

# Bojanala

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

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## *In this issue*

- ➔ Office of the Tourism Complaints Officer opens its doors
- ➔ Tourism giving a boost to small enterprises
- ➔ Making South Africa a food safe destination



**tourism**

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Tourism  
REPUBLIC OF SOUTH AFRICA

# INSIDE

- 2 Office of the Tourism Complaints Officer opens its doors
- 4 South Africa pushing for BRICS business – Minister Hanekom
- 5 Deputy Minister in youth development through hospitality
- 6 Tourism continues to transform lives through SRI
- 7 Tourism giving a boost to small enterprises
- 8 Tourist Guides must be empowered to interpret our heritage and culture to tourists – Deputy Minister Xasa
- 9 Global tourism leaders join Minister Hanekom in Hospitality School visit
- 10 Tourism Empowers Educators Nationally
- 12 Kirstenbosch million mark a tribute to hard work of SANBI – Minister Hanekom
- 14 From Farm to Fork – Making South Africa a Food Safe Destination
- 16 FLASHBACK on J2SE in the Northern Cape in 2014
- 17 Minister Hanekom's successful Limpopo outreach

## ABOUT THE COVER



**M**s Mirriam Maditloni Setwaba has been appointed by Minister of Tourism Derek Hanekom as the new Tourism Complaints Officer. Currently the Chief Director of Legal Services in the department, she speaks to Bojanala about her added new responsibilities.

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## LETTER FROM THE EDITOR-IN-CHIEF

Welcome to our first edition of the year. In this issue we focus on issues that showcase tourism's direct impact on job creation and on the lives of ordinary South Africans. We are glad to take you to some of our poorest communities in the Eastern Cape where Deputy Minister Tokozile Xasa donated school uniforms and stationery to needy pupils, with the support of Hilton Hotels. This is a part of the Deputy Minister's youth engagement programme, which will continue to spread to communities in other provinces, and also provide exciting build-up to this year's National Tourism Careers Expo (NTCE).

We move on to also share with you the success story of one hundred previously unemployed people from Limpopo, Mpumalanga and KwaZulu Natal rural areas, who have now qualified as Food Safety Assurers (FSA) and will be working in the tourism value chain, where establishments that will benefit from their skills include hotels and restaurants. A need for FSAs was stimulated by sporadic incidents in the tourism chain where food is not produced and prepared in the right manner, and as a result can transmit diseases and viruses. The Department of Tourism identified this food safety capacity building gap during the planning stages of the 2010 Fifa Soccer World Cup tournament.

*One thing is clear, the department is deeply involved in programmes that have direct job creation and small business support prospects.*

Those who own and operate SMMEs in the tourism sector are probably delighted to have learned about the recent launch of the Tourism Incentive Programme (TIP) by Minister Derek Hanekom in Kempton Park. The TIP offers incentives that will help small tourism establishments grow their businesses and contribute to improving South Africa's iconic tourism attractions. The incentives will also help establishments become graded and seek new markets for their products and services. As Minister Hanekom put it during the launch, we are now well positioned to do more, to continue growing, and to transform the sector by making it more inclusive and sustainable. This is indeed confirmation of tourism transforming lives.

We have commenced our journey on a path that takes us deeper into programmes that have direct job creation and small business support prospects. This will go a long way in fulfilling the objectives of the National

Development Plan. Transformation of the tourism sector is also a key area of focus, and the Minister continues to address this issue in many of his engagements with stakeholders and other role players.

As the department, we are proud and delighted to announce that the Minister has appointed the Tourism Complaints Officer, as of 30 January 2015. The Complaints Officer will receive and analyse tourists' complaints, and referring complaints to authorities that have jurisdiction to resolve them. The Complaints Officer will also be able to recommend to the Minister, accreditation of schemes within the tourism sector that can demonstrate the ability to resolve tourist complaints. This function is coupled with monitoring and evaluation of the effectiveness of accredited schemes.

The stories in this edition will give you an insightful glimpse in the programmes on the department, and the engagements that Minister Hanekom and Deputy Minister Xasa are committed to. We trust that you will enjoy reading through and encourage you as a reader to engage us on the department's Facebook and Twitter platforms, details of which can be found on the back of this magazine. Thank You!

EDITOR-IN-CHIEF

# Office of the Tourism Complaints Officer opens its doors

By Shereen Gurannah

*"Although we have a very comprehensive legal framework in the country to deal with consumer affairs, this is the first time that the legal framework for tourism creates an office dedicated to deal with complaints from tourists"*

It took me several weeks before I could secure an interview with Ms Mirriam Mmaditlonki Setwaba. I know her as the Chief Director: Legal Services in the Department of Tourism but as from 30 January 2015, Tourism Minister Mr Derek Hanekom has in terms of section 45(1) of the Tourism Act, 2014 (Act No. 3 of 2014) designated her, an official of the Department of Tourism as the Tourism Complaints Officer, which certainly explains her busy schedule. In terms of experience and qualifications Ms Setwaba is a suitable public servant for the position.

She has a B.PROC and an LLB Degree from the University of Limpopo (formerly, the University of the North). She is an admitted attorney and has had the opportunity to practice law for her own account before joining the public sector. Ms Setwaba said having been a managing director in her own private law practice, she understands the value of good customer or client relations for a positive impact on bottom line. Previously, she headed the Legal Section of the then Department of Water Affairs and Forestry and was the Director responsible for Litigation and Law Reform in the then Department of Environmental Affairs and Tourism. When asked about her added responsibilities she passionately stated, "Core to the functions

Ms Mirriam Mmaditlonki Setwaba  
Tourism Complaints Officer

*Continued on page 3*



*Continued from page 2*

and services that I render is promptness and quality. I do not only provide legal support but as a senior manager together with the collective, I shape and roll-out the mandate of growing and developing tourism.

As Tourism Complaints Officer her functions, as provided for in the Tourism Act, 2014 are two fold, namely the receiving, analysing and the referral of tourists' complaints to authorities that have jurisdiction to resolve them. Secondly, to recommend to the Minister, accreditation of schemes within the tourism sector that can demonstrate the ability to resolve tourist complaints. The latter function is coupled with the monitoring and evaluation of the effectiveness of accredited schemes. It is critical that information be available on the nature and type of complaints within the tourism sector so that interventions and efforts to grow and regulate the sector can be relevant. Ms Setwaba explained that her office also requires working closely with various role players and stakeholders in ensuring that South Africa remains a preferred tourist destination.

When asked what she hopes to accomplish during her term as Tourism Complaints Officer she said, "My initial efforts will be directed towards creating awareness of the Office of the Tourism Complaints Officer and also to promote an understanding of the role of the Complaints Officer vis a vis other consumer affairs offices". "Although we have a very comprehensive legal framework in the country to deal with consumer affairs, this is the first time that the legal framework for tourism creates an office dedicated to deal with complaints from tourists," she added. Ms Setwaba said it is therefore critical to set relevant systems and processes in place that tourists can easily access and for the Office of the Tourism Complaints Officer to be able

to ensure that tourists' complaints receive prompt consideration and resolution. She further added, the systems and processes must also give confidence to the providers of tourism services that all efforts are channelled toward growing the economy of the country and creating jobs.

According to Ms Setwaba, the Department of Tourism has always received complaints from tourists and it has always been able to ensure that complaints receive attention. However, the Tourism Act, 2014, formalises this function.

When asked if there is a need for a Tourism Complaints Officer in South Africa seeing that there are other authorities that have similar functions, Ms Setwaba remarked, "Definitely, the recognition of the vital role that tourism plays in growing the economy and creating jobs, comes with the determination to optimise its contribution.

*... "My initial efforts will be directed towards creating awareness of the Office of the Tourism Complaints Officer..."*

It is important to note that tourists' complaints are not limited to local tourists. The Tourism Complaints Officer ensures that complaints by our international tourists also receive prompt attention even if they have left our shores.

The Minister of Tourism Mr Derek Hanekom, as empowered by the Tourism Act, 2014, will pass regulations on the lodging of complaints by tourists. Until such time as regulations are

passed, a statement or call to the Office of the Tourism Complaints Officer is sufficient to register a complaint. The Office of the Tourism Complaints Officer plays a proactive role in ensuring that it is accessible to complainants. According to the Tourism Complaints Officer the success rate in responding and resolving a complaint is higher when the providers of tourism services step in and demonstrate their willingness to resolve the complaint. Ms Setwaba said we are anticipating that with the accreditation of schemes of tourism subsectors, complaints will be resolved much faster.

To resolve complaints, the Office of the Tourism Complaints Officer collaborates with amongst others the National Consumer Commission, Provincial Departments of Tourism and of Consumer Affairs to streamline processes and mandates. Ms Setwaba said the private sector played a huge role in formulating the rational for the management of tourists' complaints by government and in shaping its legislative function.

The Office of the Tourism Complaints Officer is fully functional and continues to receive and handle tourists' complaints. Accessibility and promptness is key to our systems, said Ms Setwaba. With our Tourism Complaints Officer, Ms Mmaditsonki Setwaba at the helm—together with her mandate, experience, qualifications, passion and drive, we can ensure that South Africa becomes a preferred tourist destination, among the top 20 in the world and hence see an increase in tourists' arrivals.

# South Africa pushing for BRICS business – Minister Hanekom



Minister of Tourism, Derek Hanekom speaking at Meetings Africa recently.

Minister Derek Hanekom told delegates at Meetings Africa in February that South Africa is making a major push to win business from its BRICS partners. Two of the three top source markets for qualified buyers at this year's Meetings Africa were China and India. The Minister added that business meetings were big business in South Africa and would attract a quarter of a million delegates with an estimated economic impact of R3.5 billion. Meetings Africa highlights the diverse offering of services and products where African associations and African Meetings industry professionals can partner to help transform the continent.

"Business events and conventions are catalysts for new thinking and competitiveness, they connect the best minds to spur innovation, they create platforms to collaboratively solve common problems, and they create people-to-people connections that advance the cause of our common humanity. The legacy impacts of business events extends far beyond its number value," the Minister said. During the opening of the meeting at the Sandton Convention Centre,

Minister Hanekom said South Africa has secured 177 major international association meetings for the next five years. This year Meetings Africa was celebrating 10 years since its formation.

"In these 10 years, the African business industry has emerged from obscurity to become one of the most exciting sub-sectors on our continent's tourism landscape. We have demonstrated that we can function very well in a market that demands accessible, professional value for money business," he said. The Minister spoke of South Africa's success in hosting global events such as the 17th Conference of the Parties (COP17), the United Nations Framework Convention on Climate Change (UNFCCC), and the BRICS Summit.

Bruce Redor, Europe, Middle East and African Partner at Gaining Edge, said Meetings Africa is now established as one of the most significant business events trade shows in the world, "We congratulate you on this 10-year milestone. As Meetings Africa grows, this continent will become one of the world's preferred regions for business events," he

said. "Meetings Africa is engineered to offer the best business platform for this industry so it can grow, prosper and deliver on its maximum potential for the African continent," said Thulani Nzima, CEO of South African Tourism. Nzima said the theme of this year's Meetings Africa, "Advancing Africa Together", informed the BOND programme. Aptly called Business Opportunities Networking Day (BOND), the day allowed delegates to attend empowerment meetings, workshops and seminars and interact with their peers from all over the continent as well as representatives of local sectors. "BOND has been designed to give delegates every opportunity to widen their knowledge, boost their insights and work together to grow this sector of the African economy. Already the business events industry has a lot of potential across Africa as our continent grows in stature as a business events host," Nzima said.

According to research conducted by the National Convention Bureau, 40% of all convention delegates attending meetings in South Africa return in the next five years as tourists, boosting tourism growth and job creation prospects for the future. "As such, business events and major conventions have become important components of the economy, and our plans to achieve



*Continued on page 5*

*Continued from page 4*

these ambitions are outlined in the National Development Plan," the Minister added. Tourism South Africa estimates that the business to be generated by the 184 qualified buyers at Meetings Africa this year could bring 54 000 convention delegates, which would generate nearly R1 billion in revenue in the next two years.

"It is through a team effort that we have grown Meetings Africa into the flagship event that it has become. Of course, that has only been possible because ours is a continent that offers so much. We are proud of our immense beauty and diversity. Our people are warm and welcoming and committed to growing the sector through service excellence.

Our infrastructure is excellent and accessibility is improving rapidly. Our business events industry is ambitious, market-focussed and strategically organised; they stand ready to meet global market demands and to compete with the best the world has to offer,"

"During this Meetings Africa, we invite the world to rise with us. Bring your events to our destination. While you are here, enjoy our hospitality and plug into our local knowledge economy in fields as varied as mining, astronomy, design, health and medicine, telecommunications, environmental conservation and many others. The business events industry is not only about tourism, conventions and trade, nor is it only about direct spend and the immediate benefits to the local economy. With these few words, allow me to restate our commitment, as custodians of Meetings Africa, to advancing Africa together. I look forward to the next ten years of Meetings Africa and this partnership that has been forged across the continent. Africa is open for business," Minister Hanekom said. He added that South Africa has been selected to host the world's largest radio astronomy telescope, the Square Kilometre Array (SKA). "SKA has attracted the brightest minds in astronomy, physics and computing as we push the boundaries of science," Minister Hanekom added.

## Deputy Minister in youth development through hospitality

The Deputy Minister of Tourism, Tokozile Xasa, made special visits to Gxulu Junior Secondary and St Patrick's High Schools in Mthata, Eastern Cape during the month of February as part of her youth engagement programme through hospitality. These schools are in a poverty node, where learners need school uniforms and stationery. The

*"The Department fully supports youth development through hospitality..."*

Deputy Minister was joined by Jan van der Putten, Hilton Worldwide Vice-President of Operations: Africa & Indian Ocean and general manager of Hilton Sandton, who generously donated school uniforms, a library and other stationery for the benefit of the learners at these schools.

The Department fully supports youth development through hospitality and this generous donation demonstrates the value that can be derived through a symbiotic relationship between government and the industry. The Deputy Minister's visit to schools in the Eastern Cape is a first of a number of planned outreach initiatives that will be conducted in various provinces as part of her youth engagement programme,

and as a build up to the National Tourism Career's Expo (NTCE). The National Tourism Careers Expo (NTCE) is a Department of Tourism's initiative in partnership with the Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority (CATHSSETA) and the appointed host province. Targeted at Grade 9 to 12 learners, tourism students and unemployed graduates, the NTCE seeks to position tourism as a valued and vibrant career of choice.

"I am very encouraged by this magnanimous gesture from the Hilton Sandton and Hilton Worldwide in supporting our youth. Their contribution to uplifting our young people in rural areas is praiseworthy," the Deputy Minister said. The focus on youth development and creating opportunities reflect the hospitality industry's continuous and all-encompassing ethos of service, as well as Hilton Worldwide's commitment to serving and enriching communities, where they live, work and travel. "Community service is an integral part of Hilton Worldwide's culture and as such we are committed to connecting with and enriching our communities. Today we had the opportunity to make meaningful change in the lives of young people, bettering the present and investing in their future," said van der Putten - Source: Susan Reynard.





# Tourism continues to transform lives through SRI

By Sello Molekwa

The Social Responsibility Implementation (SRI) unit continues to be involved in the transformation of the lives of people in various communities, through its tourism and heritage projects across the country. The SRI management recently visited one of their emerging projects that are nearing completion stages and will soon be handed over and go into business. The Komjekejeke Project, situated in the Wallmansthal area, north east of Tshwane, has completed most of its constructions and is expected to open for tourism business later this year. The project is built on a 120 hectare piece of land that was bought by the Silamba Trust on behalf of the Ndebele people in the former Ndebele areas in Mpumalanga, just outside Tshwane. Silamba Trust consists of representatives from the Ndebele royal family as well as communities, and aims to sustain Komjekejeke Project as a site that will be used to preserve the history of the Ndebele people and their lifestyles and culture.

Komjekejeke was proclaimed a national heritage site in 1997 because it is a site where three former Ndebele kings are buried in one of the historical sites. SRI Projects Manager from the Department of Tourism, Mr Thulani Sibeko said the total investment that the department made towards the project is R22 million. The funding was used to erect the elegant buildings that are sprawled from

the area's entrance. The buildings include a reception area, three administration offices, conference halls, a restaurant, coffee shop, bathrooms and a trading area to be used for the selling and exhibition of Ndebele arts and crafts. The main attraction to the building is an interpretation centre, which will be visited by tourists who will be taken on an indoor tour to see and learn about various Ndebele crafts and photos on display. Komjekejeke also has accommodation for a maximum of 22 people and an ampi theatre that will be used for music festivals and other entertainment performances.

Russel Aird, an Implementor from Kayamandi Development Services, a private company that has been tasked with the project's

*... the project provides quality facilities and has potential to generate big revenue*

planning and implementation, said the project will be economically viable once the official handover has been done, "We started working on the project in 2012, we helped develop the project's business plan together with the Department of Tourism and the Silamba Trust, and currently we are finalizing our Sustainability Plan, which is very important because the project needs to have sources

of income,". Aird said they will be targeting tourists who visit the nearest lodges, as one of the identified streams of income. "We will also market ourselves as a conferencing and team-building facility". Chief Director of the SRI unit, Ms Lerato Matlakala, believes the project provides quality facilities and has potential to generate big revenue, "What the project will need is a marketing strategy to sell its offerings".

Komjekejeke employs a total of 20 full time workers, but Russell Aird says the staff complement used to be far more than that, "We had about one hundred workers at one stage". Half of the workers were recruited from communities surrounding the Wallmansthal area, and the other half from beneficiary communities in the former KwaNdebele area. A representative of Silamba Trust – which is representing the Ndebele community in the project's ownership and management, Mr Mnguni said they are proud of the success the project has experienced so far, and are looking forward to protecting the site for future generations of the Ndebele people to visit and know, "This is the only place in the country, where the history and culture of the Ndebele people is preserved, and where their former three kings are buried," Mnguni said. The outstanding work on the project is expected to be completed in the middle of this year, after which an official handover of the facility will be done.



# Tourism giving a boost to small enterprises

The Department of Tourism is progressively introducing support programmes to address certain barriers and unlock opportunities for accelerated development and growth in the sector. These programmes aim to contribute towards achievement of the objectives of the National Tourism Sector Strategy (NTSS), the National Development Plan (NDP) and other government policy documents. A pilot phase of the International Market Access Support programme will be launched by the Policy and Knowledge Services branch in the 2015/16 financial year, to improve international market access for tourism enterprises.

The programme will allow enterprise owners to submit applications for a space. The admitted enterprises will get access to new tourism export markets, which is expected to help them accelerate growth, expand operational capacity and employ more people. In order to stimulate this, the programme will reduce the cost burden on small and medium sized inbound tourism operators when they participate in international trade, consumer exhibitions, road-shows or trade missions. The programme is targeting enterprises that offer integrated and packaged experiences that will include a range of products across the tourism value chain.

Every year, the Department of Tourism and South Africa Tourism will facilitate the participation of private sector tourism enterprises at a number of international marketing and trade platforms in selected source markets and partner countries. These may include tourism specific trade and consumer exhibitions that allow access to a variety of international buyers in one place. They will also organise international visits in the form of marketing roadshows or strategic trade missions to engage directly with buyers and other strategic partners.

According to the Policy and Knowledge Services branch, the department will also

– on an annual basis – publish a list of pre-determined international trade and consumer exhibitions. “Through the International Market Access Support programme, the Department of Tourism will partially reimburse qualifying tourism enterprises for certain costs incurred during participation in the trade engagement,” the branch said in a published booklet. While assistance will vary for the different platforms to be supported, reimbursement toward the following expenses for one representative per qualifying enterprise will typically be considered:

- A capped amount towards the cost of airfare (equivalent to standard economy-class);
- A capped amount towards the cost of accommodation; and
- A capped amount towards certain pre-determined expenses or fees, which may cover the cost of registration, exhibition or stand space; local ground transport, etc.

As part of the qualifying enterprises' own commitment, any additional costs (i.e. amounts exceeding capped amounts) and other expenses (e.g. shipping of marketing materials, meals, visa fees, travel insurance, communications, etc.) will be the responsibility of each participant. In addition, assistance to qualifying enterprises to participate in any international trade exhibition or roadshow will be limited to a maximum of three occasions in a five year period on a diminishing basis (100%, 75% and 50% reimbursement of selected expenses in each of the respective occasions).

The International Market Access Support Programme is broadly targeted at established inbound tourism operators and enterprises that offer integrated and packaged experiences inclusive of a range of products across the tourism value chain. Preference will be given to 'market ready' operators that have a proven track record in negotiating contracts and have experience in participating in organised trade engagements.

In order to be eligible for the International Market Access Support Programme, tourism enterprises will need to:

- Be a majority South African and privately (non – government) owned tourism enterprise;
- Be an established small to medium sized enterprise that is recognised legal entity with an annual turnover not exceeding R35 000 000. Preference will be given to formally registered enterprises (i.e. CC, Pty Ltd, Co-operative, Community Trust);
- Be able to demonstrate experience in selling South African based packages and experiences to international inbound markets;
- Be a tax payer in good standing with the South African Revenue Service (SARS);
- Be compliant with the Tourism BBBEE Code; and
- Be insured sufficiently in terms of public liability cover.

From the month of October every year, the NDT will publish a list of pre-determined international trade/ consumer exhibitions and roadshows/ trade missions identified for support during the subsequent financial year (April to March). Following publication of the list, the Department will from time to time, issue Calls for Applications in respect of support to participate in exhibitions or roadshows on the published list. A Call for Applications will be issued between six (6) and three (3) months prior to a particular trade/ consumer exhibitions and roadshows/ trade missions.

Once an application has been approved, the successful applicant will be notified through an approval letter, which will also indicate the client unique number, the specific cost elements to be covered for the particular trade/ consumer exhibition and roadshow/ trade mission supported, details of the reimbursement process as well as other important information and the conditions, which might apply.



Deputy Minister of Tourism  
Tokozile Xasa.

# Tourist Guides must be empowered to interpret our heritage and culture to tourists

## – Deputy Minister Xasa

By Sello Molekwa

In her address to Tourist Guides and other delegates at the International Tourist Guides Day in February, Deputy Minister Tokozile Xasa said the main purpose of the conference was to capacitate Tourist Guides on better approaches to interpret South African heritage and culture. The Deputy Minister emphasised that South Africans need to ensure that they sell a positive message about South Africa in order to build a positive image of the country to the outside world, "That in turn will of course bring more tourists to our country and boost our economy. Yes, we need to become the biggest proponents of our brand in order to move South Africa forward".

She added that South Africa has a strong and vibrant cultural diversity, which 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 and natural heritage. "The Department of Tourism's leadership and commitment to promote and professionalise tourist guiding in South Africa has played a major role in encouraging the celebration of the day in all provinces," the Deputy Minister said.

The Tourist Guiding fraternity believes that Tourist Guiding has to be elevated to a national priority as a profession and sector to impact meaningfully on the tourism value

chain. In order for the Tourist Guiding fraternity to be fully recognised and represented as a leading stakeholder in the development of tourism in South Africa, Tourist Guides supported the establishment of a national body to represent the interest and values of professional and effective guiding for South Africa as a destination, overcoming the issues of fragmentation and disunity within the sector. To this effect, it was proposed that a national independent body be established based on strong provincial and regional formations of the Tourist Guiding fraternity.

The National Tourist Guides Association of South Africa's objectives, amongst others, would be to negotiate and implement opportunities for job creation; promote mentoring schemes and fast-track procedures for previously disadvantaged individuals; to deepen the value chain in tourism by working with government, trainers, employers and service providers in raising the profile of registered Tourist Guides; to increase the level of satisfaction amongst service users and thus South Africa as a preferred tourist destination; and to offer an integrated forum for investment providers and business advisers to access tourist guides at grass-roots level and vice-versa.

One of the most important developments which took place last year was the promulgation of the new Tourism Act, 2014 on

16 June 2014. "The new Tourism Act repealed both the Tourism Act of 1993 and the Tourism Second Amendment Act, 2000. It is important to note that the Regulations for Tourist Guides, which were promulgated in 1994 and 2001 respectively, will only be repealed once new Regulations are passed, a process which is currently underway," Deputy Minister said. "The process to review the current regulations with respect of tourist guiding will involve wide consultations with Tourist Guides and key stakeholders throughout the country with the aim of improving the existing processes and systems to register Tourist Guides and ensure compliance within the sector," she added.

During the course of last year, collaborations took place with the South African Police Service (SAPS) who has a significant role to play in the Tourist Guide Legislation in terms of registering cases of illegal guiding. "The department has also formed important relationships with the South African Qualifications Authority (SAQA) on issues pertaining to the new qualification development process and their role in the Tourism Act, 2014 in terms of determining the competencies for Tourist Guides as well as SAN Parks on issues pertaining to law enforcement within national parks and other guiding matters," said the Deputy Minister.

*Continued on page 9*

*Continued from page 8*

The Department of Tourism hosts quarterly Registrars' workshops, which are attended by national and provincial Registrars, registration officials from all nine provinces, and the department's own officials. The quarterly workshops provide a platform for exchanging views and experiences in the tourist guiding sector. Provincial Registrars provide provincial reports on the achievements and challenges experienced in the Tourist Guiding sector in each quarter. Last year, the tourist guiding category was incorporated into the Lilizela Tourism Awards for the first time. The aim of

this category was to give recognition to Tourist Guides that have excelled in their profession.

This category was also put in place to create awareness about the value and the importance of the tourist guiding sector. The department is committed in resolving some of these key challenges:

- To encourage Tourist Guides to adhere to the Tourism Act, 2014, respect and adhere to the Code of Conduct and Ethics in order to contribute to the professionalisation of

the sector and playing a part in curbing illegal guiding activities; and

- To emphasise that the department will strive to ensure continuous implementation of the National Development Plan, the Strategy to Professionalise Tourist Guiding and the National Tourism Sector Strategy by growing tourism in South Africa and improving service standards within the sector.

## Global tourism leaders join Minister Hanekom in Hospitality School visit

*By Praveen Naidoo*

World leaders in tourism joined Minister Derek Hanekom in February on a tour of a training centre that serves the tourism hospitality industry. Secretary-General of the United Nations World Tourism Organization (UNWTO), Mr Taleb Rifai, and the President and CEO of the World Travel & Tourism Council (WTTC), Mr David Scowsill, were impressed with the high standard of training offered at the University of Johannesburg's School of Tourism and Hospitality.

"A well-trained workforce is critical for the competitiveness of any destination while providing people with important opportunities to thrive in their jobs and improve their livelihoods. I am particularly pleased to see the commitment of the South African Government in investing in human capital, as people are the essence of excellence in the tourism sector," Mr Rifai said. Minister Hanekom said that skills training institutions were critically important to the tourism industry because they enhanced supply side offerings. "This School of Tourism and Hospitality offers cutting edge training that is comparable to the best in the world," said Minister Hanekom. The Minister added that the Department of Tourism is also investing in training chefs, sommeliers and Food Safety Assurers, an entirely new occupation in South Africa, to fill the skills gaps in the tourism sector. "We understand that, to create an upstream reservoir for future growth in South Africa, we must train our people to provide excellent service. Well-trained staff at tourist establishments enhance the visitor experience and help to ensure that our visitors become repeat visitors," he said.

"To make sure that we are doing the correct skills training, a skills audit and needs assessment will be conducted this year. This assessment will help us to design an appropriate long-term human capital development strategy for tourism in our country." Mr Scowsill said that the importance of travel and tourism to South Africa cannot be understated. "The tourism industry contributes over 1.4 million jobs and nearly 10% of the national GDP. Tourism fosters national unity, pride and identity, and has played a fundamental role in social advancement over the last decade," he said. According to WTTC forecasts, travel and tourism in South Africa is due to add almost 350 000 jobs in the next 10 years. "I believe you have the potential to increase your market share. It is vital that government and the private sector act now to ensure that the policies are in place to create proactive and careful talent management in our industry," said Mr Scowsill.

"South Africa has a fantastic opportunity to be a world leader in this field. And what I have seen today at the University of Johannesburg's School of Tourism and Hospitality, in combination with the Minister's commitment, bodes well for the future growth of this industry." Minister Hanekom said skills training had to provide for additional growth in tourist arrivals and for shifting source markets.

"Our share of tourist arrivals from emerging markets is growing rapidly, especially from China and India. We must make sure that we have the appropriate language skills, that we are able to offer the cuisine desired by our visitors, and that we develop an understanding of the culture of our visitors, so that we can cater for these very important tourism markets." After visiting a well-equipped kitchen which is sponsored by a local hotel group, Minister Hanekom praised the private sector for partnering with the University, allowing it to provide a high level of training. The two global leaders and Minister Hanekom engaged with several leaders of the local tourism industry during a roundtable discussion facilitated by the Tourism Business Council of South Africa.

# Tourism Empowers Educators Nationally

By Zakhele Sibeko



Mr Zakhele Sibeko of the Department of Tourism, addressing some of the educators during a provincial seminar

It is a fact that most educators who teach tourism as a subject in high schools do not have sufficient tourism content. Although teachers have the pedagogy to transfer knowledge to learners, this still poses a challenge to effective and efficient teaching and learning for tourism and hospitality in South Africa. An educator with no or little subject knowledge will most likely not teach with confidence in the classroom and the lack of confidence will probably be transferred to learners. This essentially reflects on the challenges that exist with the current crop of tourism unemployed graduates. The Department of Tourism therefore, established the Educators Seminars to address some of these challenges.

Preferably a structured credit bearing learning programme that could lead to a certificate, diploma and/ degree is necessary to address the above challenges. However, no university in the country has a diploma or degree that has both pedagogy and tourism and/ hospitality in its curriculum. The North West University is apparently considering developing a Bachelor of Education in Tourism following a plea from the Department of Tourism two years ago. The department intends encouraging this development to make it a standard qualification that other universities will be encouraged to adopt and offer to learners. Ideally, this process would then be supplemented by the department's Educators Seminars as part

of the Continued Professional Development (CPD) programmes that educators would annually be required to attend and accumulate CPD points.

The broad objectives of the Educators Seminars are to share information that would effectively empower educators who teach tourism and hospitality subjects at high school level; to update educators on industry developments as tourism and hospitality are dynamic subjects; to attempt to bridge the knowledge gap of educators who happen to teach tourism and hospitality without any formal education and training on these two subjects and to communicate the outcome of the previous NTCE, provide update on preparations and mobilise educators to attend the current year NTCE.

In 2008 the Department of Tourism acceded to educators requests to conduct annual seminars regional and provincial levels to share information with educators on latest trends and developments in the tourism sector and on curriculum related topics. The annual programme for the Educators Seminars is mostly developed from topics requested by educators nationally. The seminars have proven to be an essential initiative whilst waiting for a medium- to long-term sustainable solution to the current knowledge gap.

The curriculum topics are generally related to the Department of Tourism's programmes and

Tourism officials can share such information with educators. Topics that are technical in nature, which include the calculation of time zones, the Global Distribution System and foreign exchange, are referred to the National Tourism Careers Expo (NTCE) Educators Seminars where specialists regularly present on such topics. To guarantee the effectiveness and efficiency of the programme, the department has ensured that the programme covers all relevant curriculum related topics as requested by educators, through the NTCE and the Department of Tourism Educators Seminars. A positive challenge experienced currently is the need to meet the growing demand for seminars at both levels.

The implementation of the Educators Seminars can only be realised with a close working partnership with the Department of Basic Education both at national and provincial levels. The delivery of the content can only be meaningful if the practical element is brought to bear through partnerships with industry associations regulated through a Memorandum of Understanding (MOU) like the department's partnership with the Federated Hospitality Association of Southern Africa (FEDHASA). FEDHASA has pledged to open its doors through member companies for complimentary venues should the education department be unable to provide their own

*Continued on page 11*



Continued from page 10



Some of the educators during provincial seminars.



venues. FEDHASA has also offered to host some educators during their placement for experiential learning or exposure in industry establishments.

From 22 July to 13 September 2014 Educators Seminars were conducted in the Free State, Eastern Cape, Northern Cape, Western Cape, North West, KwaZulu-Natal and Gauteng provinces. The department also facilitated Educators Seminars at the Marula Festival and Limpopo Tourism Careers Expo from 23-27 February 2015. From 2008 to date 2263 educators has been empowered through Educators Seminars.

Although the department is yet to carry out a formal impact assessment study on the Educators Seminars, it is noteworthy that the seminars have generated a lot of interest and excitement from the educators. This is evident from the evaluation forms that were distributed at these sessions. Mthokozisi Mtywaku from King William's Town in the Eastern Cape said: *"The seminar was fruitful as tourism is a dynamic subject and teachers cannot rely only on textbooks as they become outdated quickly"*. Mrs Mtungwa from KwaZulu-Natal wrote: *"The presentations were very good and relevant of my expectations. I did enjoy the seminar – thank you so much"*. According to Ms S R Kekana, an educator from Bojanala in the North West: *"The seminar went well and the presenters are well informed about*

*the topics that they were presenting. The seminar was an eye opener to the educators and I would like to thank the department for its efforts – well done!"*

One exciting development of the programme through volunteer assistance by other stakeholders such as municipalities has been the educators' exposure to tourism attractions. The 2014 Educators Seminars presented an opportunity for the North West Province to expose educators to a fully-fledged game drive, which was an experience embraced by the educators. This initiative was supported by the Dr. Kenneth Kaunda and Ngaka Modiri Molema District Municipalities. Educators had first-hand exposure to tourism products in their province and surroundings.

Furthermore, the Gauteng session was hosted in Maropeng in order for educators to have practical experience of the site and what it has to offer in order to convey the information and experiences to the learners. Maropeng is one of the World Heritage Sites, which is part of the school curriculum.

The 2014 Educators Seminars lived by the tourism month theme of *"Tourism transforming lives"*, as they indeed touched the lives of numerous educators who vehemently expressed their appreciation to the Department of Tourism for transferring knowledge through the programmes and the experience, which enables them to transform

the lives of their learners. Dr. Bukiwe Kuse, Subject Advisor from the Eastern Cape Department of Education expressed gratitude at the NTCE 2014 Gala Dinner. She said the educators in the province are now empowered to confidently teach learners in class because of the seminars that the Department of Tourism and the NTCE have conducted.

The future of the Educators Seminars looks bright as the Department of Tourism assessed that the demand for them far exceeds the supply. The current education and industry dynamics also indicate that it is still going to take some time to reverse the information gap that exists therefore, making the Educators Seminars as an intervention relevant. A need to increase broader coverage in terms of the number of sessions and their frequency will be considered in the near future to attend to the growing demand.

The expedited development of a formal training programme at university level with the inputs of the Department of Tourism and other key stakeholders is critical. Once the programme is offered at universities countrywide, the Educators Seminars can proceed as CPD for accumulation of points by educators because updating them on new developments would still be relevant and necessary.

# Kirstenbosch million mark a tribute to hard work of SANBI – Minister Hanekom

The Kirstenbosch National Botanical Garden in Cape Town announced in February this year that it has reached the one million visitors mark. Attaining this historic milestone has secured Kirstenbosch's status as one of the most important tourist attractions in South Africa, said Minister of Tourism, Derek Hanekom, who visited the garden during the announcement, together with other global leaders in tourism.

Secretary-General of the World Tourism Organization of the United Nations (UNWTO), Mr Taleb Rifai, and the President and CEO of the World Travel & Tourism Council (WTTC), Mr David Scowsill, joined Minister Hanekom and Western Cape MEC for Tourism, Mr Alan Winde, on a tour of the garden. "The milestone achieved by Kirstenbosch is a tribute to the hard work and vision of the South African National Biodiversity Institute," added Minister Hanekom. He said South Africa's botanical gardens provided a window on South Africa's rich natural heritage, exposing visitors to the country's biodiversity.

Mr Rifai underscored this, adding that the value of biodiversity for tourism was immeasurable. "Sustainability and tourism are not a zero sum game," said Mr Rifai. "In fact, tourism can be one of the more effective tools for conservation by providing resources for environmental preservation, but also by raising awareness among millions of people every year about the immense value of our natural heritage and our common responsibility to protect it. Kirstenbosch is an example of

*"When we add the spirit of innovation to this mix, like creating a Tree Canopy Walkway, we become winners in every way".*

excellence of how tourism and biodiversity can build a beneficial partnership and contribute to a more sustainable economic model".

Commenting on the visit, Mr Scowsill said he was struck by the enduring legacy of Kirstenbosch's founding ethos. "Set up just over 100 years ago to protect South Africa's unique flora, it adheres to the same idea today, which has made it famous worldwide," said Mr Scowsill. "Within our industry, travel and tourism must follow the same principles of heritage and conservation to ensure our long-term sustainable growth.

WTTC's Tourism for Tomorrow programme celebrates the very best examples of sustainable tourism around the world, and I would hope that in 100 years some of our industry's most sustainable businesses are welcoming guests and admirers alike, just like Kirstenbosch." Biodiversity and tourism conservation are tied together. If we destroy our natural assets, we destroy tourism. When we protect our natural assets, we build the tourism economy so that it is sustainable into the future," said Minister Hanekom.

Minister Hanekom pointed out that "our conservation and biodiversity assets also depend on tourism for their survival. The tourism footprint in conservation areas and botanical gardens generates the income to support sustainability of these assets. SANParks generated 85% of its operational costs through tourism revenue, while less than 1% of the Kruger National Park's two million hectares was dedicated to tourism infrastructure. The income generated from tourism enabled SANParks to maintain its reputation as a world leader in the management of protected areas. In the case of SANBI, the gardens own income generated through tourism, comprises over 40% of their combined personnel and operational costs. The success of tourism underpins the sustainability of our conservation efforts," he said. "When we add the spirit of innovation to this mix, like creating a Tree Canopy Walkway, we become winners in every way."

SANBI CEO, Dr Tanya Abrahamse, said the opening last year of the Tree Canopy Walkway, or "Boomslang" as it is known, had led to a surge in visitors, resulting in achieving the one million milestone for the first time in the garden's 102-year history. "The Tree Canopy Walkway has become a prime attraction as one of our legacy projects," said Dr Abrahamse. "Kirstenbosch is well-known as a 'must see' destination when planning

*Continued on page 13*



*Continued from page 12*



a trip to South Africa, so when international tourism experts visit the country it's no surprise that they would like to visit this iconic spot."

SANBI celebrated its 10th anniversary last year, and next year will mark the 40th year of Kirstenbosch exhibiting at the Chelsea Flower Show in London. "This is a true reflection of SANBI's commitment to conserving the country's unique biodiversity," said Dr. Abrahamse.

South Africa is one of the most biologically diverse countries in the world and is home to nearly 10% of the world's plant species, 7% of the reptile, bird and mammal species and 15% of known coastal marine species. SANBI protects, promotes and conserves the country's national heritage through a variety of programmes. "Our educational and job creation projects offer many solutions to the challenges that we face, and is key to conserving our planet," said Dr. Abrahamse.

SANBI's outreach projects ensure that the youth of today become the custodians of our natural heritage tomorrow. Schools visit the gardens to gain an understanding of the value of biodiversity and why it should be protected at all costs.

Various aspects of the Kirstenbosch National Botanical Garden.



Some of the identifiable individuals here are Deputy Minister of Tourism Tokozile Xasa (In blue), MEC of Mpumalanga Department of Economic Development and Tourism, MrSkhumbuzo Eric Kholwane (Next to Deputy Minister), President of FEDHASA Mr Eddie Khosa, Ms Beulah Mosupye of the Department of Tourism, Implementers from SASCOC, Mentors and Food Safety Assurers

# From Farm to Fork – Making South Africa a Food Safe Destination

By Nozuko Ngozi

A large significant part of the tourism value chain is comprised of the hospitality sector, which broadly provides food-handling services. It includes major service industry segments such as hotels, guest houses, lodges and restaurants. A huge part of the service offerings of these segments is the provision of food and beverages at varying scales. Food not produced and prepared in the right manner, can transmit diseases as well as serve as a growth medium for bacteria, viruses and fungi. Hence, the Department of Tourism identified a gap in the hospitality arena for food safety capacity building. The need to ensure food safety standards across South Africa's hospitality sector was identified during the planning stages of the 2010 Soccer World Cup tournament and it was confirmed by the industry through the Federated Hospitality Association of South Africa (FEDHASA).

Food safety is a scientific discipline aimed at handling, preparing, and storing food in ways that prevent food borne illnesses. This includes numerous routines followed to avoid potentially severe health hazards. The Department of Tourism, FEDHASA and the South African Food Safety Corporation (SAFSCO) therefore, initiated the Food Safety Project at the beginning of 2014. From March to May 2014, 107 unemployed youth were inducted, trained and orientated for a period of three weeks. Thereafter, 43 graduates placed in KwaZulu-Natal; 33 in Mpumalanga and 31 in Limpopo.

The course material afforded the trainees to build the required technical skills to implement a food safety management system. The material also had a strong focus on interpersonal and character building skills, to foster confidence in assisting the youth in their first workplace experience. The outcome was 100 capable, confident and motivated Food Safety Assurers (FSA), introduced into South Africa's Hospitality industry. Food Safety mentor, Olivia Mokoala who is part of the Food Safety Assurers Mentorship Programme said, "Personally this programme challenges me and at the same time it develops my character as an individual. All thanks to the programme, my communication and leadership skills have improved."

In order for the 153 potential hospitality units to be prepared for the introduction of the FSAs, they were contacted and visited on more than one occasion. This allowed for a clear understanding and buy-in by the units to ensure their readiness for hosting the FSAs. Currently 62 units are hosting 100 FSAs across three provinces. The programme received exceptional comments from industry leaders and produced an increased average hotel hygiene index of 6.5% with hotel units achieving at present above 90%. According to Peter, Executive Chef at Garden Court South Beach, Durban, "Our hygiene index improved from 76% to 87%." Erika Labuschagne from Protea Nelspruit said, "We at Protea Hotel Nelspruit are dedicated to seeing this

project succeed as we see the value this can potentially have not just on our company but also our country."

To date, 100 FSAs were successfully placed in the hospitality industry as of June 2014. After the first three months, the industry retained 98 motivated FSAs. The two that dropped out were due to personal reasons and matters beyond the control of the industry.

The introduction of 100 FSAs to the hospitality industry has been a rewarding experience at many different levels. The challenges experienced during the placement period were manageable but required time, flexibility and a lot of understanding from all involved. Some of these challenges included initial start-up transport money, accommodation and/or relocation, family responsibility matters and hospitality unit internal communication. However, the Department of Tourism at the end of the first month significantly reduced this with the introduction of a stipend. The interventions by the implementers as well as the mentors at this initial difficult moment assisted in reducing the number of dropouts.

Devoid of any doubt, the Food Safety Assurers have found their place in the industry and their involvement is changing the food preparation methods through their presence, making a marked improvement and

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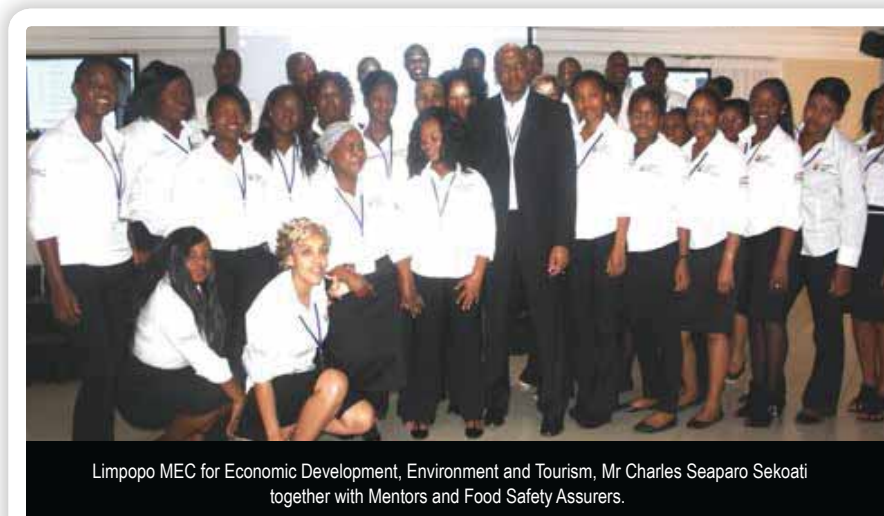


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economic impact throughout South Africa. According to FSA, Mandisa Innocentia Cele, "I have witnessed a lot of improvement since I have been placed in Hilton Durban, especially in cleaning and sanitation, the storing of food, personal hygiene, pest control and receiving. Staff are fully aware of what needs to be done when it comes to food safety and together with management commitment we are able to make changes for the better." Leaders in the industry have stated that the FSA is a much-needed presence in food preparation and should be an accepted "norm" for every food preparation enterprise to have in-house. By 2020 an estimated 5 000 FSAs will have trained and educated over 75 000 food handlers in the hospitality industry on "food safe practices" - Making South Africa the global capital of hospitality food safe destinations.

As part of the latest developments, the partners (Department of Tourism, FEDHASA and SAFSCO) have planned and hosted Food Safety Business Breakfast sessions in all three participating provinces and they are grateful to those industry players that went further in their support by sponsoring venues for these sessions. The sessions took place in KwaZulu-Natal, Durban and Mpumalanga, Hazyview on 12 and 28 August and in Limpopo, Polokwane on 9 September 2014. The objectives of the breakfast sessions were to show appreciation to the industry for their participation in the Food Safety Project; to gather some feedback from all (hosts, mentors and FSAs) involved in terms of the progress with the project and to encourage more participation in the project by potential hosts attending the sessions.

At the breakfast session held in Durban, Deputy Minister Xasa told the audience, "We are proud to announce that we now have 100 qualified Food Safety Assurers, who are committed to making South Africa a food safe destination". Malcolm Fynn, Human Resources Manager at the Hilton Durban, said the Hilton Worldwide welcomed the initiative and commended the progress made by the three FSAs placed in their kitchen. He



Limpopo MEC for Economic Development, Environment and Tourism, Mr Charles Seaparo Sekoati together with Mentors and Food Safety Assurers.

further added, "Their professionalism and dedication has been widely recognised within the kitchen brigade".

Eddy Khosa, Chairperson of the hospitality industry body said the Food Safety Project is an effort to increase the skills of people in the hospitality sector and since it has proved so successful thus far, it should be rolled out nationwide. Virginia Nthole, FSA placed at Oasis Lodge is appreciative for the opportunity to become one of the first 100 FSAs in South Africa and she thanked everyone who contributed to the Food Safety Project. When asked about the project's plans Ms Nozuko Ngozi, Department of Tourism's Project Manager for the Food Safety Project said, "The idea is for the project to be replicated in all provinces and extended until the impact can reach communities out there that deal with food".

The plan is in place for 2015/16 to extend the programme to all nine provinces. The Social Responsibility Implementation (SRI) unit of the department will fund 500 FSAs across the country. The number of FSAs placed per province will be determined by the availability of TVET/FET colleges offering hospitality as well as the number of host units available to participate in the programme.

In addition, graduation ceremonies for the outgoing FSAs will be held from May to June in all three piloted provinces. This will give receptive provinces and trade a chance to own the programme, welcome and accept the newly trained FSAs into the industry with the aim of creating a platform to expose the FSAs to their potential employers.



Programme Implementer Mr Gunther Beissel, Mentor, Executive Chef and FSAs during a follow-up visit to KwaZulu-Natal



Limpopo Food Safety Assurers with their Certificates of Achievement



Deputy Minister of Tourism, MsTokozile Xasa speaking in the Northern Cape

## FLASHBACK on J2SE in the Northern Cape in 2014

By Mothepane Sesele

The Journey to Service Excellence (J2SE) concept is in line with Pillar 3 of the Service Excellence Strategy, namely Public Awareness. The pillar is emphasising the importance of developing and implementing initiatives that are aimed at creating awareness on the importance of providing excellent services. By end of 2014, skills workshops, roundtable discussions, leadership workshop and bilateral meetings and discussions were held with key stakeholders to share information and evaluate progress in relation to set objectives.

The need to sustaining the J2SE programme was identified as highly important. In order to ensure continuity and sustainability of the J2SE activities, the Upington Implementation Forum was established and a strategy also developed to guide its functioning during the J2SE pilot phase in the Northern Cape. The J2SE Media Event was the final phase of the J2SE Pilot Project. The event was meant to showcase all efforts put into Upington and also to reflect on successes and lessons learnt throughout the pilot phase.

The Tourism Journey Service Excellence (J2SE) Media Event was attended by 277 participants from various tourism value chain Upington. The public sector, local government, private sector and representatives from community structures were part of the event. The Department of Tourism made the media event possible through partnerships with the Service Excellence Forum; Northern Cape Economic Development and Tourism; Northern Cape Tourism Authority; Khara Hais Municipality; Upington J2SE Implementation Forum; and the South African Police Services.





# Minister Hanekom's successful Limpopo outreach

By Mabandla Kelengeshe

Minister Derek Hanekom embarked on a two-day Outreach Campaign in Limpopo to visit the province's tourist attractions and meet various stakeholders. Accompanied by his departmental entourage which included Deputy Director-General for Domestic Tourism, Ms Morongwe Ramphele, the Minister kicked off his campaign at the Nylsvley Game Lodge with a working breakfast briefing by the Limpopo Chairperson for Tourism, Mr Mashilo Matsetela. The briefing was followed by a quick stop at one of the key tourist attractions in the area, which is an important World Wetland key point in the country that is recognised by the Department of Environmental Affairs.

The visitations showed a healthy working relationship between various tourism stakeholders and the provincial MEC. One of the stakeholders said working synergies are a good formula to enable tourism to make a good impact and transform the lives of the ordinary South Africans. The lodges and B&Bs in Limpopo proved that women entrepreneurs are taking their rightful place in the tourism business space and are contributing to job creation for the youth who live in close communities. The Minister also paid a local chief a visit before proceeding to visit the Nehakwe Community Lodge, which is one of the SRI projects in Limpopo, where he commended the SRI team in the department for their sterling work.

The next day the Minister paid his dues to the Hosi Modjadji where he was welcome with traditional dance and received a warm welcome to the kraal where he was briefed on the plans to make the area a tourist attraction. The Minister said the rich culture of the community is important and must be highlighted and included in the regional points of interests in Limpopo where tourists visit. The tour was completed with visits to the Khalanga Lodge (Another SRI project) and the Kruger National Park.



Minister Derek Hanekom holding a fossil with Limpopo MEC Economic Development, Environment and Tourism, Mr Charles Seaparo Sekoati (left of the Minister) at Makapans valley



Minister Hanekom, Deputy Director General of Domestic Tourism, Ms Morongwe Ramphele and provincial stakeholders.



Minister Derek Hanekom with Limpopo Tourism stakeholders.

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