

Article

# An ERP Implementation Case Study in the BRICs Country South African BRICS South Africa Economic Tourism Economic Sector

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**Abstract:** South Africa is one of the BRICS (Brazil, Russia, India, China and South Africa) nations that is changing the area of BRICS South Africa's economic in tourism. The current theory holds that demand for BRICS South Africa economic tourism initially rises, but then declines once a certain level of corruption reaches a certain threshold. As means of computerized data storage helps management with a complete vision for their performance. In this paper, the analysis of fake travel agent sites shows that the B&B businesses in Soweto and Durban are experiencing huge glitches. They also have a slow booking process because they use only cell phone calls and walk-ins for bookings, which results in slow business growth and unorganized transactions. This journal will focus on how to implement ERP to address these problems faced by this B&B, short stay, or rather provide a set of propositions on the designed website. Nevertheless, the centralized management of information from ERP can have a huge impact on the company's services. The study concludes that it is very important for travelers to have an online website to prevent being scammed online and always make sure travelers are safe and carried to their destinations without problems.

**Keywords:** BRICS; enterprise resource planning; fake travel site; South Africa; tourism

## 1. Introduction

According to Ying, Chan, and Qi (2021) [1], enterprise resource planning is a streamlined way of assembling and organizing enterprise data using a comprehensive software package. ERP software has applications for automating business processes such as production, quoting, and accounting. Organize data from all departments into a single database accessible to all employees. Systems Applications and Products in data processing stands for SAP. By definition, SAP is the brand name of the company and also the name of the ERP (Enterprise Resource Planning) program. European multinational company SAP Software was founded in 1972 by Wellenreuther, Hopp, Hector, Plattner, and Tschira. They create software solutions for managing business processes and customer relationships. An SAP system basically consists of several fully integrated modules covering all areas of business management [2–4].

In today's competitive environment, it is imperative that companies can make well-founded decisions quickly. The Internet of Things ushered in an era of data-driven decision-making based on analysis of the vast amounts of data generated by enterprise systems. SAP offers a powerful in-memory platform



that supports real-time data processing and analysis. With the growth of the global BRICS South Africa economic tourism industry, the travel and BRICS South Africa economic tourism industry face significant challenges in meeting customer demands. The travel and BRICS South Africa economic tourism sector are one of the most competitive industries in the world [5,6]. As a result, businesses are constantly looking for ways to improve efficiency and improve service. Implementing enterprise resource planning (ERP) solutions in this area has been recognized as a way to achieve this goal. BRICS South Africa economic tourism ERP Systems Help Companies in the Travel and BRICS South Africa economic tourism Sector Streamline [7]. The conventional function of a tour agent has shifted on-line, permitting guests to take complete manipulate over making plans their journeys thru those numerous apps and structures. The use of huge information additionally performs a chief function withinside the BRICS South Africa economic tourism enterprise. Contactless tours have additionally ended up a chief fashion withinside the enterprise because the begin of the pandemic. Enterprise resource planning systems (ERPs) have been in the spotlight because of their integrated approach and their capability to break the fragmentation of information in associations [8]. Designed primarily for manufacturing rested associations in the early eighties, these systems have expanded in compass to cover the service and retail sectors in the recent times. The rapid-fire- fire- fire growth of the BRICS South Africa economic tourism and hospitality assiduity requires sophisticated Enterprise resource planning (ERP) systems for managing the adding volume and quality of BRICS South Africa economic tourism business. ultramodern trippers demand further high-quality trip services, products, information, and value for their Capitalist [9].

The emergence of new BRICS South Africa economic tourism services and products, coupled with a rapid-fire-fire increase in BRICS South Africa economic tourism demand, has driven the wide-scale handover of enterprise resource planning (ERP) system. In the hospitality assiduity, ERP systems are a seductive proposition given the current state of fragmentation of information systems in BRICS South Africa economic tourism and hospitality assiduity. A critical point of an ERP is that it functions from a single comprehensive database for the entire association, with real-time connectivity between different functions [10].

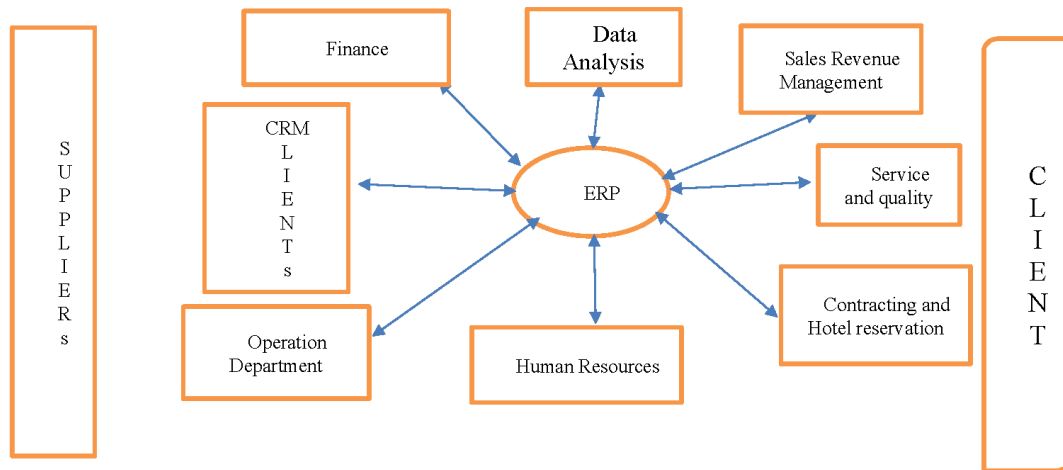
The aim of this case study is to alleviate the problems faced by B&B in the townships of Soweto and Durban KwaZulu Natal. The main objective is to implement the ERP system into a BnB and find a reporting solution, which essentially provides real-time visibility across all processes and data for each department and revenue activities within the BnB.

### *Statement of the Problem*

Online fake tour agents are scamming hotels in Soweto. To prevent this an Enterprise Resource Planning system has to be implemented. The BRICS South Africa economic tourism industry is a booming industry that enriches knowledge and brings social development and economic growth. Nowadays BRICS South Africa's economic tourism is a fast-growing area but there are lots of problems faced by tourists. Hotels in Soweto are experiencing a problem of tourists showing up claiming that they booked and paid online whereas they only make bookings telephonically and through walk-ins. This is a serious problem because it ruins the company's reputation, and the hotels can be sued since some tourists are threatened.

Hundreds of criminal cases have been opened with the South African Police, alleging that the owner of travel company Hello Darlings has failed to make good on holidays for which clients collectively paid millions due to the travel agent Moosa who defrauded clients [11]. The Enterprise Resource Planning system is a solution to this problem. The system consists of all the information that tourists may need about services (hotels, restaurants, and transport). The system is dependable and secure and it enables the managers to easily reach and be in touch with guests on a personal basis. It can be easily managed, for instance, new information can be updated easily.

While the pandemic affected all essential employment to populace, the ratio fell through five percent for the duration of the lockdown from March to June 2020. In the absence of essential coverage intervention, SA long-time period increase is to be extensively decreased than the pre-pandemic. A short recuperation in SA strategic persisted incidence of COVID-19 inside the developed capital accumulation and productivity, as found in comparable crises in the past. Coverage intervention, disruptions inside the fitness and schooling structures, and a deterioration inside the level (Rwigema, 2021) [12] are to depress financial sports after the pandemic. Figure 1 below shows the ERP Model that we are proposing during the implementation processes.



**Figure 1.** The proposed ERP Model (Author’s Own Construct).

## 2. Literature Review

The Enterprise Resource Planning (ERP) in South African BRICS South Africa economic tourism Sector is to modernize and integrate business processes and systems. Enterprise Resource Planning (ERP) program is known as management software, as it is designed to help companies store, manage, and use data regarding their daily and regular processes [13]. The Enterprise Resource Planning (ERP) helps the BRICS South Africa economic tourism sector to improve how efficiently they operate and makes sure that resources are used efficiently. Enterprise Resource Planning Systems have become a common feature of life in organizations and address the need to communicate all the pertinent information to all departments that may require the data in the South African BRICS South Africa economic tourism Sector. ERP system helps to better manage and control data and ensures that it is quickly and easily accessible [14–16]. The data within the Enterprise Resource Planning (ERP) system reveals all the relevant information to everyone to keep them abreast of the company’s capacity to function, generate revenue as well as services offered and prices [17].

An ERP system is an easy manageable system that can be understood by the staff of anytime of company. All the transaction that are executed via Enterprise Resource Planning (ERP) software are super secured as they are easily traceable. Enterprise Resource Planning offers best benefits and eliminates errors that come from manual handling [18]. As a result, Enterprise Resource Planning (ERP) cuts down on operational costs (lessens burden of labors and saves a lot of money). Enterprise Resource Planning (ERP) a valuable software that can control and manage every business process related to BRICS South Africa economic tourism sector. One of the many key challenges facing any large enterprise is how to deliver scalable and well-performing enterprise resource planning (ERP) software. Many companies choose to implement in-house software because it allows them to manage their resources more effectively, but this does not always work out. A much easier solution might be off-the shelf or hosted ERP applications like Microsoft Dynamics NAV or SAP. Because these software packages offer the advantages of a customized system in a much-simplified manner, it is easier for smaller businesses to implement these systems through their Software as a Service (SaaS) model [17].

Since hosting costs and incidental administration costs are greatly reduced, such companies can enjoy the benefits of ERP software while keeping down overhead expenses. However, there are disadvantages associated with SaaS ERP applications as well. The inability to customize solutions for your specific needs and the dependency on a third-party for hosting services. The South African BRICS South Africa Economic Tourism Board is one of the groups that decided to go with an ERP application as a Service for their organization. By access their website and using our Inside View username and password we can see where they have gone with this solution from a business perspective. Their website clearly states that they have gone with SAP Business by Design as their host solution. The business needs for this decision were mainly to reduce the cost of IT and their support and maintenance budget. A substantial portion of that cost is the monthly subscription fee for their ERP package [17,18]. This is one of many reasons that companies are looking toward Software as a Service as an effortless way to save on business expenses. Generally, SAP Business by Design is used in medium-sized companies as it does not require a large amount of hardware resources from the organization at first [19]. Microsoft Dynamics GP or SAP Business One. This process becomes even simpler when organizations make use of a third-party implementation partner such as iMentaliti.

### 3. Research Methodology

The research method is qualitative method used in this research amalgamates many techniques such as logistics, statistics, human resources, and interview questions to hotel areas, IT, and financial areas departments, to find wastefulness and inconsistencies in the information used and facilitate the analysis of the process. The interviews were the ways of ensuring an experience of who is included in it, and it persuades a lot of knowledge for analyzed information.

A questionnaire for the key users was also a useful tool that was used for this research paper. The main aim of it was to understand the user's satisfaction in correlation to the ERP implemented in the industry. This process was completed through data analysis collected in the Soweto hotels and restaurants by observation of the installed application. To inspect the applications that are available in the hospitality industry. Solutions and some recommendations were theorized by the management team, and they were scrutinized. The research article databases are from Scopus, Web of Science, and Google Scholar.

The focus of this research was to answer the questions on how the problems were approached and what were the leads to objective achievement.

The following were the questions that guided this research paper are as follows:

Question 1: Can an ERP system cover all processes within the hospitality industry? The purpose of this question was to get an extent of information on whether the ERP system is capable of all functions as by organizational structure.

Question 2: What are the departments that are not entertained by the ERP system and in what way are they reflected in the hospitality assiduity?

The objective of this question was to know how certain departments are copying to established limitations. Because ERP definitely cannot counterbalance all business processes.

Question 3: What are the main solutions for the integration of information systems currently offered by the software industry? The main aim of asking this question was to know the integrated solutions they have as an industry regarding the ERP process system.

#### 2.1. Case Study

The investigation was conducted to show that the ERP system is being implemented. In this case study, the BRICS South Africa economic tourism in Soweto and Durnan is being affected. The problem with the hotel or BnB in Soweto is that they don't have an appropriate booking system, the other problem is that they have no websites to proceed with different activities. The other problem they had was when people booked but when they get there, there was no reservation being conducted.

In this situation, developing a successful implementation strategy was essential to success. The adopted strategy involved gradually substituting the ERP models for the corresponding legacy system modules [20]. The senior managements will dedicate to make sure the success of the project is implemented correctly.

With the area being affected by the common problem we find it appreciate combining all the restaurants, hotels, travels agencies and BnB in Soweto to form one website. By designing an ERP website that guarantees sure, accurate register and realistic booking forces.

#### **Impact of COVID-19 on the South African BRICS South Africa Economic Tourism Industry**

The BRICS South Africa economic tourisms price in helping the coverage vital of activity advent remains, however, even extra fundamental. Hence the (South Africa's Economic Survey 2019/2020) argues that BRICS South Africa economic tourism must be pursued aggressively via way of means of the Corona Virus crisis. Development of BRICS South Africa economic tourism and boosting shipping infrastructure investments can contribute to monetary boom and activity advent for the duration of the recuperation withinside the medium-term. South Africa has now no longer been spared from the close to fall apart in global traveler arrivals. Airlines had substantially curtailed operations and lots of BRICS South Africa economic tourism sights are both closed or running some distance beneath capacity.

On the opposite hand, the vulnerable kingdom of the nearby economic system and the activity losses prompted via way of means of COVID-19 is impacting negatively on family disposable income, and accordingly restriction the capacity to, and affordability to travel. In October 2020, 92% of BRICS South Africa economic tourism corporations surveyed (collaboration among IFC, the Department of BRICS South Africa economic tourism and TBCSA, 2022) suggested an extra than 50cline in sales as compared to October 2019, and 36% of corporations indicated a complete lack of revenue [21–25].

## **Role of ERP System in BRICS South Africa Economic Tourism Industry**

An essential role in the expanding national economy is played by the tourist industry, which is a rising sector of the economy. A dominant place in the market is now held by the BRICS South Africa economic tourism business thanks to the installation of ERP systems. BRICS South Africa's economic tourism business operating income growth rate is not ostensibly larger than that of business without an ERP system. With the assistance of an ERP system, the organization is able to integrate all of its essential business operations, which boosts productivity, helps it stay fiercely competitive and has a big impact on the BRICS South Africa economic tourism sector operational performance (Kaikara, 2020: 20). The ERP software system has risen to automate routine processes and provide administrators with a more detailed and timely view of their operations. According to Bierman (2020) [26], user satisfaction and business process development positively impact the business and BRICS South Africa economic tourism industry, while user satisfaction will be influenced by the quality of information that the ERP system produces [22].

However, in the BRICS South Africa economic tourism and hospitality industries, the quality of information will be assessed in terms of correctness, timeliness, completeness, and consistency. By implementing an ERP system, order cycle times will shorten, resulting in increased efficiency, quicker customer service, and quicker delivery. According to the Department of BRICS South Africa economic tourism (2020) furloughed extra than 50% of workforce, and 12% of corporations have furloughed all workforce with 33% of corporations handiest having furloughed much less than 10% of workforce; 18% of corporations had made extra than 50% of workforce redundant, 7% had made all workforce redundant, with 33% now no longer making any redundancies. The survey additionally observed that 23% of responding corporations have been now no longer running in October 2020, however plan to reopen with 5% of corporations indicating they are closed and could no longer reopen.

### *2.2. Benefits of Implementation in the BRICS South Africa economic tourism Industry*

**Reporting:** ERP generates understanding and expertise on all important metrics. Travel agencies have access to a wealth of data, ranging from sales estimates to conversion rates. It assists the organization to fragment the statistics to determine the shift between the proceeds ethnicity, such as intermittent brochure. The mentioned information allows the travel bureaus to control financial positions, design effective promotions and reduce the costs [13].

**Customer Engagement:** ERP systems are provisioned to boost customer relationship with the organization. Therefore, it discloses a variety detailed information to the monitors, fabricating it deal. Businesses use ERP software to quickly resolve people's issues and doubts, which increases customer satisfaction and loyalty [21].

**Effective Sales:** The present time ERP resolution includes revenues and retailing programs that give a comprehensive client perspective motion. Travel agencies currently use the mentioned initiatives to higher their tour's quality and to encourage the customers to acquire buy their services such as flights, hotels, rooms, and travel packages, providing people with an additional income stream.

**Resource Administration Human:** HR apply this information to predict the demand of labor and recruit additional operatives. It also assists businesses in creating shift patterns, managing payment details, and ensuring there would be enough employees for a specific task. Overall, ERO is a valuable resource for obtaining assistance with human capital management.

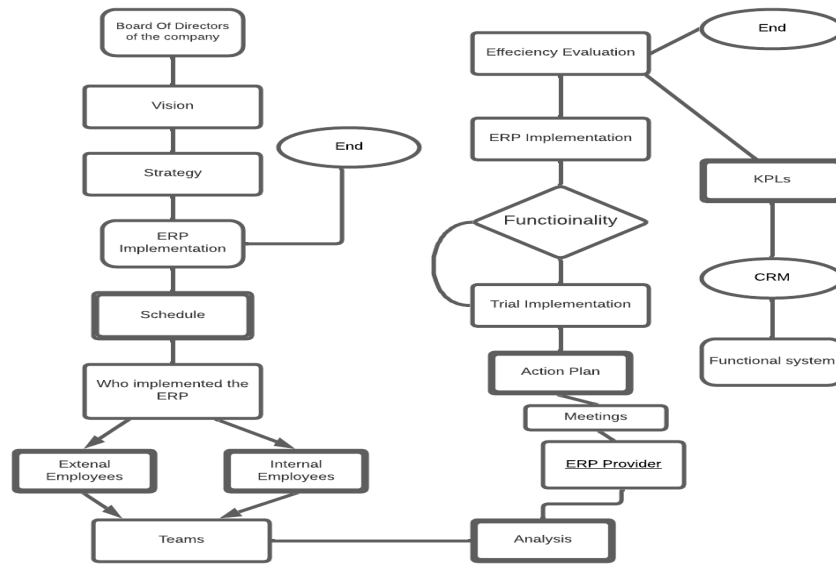
**Billing and payments:** ERP systems that are used in nowadays are fantastic for tour operators, because they provide with a reliable and immune structure for the recollection of payments from the customers. ERP system create a strong invoice that are coded to protect it client's payments information.

**Effective Management:** To anyone who is looking out for some ways of improving their procedures to eliminates labor exhaustive manual operations. ERP software gets to control contract terms with hotel industry to negotiate optimal terms, coupons for reservation system, and invoices.

### **Process of Implementing an ERP System in BRICS South Africa Economic Tourism Sector**

According to the various requirements of the organization, the implementation of an ERP System inside the organisation includes a period somewhere between 7 months and 2 years is complicated, including of several phases shown in Figure 2. After the installation of the ERP systems, management accounting methods hardly change. Due to the considerably more consistent nature of the information, these systems only have an impact on how information analysis is conducted after data processing using the systems [27]. It is particularly challenging to keep track of costs like fuel and maintenance, which represent one of the organization's primary expenses. A difficult task for the transportation or BRICS South Africa economic tourism industries is still keeping track of what equipment was used for each expense. However, Sage 300's "Cost centers" assist in maintaining and keeping track of such charges in

terms of the equipment involved, and we can also acquire the desired output with "Transaction Detail Optional. Figure 2 shows the overall processes involved in implementing ERP.



**Figure 2.** Process of implementing an ERP system.

### 2.3. Business Intelligence

According to Stedman (2020), Business intelligence (BI) is a technology-pushed method for reading records and handing over actionable statistics that enables executives, managers and people make knowledgeable enterprise decisions. As a part of the BI method, companies acquire records from inner IT structures and outside sources, put together it for analysis, run queries in opposition to the records and create records visualizations, BI dashboards, and reviews to make the analytics outcomes to be had to enterprise customers for operational decision-making and strategic planning (Durkin, 2020). This framework includes database, analytics, overall performance management, and visualization layers.

#### **Importance of implementing business Intelligence in BRICS South Africa economic tourism and Hospitality**

The financial effect of the hospitality and BRICS South Africa economic tourism region for diverse countries (specially developing countries) can offer steering and advantages to provider providers, policymakers, and the country itself. Having a correct decision-making and forecasting gadget may be important [28].

The capability for enforcing and using commercial enterprise intelligence and huge statistics for commercial enterprise advancement sectors is limited. Businesses are usually required or choice to comply with the improvement of present records era in order that there are not any setbacks for the organization through enforcing state-of-the-art solutions [27].

The targets that are reviewed and mostly focused on hospitality and BRICS South Africa economic tourism industry are hotels, restaurants, travelers' attractions, and so on. The foremost reason for the popularity of the three targets previously described are lodging, meal or dining, and journey that are the pinnacle three foremost elements that clients pay the maximum interest [28].

### 2.4. Findings

The tourist sector in South Africa was the most severely affected because it depends on travellers traveling into South Africa from other countries. The pandemic negatively impacted the commercial sector. According to articles Beirman, (2020) [26] the hotel, airline, and logistical sectors were significantly harmed because of corona spread. Hence, its coronavirus was known to have killed millions of people from all over the country had wreaked on the BRICS South Africa economic tourism sector. Everything was anticipated that the circumstance given that it had halted outgoing travel BRICS South Africa economic tourism. People from all over the country were seen to fear the coronavirus because of how dangerous it is swiftly spreading. The environment has become contagious and harmful to humans. Inquire too many answers about the booking system. Suppose a guest is prepared to pay for the reservation with his credit or debit card, but there are numerous questions that must be answered during

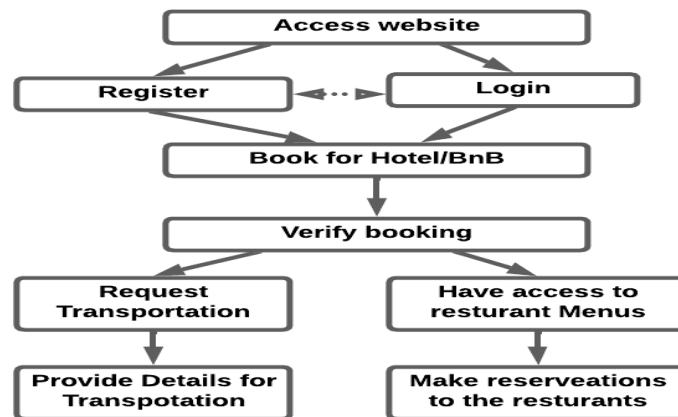
the booking process. When customers arrive at a hotel, they are usually fully booked. Usually, they can accommodate customers in a room that is not exactly what they have reserved. There were times when no rooms were available, and they had to decide for customer to stay somewhere else further away [29]. When a guest makes a reservation in an emergency situation, it takes time. This will give the visitor the impression that he or she is filling out a government survey [30].

**The ERP Prototype**

In our proposed prototype in Figure 3 it will be a website where you will be able to find all the places to visit/ site during the trip in Soweto. To help prevent or minimize this fraud we had to design a website. which will help travellers to be assured that their online travel agency is legitimate.

This is the following explanation of the Figure 3 below and this is the exact flow of how the website will work.

1. User gets access to the website.
2. User registers and log in to the website. If the user has an already existing account, the user will log in.
3. User will book for a hotel or a BnB.
4. The user and system will verify the booking.
5. The user will then have access to request transportation to the Hotel or BnB and access to restaurant menus of the Hotel or BnB
6. When the user is requesting transportation, it will either request to be picked up or request to be delivered a rental car and provide reasons for requesting transportation.
7. When the user has access to the Hotel or BnB restaurant menus, they can make reservations for when they arrive, they will have their request fulfilled in time, or when they are residing at their residence, they can make reservations from there as well.



**Figure 3.** Represents how the user will book for restaurant, request transportation, and make reservations.

**STRENGTH**

1. THE COMPANY OPERATES TWENTY-FOUR HOURS A DAY, SEVEN DAYS A WEEK.

Customers who book a tour or rental don't want to wait until you're in the office; they want to book the activity on their own time. When you use an online booking system, your business is open 24 hours a day, seven days a week.

2. RESERVATION CAN BE MAXIMIZED.

Customers who make their own reservations are more likely to arrive, making no-shows obsolete. If a customer must cancel, the spot automatically becomes available online for another customer to book. You won't leave unused activity spots or rentals on the table if you maximize your reservations.

3. THEY GET PAID FASTER.

Customers can be required to prepay for activities and rentals using an online booking system. This allows you to put money in your pocket more quickly. Customers can be required to prepay for activities and rentals using an online booking system. This gets money into your pocket faster and ensures that you don't have to worry about payment on the day of the event, giving you and your customers more time to enjoy themselves.

#### 4. NOT TETHERED TO A PHONE.

If a customer calls a tour or activity company and is directed to voicemail, they can call back later — or they can call their backup option. Because reservations and information are always available online, you can capture more potential business. It also means you'll avoid the dreaded game of telephone tag [12].

#### 5. SIMPLY KEEP TRACK OF A CALENDAR.

Online booking systems allow you to check your reservations and availability from any mobile device, wherever you are. You are always aware of the status of your company, and your schedule can be easily managed from a central location [31].

#### 6. ONLINE REVIEWS ARE CRUCIAL.

It is critical for a hotel to have positive reviews written about them in order to attract new guests. The majority of people book a hotel room based on reviews written by previous guests who stayed at the hotel. Hotels provide a variety of amenities in order to receive positive feedback and maintain a high rating [32–34].

#### 7. GAIN VALUABLE INFORMATION ABOUT THE COMPANY.

An online booking system provides a dashboard of analytics to assist the BnB or Hotel in growing their business. Using an online booking system with robust insights, they can quickly determine their most popular sellers, the most requested time slots, or even the most popular add-ons. Use their knowledge of what their customers want to save time and money on offerings that will not help BnB business grow [35,36].

### **WEAKNESSES**

#### 1. DATA IS COSTLY OR NETWORK PROBLEMS.

Online reservations might not be ideal for them if they provide excursions and tasks in isolated locations with sparse network connectivity. To monitor their bookings and make further online reservations, they will require a dependable internet connection.

#### 2. THE BnB MUST BE READY FOR A SURGE IN NEW CLIENTS

With so many people preferring to check in online using their phones or desktop devices, online reservation software is a great way to draw in new clients. On the other hand, if they are managing a small operation with insufficient employees or resources to grow their tasks, growing too quickly may present a challenge.

#### 3. CAN BE EXPENSIVE

Among the greatest drawbacks of online reservation platforms is that, for all of their benefits, they are not free. Some cost per transaction, while others cost a flat monthly subscription, so the BnB or hotel will always know how much they are going to have to pay. Customized online booking platforms will cost them a significant upfront fee as well as ongoing fees for security patches and assistance (Johnston, 2021).

### **4. Recommendation**

1. BRICS South Africa economic tourism businesses need to boost up the development of ERP, to concentrate on fixing the problem of managing a higher level and to enhance the control stage and business performance fundamentally.
2. Need to combine the important characteristics of the BRICS South Africa economic tourism enterprise and grasping the inherent regulations of BRICS South Africa economic tourism, the company should create beneficial conditions for the easy development of the ERP and improve the economy efficiency of business with ERP within the shortest period of time.
3. Meanwhile, we additionally want to be conscious that the development mission of the ERP system needs a lot of funding in the pre-implementation period, those inputs can be digested in the long term for BRICS South Africa economic tourism businesses, return of the ERP cycle is long.
4. As ERP is an information construction project, it requires excessive input, excessive risks, and high returns, this requires for BRICS South Africa economic tourism organization to have sufficient patience and confidence to apprehend and practice the ERP system, figure out, analyze and fixing problems timely so that the BRICS South Africa economic tourism business can get the large profits from ERP.



## 5. Conclusions

ERP Technology answers can assist one of the BRICS economy South Africa economic tourism organizations lessen costs, increase operations and performance, improve client devotion, and bring together business logistics management. Within the BRICS South Africa economic tourism enterprise, ERP structures combine numerous components of its continuous growing enterprise operations, streamline processes of the enterprise and accomplished combination of leading, medium, and bottom including basic operation system. The included answers enable decent monetary authority along with dropping revenue because of incompetent conciliation, copying labor and achievable detainment. Through empirical analysis, from the general trend the execution of ERP structure will increase the financial indicator of resorting businesses, promoting overall entertainment of exploration businesses accompanied by implementation of ERP is higher apart from implementation of the resorting organization in the absence of ERP, meager businesses own benefits of improving the overall performance of BRICS South Africa economic tourism businesses while enforcing ERP system.

ERP systems have proved themselves to be very green structures that may be utilized by specific groups specialized in specific fields and services. Although there are numerous demanding situations that might avert the powerful implementation, those challenges can be properly controlled triumph over via way of means of taking sure techniques via way of means of the control crew that allows you to ensure making complete use of those structures within the organizations and accomplishing the anticipated blessings from the usage of them. Management and management within specific organizations need to educate their groups on using technology in specific sports and strategies to facilitate doing work, enhance the performance of various procedures and manipulate the work vicinity surroundings greater effectively.

In the length of the post-Covid pandemic, the BRICS South Africa economic tourism enterprise has long past a massive shift. Today tourists need their travel organizations or freelance dealers to present offerings which are efficient, accurate, fast, and bendy alongside many extremely good offers in addition to offers. Thus, using a super BRICS South Africa economic tourism ERP for a journey agency can boom commercial enterprise performance and convince clean clients. Similarly, it moreover encourages your commercial enterprise to speak a range of consumer bases springing up these days from distinctive countries.

### Author Contributions

O.J.A. came up with the concept, and worked on the introduction, literature review, methodology, validation and analysis. The Review, editing and validation is carried out by M.R. All authors have read and agreed to the published version of the manuscript.

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### Conflict of Interest Statement

The authors declare no conflicts of interest.

### Data Availability Statement

There is no data used for this research.

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**Prof. Michael Rudolph** has over 48 years of experience in teaching, training, and mentoring a cadre of new leaders in public and environmental health in SA. My research covers a wide range of topics, all of which are interlinked, and which have influenced strategic interventions and policies in health promotion, food and nutrition security, and agroecology at local provincial, and national levels. I constantly seek and implement innovative ideas, technologies, and methodologies in my work but ensure that these are both grounded and aligned with government policies and models. I have shown consistent commitment to working with disadvantaged communities in SA. I was Professor and HOD of Public Health Dentistry at the University of Witwatersrand (Wits) for 30 years. Several of my postgraduate students became Deans or Deputy Deans of Faculties of Health Sciences and Dentistry in SA demonstrating my capability to empower future leaders, I established the Siyakhana Growth and Development NPO in 2005 which achieved much success in setting up food gardens in inner-city sites, in schools, and on university campuses. The platform established resulted in the Centre for Ecological Intelligence (CEI) at the University of Johannesburg in 2020. I have been the Director of this Centre for the past four years. Our work has attracted wide interest among fellow academics, government, business, and the wider public. Our interventions and holistic approach are considered a hallmark for integrated programmes to promote small-scale agriculture, ecological and community health, and embracing 4.0 in urban and rural settings. Our multi- and cross-disciplinary approach regarding teaching and research to address complex societal problems is unique and has also shown that it can have a social, environmental, and economic impact. I received the Johnson and Johnson Preventive Award by the Federation Dentaire International in collaboration with the World Health Organisation for the best preventive programme. I received the Vice Chancellor's Academic Citizenship award at Wits.