: Hospitality

The Department of Tourism is in the process of developing the **Tourism Sector Professionalization Strategy** and would like to solicit input from sector role-players relating to:

- the process of developing and improving the skills, and qualifications of individuals and organizations involved in the tourism sector.
- the adoption of professional standards, certification programs, training and education, and the establishment of a code of ethics and professional conduct.

Tourism professionalization is an important step towards ensuring that the tourism sector operates in a responsible and sustainable manner, and that tourism professionals are equipped with the necessary skills and knowledge to meet the needs of the sector.

This engagement presents an opportunity for stakeholders to provide input on key issues relating to sector service standards, skills development and training, professional conduct, occupational development, recruitment abilities, and experience expectations.

Your input is a crucial step in this process and will ultimately guide the development of the strategy for South Africa to strengthen its tourism competitiveness.

Date: Wednesday, 24 May 2023

Time: 9:00 – 12:00

Venue: Virtual (Microsoft Teams Meeting Link will be shared)

RSVP: By **19 May 2023** (elana@urban-econ.com) after which the meeting link will be extended to you.

For any information related to the project, kindly contact: Urban Econ Development Economists
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THANK YOU FOR YOUR PARTICIPATION IN ADVANCE!

