

Implementation of Programmes as per the National Rural Tourism Strategy

Presentation to the Portfolio Committee on Tourism

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broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



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Rural Tourism Strategy

Vision:

A developed rural tourism economy.

Mission:

Enhance the growth and development of tourism in rural communities, particularly in less visited provinces.



Rationale for Rural Tourism Development

Direct response to government outcomes namely:

- Outcome 4: Create decent employment through inclusive economic growth,
- Outcome 7: Develop vibrant, equitable, sustainable rural communities contributing towards food security for all; and
- Outcome 11: Creating a better South Africa and contributing to a better and safer Africa in a better world.

In addition, the National Tourism Sector Strategy (NTSS) addresses the following strategic pillars

- Effective Marketing
- Facilitating Ease of Access
- The Visitor Experience
- Destination Management
- Broad Based Benefits



Rural Tourism Strategic Themes

Strategic Themes	
Strategic Theme One:	Product Development
Strategic Theme Two:	Tourism Marketing
Strategic Theme Three:	Human Resource Development
Strategic Theme Four:	Tourism Infrastructure Development
Strategic Theme Five:	Tourism Research and Information



Goals

- Create a platform to share knowledge of best practice, development opportunities and challenges in rural areas for tourism development;
- Facilitate the coordination of rural tourism development initiatives amongst relevant stakeholders;
- Create an enabling environment for rural tourism development to stimulate job creation and local economies;
- To identify and recommend strategic areas/nodes for tourism development in rural areas within the sector;
- To guide strategic development within key documentation generated for tourism development and management in South Africa.



Implementation of Programmes as per Rural Tourism Strategy

1. Capacity Building and Skills Development
2. Enterprise Development and Transformation
3. Tourism Incentive Programme (TIP)
4. Destination Development



Capacity Building & Skills Development Programme



Capacity Building & Skills Development Programme

I. LOCAL GOVERNMENT INDUCTION

PROJECT DESCRIPTION:

- The project prioritises spatial nodes that have a potential to stimulate tourism growth in rural areas. The approach utilised is in the form of workshops and site visits to projects that can be used as case studies for lessons learnt and improvement.
- The beneficiaries are municipal officials in Local Economic Development and Tourism units. Small, Medium and Micro Enterprises (SMMEs), local Community representatives, traditional as well as Political leadership within the selected communities becomes part of the developments.
- Experts on areas identified through a needs analysis approach of the area are sourced from different institutions like universities, government agencies and private sector organisations to deliver on the identified needs.

PROJECT OBJECTIVE:

- To provide an integrated approach on capacity building and create a platform for stakeholder engagement and information sharing for the public sector, private sector and communities focussing on rural municipalities.



Capacity Building & Skills Development Programme

1. LOCAL GOVERNMENT INDUCTION (Cont..)

PROGRAMME IMPACT

- The impact in Bushbuckridge was the establishment of a Local Tourism Organisation (LTO). The structure managed to have engagements with the industry such as Business Breakfast in 2016.
- Department of Tourism was part of the interdepartmental task team that developed a Bushbuckridge Economic Development Master Plan.
- Through the capacity building and IDTT key projects were identified to stimulate economic growth in Bushbuckridge
- In Dr RS Mompoti and Ngaka Modiri Molema an interim LTO was established. This organisation assists in strengthening relations between the different stakeholders and the coordination of initiatives that stimulates tourism growth.
- In Mopani District, a Tourism Strategy was developed and Local Economic Development(LED) forum was established.
- Department of Tourism has identified Matsamo Cultural Customs project to be supported through capacity building in Nkomazi Municipality. A task team was established in Nkomazi to assist in the resuscitation of Matsamo Cultural Customs project. There is a demonstration of improved alignment and communication between spheres of government and private sector. BLM is now supporting the capacity development of Nkomazi Local Municipality.



Capacity Building & Skills Development Programme

1. LOCAL GOVERNMENT INDUCTION (Cont..)

PROGRAMME IMPACT (Cont...)

- Through capacity building workshops conducted in Zululand district and OR district municipalities, a twinning programme was identified. Twinning of Nyanya Resort in Zululand and Dan's Country Lodge in the OR Tambo districts were established. These two products are sharing best practices and learning from each other as they have a lot in common.
- In Ngaka Modiri Molema district, an interim Local Tourism Organisation (LTO) that represented all local municipalities was established. Small, Medium and Micro Enterprises (SMME) forum for communication was established where they are kept abreast on what is happening in the industry.
- Through the Capacity Building programme implemented in Vhembe district, the Small, Medium and Micro Enterprises from Thulamela had a two day session where the establishments owners/managers and staff were exposed to the practical part on the best practices in hospitality industry: i.e. front office etiquette, customer service, preparation and presentation of meals by a chef and the rooms division: the professional way of making up beds.



Capacity Building & Skills Development Programme

2.YOUTH TRAINING PROJECTS

The Department of Tourism, through the Expanded Public Works Programme (EPWVP), is training young people with a Matric as a basic qualification between the ages of 18-35 in various fields within the Tourism and hospitality sector. The aim of the training interventions is to:

- To train and develop the skills of young people in order to increase the pool of skilled labour force within the Tourism & Hospitality Industry
- To create temporary jobs for unemployed people, focusing on the Youth, Women and People with Disabilities
- To contribute towards poverty alleviation through payment of a stipend.
- To provide learners with accredited training programmes that will enable them to obtain credits towards further studies.



Capacity Building & Skills Development Programme

2.1 National Youth Chefs Training Programme

- This programme is offered through the South African Chef Associations (SACA) as the implementing agent. It is a three year full qualification which has been split into the following learning areas:
 - Professional Cookery Certificate: no: 73295, 120 Cr ;
 - Diploma in Professional Cooking: no: 73289, 120 Cr; and
 - Advanced Diploma- Specialising in Pastry: no: 73292, 120 Cr.
- Learners are trained in 20% theory and 80% practical work and they are placed in workplaces to acquire the relevant skills. The project is now in its 5th phase of implementation. 2072 young people from all nine (9) provinces have benefited from this programme during the past 9 years.
- **Criteria for Selection of beneficiaries:**
 - Proficiency in English and basic knowledge of numeracy
 - Unemployed youth of ages between 18 and 35
 - Matric / Grade 12
 - South African Citizen



Capacity Building & Skills Development Programme

2.2 Youth in Hospitality Service Training Programme

- The Hospitality Youth Training Programme is a twelve month learnership programme and covers 30% theory and 70% workplace training, leading to the attainment of an accredited full qualification. Enrolled learners undergo training in the following areas:
 - Food and Beverage Services NQF 4
 - Accommodation Servicers NQF 2
 - National Certificate in Fast Foods NQF 3

Programme Objective

The objective of the programme is for learners to:

- gain insight into the day to day activities of a job within their field of interest;
 - understand how the job fits into the overall operation of the hospitality industry; and
 - learn about experience that supports this learnership.
-
- The programme is now in its 9th year of implementation. 5783 unemployed youth benefited during the initial three years of implementation.
 - For 2019/20 the target is 3900.



Capacity Building & Skills Development Programme

2.3 Sommelier Training and/or Wine Service

The Wine Service and/or Sommelier Training is a three-year training programme. To date 770 young people from three provinces, namely Western Cape, KwaZulu-Natal and Gauteng have been trained. Current only 252 learners have enrolled for the programme.

Objective of the training:

The objective of this programme is to skill the unemployed youth to make sure that they are employable within the Hospitality and Wine industry.

The training focuses on the following areas:

- Bar Attendant Skills programme;
- Wine server course, cellar door experience, basic wine tasting;
- Wines of the World;
- Food and Wine pairing;
- Wine making processes;
- Viticulture;
- Customer Care and
- Table attendant.



Capacity Building & Skills Development Programme

2.4 Food Safety Programme

- The Food Safety is an apprenticeship training programme targeting the unemployed graduates from TVET colleges of South Africa. The programme covers 10% theory and 90% workplace practical training which lead to the attainment of an accredited skills programme.
- Food safety is a scientific discipline aimed at handling, preparing, and storing food in ways that prevent foodborne illnesses. This includes a number of routines that should be followed to avoid potentially severe health hazards.
- The programme was piloted in 2015 with 100 learners. To date 600 learners have gone through the programme.

Objectives of the Training Programme

- The objective of the experiential programme/internship is to train unemployed youth to enable them to acquire skills and gain work experience to enhance employability in the hospitality and tourism sector.



Capacity Building & Skills Development Programme

2.4 Food Safety Programme Objectives (Cont...)

- **The training focuses on the following areas:**
 - Good Manufacturing Practices: NQF Level 1
 - Personal Hygiene and Food Safety Practices: NQF Level 2
 - Good Storage and Distribution Practices in Food Environment: NQF Level 3
 - Conduct audits and optimise product and process quality within a quality management system in a Food Processing Environment: NQF Level 5
- **Learners selected for the training must be:**
 - Between the ages of 18 to 35
 - A South African Citizen
 - In possession of a National Diploma hospitality/catering level N6
 - Must have basic numeracy and communication skills in English



Capacity Building & Skills Development Programme

2.5 Tourism Blue Flag Programme

The training programme for beach stewards is a three year programme which is aimed at improving tourism facilities and services offered at 75 Blue Flag beaches across three provinces, namely, Kwazulu Natal, Western Cape and Eastern Cape.

Programme Objective:

The programme trained 200 learners as beach stewards in an Accredited National Certificate: Environmental Education Training & Development Programme (NQF level 5) The programme ended in 2018/19 with 151 learners who graduated at the end and they were placed at 51 beaches.

Criteria for selection of beneficiaries:

- Proficiency in English
- Matric or Grade 12
- Unemployed youth of ages between 18 and 35
- Further studies or experience preferred
- Good Communication skills
- Ability to swim would be an added advantage
- South African Citizen



Capacity Building & Skills Development Programme

2.6 Executive Women Development Programme

The target market for the pilot phase was twenty black South African women in senior management positions in the tourism industry.

- The admission requirements for the training programme are: a Matric or National Senior Certificate plus NQF level 6 or 7 and at least five (5) to ten (10) years managerial experience in a senior management position. Alternatively, a portfolio of evidence for Recognition of Prior Learning can be considered.
- The programme is offered as distance learning and with two block sessions per year. The programme consists of seven modules, ranging between twelve (12) and twenty-four (24) credits each, and a total hundred and eight (108) credits, offered over twelve months. All the modules are compulsory in this programme.

Programme Objectives:

- To ensure that senior female leaders in the tourism industry are able to overcome leadership challenges by developing and directing innovative organisational strategies in a complex environment.
- To promote transformation of the tourism industry through mentorship and structured executive development programmes
- The programme is in its final stages. Since 2016, sixty (60) women enrolled and thus far 32 have graduated, 10 have been promoted to management positions. The last 20 are currently under training and will graduate in April 2020. They are from all provinces.

Capacity Building & Skills Development Programme

2.7 Tourist Guide Training

- Over the last three (3) financial years, the focus has been on improving the services of tourist guides at World Heritage Sites (VHSs) and other key attractions which are considered some of South Africa's biggest draw-cards in terms of tourism.
- The training programmes that were implemented were based on the skills gaps of existing tourist guides operating at the various sites. Accredited training providers and/or subject matter experts were utilised to implement the various up-skilling programmes.
- Since the inception of this initiative, the Department has up-skilled **122** tourist guides through targeted interventions.
- The training interventions were informed by a number of disparities on the national database of tourist guides i.e. in terms of race, gender, age and competency levels etc. These disparities informed the selection criteria that was developed and hence opportunities were created mainly for youth from previously disadvantaged backgrounds to enter the guiding profession.
- In summary, over the last three (3) years, the Department funded various capacity building initiatives resulting in **218** tourist guides benefiting from the various opportunities.



Capacity Building & Skills Development Programme

2.8 Tourism Resource Efficiency Training for Youth

The programme involves the training of 180 youth in 9 provinces on the National Cleaner Production Centre (NCPC-SA) resource efficiency and cleaner production methodology. 60 youth trained in three provinces per financial year.

- Limpopo (20), Gauteng (20) and KwaZulu-Natal (20) - 2017/18
- Eastern Cape (20), Western Cape (20) and Free State (20) - 2018/19
- Northern Cape (10), North West (30) and Mpumalanga (20) - 2019/20

Objectives of the training programme:

- To capacitate young people studying Tourism or Electrical Engineering at TVET colleges with the skills to conduct resource efficiency assessments.
- To support the Energy Efficiency Incentive which is managed by IDC on behalf of the Department.
- It is anticipated that this programme will empower young people with new skills to enter the job market or to start their own businesses.



Enterprise Development

Content

- Background on Enterprise Development
- Tourism business support and incubation programme
- SMME needs and sample of interventions
- Pilanesberg Tourism Incubator
- Manyeleti tourism Incubator
- Mier Tourism Incubator
- Phalaborwa Tourism Incubator
- Additional programmes



Background: Rationale for Enterprise Development Programme

Based on 2015 SMME Needs Survey by Department of Tourism and 2016 Consultative Logical Framework SMME analysis document and 2016 Bureau for Economic Research Report.

- Poor access to finance and credit,
- Lack of access to markets,
- Access to information,
- Regulatory compliance,
- Unviable business operations and
- Inefficient government bureaucracy.



Enterprise Development Interventions



ENTERPRISE DEVELOPMENT PROGRAMME



Tourism incubation programme

Project Description	Provision of needs based enterprise development support over a 3 year period (1000 days). Programme seeks to reduce business failure in selected tourism hubs by maximising trade networks, business linkages through training and development.
Project Purpose	To create a conduit through which economic inclusion by building the competitiveness of tourism businesses for increased sustainable jobs and economic growth and development.
Progress to date	<p>Four incubation hubs launched namely;</p> <ol style="list-style-type: none"> 1) Pilanesberg Incubator in Moses Kotane Local Municipality; North West Province, 2) Manyeleti, Bushbuckridge Municipality in Mpumalanga Province, 3) Phalaborwa Incubator in Ba-Phalaborwa Local Municipality in Limpopo Province and; 4) Mier Incubator in Dawid Kruiper Local Municipality in the Northern Cape Province. <ul style="list-style-type: none"> • Each of the incubators has 50 beneficiaries totalling to 200 SMME's. • Beneficiaries are receiving mentorship, coaching, entrepreneurial, trade networking, and business skills training.
Qualification Criteria	<ul style="list-style-type: none"> • SMMEs start-ups or in operation for at least one year; • Registered SMMEs within a tourism value chain; • SMMEs based within the selected rural tourism node; • SMMEs that are owner run, and owner/s must be a South African Citizen/s.



SMME needs & interventions at Incubator

Needs Identified	Interventions done	Strategic partnerships
<ul style="list-style-type: none"> • Financial support (Funding) • Market access support • Operational equipment • Business management and entrepreneurship • Marketing and sales management • Pricing • Financial management • Bookkeeping • Customer service management • Pricing • Tour guiding • Mentorship and coaching • Website development • Access to internet and Wi-Fi • SABS Certification. 	<ul style="list-style-type: none"> • SARS Tax training for Accommodation and Tour Operators SMMEs covering: Income Tax, VAT and PAYE • SMME assisted with SAICA Financial Mentorship, • Mentorship support • Business coaching support • Business advisory • Access to office (computer equipment, meeting rooms and printing facilities) • SMMEs assisted with creation of websites • SMMEs assisted with creation of social media accounts • SMMEs exhibited at domestic trade show e.g. Tourism Indaba • SMMEs to an International trade show e.g. Malawi & Botswana Tourism exhibition • SMME`s assisted with graded establishments • SMMEs assisted with public liability • Occupational health & Safety compliance offered to SMME 	<ul style="list-style-type: none"> • Department of Tourism • SEDA • SEFA • Moses Kotane Local Municipality • FEED • NEF • IDC • Development Finance Institutions (DFIs) • Commercial Banks • DTI • SARS

Manyeleti Tourism Incubator

SUB-SECTOR	Accommodation			Tour operations		Resorts & entertainment	Food & beverage	Events	Ownership Demographic
BUSINESS TYPE	B&B	Guest house	Lodge	Travel Agent	Tour Operator	Arts and Crafts	Restaurants		All black owned enterprises
NUMBERS	8	4	7	1	17	7	6	2	
TOTAL	19			18		7	6	2	52

There are 52 SMME enrolled to form part of the programme: Demographics split of SMME reached is:-

- 15 Women owned
- 11 youth owned
- 1 Person of disability

Mier Tourism Incubator

SUB SECTOR	Accommodation	Tour Operations	Resorts & Entertainment Food & Beverage Events	Ownership Demographic
BUSINES TYPE	B&Bs Guest houses Lodges	Travel Agent Tour Operator	Arts and Crafts Restaurants	All black Owned enterprises
NUMBER	25	8	19	
TOTAL	25	8	19	52

There are 52 SMME enrolled to form part of the programme: Demographics split of SMME reached is:-

- 39 Women owned
- 4 youth owned
- 1 Person of disability

Phalaborwa Tourism Incubator

SUBSECTOR	Accommodation	Tour Operations	Resorts & Entertainment Food & beverage Events	ownership demographic
BUSINESS TYPE	B&Bs Guest houses Lodges	Travel Agent Tour Operator	Arts and Crafts Restaurants	All black Owned enterprises
NUMBERS	7	10	33	
TOTAL	7	10	33	50

There are 50 SMME enrolled to form part of the programme: Demographics split of SMME reached is-:

- 15 Women owned
- 13 youth owned
- 0 Person of disability

Additional Programmes

ACCOMMODATION PROCUREMENT ACCELERATOR PROGRAMME FOR SMES	To increase procurement of accommodation and conferencing services from black owned SMMEs in the sector by government departments and public sector entities.	SMME operators in the accommodation and conferencing sector across country.	Draft concept document developed, stakeholder engagement in process and implementation starting in Q3.
FINANCIAL LITERACY PROGRAMME	To build financial literacy capacity amongst SMMEs.	The target is to reach 400 SMMEs across the country.	Appointment of training provider finalized, roll out in Quarter 3.
TOUR OPERATOR BUSINESS INCUBATION PROGRAMME	To create a platform to support tour operators	50 tour operators	National tour operator incubation consultation session planned for the 10 September 2019. Appointment of service provider underway.
BUSINESS ADVISORY	Enterprise Development officials provide business advisory services from people who walk into the department, email inquiries, referrals from top management and external stakeholder and through arranged meetings.	90 beneficiaries were reached in the 2018/19 financial year	Work is on-going.

HIDDEN GEMS	SMMEs that are exposed to market through the Hidden Gems Indaba Trade Exhibition. The programme is executed by SAT with input from the Department.	135 SMMEs benefitted from the programme in 2018/19 financial year	Planning for the 2020 installment has commenced.
MOU WITH DSBD AND OTHER INITIATIVES	- Creation of a cooperative cluster in Moses Kotane Local Municipality (MKLM) where the Pilanesberg incubator is located in order to establish a tourism marketing cooperative.	50 incubates and several existing cooperatives in MKLM.	A cooperative and cluster preformation workshop will be held with incubates in October 2019.
WOMEN IN TOURISM	The WiT platform is meant to integrate women from the different backgrounds within the sector and to ensure that they converge on a set of common goals and interests within the industry.	Women entrepreneurs who own tourism and hospitality related products and Tourism students/graduates.	All the provincial chapters registered as NPOs with Constitution, bank accounts and a membership database. Formalization of a partnership between the Department and Nedbank to conduct a Business Development Training programme is currently under way.

Tourism Incentive Programme



Tourism Incentive Programme

Market Access Support Programme (MASP)

- The MASP offers financial support to qualifying small tourism enterprises to participate in, and exhibit at selected international trade platforms identified in consultation with South African Tourism.
- A total of 432 applications for MASP support approved since April 2015.
- The MASP is a national programme and accept applications from all nine provinces

Tourism Grading Support Programme (TGSP)

- The TGSP is administered by the Tourism Grading Council of South Africa (TGCSA) on behalf of the department.
- The TGSP offers discounts of between 80% and 90% on the cost of star grading assessment fees for accommodation establishments and meeting venues.
- A total of 5 288 discounts approved since January 2017.
- The TGSP is a national programme and accept applications from all nine provinces



Tourism Incentive Programme (continued)

Green Tourism Incentive Programme (GTIP)

- GTIP is administered by the Industrial Development Corporation (IDC) on behalf of the department.
- Offers grant funding to qualifying small tourism enterprises to retrofit their facilities with efficiency solutions for energy and water usage. Support covers 90% of the cost of a resource-efficiency (energy and water) audit and between 30% to 90% towards the cost of installation of recommended water and energy efficiency measures (capped at R1 million per applicant).
- A total of 29 applications for GTIP support approved since November 2017 with approximately 160 applications at various stages of assessment.
- The GTIP is a national programme and accept applications from all nine provinces



Tourism Incentive Programme (continued)

Tourism Transformation Fund (TTF)

- The TTF is administered by the National Empowerment Fund (NEF) on behalf of the department.
- The TTF offers a combination of debt finance and grant funding for new and expansionary tourism development projects with majority black shareholding (normal NEF loan application process applies). Loans approved by the NEF will be considered for a grant funding portion of 30% of the loan amount up to maximum of R5 million depending on the size of the project subject to meeting TTF eligibility criteria.
- A total of 17 applications for TTF support approved since May 2018 with approximately 77 applications at various stages of assessment.
- The TTF is a national programme and accept applications from all nine provinces



Product Development

(Destination Development)



Product Development (Destination Development)

1. TOURISM MASTERPLANS

- The Department has funded the development of the following destination planning aspects in inaccessible, underdeveloped, socio-economically depressed or poverty nodes/geographic rural locations, with immense tourism potential: Port St Johns to Coffee Bay, Sutherland to Carnarvon; Port Nolloth to Hondeklipbaai; Orange River Mouth to Vioolsdrift.
- Masterplans set out immediate-to-longer term institutional plans for the development specific geographic areas of tourism potential, unlock funding and investment promotion, and leverage on key strategic partners for implementation.
- Masterplans will support the rural tourism development strategies and initiatives based on sound concepts, feasibility studies or packaging. Implementation of such plans is earmarked to create jobs and transform the sector.
- The corridor tourism product development plan to ensure that appropriate products and services are developed and promoted across these geographic landscape.
- In addition, the implementation modalities of the developed master plan will ensure that both domestic and international markets are focused on in selling South Africa as a destination in alignment to the tourism sector plans.
- This project is ongoing to be completed in March 2020, with the implementation of programmes and initiatives from the masterplans to follow.

Product Development (Destination Development)


2. KAROO (KLEINSEE AND CARNARVON) PRECINCT PLANNING

- The Department has funded the development of precinct plans for both Kleinsee and Carnarvon, as deteriorating rural towns and villages in the Northern Cape.
- Tourism Precinct Plans provide a vision and framework for the planning, development, management, and marketing of tourism on a localised scale to match demand in the market, and preserve sensitive historical, cultural, and ecological places.
- In its implementation, the project will to provide direction for the development and growth in the affected areas through clear and continuous planning of tourism, adequate tourism infrastructure, as well as human resource capacity to drive tourism development.
- Design and planning aspects was completed in 2018/19 for implementation by the province, with the department guiding the process.



Product Development (Destination Development)

3. AVIATION INFRASTRUCTURE FEASIBILITY

- The Department has funded the development of an aviation feasibility study at Springbok in the Northern Cape.
 - The feasibility study concluded that Springbok is the most strategic location as centrally located from major regional airports, as well as accessible to all towns in the Northern Cape Coast. Requisite size also determined based on passenger demand projections.
 - Developing enabling infrastructure and services, and scheduled flights to the Northern Cape coastal region will result in economic growth of the region.
 - Financial support for the development of adequate infrastructure at the Springbok airport is required for safe and CAA compliant operations, and Airlines will need to be incentivized to plan and commence with commercial operations.
 - Feasibility was completed in 2018/19 for implementation by the province, with the department supporting the process.
- 

Product Development (Destination Development)

I SHANGONI GATE

- The Department has provided R25 Million funding for the construction of a new entrance gate at Shangoni.
- The gate will provide access to the Kruger National Park from Giyani municipal area and create flexibility for visitors from the neighbouring communities in the region to visit the park.
- The project will alleviate poverty in the neighbouring communities, which will create temporary jobs during the construction of the entrance gate, access roads and tourism infrastructure.
- It will also create permanent jobs through the new tourism facilities inside and outside the Park as well as the secondary business opportunities that support the tourism facilities and tourists visiting the area



Product Development (Destination Development)

4 SHANGONI GATE

- The Department has funded the construction of a new entrance gate at Shangoni.
- The gate will provide access to the Kruger National Park from Giyani municipal area and create flexibility for visitors from the neighbouring communities in the region to visit the park.
- The project will alleviate poverty in the neighbouring communities, which will create temporary jobs during the construction of the entrance gate, access roads and tourism infrastructure.
- It will also create permanent jobs through the new tourism facilities inside and outside the Park as well as the secondary business opportunities that support the tourism facilities and tourists visiting the area



Product Development (Destination Development)

4. SHANGONI GATE (cont...)

- The Shangoni Entrance Gate and tourism infrastructure includes, the construction of new access Road from western boundary fence across the Shingwedzi River to the existing tar road (h1-6) between Shingwedzi and Mopani Rest Camp, an Environmental Education Facility, a Reception area and toilet facilities.
- A picnic site along the new route to allow visitors to exit their vehicles and enjoy refreshments, a rustic camping site as well as a tented camp to provide overnight facilities for visitors to the area are also planned.
- To date, Record of Decision(RoD) has been issued, three appeals were received during the appeals period and awaiting feedback from DEA on the EIA



Product Development (Destination Development)

5. PHALABORWA WILD ACTIVITY HUB

- The department has funded the development and enhancement of the Phalaborwa Gate through the development of the Wild Activity Hub.
- This includes tourism infrastructure such as an entrance gate, ablution facilities, Information Centre, kiosk, restaurant, a rhino orphanage, bird viewing, walkways, backpackers, and a cool down area, Braai and waiting and play areas.
- The project will enhance the Phalaborwa section of the Kruger National Park as a tourism destination and will also create employment and entrepreneurial opportunities.
- To date, all public participation consultations have been conducted and inputs received necessitated changes which are currently awaiting approval from DEA.



Product Development (Destination Development)

6. TSITSIKAMMA BIG TREE GATEWAY PROJECT

- The department has funded the enhancement of the Garden Route National Park through the development of the Tsitsikamma Big Tree Gateway which includes tourism infrastructure such as entrance gate, picnic area, coffee shop, parking area, activity centre, classroom, office block, and ablution facilities.
- The project will benefit local communities through employment and business opportunities on aspects of the project as coffee shop and curio shop.
- Labour force during construction is also sourced from the local communities. The nearby communities of Kurland/Craggs, Covie, Coldstream, Storms River, and Thornham are earmarked for beneficiation in this regard.
- To date, the installation of bulk service infrastructure has been completed.



Product Development (Destination Development)

7. JOB SUMMIT MAINTENANCE PROGRAMME IN NATIONAL PARK

- The Department of Tourism has funded SANParks Infrastructure Maintenance Programme for destination enhancement, job creation and SMME development.
- This is a three year programme which commenced in 2019/20. The initiative aims to provide about 605 job opportunities in the 22 National Parks through tourism infrastructure development and maintenance.
- This is implemented as a partnership between the Department and SANParks. SANParks is the single largest provider of beds for tourists and the national parks represent key tourism assets.
- In 2017, SANParks required an annual maintenance budget of R 374 million but secured an actual maintenance budget of R 145 million. Funding from the Department supplements this budget and delivers destination enhancement of key tourism assets.



Product Development (Destination Development)

8. TOURISM INTERPRETIVE SIGNAGE IN NATIONAL PARKS AND HERITAGE SITES

- The department has entered into an agreement with SANParks to support the implementation of tourism signage in the following national parks and heritage sites: Kruger National Park, Addo National Park, Marakele National Park, Kgalagadi World heritage Site and Golden Gate National Park.
- This initiative aims to improve the quality of signage and increase access to information on product offerings in heritage sites, towards enhancing the visitor experience for the benefit of both domestic and international tourists.
- In the previous years the Department in partnership with management authorities of the UNESCO proclaimed World Heritage Sites (WHS) in South Africa, has provided support to the implementation of tourism signage to the following sites:
 - Robben Island WHS; Mapungubwe WHS; Cradle of Humankind WHS; iSimangaliso Wetland Park WHS; Khomani San Cultural Landscape WHS (Kgalagadi Transfrontier Park); Maloti Drakensberg Transfrontier Park WHS; Vredefort Dome WHS; Cape Floral Region WHS; Richtersveld Cultural Landascape WHS and Barberton Makhonjwa Mountains WHS



Universal Accessibility

The department conducted an audit of universal accessibility in five provincial parks, namely:

1. Algeria Wilderness in Western Cape;
2. Lekgalametse Nature Reserve in Limpopo;
3. Gogap Nature Reserve in Northern Cape;
4. Pilanesberg National Park in North West and
5. Suikerbosrand Nature Reserve in Gauteng.

The department unit will be implementing the recommendations of the audits.



Robben Island World Heritage Site

Project	Jobs / Benefits Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement (Refurbishment of VIC, Arts and Craft Centre, Alpha I Restaurant)	48	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
Solar PV (TIP)	182	Improvement of tourism infrastructure and quality of product offering to enhance visitor experience
Guiding (Training)	25	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increased access to product offering to enhance visitor experience

Maloti Drakensberg Transfrontier Park World Heritage Site

Project	Jobs Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement	53	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
EU Funded Initiative: Dinosaur Interpretive Centre	421	Improvement of tourism infrastructure and quality of product offering to enhance visitor experience
Guiding (Training)	16	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increased access to product offering to enhance visitor experience

Product Development (Destination Development)

9. DINOSAUR INTERPRETATION CENTRE

- The Department in partnership with SANParks has raised EU funding for infrastructure development of the Dinosaur Interpretation Centre at the Golden Gate Highlands National Park.
- The initiative seeks to improve tourism infrastructure and quality of product offering to enhance visitor experience
- The project will benefit local communities through employment (421 jobs) and business opportunities during and post – construction of the Interpretative Centre.
- To date the construction works is in progress (2019/20 – 2020/21)



Cradle of Humankind World Heritage Site

Project	Jobs Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement	76	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
Guiding (Training)	19	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increased access to product offering to enhance visitor experience



Mapungubwe World Heritage Site

Project	Jobs/ Benefits Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement (Construction of Group Accommodation Facility)	52	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
Guiding (Training)	10	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increase access to product offering to enhance visitor experience



iSimangaliso Wetland Park World Heritage Site

Project	Jobs / Benefits Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement	33	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
Guiding (Training)	50	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increased access to product offering to enhance visitor experience



Cape Floral Kingdom World Heritage Site

Project	Jobs /Benefits Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement	33	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
EU Funded Initiative: Baviaanskloof WHS Interpretive Centre	86	Improvement of tourism infrastructure and quality of product offering to enhance visitor experience
Guiding (Training)	16	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increased access to product offering to enhance visitor experience



!Khomani Cultural Landscape World Heritage Site (Kgalagadi Transfrontier Park – New WHS)

Project	Jobs / Benefits Created/ Estimates	Impact/envisaged impact on tourism to the site
Destination Enhancement	53	<ul style="list-style-type: none"> • Improvement of tourism infrastructure and quality of product offering to enhance visitor experience • Job Creation
Guiding (Training)	16	Upskilling and increased competitiveness
Interpretative Signage etc.	12	Improvement of tourism infrastructure and increased access to product offering to enhance visitor experience



Barberton Makhonjwa Mountain World Heritage Site

- The funding invested by the Department in 2014 has assisted South Africa's listing of Makhonjwa Mountains in Mpumalanga as a UNESCO World Heritage Site in 2018.
- More than 400 local people were employed in the various project activities
- The project included the development of a geo-tourism route, signage, beautification and signposting at the main entrance intersections, conceptualisation and initial designs for the WHS Interpretation Centre, alien invasive cleaning programme as well as institutional strengthening of communities benefiting from the project. The Geotrail consists of thirteen (13) geology with lookout and stop points as well as visitor facilities, bus stops and interpretation panels. The site tells the story of the evolution of the earth and the formation of early life on the planet. This project has attracted significant domestic and international interest surpassing initial expectations



ACRONYMS AND ABBREVIATIONS

B-BBEE – Broad-Based Black Economic Empowerment

B&Bs – Bed and Breakfast

DSBD – Department of Small Business and Development

DEA – Department of Environmental Affairs

DFIs - Development Finance Institutions

DTI - Department of Trade and Industry

EIA- Environmental Impact Assessment

EPWP - Expanded Public Works Programme

FEED - **North West** Department of Finance, Economy and Enterprise Development

GTIP- Green Tourism Incentive Programme



ACRONYMS AND ABBREVIATIONS

IDC -	Industrial Development Corporation
IDTT –	Inter-Departmental Task Team
MASP -	Market Access Support Programme
MKLM -	Moses Kotane Local Municipality
NCPC-SA -	National Cleaner Production Centre
NEF-	National Empowerment Fund
NTSS -	National Tourism Sector Strategy
MoU –	Memorandum of Understanding
PV -	Photovoltaic
SARS –	South African Revenue Services
SEDA –	Small Enterprise Development Agency



ACRONYMS AND ABBREVIATIONS

- SEFA – Small Enterprise Finance Agency
- SMME – Small Medium and Micro Enterprises
- TGCSA - Tourism Grading Council of South Africa
- TGSP - Tourism Grading Support Programme
- TIP - Tourism Incentive Programme
- TVET – Technical and Vocational Education and Training
- UA - Universal Accessibility Project
- WiT - Women in Tourism
- WHSs - World Heritage Sites



THANK YOU

