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## DIRECTORATE: CORPORATE COMMUNICATION & ICT

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### Values

#### 1. Responsive :

- The Department shall inculcate the culture of responsiveness in executing its mandate. This will be achieved through much improved turnaround in the provision of services.

#### 2. Fairness

- The Department will at all times act in a fair manner towards executing its responsibilities. This means that the managers and officials will not be biased when dealing with business issues relating to their work.

#### 3. Equity

- The Department is committed to treating all clients and employees equitably in all respects.

#### 4. Accessibility

- The Department will strive to be accessible to stakeholders and role players in the course of executing its responsibilities.

#### 5. Transparency

- The Department undertakes to be transparent in conduct of its core tourism business.

#### 6. Accountability

- The Department will at all times take full accountability for its business actions and decisions.

#### 7. Participation

- The Department will continue to participate fully in all areas of its responsibility to satisfy the needs of our clients and tourism stakeholders.

## 8. Excellence

- The Department will strive for excellence both in the execution of its responsibilities as well as to ensure that service excellence becomes a norm within the provincial tourism sector.

## 9. Creativity and Innovation

- The Department undertakes to ensure that creativity and innovation becomes part of its culture in order to achieve the provincial tourism goals.