

INVITATION

Participate in the research to determine the state of transformation in the tourism sector

Dear Tourism Stakeholders,

Urban-Econ Development Economists in partnership with Munyai Consulting, an independent research company, is conducting research on behalf of the Department of Tourism. The purpose of the research is to investigate the state of transformation of South Africa's tourism sector and to investigate and conceptualise key initiatives to accelerate transformation in the tourism sector. The research will establish a baseline for the Amended Tourism B-BBEE Sector Code gazetted in November 2015, which will also inform the plan of action for the new Tourism B-BBEE Charter Council from which the programme to tackle the identified areas of need for intervention will be developed.

We would appreciate your participation in this important research and all information provided would be treated with utmost confidentiality. The report will only be on the industry and not on individual businesses. Output and results from the survey will provide information on the most recent state of transformation in the tourism sector and profiles in each province.

PLEASE NOTE: It is important that top management/ executives/ most knowledgeable person dealing with the B-BBEE Score Card within your business completes the questionnaire which will be shared in order to measure the company's state of transformation effectively. The survey will take only 20 minutes.

If you have any questions or suggestions with regard to completing this questionnaire, please contact Mr Emmanuel Munyai on: 083 212 1110 or by email: emunyai@gmail.com OR Dr Kiera Schoeman on: 012 342 8686 or via email: kiera@urban-econ.com.

Thank you for your participation.



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Tourism
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