

THE TTCSA

NEWSLETTER

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WEDNESDAY

Welcome to the first edition of Heritage and Horizons, your bi-monthly source for updates, insights, and forward-thinking developments shaping inclusive and equitable tourism in South Africa. At TTCSA, we remain committed to empowering tourism leadership and strengthening the tourism value chain through impactful programmes, strategic partnerships, and sustainable growth initiatives.

WE ARE LIVE: A NEW ERA FOR TOURISM TRANSFORMATION IN SOUTH AFRICA

After five months of intensive groundwork, planning, and coordination with key sector partners, the Tourism Transformation Council of South Africa (TTCSA) is proud to announce that we are now fully operational. This marks a major milestone for inclusive tourism growth in South Africa — a sector long recognized for its immense potential to create jobs, foster innovation, and showcase the country's cultural and natural wealth. The TTCSA exists to transform this potential into tangible opportunities for all South Africans, especially those previously excluded from the mainstream tourism economy.

Our Address

TTCSA Headquarters

**25 Owl Street, Metal Box Building, 13th Floor
Milpark, Johannesburg, 2092
Gauteng, South Africa**

HERITAGE & HORIZONS: DRIVING EMPOWERMENT IN THE NEXT ERA OF TOURISM



In our first five months, we have successfully:

- Established our national headquarters and core operational infrastructure.
- Initiated strategic engagements with provincial tourism authorities, SOEs, and key transformation partners such as the NEF, IDC, and CATHSSETA.
- Commenced the rollout of the Tourism Transformation Implementation Framework, guided by Statements 003 and 004 of the B-BBEE Codes of Good Practice.
- Developed and tabled MOUs with public and private sector partners to accelerate transformation implementation.
- Launched our digital platforms, ensuring accessibility, transparency, and continuous stakeholder engagement.

The foundation is now set and TTCSA is officially **live, active, and accountable** in leading transformation within the tourism ecosystem.

OUR MANDATE AND PURPOSE

The Tourism Transformation Council of South Africa (TTCSA) was established to monitor, advise, and accelerate transformation across the South African tourism value chain, ensuring alignment with the B-BBEE Act, the Codes of Good Practice, and the Tourism B-BBEE Sector Codes.

Our purpose is clear:

- Drive economic inclusion and empowerment for black-owned tourism enterprises.
- Facilitate access to finance, skills development, and market opportunities.
- Champion compliance and accountability across both the public and private sectors.
- Bridge the gap between national transformation policy and on-the-ground implementation.

By fostering collaboration between government, state-owned entities, and the private sector, the TTCSA seeks to create a more inclusive, innovative, and globally competitive tourism industry that reflects the true diversity and potential of South Africa.

Operational Milestone: 5 Months of Progress

Since officially launching operations earlier this year, TTCSA has made significant strides in shaping South Africa's transformation agenda within the tourism space.

Our team has also begun developing **provincial transformation action plans**, aimed at ensuring that each province contributes to and benefits from the broader national transformation agenda.

Festive Closure Notice

The TTCSA office will be **closed from Thursday, 11 December 2025, to Sunday, 4 January 2026**, for the festive season break. We will reopen and resume operations on **Monday, 5 January 2026**.

The Council extends warm festive wishes to all partners, stakeholders, and colleagues who have supported our journey so far. We thank you for your continued collaboration and commitment to building a more inclusive and transformed tourism economy.

Message from the Chief Transformation Officer

“The establishment of TTCSA marks a defining chapter in the story of transformation within the tourism sector. Our responsibility is both strategic and moral — to ensure that the opportunities in this vibrant industry are accessible to all South Africans.

As we close 2025, I would like to thank our partners and stakeholders for their shared commitment.

The journey ahead is long, but our resolve is strong.”

– Mr. Sibusiso Thusi, Chief Transformation Officer (CTO), TTCSA



Together, We Are Driving Empowerment in Tourism

The TTCSA remains committed to transparency, accountability, and measurable transformation outcomes. Our work is guided by collaboration and driven by purpose — ensuring that every initiative leads to real, sustainable change within South Africa’s tourism ecosystem.

We look forward to 2026 — a year of implementation, partnership, and progress.

Visit us at: www.tourismtransformation.co.za

Our official website will provide updates on available programs, possible funding opportunities, and transformation initiatives. It is also home to the policy updates, industry reports and research, and calls for collaboration with tourism stakeholders across all nine provinces, and across society from civil to academia.

CONNECT WITH US

Stay connected and informed by following our official social media platforms:

Instagram | [tourism_transformation_council](https://www.instagram.com/tourism_transformation_council)

Facebook | Tourism Transformation Council of South Africa - TTCSA

X | TTCouncilSA

LinkedIn | The Tourism Transformation Council of South Africa

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