



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

Private Bag X424, Pretoria, 0001, South Africa. Tel. (+27 12) 444 6780, Fax (+27 12) 444 7027
Private Bag X9154, Cape Town, 8000, South Africa. Tel. (+27 21) 469 5800, Fax: (+27 21) 465 3216

NATIONAL COUNCIL OF PROVINCES:

QUESTION FOR ORAL REPLY:

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Mr M I Rayi (Eastern Cape: ANC) to ask the Minister of Tourism:

Programmes/Projects to promote township tourism

In light of the recent significant growth of township tourism (details furnished), what flagship (a) programmes and (b) projects does her department (i) have and/or (ii) intend to roll out to promote township tourism?

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REPLY:

The Department of Tourism programmes have a bias towards areas that have not been in the mainstream of tourism activities with the aim to bring more activity in such areas. These include townships, small towns and rural areas. Departmental interventions in these areas include but are not limited to SMME development, access to finance, market access support, product development support, skills development, tourist safety and reigniting domestic tourism recovery. The department's footprint in this regard covers all the nine provinces of our country.

On marketing, SA Tourism developed specific content and promoted township experiences, which received significant media exposure (mainstream and digital) during Tourism Month across the various provinces.

As part of the reignition of domestic tourism through the domestic tourism campaign, township and rural products and experiences are a large part of the campaign. To mention but a few, the campaign has provided exposure to areas such as Umtata and surrounds in the Eastern Cape, Riemvasmaak in the Northern Cape, Eshowe in Northern KwaZulu Natal, Soweto in Gauteng etc. The campaign will continue to include other townships and rural areas across the country. This will also continue to be done with local media as well, including community radio stations as it has been the case throughout the campaign.

In relation to the enterprise development, the Department of Tourism established incubators in Mogwase in the North West province, Phalaborwa in the Limpopo Province, Manyeleti around Bushbuckridge in Mpumalanga Province, Mier in the Northern Cape. Each of these incubates 50 enterprises. The department also provided business and financial training support to enterprises in various townships across the country. To mention but a few the training was conducted in places such as Langa in the Western Cape, Emalahleni in Mpumalanga province, Thohoyandou in Limpopo province, Klerksdorp in North West province.

Furthermore, a partnership between SA Tourism and Google shall provide township products with access to Google training workshops and tools. This is critical in terms of ensuring adequate online marketing opportunities for SMMEs.

One of the areas where the Department intervened which greatly supported township and rural tourism enterprises was in the distribution the Tourism Relief Fund (TRF) which provide R50,000 relief support to SMMEs reaching most of the townships and rural towns across all the provinces of our country.

As a country, we have also been selected by UNWTO to execute a pilot project on the participation of women in tourism, particularly based in rural areas. This is conducted in Mopani district municipality and will provide lessons for rural women tourism enterprises participation globally. The implement of the programme is intended to address the inequity in terms of benefits accrual and empowerment opportunities for women within the tourism sector.

In terms of product development, Township Tourism precincts plans were completed in 2019/20 for Mdantsane, Galeshewe, and Khayelitsha. Technical designs for some of the completed precinct plans are currently being undertaken, for Vilakazi Street (Soweto), Mdantsane, Galeshewe and Khayelitsha.

On skills development the department supported training of youth in culinary (chef), hospitality and food safety assurance. The youth mainly come from townships and rural areas across all the provinces. The department also supported the deployment of tourism safety monitors around townships attractions in areas such as Orlando West in Soweto, Langa and Khayelitsha in Cape Town.

The Department of Tourism is also engaging with various tourism organisations in rural communities and townships. In this regard, the Department has provided non-financial support to the newly established South African Township and Village Tourism Association (SATOVITO), which is an emerging voice for township and rural tourism businesses.