

Bojananala

Collectively and Broadly Promoting Responsible and Sustainable Tourism for Benefit of All

Edition 02 - May/June 2012



**Universal Accessibility in Tourism
Gaining Momentum**

**Heritage and Cultural products take
centre-stage in Speed Marketing session**



**New challenges lie ahead in
growing and developing tourism**



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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About the Cover



The cover shows an image of the Glen Reenen Rest Camp, taken at the Golden Gate Highlands National Park. Golden Gate Highlands National Park lies nestled in the foothills of the Maluti Mountains of the north eastern Free State. This image of the camp promotes places of rural and cultural tourism in South Africa. Image courtesy of SANParks.

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LETTER
FROM
THE

EDITOR



New Challenges lie ahead in the tourism sector.....

The past month has seen the hosting of yet another successful INDABA alongside all our partners and stakeholders in the tourism industry. We have renewed our co-operative agreements with the governments of Lesotho, Zimbabwe, Zambia and Kenya during the INDABA, the agreements that seek to foster continued collaboration of South Africa and these countries in areas of promotion and increase of tourism exchanges and cooperation between the countries for their mutual benefit, and in accordance with the domestic laws in both countries. The INDABA provided us opportunities to focus on a key aspects of responsible tourism, namely the country's approach to universal accessibility in the tourism sector and the adoption of the Universal Accessibility Declaration and an Action Plan. We were also able to explore new products in the session on Speed Marketing of Heritage and Cultural products.

Universal Accessibility Declaration sets us up to respond comprehensively to the Bill of Rights in our Constitution as well as the United Nations World Tourism Organisation's (UNWTO) Global Code of Ethics for Tourism that provide for equal access of tourism activities to all, irrespective of gender, age, ethnicity, and any other orientation. Meanwhile, the speed marketing events provided platforms for raising awareness about the heritage and cultural tourism offerings of South Africa as a destination.

We have just concluded the process of reviewing our performance, and this has been condensed in our Medium-Term Strategic Plan 2011/2012 – 2015/2016 that we have recently published. It has been noted that as a labour-intensive industry, tourism has significant potential and capacity to grow the economy and create jobs. In this light, the NDT's efforts will be geared towards creating a conducive environment for the tourism sector to increase its contribution to the country's Gross Domestic Product (GDP) from an estimated R71.4 billion in 2009 to R118 billion in 2015, and to increase the number of jobs directly supported by the sector from the reported 389 100 in 2009 to 403 900 in 2015. Against this backdrop, the Strategic Plan maps out the NDT's service delivery commitments in creating conditions for sustained tourism growth and development in South Africa. To achieve all these much needed strategic goals, the department is committed to continuously attract, develop and retain a capable and skilled workforce in a caring environment.

Our immediate focus for the financial year at hand have been comprehensively outlined by our Minister, Honourable Marthinus van Schalkwyk during his budget vote speech in Parliament earlier during this editorial period. Minister van Schalkwyk reiterated that the vision of the department is to be a catalyst for tourism growth and development in line with the National Tourism Sector Strategy (NTSS). The priority areas of focus have been highlighted to include enhancing International Tourism; continued promotion of Domestic Tourism; Niche Product Development; Small, Medium and Micro-sized Enterprises (SMMEs); Airlift enhancement initiatives; Social Responsibility Implementation (SRI) Projects; and engagement in robust Research drive to ensure possible future scenarios are clearly understood.

Sit back and enjoy the edition; until we meet again in the next edition...

A handwritten signature in blue ink that reads "Jay Singh".

Jay Singh
EDITOR

EDITOR



Universal Accessibility in Tourism Gaining Momentum

The Constitution of the Republic of South Africa provides in section 9 of the Bill of Rights that neither the state nor any person may unfairly discriminate directly or indirectly against anyone on one or more grounds, including race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language and birth. The section further requires that national legislation must be enacted to prevent or prohibit that unfair discrimination. More often than not, this provision is not entirely upheld, particularly with specific reference to people with disabilities. Buildings are not always easily accessible to people with disabilities; the streets and parks; certain modes of public transportation, likewise do not always cater for the disabled. The National Department of Tourism has identified Universal Accessibility in Tourism as important initiative in addressing the challenge raised above.

Universal Accessibility in Tourism has been defined as the design of products, environments, programmes and services to be usable by all persons to the greatest extent possible without the need for adaptation or specialized design, including assistive devices and technologies for particular groups of persons with disabilities where these are needed. Universal access means the removal of cultural, physical, social and other barriers

that prevent people with disabilities from entering, using or benefiting from the various systems of society that are available to other citizens¹.

Universal Accessibility in Tourism also responds to Article 2.2 of the United Nations World Tourism Organisation's (UNWTO) Global Code of Ethics for Tourism, which states that:

"Tourism activities should respect the equality of men and women, they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous people".

While Universal Accessibility in Tourism responds to the requirements United Nations Convention on the Rights of People with Disabilities and the South African Supreme Law – The Constitution, it also assists in enhancing competitiveness of tourism in South Africa, and it is also the right thing to do.

The NDT has over the past two years been engaged in crafting responses towards Universal Accessibility in Tourism. Multi-stakeholder workshops have been held where key tourism industry stakeholders (including amongst others, Tourism Associations; Provincial Tourism Authorities; Tourism Grading

Council of South Africa; South African Disability Alliance; the National Department of Tourism; The Department of Women, Children and People with Disabilities) converged to isolate responses to address Universal Accessibility in Tourism. The first workshop held in March 2010 culminated in the formulation of the vision for Universal Accessibility which is "To position South Africa as a Universally Accessible Tourism destination, implementing best practices and systems". Subsequent to that follow-up workshop was organised, where the Universal Accessibility Declaration and the associated Universal Accessibility Action Plan were developed, and these will be discussed in more detail below.

Universal Accessibility Declaration

This declaration made by participants at the Universal Accessibility in Tourism Stakeholder Consultative Workshop, had its objectives the following:

- Provide the same choices for all travel consumers;
- Ensure the full participation of persons with disabilities (including the elderly & families with children);
- Protection of the individual's right to travel with dignity; and
- Encourage tourism practitioners to include the principle of universal access to tourism infrastructure, products and services in Tourism master plans, policies and programmes.

The declaration recognised three distinct stakeholder groups, namely Government authorities; Organisations of and for persons with disabilities; and Tourism service providers; each of whom had their roles and responsibilities clearly spelt out

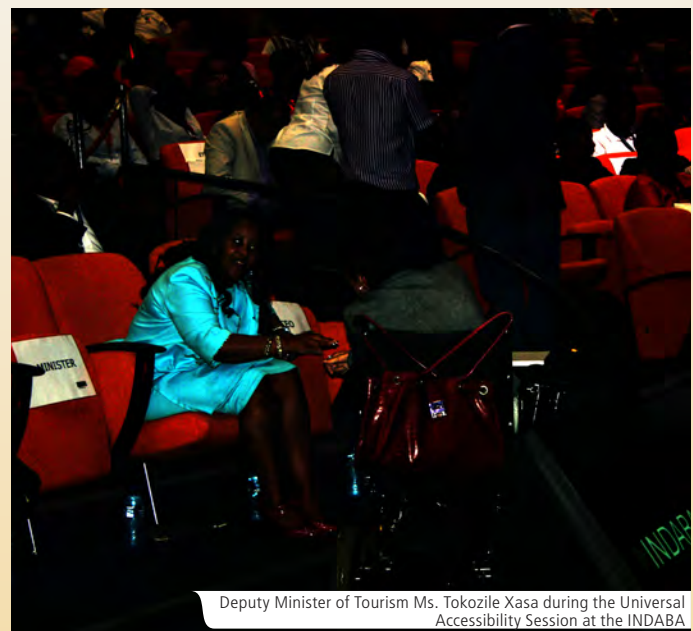


Some of the delegates at the Universal Accessibility Session during the INDABA

towards Universal Accessibility in Tourism, and these will be outlined in the subsequent sections below:

Roles and responsibilities of Government authorities

In line with the function of government which can broadly be considered to entail making and enforcing laws and arbitrating conflicts in society, a number of roles have been outlined for government in the declaration, and these include but not limited to, principles of universal accessibility are incorporated in all the tourism policies and programmes, and are also implemented. It is prudent that appropriate awareness is raised and necessary skills developed for the effective implementation of universal accessibility principles, and government authorities need to play a key role in ensuring that these capacities are developed. It has also been identified that government authorities will play a role in ensuring tourism establishments that meet the requirements for Universal Accessibility are accredited accordingly.



Deputy Minister of Tourism Ms. Tokozile Xasa during the Universal Accessibility Session at the INDABA

Roles of Organisations of and for People with Disabilities

It is imperative that in order for enhancing accessibility on tourism products and services, the people who experienced restricted access should share their experiences, that could be used as a starting point for addressing the challenge. Organisations of and for people with disabilities should also unambiguously communicate the rights of tourists with disabilities, that will need to be upheld, and this will guide the course of action to be taken in enhancing tourism universal accessibility. The above organisations can and should guide research conducted towards promoting tourism universal accessibility.

Roles of Tourism Service Providers

The tourism service providers should provide the same choices for all consumers to ensure full participation of all persons including people with disabilities, the elderly and parents of young children, and ensure all travel with dignity and with their rights protected. The tourism service providers should ensure that they reduce or remove all barriers of physical on non-physical nature so as to make tourism universally accessible. It is also important for tourism service providers to develop and provide programmes to raise awareness and skills development on universal accessibility.



The Declaration on Universal Accessibility in Tourism was signed at a side event held during the Tourism Indaba, led by the Deputy Minister of Tourism, Honourable Tokozile Xasa. "The signing of the Universal Accessibility Declaration is a demonstration of our commitment to the vision of a universally accessible tourism destination for South Africa", the Deputy Minister said during the signing ceremony. Indeed, the signing of the Declaration with such bold commitments demonstrated government and stakeholders' zeal to universal accessibility of South Africa's tourism industry.

The signing ceremony was also used to launch the Universal Accessibility Action Plan, whose objectives have been outlined as follows:

- To secure commitment and delivery of UA compliant tourism products by all tourism role- players across the value chain;
- To develop / upgrade infrastructure and systems to meet the needs of all tourists (to meet universal design requirements);
- To develop a database of UA compliant tourism products and services.

A list of actions that require to be implemented to achieve the above desired results were identified, an indication of the timelines for implementation of such actions as well as the lead and supporting organisation(s) for roll out of such actions have also been outlined in the action plan. Actions of Marketing and Communications nature include engaging with major tourism attractions in order to encourage them into meeting the minimum requirements for Universal Accessibility in Tourism; communication of the UA needs to various stakeholders; creation of a database of UA compliant tourism enterprises, and many more. These are actions that are set out for immediate implementation, with the National Department of Tourism as the lead organisation to facilitate implementation thereof.



The NDT, together with its provincial counterparts have also been charged with ensuring development of Universally Accessible Tourism routes; as well as increasing availability of tourism products and services that are universally accessible. These actions have also been allocated for immediate implementation.

The NDT has also been awarded the short-term responsibility of mobilising the Finance Development Institutions to establish financial models to fund establishment of universally accessible tourism products and services.

It is clear from the above interventions and timelines that there is urgency in wanting to correct the imbalances of the past and make tourism universally accessible to all wishing to use tourism products and services. The NDT and all participating stakeholders should be commended for the good work already in place. South Africa calls upon all whose work would enhance universal accessibility in tourism to join forces in championing this good course to fruition. All those stakeholders identified in the UAT action plan, and many more, need to come to the party and make universal accessibility in tourism a reality. It is through partnerships of all involved that South Africa will be the top Universally Accessible Tourism destination of choice in some few years to come.



Minister outlines the department's approach to growing and developing tourism in South Africa.

During the National Department of Tourism's (NDT) budget speech to Parliament on 3 May 2012, the Minister of Tourism, Mr Marthinus van Schalkwyk, indicated that South Africa has the capability and the means, the welcoming culture and the varied textured beautiful destination that is appealing to the world's best travellers when choosing a destination. He said the department's vision is to be a catalyst for tourism growth and development in South Africa in order to crystallise the tourism mandate as outlined in the National Tourism Sector Strategy (NTSS).

The following NDT's initiatives were highlighted by the Minister of Tourism during the budget vote speech:

International Tourism

The Minister told Parliament that in order for South Africa to respond favourably to the global challenges facing the growth and development of tourism, there was a need to establish an International Tourism Management Branch, which has since been established by the department. He explained that the objective of the branch is to provide strategic, political and policy direction for the development of South Africa's tourism potential

across various regions of the world. The International Tourism Management Branch will work with key departments such as the Department of International Relations and Cooperation, including the various South African diplomatic missions around the world, the Department of Home Affairs, and the Department of Transport (DoT). "In this way, the work of the NDT will hopefully be extended to improve the competitiveness of South Africa's tourism industry in the global arena".



Minister Van Schalkwyk and the outgoing Chairperson of the South African Tourism Board, Mr Jabu Mabuza discussing matters of mutual interest

The Minister also announced that South Africa has held on its World Cup year growth of 66,7% out of Brazil, growing by a further 0,8% in 2011. He explained that it was for this reason that the South African Tourism (SAT) has plans to open an office in Brazil in the coming financial year, as a means of increasing its focus on this market. He further explained that the NDT will be investing R218 million over the next three financial years to support SAT's efforts to grow South Africa's share of the African market, since Nigeria and Tanzania were two of the continent's biggest growth markets in 2011. A country office has been opened in Angola, whereas five SAT offices are planned to be opened on the continent in the next five years, the second of which will be opened in Nigeria in the coming financial year.



tourism management. He continued to explain that the Tourism Empowerment Council of South Africa (TECSA), also known as the Tourism BEE Charter Council, will be appointed to monitor the implementation of the sector transformation agenda and the Tourism BEE Charter and Scorecard in order to achieve the set targets for economic transformation of the tourism sector.

Niche Product Development

The development of the Heritage and Cultural Tourism Strategy as well as the Rural Tourism Strategy has seen the NDT delivering on a number of key objectives relating to product development. The Heritage and Cultural Tourism Strategy aims to mainstream heritage and cultural resources into the ambit of tourism, thereby enhancing the country's competitive edge as a tourist destination. Whereas, the Rural Tourism Strategy's focus will be to ensure a more even geographic spread of tourism with more emphasis being on supporting tourism growth in rural areas. The success of this strategy is wholly dependent on provincial and local government, he said.

He added that this past financial year has also seen business tourism taking centre stage due to the establishment of the country's first National Conventions Bureau (NCB) as a business unit under SAT. Two hundred international conferences which are estimated to attract 300 000 delegates, as well as provide an economic boost of more than R1,6 billion, have already been secured for the next five years.

Domestic Tourism

The importance of domestic tourism as a critical element in reaching the job creation targets set by government and in developing a sustainable base on which future tourism growth can flourish, was highlighted by Minister van Schalkwyk. He told Parliament that the Domestic Tourism Management Branch has also been restructured to specifically focus on providing strategic, political and policy direction for national



Social Responsibility Implementation (SRI) Projects

The Minister mentioned that the Department has many successful SRI programmes, however, one specific project that is very close to his heart, is the Young Chefs Training Programme, which was launched and implemented last year as part of the Department's Expanded Public Works Programme (EPWP) SRI initiative. He explained that to date, 545 young persons have graduated as chefs and 120 have already been placed with



Young chefs at work

established hospitality institutes. Altogether, 300 of the 545 have been enrolled for second-level training and owing to the success of the programme, another 500 young people have been enrolled for the first time. This achievement has seen the Department exceeding its EPWP target for full-time equivalent jobs, during the past financial year.

Small, Medium and Micro-sized Enterprises (SMMEs)

The Minister also told Parliament that the NDT would continue its collaboration with the Tourism Enterprise Partnership (TEP). "The tourism sector is a fertile environment for entrepreneurs and SMMEs. TEP exceeded its performance indicators over the past year. It supported 4 991 jobs created by SMMEs in 2011, which delivered an increased turnover of R454 million. This has raised TEP's overall contribution to job creation over the past 10 years to more than 66 900 jobs, with a total turnover of R5.3 billion," he concluded.

Airlift

The NDT is also working with the DoT and other partners to review the 2006 airlift strategy with a view to enhancing airlift



capacity. "We will continue to work with the international community through multilateral and other formations in order to work towards progressive, fair and consensus-based schemes for a more responsible tourism approach from an air transport perspective," he said. He added that loss of airlift capacity in some of South Africa's core markets, fluctuations in the oil price and the unilateral approach taken by the European Union in implementation of the carbon emissions trading scheme were cause for concern.

Research

"The sustainability of the NDT's achievements depends on its ability to plan for the future in both the medium and long terms. With constant change in the geo-political, economic, social, technological and consumer landscape, it will be beneficial to understand how these mega-trends may affect the South African destination and the source markets in the future. In this regard, the Department has begun working on possible future scenarios for 2030 and what they mean for the tourism sector. This will ensure that there is no room for complacency and that there is continuous robust planning that takes the different futures into account", he concluded.



Tourism INDABA 2012



The Tourism INDABA is, one of the largest travel, trade and tourism events in the African continent has grown into a formidable force amongst its peers, and has been crowned Africa's Best Travel and Tourism Show by the World Travel Awards, for two years in a row now. The Tourism INDABA 2012 took place at the Inkosi Albert Luthuli International Convention Centre Complex in Durban, KwazuluNatal between the 12 – 15 May 2012. Some of the key activities in which the National Department of Tourism participated in are outlined in more details in the subsequent sections below.

Opening Ceremony of the Tourism INDABA 2012

In opening Tourism INDABA 2012, on 12th May 2012, the Minister of Tourism, Mr. Marthinus Van Schalkwyk identified some challenges to the delegates and all the participants in the South African tourism industry. The Minister outlined the tourism targets for the year 2020 as follows:

- 15 million international arrivals;
- a much greater emphasis on travel within and from our own continent, which is why we will be spending R218 million on promoting our destination in Africa over the next three years alone, and will ensure a significant presence on the continent, with five offices to be opened across Africa within five years; and
- an unprecedented travelling culture among South Africans as the mainstay of our sustainability, which is why we are working towards a target of 18 million domestic tourists and 54 million domestic trips by 2020.

The Minister invited all key stakeholders to work harder than ever before to ensure the above ambitious targets set were realised. "Together, we must keep our eyes on ever-changing consumer preferences, diversify our products, maintain excellent service, innovate our distribution channels, and ensure that we continue to deliver value for money. We must ensure that all our people share in the benefits of our new growth..." the Minister added. The Minister further challenged delegates to ensuring that South African Tourism responds to the global climate change challenges, and ensure that that the tourism products owners reduce their carbon and water footprints to enhance global competitiveness and ensure sustainability of the products and services. The Minister closed by calling upon tourism players to walk with government and engage in a new game "Co-opetition" – which entails cooperating with those international players for which there is competition for the tourism market share.

During the Tourism Indaba 2012, significant co-operation agreement on tourism between South Africa and its neighbours was achieved

Signing of the MoU with Zimbabwe

The Republics of South Africa and Zimbabwe signed a five-year Memorandum of Understanding (MoU) on the 12th May 2012, with the view to deepen cooperation in the field of tourism. Both countries acknowledge the contribution that tourism makes in growing their respective economies and creating employment opportunities. Signatories were Tourism Ministers of the two countries.



Minister Marthinus van Schalkwyk signs MoU with Minister of Tourism in Zimbabwe, Mr. Engineer Walter Mzembi

South Africa and Zimbabwe cooperate under the umbrella of the Joint Cooperation Commission (JCC) which was signed in 1995. In July 2008 and January 2009, Cabinet Lekgotlas took a decision that South Africa should undertake a high-level Bilateral Political and Economic engagement with Zimbabwe following the formation of a unity government to support the reconstruction of that country. In responding to the Cabinet Lekgotla's decision, the Department of Tourism started negotiations with the Ministry of Tourism of Zimbabwe to conclude the MoU in the field of tourism.

The MoU sets out the general framework for the promotion and increase of tourism exchanges and cooperation between the countries for their mutual benefit, and in accordance with the domestic law in both countries. Promotion and strengthening of public and private sector collaboration are amongst the important areas of cooperation between the two countries. The broad areas of cooperation focus on the following:

- **Heritage and Cultural Tourism:** both countries will share best practices on integrating culture and heritage into tourism.
- **Tourism Investment:** both countries will identify tourism investment opportunities that will create employment opportunities for their nationals and implement joint capital investment and entrepreneurship in the field of tourism.
- **Research, Policy Planning, Monitoring and Evaluation:** both countries will collaborate and share expertise in the area of research, policy planning and monitoring.
- **Marketing and Promotion Programmes:** both countries will share expertise in marketing and promotion programmes; they will also jointly create platforms for marketing of tourism offerings available in both countries.
- **Quality Assurance:** both countries will develop common standards in respect of tourism products and facilities and

services and will harmonise the grading and classification procedures.

- **Human Resources Development:** both countries will facilitate exchange of professionals in the field of tourism and will share expertise in the promotion of human resource development in the tourism sector.
- **Sustainable Tourism Development:** both countries shall promote and practice sustainable and responsible tourism in accordance with regional and international standards, sharing expertise on how best to position each country as a sustainable tourism destination.

The signed MoU will contribute to and strengthen regional integration as an agenda for the Southern African Development Community (SADC) as well as the African Union. Governance mechanisms to oversee the implementation of the actions related to the content of the MoU have been put in place and officials from both countries will meet twice a year to report on progress and also review progress made. Senior government officials from both countries will develop an implementation plan focusing on the areas of collaboration, and regularly review progress in the implementation of this MoU.

Signing of MoU with Lesotho

The South African government has enjoyed a long-standing diplomatic relationship with the Kingdom of Lesotho. The signing of the five-year Agreement (automatic renewable after every five years) on cooperation in the field of tourism between South Africa and Lesotho is yet another expression of the good relations that exist between the two countries. Signing of the MoU was done by the Tourism Minister, Mr. Marthinus Van Schalkwyk and his Lesotho counterpart on the 12th May 2012.



Minister Marthinus van Schalkwyk signs MoU with Minister of Tourism in Lesotho, Ms. Mmanete Malethole Ramalli

The agreement seeks to strengthen and deepen cooperation in the field of tourism from both countries. It also acknowledges the contribution that tourism makes in growing the economies of both countries and creating employment opportunities. A governance structure i.e. a Joint Technical Committee will be established to monitor the implementation of the agreement and will be working closely with the existing structures.

In April 2001, South Africa and Lesotho signed the Joint Bilateral Commission for Cooperation (JBCC) agreement. The JBCC constitutes an important basis for the ongoing process of consolidating relations between the two countries. Since 2001, there has been significant cooperation between most government departments of the two countries, on a sectoral basis. In 2008, a Bilateral Coordinating Committee was established under the Memorandum of Understanding between the Government of the Republic of South Africa and the Government of the Kingdom of Lesotho in respect of the Maloti-Drakensberg Transfrontier Conservation and Development Area. To date there are projects that are implemented through this agreement.



The signed agreement will contribute to the regional integration agenda of the Southern African Development Community (SADC) and the African Union. Senior government officials from both countries will develop an implementation plan focusing on the areas of collaboration, and regularly review progress in the implementation of this Agreement.

The broad areas of cooperation will focus on the following:

- **Exchange of Information:** both countries will share and exchange information and best practices in the field of tourism.
- **Marketing, promotion and investment:** both countries will jointly market and promote investment opportunities in the two destinations; they will also ensure co-operation between the two destination marketing authorities.

- **Study Tours:** both countries will facilitate study tours to their respective tourism institutions
- **Cross-Border Tourist Movements:** both countries will closely work together to enhance tourist movement in between the countries
- **Cooperation in Multi lateral fora:** both countries will collaborate and share information related to their achievements at multi-lateral forums

Signing MoU with Kenya

South Africa and Kenya signed an Agreement on cooperation in the field of tourism in 2009. The Deputy Minister of Tourism, South Africa met with the Assistant Minister of Kenya on the 13th May 2012 at the ICC. The purpose of the meeting was to discuss the progress on cooperation in the field of tourism. The two Ministers discussed future actions to be undertaken by their respective departments in ensuring that the signed agreement is efficiently implemented.

Some of the actions include the exchange of information and officials in the hotel and hospitality institutions. In this instance the Utalii Hotel College will collaborate with Mafikeng Hotel School.

South Africa currently hosts the National Tourism Careers Expo annually attended by more than 13 000 delegates. The objective of the National Tourism Careers Expo is to create increased awareness of career opportunities in the tourism sector among secondary school learners, tertiary students, unemployed graduates and parents. It also aims at creating awareness about the reality of tourism as part of the service sector, match



potential employers and employees within the industry and expose tourism educators to the tourism industry.

The NTCE is a platform for learners, students and unemployed youth to learn what is required to pursue a career in tourism and also offers an unmatched opportunity for companies, industry groups, employers, training institutions and many others to promote and brand their company or industry.

The two countries will also share experiences on how they two countries are dealing with areas of capacity building such as the satellite accounts, grading and classification system and mice. The Kenyan Tourism Board is also keen to visit South Africa and learn about how South Africa is managing the standardisation of its policies and regulations in these areas.

The Joint Committee to organise another meeting and add the following areas in the programme:

- Schedule a meeting between SAT Board and the Kenya Tourism Board (KTB)
- KTB would like more information in the following areas:
 - Data collection methods
 - Cross border and domestic tourism
 - International Tourism
 - Cruise tourism
- SMME Development : Arrange for a session to share experiences from both countries
- Women in tourism – to share lessons learnt and best practices in the July meeting.
- Cultural Tourism: share information from both countries.
- Kenya proposed that INDABA be lifted up to the status of ITB (Africa). Their product owners are of the view that there is more value in attending Indaba rather than ITB.

It was further proposed that the two Ministers should meet during the UNWTO meeting at address issues related to aviation in the continent and the future status of indaba.

Speed Marketing (Shongololo) Event

During the 2012 Tourism Indaba, on the 14th May 2012, the National Department of Tourism (NDT) in partnership with the South African Tourism for the very first time organized and hosted a successful speed marketing session for the promotion and marketing of heritage and cultural tourism products in South Africa. The speed marketing session marks the 1st phase in the implementation of the recently launched National

Heritage and Cultural Tourism Strategy. One of the key issues identified in the strategy is the lack of awareness about the value of heritage and cultural tourism products in South Africa. The strategy also outlines the fact that heritage and cultural tourism product offerings have the potential to increase the global competitiveness of South Africa as a destination. The event was successfully facilitated by the renowned Artist, Anthropologist and Cultural Activist Mr Johnny Clegg who exuberantly captivated the audience in an inspirational talk about how heritage and culture in South Africa has influenced and shaped his identity and career. Further details on this are presented in a detailed article of this edition.



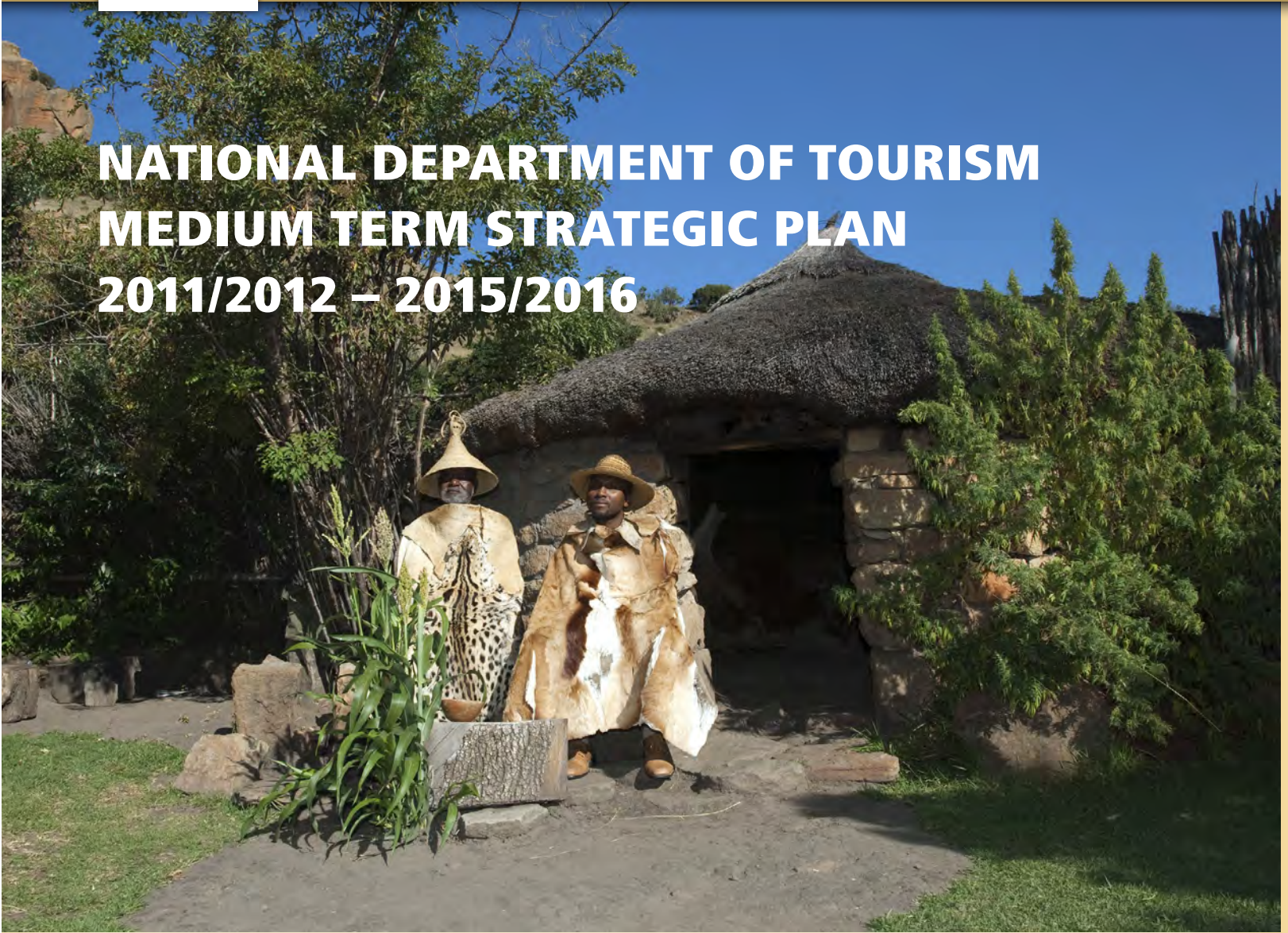
Mr. Johnny Clegg, one of South Africa's Anthropologist, Cultural Activists and Singer

Signing of Universal Accessibility Declaration

NDT in partnership with organisations representing people with disabilities and tourism role-players developed the Universal Accessibility in Tourism Declaration (UAT Declaration) and Action Plan in order to ensure that tourism products and services can be accessed by all tourists. The UAT Declaration and Action Plan were approved by NDT management and advised that the adoption should be done by the role-players within the tourism industry. Tourism industry role-players adopted both the UAT Declaration and action Plan on the 25th October 2011. The signing ceremony and launch of the UAT Declaration is scheduled for the 15th May 2012 in partnership with the Tourism Grading Council SA as a breakfast event during the Indaba. The launch was done by the Deputy Minister (DM), Ms. Tokozile Xasa and she also interacted with the media. Further details on this are presented in a detailed article of this edition.

In closing, the Tourism INDABA presents massive opportunities for like-minded people to learn from each other on various ways and means to enhance tourism service provisioning. The presentations referred to above, made during the INDABA are just but one of the ways in which tourism players could be capacitated to enhance their performance and competitiveness.

NATIONAL DEPARTMENT OF TOURISM MEDIUM TERM STRATEGIC PLAN 2011/2012 – 2015/2016



Recognizing the significance of tourism as an economic sector and its growing contribution to creation of decent jobs and alleviating poverty, government established Tourism as a standalone ministry and department, separating it from Environmental Affairs. Established in 2009 following the national general elections, the new National Department of Tourism (NDT) has a mandate of expanding tourism's contribution to economic growth and job creation. This, at a time when the world was going through a global economic melt-down.

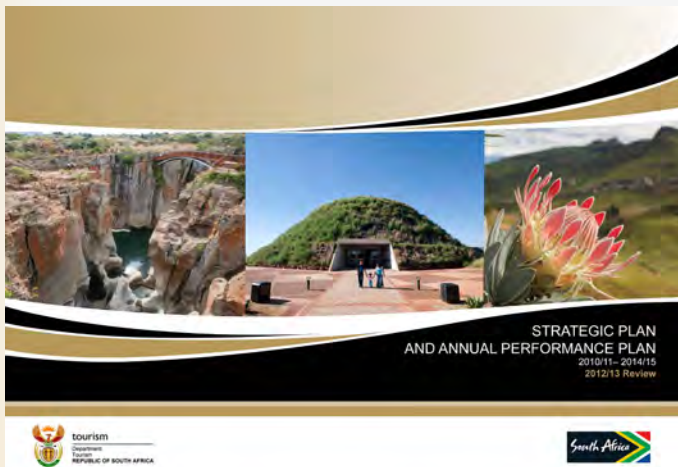
In his foreword for the 2010/2011 – 2014/2015 Medium-Term Strategic Plan, Honourable Minister and Member of Parliament (MP) Marthinus van Schalkwyk noted that tourism is a catalyst in the world economic recovery process and that it has a direct contribution in the creation of decent jobs through inclusive economic growth. Hence, it is one of the identified key government priorities and outcomes for the electoral mandate period 2009 – 2014.

The 2011/2012 – 2015/2016 Medium-Term Strategic Plan is said to be the result of the first review of NDT's priorities following the 2009 general elections. As a labour-intensive industry, tourism

has significant potential and capacity to grow the economy and create jobs. Therefore, tourism is central to delivery on the government's mandate of creating decent work, sustainable livelihoods and rural development, which is recognized in, inter-alia, the Industrial Policy Action Plan (IPAP); the New Growth Path; Government's Outcomes 4, "Decent Employment through Inclusive Economic Growth" as well as Outcome 7, "Vibrant, equitable and sustainable rural communities and food security for all".



Image showing the Parliament of the Republic of South Africa



In this light, the NDT's efforts are geared towards creating a conducive environment for the tourism sector to increase its contribution to the country's Gross Domestic Product (GDP) from an estimated R71.4 billion in 2009 to R118 billion in 2015, and to increase the number of jobs directly supported by the sector from the reported 389 100 in 2009 to 403 900 in 2015. The ministry's international marketing efforts will concentrate on high-yield markets, with the aim of increasing total direct tourism spend from R100.1 billion in the 2008 calendar year to R169 billion in the 2015 calendar year.

With the successful hosting of the 2010 FIFA World Cup, the tourism sector in South Africa is set to enter a new growth phase. To this end, the honourable Minister encourages tourism industry to "leverage the platform that the event has created to reinforce the tourism brand and its competitive positioning".

As part of its interventions to contribute to job creation and poverty eradication, the NDT is intensifying the implementation of the tourism sector of the Expanded Public Works Programme (EPWP) with specific focus to job creation and skills development for youth, women and people with disabilities. The honourable Deputy Minister of Tourism, Ms Tokozile Xasa, highlights the gazetting of the Tourism Sector Charter in May 2009, as a tool to promote transformation and compliance by the private sector. According to the Deputy Minister, acceleration of transformation of the tourism sector is at the centre of the NDT's programmes in the medium-term, with the objective of ensuring that the benefits of tourism are equitably shared amongst the people of South Africa. In this regard, the NDT has planned initiatives for empowerment of youth, women and people with disabilities through enterprise, entrepreneurship and people development. Actions are being taken to provide financial and non-financial support to emerging and starting new Small, Medium and Micro Enterprises (SMMEs) in the tourism sector. In this endeavour,

the NDT is working with relevant state organs such as the National Youth Development Agency (NYDA) and the private sector towards promotion of women and youth enterprises and cooperatives in the tourism sector.

Against this backdrop, the strategic plan maps out the NDT's service delivery commitments in creating conditions for sustained tourism growth and development in South Africa. It outlines the vision, mission, values and programmes of the National Department of Tourism. The department comprises of four programmes:

- **Programmes 1 – Administration:** provides strategic leadership, centralized administration, executive support and corporate services.
- **Programme 2 – Tourism Development:** facilitates and supports the development of equitable tourism sector.
- **Programme 3 – Tourism Growth:** promotes growth, competitiveness and quality of the tourism sector.
- **Programmes 4 – Policy, Research, Monitoring and Evaluation:** provides sector policy development, research, planning, monitoring and evaluation.

A number of policy initiatives are envisioned for each of the said programmes. An Enterprise Architectural Framework for National Department of Tourism is to be formulated for the Administration Programme, whilst Tourism Development will be supported by the Rural; Heritage and Social Tourism Strategies, amongst others, in common with Outcome 4 and 7 ("Decent employment through inclusive economic growth" and "Vibrant, equitable, sustainable rural communities contributing towards food security for all", respectively). Furthermore, a Domestic Tourism Strategy is envisioned as part of sector policy development.



Cultural tourism activities in action

As part of efforts towards achieving tourism targets in the New Growth Path, the NDT aims to increase inbound tourism, deliver a world-class visitor experience, entrench a culture of tourism among South Africans, whilst ensuring the geographic spread of tourism to include rural areas and involve rural communities", says the National Department of Tourism's Director-General, Mr. Kingsley Makhubela. He adds that the department has also identified the development of niche products such as cultural heritage tourism as a priority.

To achieve all these much needed strategic goals, the department is committed to continuously attract, develop and retain a capable and skilled workforce in a caring environment. Furthermore, interventions on HIV/AIDS and Employee Health Wellness (EHW) are continuously conducted.

The Tourism Development Branch of the NDT is using its funding allocation towards initiatives around:

- Developing and promoting new enterprises, products and investment packages and for improving existing products.
- Implementation of tourism projects and training of project beneficiaries through EPWP.
- Promoting transformative ownership opportunities and supporting the verification and monitoring process.

However, the department notes the decrease in expenditure trends from R428.1 million in 2007/08 to R331.6 million in 2010/2011. This is attributed to decrease in funding to tourism infrastructure projects implemented in the EPWP. Over the MTEF (Medium-Term Expenditure Framework) period, expenditure is expected to decrease from R370.6 million in 2011/12 to R368.6 million in 2013/14. The decrease is due to a reduced budget for the project implementation of EPWP with an allocation over the MTEF of R283 435 million, R237 357 million and R250 412 million.



Labour-intensive tourism projects targeting the unemployed, youth, women and people with disability are being implemented. To date, 5,716 Full Time Equivalent (FTE) jobs have been created. 300 unemployed youth have been trained in hospitality, as part of building capacity tailored to ensuring a capable workforce within the tourism sector. The branch is committed to facilitating and supporting economic empowerment through product and enterprise development – with deliberate bias towards rural areas. In this regard, 375 small rural tourism enterprises are being supported, 62 tourism projects are being funded through EPWP, 22 enterprises supported to grow; 120 businesses supported with market access and 1600 members of designated groups.

Communication and stakeholder engagement is key to achieving an inclusive tourism development drive. In this regard, strategic events such as the Tourism Indaba, Emerging Tourism Entrepreneur of the Year Awards (ETEYA) and Imvelo Awards are organized and hosted on a yearly basis.

The NDT's Tourism Growth Branch has established International and Local Capacity development initiatives, and has placed at least 180 youth in experiential learning and 150 youth trained as chefs. A research report entitled Current Customer Service Delivery in South Africa has been compiled. The report highlights areas where more concerted efforts need to be intensified towards improving customer satisfaction. To this end, the department is developing new and integrated existing mechanisms to ensure collective efforts towards improving customer service levels, coupled with the development and implementation of a customer satisfaction framework.

To ensure compliance with NDT's strategies and policies, Monitoring and Evaluation frameworks and reporting schedules are being developed and implemented. To create an enabling policy environment and improve intergovernmental coordination, the department is providing support to provincial and local government, through policy direction and programmes, including the Intergovernmental Stakeholder Engagement Framework.

The South African Tourism (SAT), a public entity, has been established and mandated with promoting tourism, by encouraging persons to undertake travels to and in the Republic. It must also ensure that the services rendered and facilities made available to tourists comply with the highest attainable standard according to the Tourism Act, 1993 (Act No. 72 of 1993). Therefore, its outputs include increasing Tourist Arrivals, Tourist spend, number of accommodation establishments graded and global awareness of the Brand South Africa.

Giving Legs to South African Tourism Businesses: Shongololo Events



South Africa has a strong and vibrant cultural diversity that has potential to provide visitors to the country with unique, memorable and world-class experiences. This includes tangible and intangible culture and heritage tourism products in the form of the arts, crafts, festivals, indigenous knowledge systems, oral history, storytelling and folklore, heritage sites, natural heritage, built environment, places of historical and cultural significance, archaeological, paleontological and geological evidence. South Africa is proud to be amongst the leading countries in Africa with eight (8) World Heritage Sites, namely, Robben Island, Cradle of Humankind, Mapungubwe Cultural Landscape, iSimangaliso Wetland Park, uKhahlamba/Drakensberg Mountain Range, the Cape Floral Kingdom, Richtersveld Cultural Landscape and the Vredeford Dome. With such a rich cultural diversity in abundance, it is crucial to unlock the economic potential culture and heritage resources through product development and sustainable tourism for economic growth.

The country's heritage and cultural diversity can be packaged into quality, innovative and authentic products that meet market

needs (both domestic and international) and provide value for money. International tourism trends are increasingly showing that travellers are seeking authentic and memorable experiences through meaningful connections with local people. Currently South Africa as a tourist destination is positioned largely around "safari-type" experiences and its beaches.

The Shongololo Sessions Unpacked

In order to respond comprehensively to the above challenge, The National Department of Tourism (NDT) in partnership with the South African Tourism came together for the very first time during the Tourism INDABA 2012 and organized and hosted a successful speed marketing session for the promotion and marketing of heritage and cultural tourism products in South Africa. The speed marketing session marks the 1st phase in the implementation of the recently launched National Heritage and Cultural Tourism Strategy (2012). One of the key issues identified in the strategy is the lack of awareness about the value of heritage and cultural tourism products in South Africa. The main

objective of the speed-marketing event was to raise awareness about the heritage and cultural tourism offerings of South Africa as a destination. The event aimed to inspire potential buyers so that the heritage and cultural tourism offering of South Africa becomes top of mind when compiling itineraries and packages to South Africa.

In addition the speed marketing session also exposed the hosted buyers to specific products such as World Heritage sites, Museums, Cultural products etc. To this effect each product owner received 2 minutes to briefly share what they have on offer to entice the potential buyers. The speed marketing session attracted an audience of about 200 hosted buyers and products owners, including CEO's of heritage and culture institutions, private sector and senior management of NDT.

The speed marketing also referred to as shongololo sessions, named after South Africa's many legged centipede, were designed to give local businesses legs by providing an opportunity for specialist product owners to present their offerings to a room filled with interested buyers in just one sitting. The three sessions, held on Saturday, Sunday and Monday focused on three areas of tourism in which South Africa has the potential to really set itself apart, namely responsible tourism; adventure tourism; and culture and heritage tourism. Based on the concept of speed dating, a total of 25 products were selected to present at each session.

The culture and heritage session was introduced by one of the South African music legends, Jonny Clegg. Those who attended the culture and heritage session were enthralled with Clegg's story of immersion in the diverse cultures of this country and how his journey shaped the man and the legend that he is today. After the shongololo session, Clegg held an INDABA media conference that was also attended by Department of Tourism Director General, Kingsley Makhubela who was at INDABA to speak to delegates about the National Department of Tourism's Heritage and Culture Tourism Strategy.

"Mixing and crossing over, that for me is where the most interesting tensions and conversations emerge, when cultures talk to each other," said Clegg. "Cultural tourism as a personal journey should be an important part of the package that goes out to people overseas. Culture gives people an opportunity to shape and redefine who they are. Sharing your culture and your story is the most precious thing you can give a visitor," said Clegg.

"Our destination is promoted largely around safari type experiences. The Heritage and Cultural Tourism Strategy acknowledges that culture and heritage experiences are the fastest growing demand niche offerings in the industry. And this applies to both domestic and international tourists. Globally, culture and heritage accounts for about 40 percent of all international tourism," said Makhubela.





For buyers, the shongololo sessions were an opportunity to be exposed to a varied product offering in one sitting, and for the product owners they were an opportunity to be exposed to an array of buyers they may otherwise not have had access to. "Having these sessions at INDABA is great, especially for the smaller products, which may not have had the clout to exhibit at a show the size of INDABA," said Anne Lawrence of inbound tour operating company, Sakabula Safaris and Tours.

"These sessions were a great opportunity to present our product locally and internationally and also an excellent means for us to broaden our horizons," said Romano Bezuidenhout of the Big Hole Kimberley, one of the products that presented.

Business Case for Shongololo

During most of the 20th century culture and heritage resources and tourism were viewed as largely separate aspects of destinations. Heritage resources are seen as part of the physical fabric (authenticity) of destinations, largely underpinning local identities or national identity. Tourism on the other hand was viewed largely as a leisure-related activity separate from everyday life and the culture of the local communities. From the 1980's onwards culture and heritage tourism products became

viewed as a major source of economic development for many destinations.

This was stimulated by a number of factors which include amongst others from the demand side.

- The increased interest in culture particularly as a source of identity and differentiation in the face of globalization;
- a desire for direct forms of experiences

From a supply side the factors include amongst others the following;

- The development of culture and heritage tourism to stimulate jobs and income;
- The desire to project the external image of regions and nations.

Heritage and cultural tourism products create authenticity and distinctiveness in the global tourism market and therefore heritage and culture are important drivers in making a destination attractive and competitive as it enhances the image and social cohesion of a destination.

In line with their name, the shongololo sessions, indeed provided legs to local tourism specialist business owners for them to present their offerings to potential buyers of their products and services.

UPCOMING TOURISM EVENTS

Date	Event	Province\Location
9 - 12 July 2012	IV th International Wildlife Management Congress.	Durban, KZN
15 - 17 July 2012	Southern African International Trade Exhibition (SAITEX).	Gallagher International Centre, Midrand, Gauteng.
31 August 2012	Launch of Tourism Month (Media).	Gauteng.
12 - 14 September 2012	Sports and Events Tourism Exchange Exhibition and Congress.	Durban, KZN.
2 - 4 September 2012	Business Exchange Conference.	Johannesburg, Gauteng.
28 - 30 September 2012	National Tourism Careers Expo (NTCE).	East London, Eastern Cape.
15 -19 October 2012	UNWTO First Pan African Conference on sustainable tourism management in African National Parks and Protected areas: challenges and opportunities.	Arusha, Tanzania.

