

# Bojanala

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

EDITION

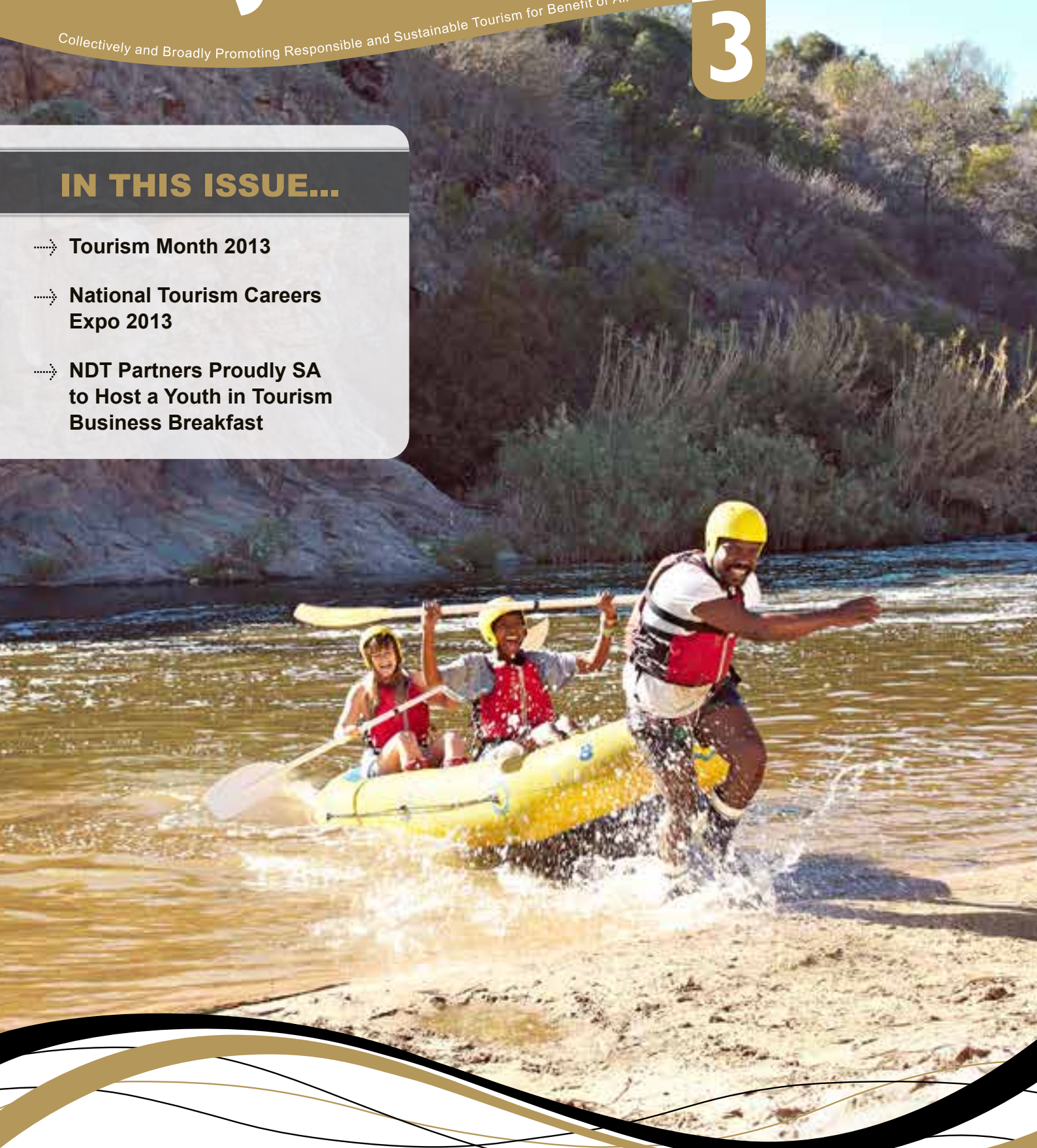
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July  
August  
September

2013

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**tourism**

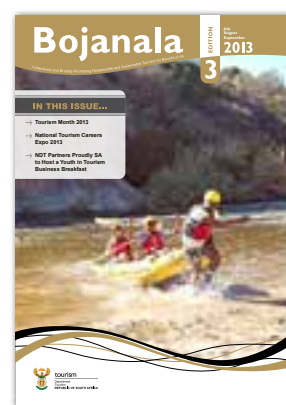
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**W**ATER IS FUN: Make a splash in the North West this tourism month. From roaring rapids to quietly meandering rivers, get wet and have a little fun. But remember to conserve our water.

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## LETTER FROM THE EDITOR

**Greetings to you all and welcome to the third edition of Bojanala in 2013.**

**T**his edition is coming at a time South Africa is welcoming the glory of spring. The onset of spring is known to rejuvenate all life forms and tourism is also known to experience a rebirth through a number of key tourism events in the national tourism calendar. September has over the years become such a significant month to South Africa's tourism sector as it is Tourism Month, the celebration of World Tourism Day (WTD) on 27<sup>th</sup> September and the hosting of the National Tourism Careers Expo (NTCE).

The National Department of Tourism (NDT) takes pride in leading a strong partnership with key tourism sector stakeholders as South Africa joins the rest of the world in celebrating the United Nations World Tourism Organisation (UNWTO) designated WTD and Tourism Month in 2013. This edition of Bojanala focuses on South Africa's 2013 Tourism Month activities highlighting the symbiosis between water and tourism (in line with this year's theme: Tourism and Water: Protecting our Common Future). North West is the focal province for the national celebrations with NDT leading a partnership of South African Tourism and the North West Province in hosting a number of events in the province while provincial tourism authorities are planning and hosting their own events in their respective provinces. NDT challenges South Africans to be part of the celebrations by exploring their country and by being responsible tourists through water conservation.

The "spring" in the tourism step in September will continue with the 19<sup>th</sup> to the 21<sup>st</sup> of September 2013 seeing the tourism industry hosting its fifth NTCE since the inaugural expo held in KwaZulu-Natal (KZN) in 2008. As the tourism sector looks forward to the upcoming NTCE, to be held at the East London International Convention Centre in the Eastern Cape, this edition of Bojanala explores the NTCE, looking at the beginnings, the objectives, key features of the expo and what to look forward to for the 2013 NTCE.

The article on the Paleo – Tourism in this edition takes us on a journey into the Jurassic Age. The article looks at how the recent discovery of Dinosaur eggs (embryos) of the dinosaur species Massospondylus, has resulted in the development of a Dinosaur Paleontological Site in the Golden Gate Highlands National Park (GGHNP) in the Free State Province. The discovery, in a rural area identified for development as part of the Comprehensive Rural Development Programme, has been a boon for rural as well as heritage and cultural

*"September has over the years become such a significant month to South Africa's tourism sector..."*

The tourism sector chose its own unique way of joining the nation in commemorating 2013 Youth Day. The run up to the Youth Day Commemorations in 2013 saw NDT hosting the "Youth in Tourism" business breakfast in partnership with Proudly South African. This afforded both NDT and Proudly SA an opportunity to demonstrate synergies in their efforts to stimulate job creation opportunities within the tourism industry as a response to the contemporary challenges faced by the youth in South Africa, chief among them, youth unemployment. The business breakfast, held on the 10<sup>th</sup> of June 2013 at the Capital Hotel School and Training Academy in Pretoria is subject of an article in this edition of Bojanala.

tourism and has resulted in heightened interest in the GGHNP.

As you delve into this edition of Bojanala, Mzansi let's take a Sho't Left and join the WTD 2013 celebrations!

Enjoy your edition of Bojanala!

  
**EDITOR**





## South Africa's 2013 Tourism Month Celebrations: Highlighting the Symbiosis between Water and Tourism

Tourism is one of the key sectors to the South African economy and it continues to grow as demonstrated by the increasing foreign arrivals and above world average overall growth. The National Department of Tourism (NDT) and provincial departments of tourism across the country have been actively pursuing ways to enhance and grow tourism as an economic sector with a focus on the domestic market. The hosting of the World Tourism Day (WTD) celebration is one of the platforms used by NDT to increase

tourism awareness in the country and to encourage South Africans to travel their own country. This year's commemorative events will be held in the North West (NW) Province; some in the town of Potchefstroom and the WTD celebrations in Klerksdorp. Preparations are being done in partnership with South African Tourism (SAT), the North West Department of Economic Development, Environmental Affairs, Conservation and Tourism (DEDECT), North West Parks and Tourism Board (NWPTB) and other local partners.

WTD is a United Nations World Tourism Organisation event which is celebrated on the 27<sup>th</sup> of September annually throughout the world. Its purpose is to foster awareness among communities of the importance of tourism and its social, cultural, political and economic value. Tourism Month celebrations further present an opportunity for a sustained, month-long focus on the importance of the tourism industry to South Africa's economy and on the importance of travelling for the wellbeing of South Africans.

### Theme for Tourism Month celebrations 2013

The 2013 WTD is being celebrated under the theme **Tourism and Water: Protecting**

**our Common Future.** The syncing of tourism and water in this year's theme comes from the declaration by the United Nations (UN) General Assembly of 2013 as the United Nations International Year of Water Cooperation. The theme seeks to enhance co-operation and is a rallying call among tourism stakeholders for sustainability in terms of water utilisation as a way of sustaining the tourism industry.



A cultural performance at the 2012 Tourism Day celebrations at Mbashe Village, Eastern Cape.

For South Africa, the theme for the Tourism Month celebrations dovetails into and buttresses the water conservation campaigns run by the National Department of Water Affairs (DWA). The tourism sector has got an

opportunity to encourage responsible use of water as a scarce resource and to showcase how the sector has been conserving water as a part of its responsible tourism initiatives. Water is an integral resource for sustainable



Hot air ballooning over Hartbeespoort Dam; one of the activities which could be fun in NW this Tourism Month.

tourism development and water scarcity/stress in South Africa poses a risk to the achievement of tourism growth targets as set in the NTSS. This makes water conservation an imperative for the future survival of the tourism industry in South Africa. NDT has thus identified a number of focal areas focussing on water conservation and water resource management as well as responsible tourism and water use.

### Activities planned for Tourism Month celebrations

With September on our doorstep, the sector is ready to roll-out the lineup of Tourism Month activities. The activities include public lectures, a student academic seminar, and the Minister's Breakfast engagement with business and the main WTD celebrations taking place in Klerksdorp at the Water Paradise Park on the 27<sup>th</sup> of September 2013. Just like in all the previous years, tourism month 2013 is set to be celebrated by the tourism sector players and provincial departments of tourism throughout the country.

The main national event is set for the NW Province, which is one of the provinces with

low domestic tourist arrivals despite it having a number of tourist attractions. The fact that NW is one of the provinces hardest hit by water scarcity in the republic made it an ideal host for the national event in light of the theme for this year's celebrations. The celebrations will be a partnership between the NDT as the custodian of the events, SAT and the host province, NW. The province is being represented in the partnership by DEDECT and NWPTB. The thrust of the main celebration in the NW is to showcase the province as an exciting and affordable holiday destination and to get people to travel to the province more. The showcasing of the attractions within the province will also involve media tours across the NW Province.

a number of platforms, including the electronic and print media to increase awareness amongst potential travellers in South Africa to explore and enjoy the various exciting destinations that the country offers. The campaign, which will be part of the celebrations in September, will profile the country's flagship attractions as well as achievements by the NDT and industry in growing the tourism sector.

The 27<sup>th</sup> of September 2013 will be the pinnacle of the month long commemoration with WTD celebration event at the Water Paradise in Klerksdorp, NW, where the Minister of Tourism, Marthinus van Schalkwyk will launch a legacy project and deliver a keynote speech. The



A cultural group ready for a performance at the 2012 Tourism Day celebrations at Mbashe Village, Eastern Cape.

The national celebrations will be marked by a number of initiatives, which are part of NDT's domestic tourism campaign. The campaign seeks to:

- Encourage South Africans to travel within and explore their country;
- Make a strong case on the concept of "travel is fun";
- Bring the UNWTO WTD theme into the campaign to highlight water based fun activities that are available in South Africa; and
- Encourage the South African tourism sector to respect domestic tourists and promote as well as grow domestic tourism.

The domestic tourism campaign is set to utilise



Some of the people at the 2012 Tourism Day celebrations at Mbashe Village, Eastern Cape.

The glorious Magaliesburg; one of the places to visit in North West Province this Tourism Month.



The table below provides the planned national events at a glance.

DATE	EVENT	PURPOSE	VENUE	TIME
27 August 2013	Pre-media Launch Tour for Media	To expose the media to tourism attractions and activities in the North West in line with the Tourism Month theme	Hartbeespoort	Whole day
28 August 2013	Media Launch	To launch the 2013 Tourism Month activities	Amazingwe Lodge in Hartbeespoort Dam	06h00-10h00
25 September 2013	Student Seminar/Conference	Presentation of current post graduate research by students from various South African Universities	North West University, Potchefstroom campus – Du Plessis Lecture Hall	08h00-16h00
26 September 2013	Minister's Breakfast	Minister of Tourism hosts industry operators and top government leaders to discuss issues affecting the operating environment for tourism in the country	Feather Hills Conference Venue	08h00-11h30
26 September 2013	Public Lecture	The North West University Vice Chancellor will host the Minister, a panel of experts will discuss the value of water to the tourism industry and how the latter can contribute in conserving water.	North West University, Potchefstroom campus – Du Plessis Lecture Hall	13h00-15h30
26 September 2013	Welcome Dinner	The North West Premier welcomes the Minister, MEC's and all government leadership	Protea Hotel in Klerksdorp	18h00-21h00
27 September 2013	WTD Celebrations	Celebratory events, Morning Live coverage, tourism and culture exhibition, address by Minister, performances and entertainment	Water Paradise Resort in Klerksdorp, North West Province	06h00-16h00

event, where the Department of Water Affairs will also be represented will centre on the water saving theme with some cultural activities to give context to the event.

These events in the table above exclude events that have been planned by the rest of the eight provinces in celebration of Tourism Month and World Tourism Day. Each Province has presented to the NDT activities planned at their destinations to create awareness and profile tourism activities in their own regions.

A tourism month calendar of events illustrating some of the events that will be taking place across the country is shown on page 17 of this edition.

The Minister's Breakfast seeks to create a platform for all industry role players to engage the Minister on the challenges facing tourism in the NW Province and how the tourism sector can be grown, made competitive and sustainable. This business breakfast also presents an opportunity for NDT to harness and strengthen

partnerships within the tourism industry. The business breakfast will feature tourist industry speakers from the North West, a presentation by the MEC for DEDECT, a key note address by Minister van Schalkwyk and discussions on the state of tourism in South Africa; the domestic tourism strategy; importance of marketing tourism products; and challenges faced by and opportunities for growing tourism within the NW province.

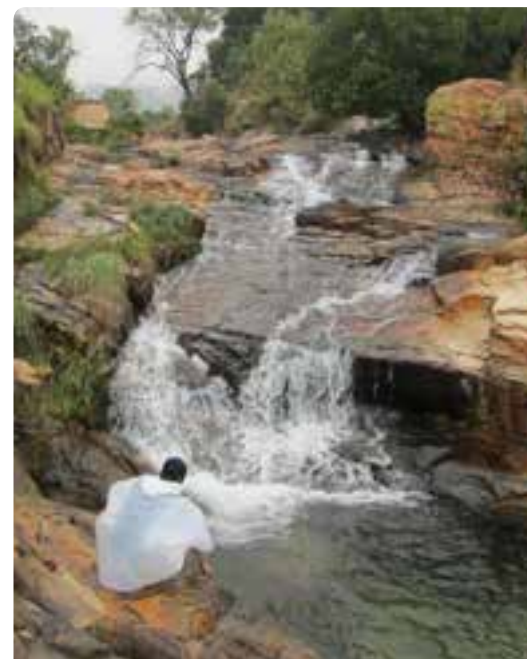
The student conference scheduled for the 25<sup>th</sup> of September at North West University, Potchefstroom will feature seven universities with two students from each university making paper presentations based on their tourism related research. The student presentations, to be coordinated by participating universities, present an opportunity for the tourism sector stakeholders and research institutions to get an appraisal on the nature and scope of the tourism research which has been conducted. An abstracts booklet for the conference will be compiled and made available. Participating students shall be awarded certificates of participation.



Minister Marthinus van Schalkwyk (right) at the 2012 Tourism Day celebrations at Mbashe Village, Eastern Cape.



Canopy tours at Magaliesberg; one of the activities which could be fun in NW this Tourism Month.



The pristine water resources in Magaliesburg makes water conservation an imperative.

Another major event of the national celebrations will be the public lectures with one being hosted by the North West University at Potchefstroom while another will be hosted by UNISA during the last quarter of the financial year to educate the tourism industry stakeholders on pertinent issues that are tourism related. The lectures will be a partnership between NDT, DEDECT, NWPTB, universities in the North West, UNISA and any other universities that are willing to be part of the process. The public lecture at the North West University will feature

the MEC, the Minister and experts from various universities and other bodies will be woven around the topic; "Water: Can tourism survive without it?" The public lecture will feature a discussion on water as a critical input in the development and growth of the tourism sector (quality, safety, access). A panel of experts from relevant institutions will participate together with the main speaker that shall come from the North West University.

#### Play your part in celebrating Tourism Month

As a parting shot, NDT encourages all South Africans to play their part in celebrating Tourism Month 2013. Take advantage of the onset of

the ever beautiful spring and get involved in the celebrations, which are scheduled throughout the provinces in the republic. Opportunities for your involvement in the celebration abound; be a domestic tourist and explore some "fun" in any one of the water resources in the country; be a responsible tourist who contributes to the sustainable use of water, by for example taking a shower and not a bath, as well as avoiding and fighting the pollution of water resources at your destination; help spread the word (through Facebook; Twitter; and other social networking platforms) about this September being Tourism Month to celebrate the symbiosis between water and tourism; host an WTD event and create hype around it; and for schools/education authorities, UNWTO suggests a competition – essays, paintings, videos – on tourism and water as a fun and simple way to get involved in World Tourism Day. Mzansi let's take a *Sho't Left* to the WTD 2013 celebrations!

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A traditional dance performance at Amazingwe Lodge in Hartbeespoort, NW; the venue for the official launch of the 2013 Tourism Month.





## NDT Partners Proudly SA to Host a Youth in Tourism Business Breakfast

The run up to the Youth Day Commemorations in 2013 saw the National Department of Tourism (NDT) hosting the "Youth in Tourism" business breakfast in partnership with Proudly South African to afford both NDT and Proudly SA an opportunity to demonstrate synergies in their efforts to stimulate job creation opportunities within the tourism industry. The business breakfast, held on the 10th of June 2013 at the Capital Hotel School and Training Academy in Pretoria as part of the commemorations of the 2013 youth day, represented a response to the contemporary challenges faced by youths in South Africa, chief among them, youth unemployment.

The partnership with NDT prompted the focus on tourism and the focus on youth as encapsulated by the theme was in support of Youth Day celebrated on the 16th of June 2013. The "Youth in Tourism" business breakfast presented NDT with an opportunity to showcase the success of some of their youth focused programmes while Proudly SA also took the opportunity to introduce non-member companies in the tourism sector to the Proudly SA Buy-Local campaign.



One of the dishes prepared by the graduates of NDT's Chefs Training Programme.

### Rationale and objectives of the business breakfast

The business breakfast was hosted in line with the thrust of the National Tourism Sector Strategy (NTSS) and the recognition of tourism as one of the six pillars of economic development and employment creation in the New Growth Path. Unemployment is one of the major challenges facing the youths and job creation is an imperative, which motivated the hosting of the business breakfast. The breakfast was developed with a view to offer youths a platform to network with prominent tourism stakeholders.

The business breakfast had a number of objectives. Firstly it was meant to provide a networking platform for industry stakeholders such as entrepreneurs, policymakers and destination marketers. The event was also meant to sensitise tourism stakeholders of the importance of investing in skills development for the youth within the tourism sector. NDT on the other hand sought to create awareness around NDT Social Responsibility Implementation (SRI) Youth Skills Development Programmes. For NDT, the business breakfast also served as a platform to profile and showcase skills



Some of the guests following proceedings at the business breakfast.

acquired by graduates from the NDT youth skills development initiatives as well as alert tourism stakeholders to opportunities at the upcoming NTCE from 19-21 September 2013.

In terms of target audience, the breakfast targeted a total of 100 guests, which included government and private tourism stakeholders from both established and new enterprises in the tourism sector as well as the media. Key organisations and stakeholders represented at the breakfast included Cape Wine Academy, Department of Trade and Industry (**the dti**), National Empowerment Fund, South African Chefs Association (SACA), Tourism Business Council of South Africa (TBCSA), Tourism Enterprise Partnership (TEP), Association of SA Travel Agency (ASATA), SA Association for the Conference Industry (SAACI), Tshwane Tourism Association among others.

### Highlights of the business breakfast

The breakfast had a number of notable highlights. These include the breakfast itself; displays by NDT on its youth focused programmes; and speeches from various key stakeholders such as NDT and Proudly SA.

The breakfast itself was a highlight of the event given the fact that it was prepared and served by graduates of NDT's Chefs Training Programme with coordination from the South African Chefs Association. The Chefs Training Programme is a youth skills development programme of NDT and the business breakfast afforded them an opportunity to showcase their acquired skills. Deputy Minister Ms Tokozile Xasa, in her key note speech, recognised the young chefs for the preparation of the food that was served at the business breakfast.

The business breakfast also offered an opportunity for exhibitions by various tourism stakeholders such as Tourism Enterprise Partnership (TEP); NDT and some private companies. NDT had the opportunity to display

information on some of their programmes such as NDT's bursary and internship initiatives; SRI programmes on youth skills development such as the Chefs Training Programme and the National Tourism Careers Expo (NTCE), which took the opportunity to disseminate information for potential exhibitors.



Breakfast is served; breakfast prepared by the graduates of NDT's Chefs Training Programme.

The business breakfast featured a number of speeches by a number of eminent persons. Mrs Mahlatsi Ndlovu, Deputy Director in Strategic Partnership at the Department of Trade and Industry gave a speech on "The dti's offerings/ incentives within the tourism sector". Ms Lisa Ann Hosking, the General Manager of TEP spoke on "Business opportunities in the tourism sector" and also gave time for Ms Moipone Ntseke, the owner of Star Born Creative Designs to speak on behalf of young entrepreneurs.

One of the main speeches at the business breakfast was on the "Proudly South African



Proudly SA CEO Advocate Lesley Sedibe, stressing a point at the business breakfast.

Campaign" presented by Advocate Lesley Sedibe, the Chief Executive Officer of Proudly SA.

Advocate Sedibe introduced the guests to the Proudly South African Campaign and highlighted the need for locals to support local industries (including tourism), which will contribute to the socio-economic development of the country. He reminded the guests of what South Africa is capable of achieving by highlighting the successful hosting of the 2010 FIFA World Cup and outlined the five key success factors (key pillars) – namely Infrastructure development; job creation; rebranding of South Africa; continent rebranding; and tourism. Arguably the highlight of Advocate Sedibe's speech was his passionate clarion call exhorting South Africans to be proud of their country: "Whatever sector we find ourselves in, particularly in Tourism, take pride in South Africa and what it has to offer. I would like to encourage guests/businesses to support the local tourism industry and travel local. Keep flying the flag and speak positively about South Africa".

Deputy Minister of NDT, Ms Tokozile Xasa, delivered the key note address at the business breakfast. Minister Tokozile Xasa, in her key note address to the guests emphasised the



Deputy Minister Tokozile Xasa delivering her key note speech.



importance of cooperation and the need for the exploitation of synergies between government and the private sector in stimulating employment opportunities for youths in the tourism sector.



One of the graduates of NDT's Chefs Training Programme addressing guests at the business breakfast.

In that vein, she acknowledged the partnership with Proudly SA and urged the tourism sector to integrate its work with other sectors and not work in silos in the fight against poverty and unemployment.

### Key elements of the Deputy Minister's speech

Deputy Minister Ms Tokozile Xasa indicated that government is concerned about youth unemployment and low levels of youth participation in the mainstream economy and acknowledged that young people because of demographic realities deserve a bigger share of development investments: *"Therefore addressing youth issues should remain salient for the South African community"*. She emphasised the need to involve youths in the mainstream economy if sustainable development is to be achieved in the country.

The Deputy Minister, in her keynote speech sensitised the guests on the various youth development programmes that are being rolled out by NDT in line with the Youth Employment Accord; the New Growth Path (which recognised

tourism as one of the top six priority areas) and the NTSS. The Deputy Minister expressed satisfaction about how the programmes are empowering youths: *"We have embarked on a number of initiatives as the department, and it prides me to inform you that we are immensely satisfying the employment and development needs of our young people"*.

The Deputy Minister informed guests of the partnership between NDT, Umalusi and CATHSETTA to evaluate the quality and value tourism and hospitality curriculum *vis-a-vis* the skills needs of the industry. She also highlighted the NTCE as a platform for matching skills demand and supply in the tourism industry and pointed out that since the inaugural expo in 2008, over 56 000 young people have been exposed to the tourism industry through the expo. The partnership with Ubuntu Institution on International placements saw the placement of 500 unemployed youths in Canada and USA in 2012/13 and another 500 youths are set to benefit in 2013/14.



Some of the exhibits at the business breakfast.

The Deputy Minister took the occasion of her keynote address to share the success of the Expanded Public Works Programme (EPWP) implemented by NDT in 2012. A key highlight was the fact that 500 young people graduated as chefs with 120 having been placed with hospitality enterprises in the country and

another 300 of them having enrolled for advanced (national diploma) studies.



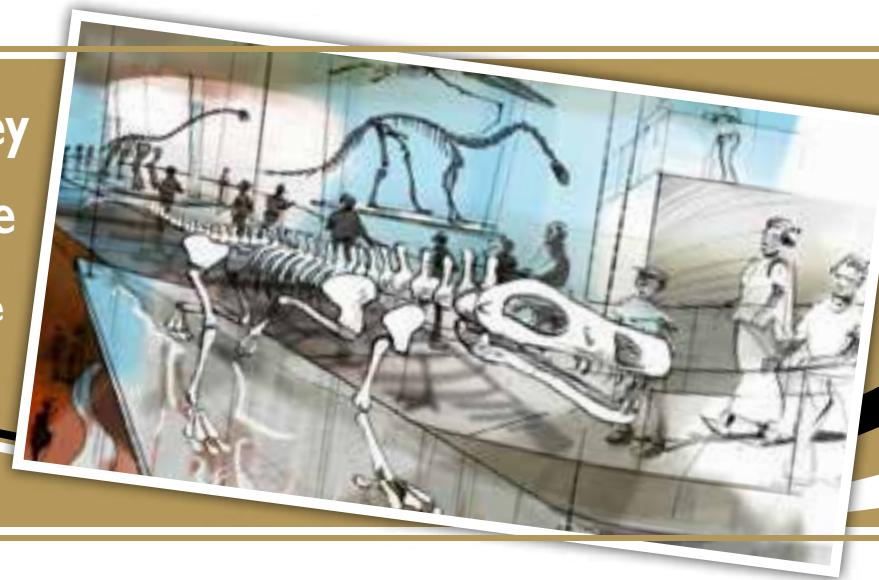
Some of the graduates of NDT's Chefs Training Programme who prepared the breakfast.

The Deputy Minister also emphasised the need to develop tourism enterprises and posited that *"...for development to be meaningful, it must be broad enough to encompass all sections of society. In this respect, support for the SMMEs and entrepreneurs are crucial for my Department"*. She outlined how TEP has contributed to job creation through support to SMMEs and also sensitised stakeholders of government funding vehicles for youth owned enterprises. The Deputy Minister challenged youths to be entrepreneurs and job creators and not just job seekers.

The key message for the business breakfast was "Fostering synergies between NDT and tourism stakeholders towards job creation for South African youths in the tourism sector". In line with the foregoing key message, perhaps the take home message for the different stakeholders from the Deputy Minister's key note address was when she said: *"...We may be able to achieve more if all social partners commit to work together and have a single, coordinated approach to employment creation with a deliberate focus on skills development"*.

## Paleo – Tourism: A Journey into the Jurassic Age

### The Dinosaur Paleontological Site



Nestled along the majestic and ragged mountain kingdom of Maloti Drakensburg mountain range is the iconic historical Dinosaur breeding site. The popular Dinosaur Paleontological Site, at the Golden Gate Highlands National Park (GGHNP) in the Free State Province, is the iconic feature of the recently discovered eggs (embryos) of the dinosaur species *Massospondylus*, the oldest dinosaur embryos known to man. After the news of the discovery of the embryos was published in a leading scientific journal, international interest in the embryos and GGHNP escalated significantly. This spectacular site does not only provide a window into the far distant past but presents a tangible link of the past into the present and prospective future of Paleo-Tourism in South Africa.

As a world class heritage site, the Dinosaur Paleontological Site serves as a distinct globally



Concept drawings of proposed Dinosaur Interpretive Centre.

competitive destination modelled on the narrative interpretation of the paleontological, archaeological and geological evidence found at the Golden Gate Highlands National Park (GGHNP), which is located in an already-thriving tourist location. What set apart this distinct heritage site from other similar archaeological and paleontological tourism projects is the innovative and creative packaging of scientific research and information on dinosaur species

into accessible and interactive consumable tourist products.

The Dinosaur Site is in a protected area demarcated under the Environmental Conservation Act, at the pristine and scenic Golden Gate Highlands National Park, which is situated along the United Nations Educational, Scientific and Cultural Organization (UNESCO) proclaimed Ukhahlamba Drakensburg World



A majestic setting of the popular Dinosaur Paleontological Site in the Golden Gate Highlands National Park in the Free State Province.



Heritage Site - a prime and popular tourist destination. The site is situated in a rural node (Thabo Mofutsanyane District Municipality), which has been identified for development by the Department of Rural Development and Land Reforms through the Comprehensive Rural Development Programme. Most importantly the project is aligned to the National Rural Tourism Strategy (2012) and the National Heritage and Cultural Tourism Strategy by the National Department of Tourism (NDT). Both National strategies have prioritised the further development and promotion of potential tourism products in rural areas, in line with the objectives of achieving geographical spread and diversification of tourism initiatives especially in under-developed and under-represented rural locations, set out in the overarching National Tourism Sector Strategy (2011) and the National Domestic Growth Tourism Strategy (2012) by the NDT.

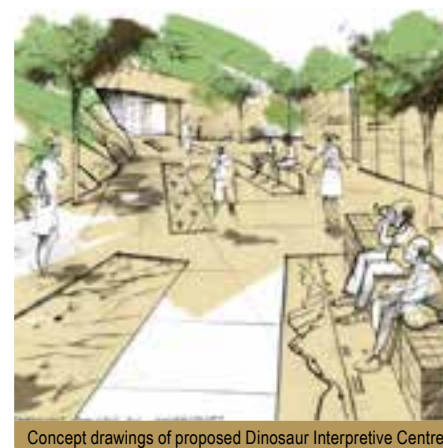
The feasibility study on the proposed Golden Gate Highlands National Park Interpretation Centre (Dinosaur Interpretive Center), presents empirical data on the viability and potential of the interpretation center as an economic hub to unlock job creation opportunities and economic beneficiation to the immediate local communities through tourism development in the countryside. The proposed project entails



Concept drawings of proposed Dinosaur Interpretive Centre.



Concept drawings of proposed Dinosaur Interpretive Centre.



Concept drawings of proposed Dinosaur Interpretive Centre.

the development of an interactive visitor attraction in the form of an interpretation centre based on the paleontological, archaeological and geological evidence of historical existence of Dinosaurs, to serve as a thriving globally competitive tourist destination for sustainable tourism growth and economic development in a rural node with potential for tourism. In this context the proposed Interpretation Center will increase public access (which is often limited) to scientific knowledge and broad appreciation of the heritage. The key role players involved in the implementation of the proposed project are the NDT, the Department of Environmental Affairs (DEA) and South African National Parks (SANParks). A partnership agreement between the NDT and the DEA outlined key areas of cooperation between both departments and South African National Parks (an Agency of the DEA), towards the implementation of the Golden Gate Highlands National Park Interpretation Centre (Dinosaur Interpretive Center).

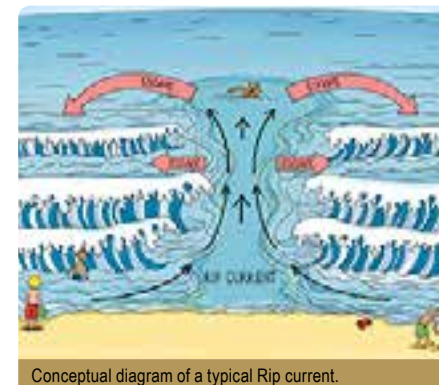


Massospondylus Carinatus; the egg exposed - the oldest dinosaur eggs in the world.

## Safety Tips in Dealing with Rip Currents on the South African Coast Line



### How to spot a Rip current:



Conceptual diagram of a typical Rip current.

- A break in the incoming pattern of waves.
- Water in a surf zone that is a different color (often darker) to the surrounding water.
- Seaweed, bubbles or debris moving out to sea through the surf zone.
- Isolated turbulent and choppy water in the surf zone.

**If avoidance fails:** If you are caught in a rip current stay calm. Swim slowly parallel to the shoreline or relax and let the current carry you out past the breakers until it slacks, and then swim parallel to the shore before using the waves to carry you back to the beach.

**Float on your back and wave one arm for help.**

Rip currents are not an "undertow". They will not pull you under the water. So long as you can tread water or float you will be safe until you can

escape the flow and head back to the beach. Maintain a slow and relaxed swimming pace until you reach the shore or assistance arrives.

### Other tips:

- Talk to the lifesavers about rip currents before getting in the water.
- **Never** swim alone.
- There is nothing wrong with making young children wear approved life jackets to play in the surf. That doesn't mean you can leave them alone – but it will make them safer.
- Discuss rip currents and how to deal with them with your children.
- Swim only on beaches where lifesavers are on duty.
- Make sure that your local Sea Rescue telephone number is in your phone. Go

to [www.searescue.org.za](http://www.searescue.org.za) and click on emergency numbers to see what your local number is.

### Do not panic

Rip currents can develop anywhere where there are breaking waves. These rivers of current are made by water draining from the beach and flowing back out to sea. Ranging in width from just a few metres to a hundred metres or so, they can flow faster than we can swim. They can pull a swimmer in deeper than the breaking waves and sometimes further than that.

### In an emergency call 10177

For more information visit Sea Rescue's website: [www.searescue.org.za](http://www.searescue.org.za)



Appearance of a Rip current.



## Skills Development - Essential to a Successful and Robust Tourism Sector



An adequately skilled workforce is imperative if tourism is to reach its potential of contributing to socio-economic development, job creation and business opportunities. This is one of the key outcomes that resonated at the Tourism Leadership Dialogue on Skills development hosted by the National Department of Tourism at Emperor's Palace in Johannesburg on Friday, 22<sup>nd</sup> July 2013.

Aptly themed "Unskilled Work and the Travel and Tourism Industry: Myth or Reality?" the event sought to provide a platform for dialogue with a view of identifying challenges and possible resolutions to skills issues that have hampered development within the sector.

The discussion was led by a panel of tourism stakeholders from the public and private sector who critically offered an informed analysis of the state of the tourism employment market – focusing on issues around the tourism curriculum; the readiness of tourism graduates entering the job market; how employers could attract and retain relevant skills within the industry, ending with an overview of the current tourism skills development initiatives being conducted by the National Department of Tourism.

The lack of a standardised tourism curriculum was viewed as a factor that was contributing to an influx of tourism graduates with unequal skill levels and qualifications. This shortfall is resulting in high levels of unemployment as potential employers are uncertain about the graduate's competency levels, and seen as a risky investment that could harm

the integrity of their businesses. It was recommended that the tourism curriculum and skills development programmes be designed in a manner that addresses the needs of the sector, thus bridging the gap between the education system and the workplace - preparing the graduates for employment.

Tourism is identified as one of the top six priority areas in the New Growth Path for the promotion of economic development and job creation. There is a growing concern from the public sector about the increased reliance on imported labour to fill skilled local job positions. Not only has this contributed to revenue losses for South Africa, but has also resulted in a sector littered with low paying job opportunities. Government initiated programmes such as CATHSSETA's skills development programmes are underutilised. Employers and tourism businesses have a role to play in attracting and retaining skills within the sector and are encouraged to utilise these initiatives to aid, stimulate the sustainability of the tourism sector.

The National Department on Tourism has embarked on the following skills development programmes/initiatives to address skills shortages within the sector:

- Partnership between National Department of Tourism (NDT), UMALUSI and CATHSSETA to conduct analysis and evaluation of the existing curriculum for Tourism, Hospitality and Consumer Studies subjects from NQF levels 2, 3 and 4 of the National Certificate Vocational (NCV offered at FET Colleges) and National Senior Certificate (NSC offered at high schools).

- National Tourism Careers Expo has been attended by more than 56 891 young people since 2008. At the NTCE unemployed graduates are able to access existing vacancies and apply directly.
- NDT is in partnership with the Ubuntu Institution on International placements managed to place 500 unemployed youth in Canada and USA after securing funding from the DBSA. It is envisaged that another 500 will be placed this financial year 2013/14. The objective is to make young people employable by providing them with much needed work experience.
- 186 young people from Gauteng and the Western Cape were trained under NDT's Sommelier training programmes.
- In terms of the EPWP Programme, 500 young people have graduated as chefs and 120 have already been placed with established hospitality institutes, such as hotels, bed-and-breakfast establishments and restaurants as part of the Young Chefs training programme. 300 of the mentioned 500 have been enrolled for second-level training which is equivalent to NQF level 5 (National Diploma), and, owing to the success of the programme, another 500 young people have been enrolled for the first time in the programme for 2013.
- In terms of SMMEs, the NDT is working in collaboration with the Tourism Enterprise Partnership (TEP) to implement skills development programmes. In 2012, TEP supported 5,003 jobs created by SMMEs, which delivered an increased turnover of R785 million. This raised TEP's overall contribution to job creation over the past ten years to more than 75 786 jobs and a turnover increase of over R6, 4 billion.

## Tourism a Vital Contributor to SA Economy



Tourism is a vital contributor to the South African economy, contributing more to gross domestic product (GDP) than, for instance, the automotive industry and sustaining more direct and indirect jobs than the mining industry, Tourism Minister Marthinus van Schalkwyk said on Tuesday, 20<sup>th</sup> August 2013.

Speaking at a breakfast hosted by the South African Chamber of Commerce and Industry in Johannesburg, he said that, in 2011, tourism's direct contribution to GDP increased to R84-billion, with the combined direct and indirect contribution making up 9% of the GDP. *"This contribution is larger than that of some other significant sectors, such as the automotive manufacturing sector,"* van Schalkwyk said.

Tourism directly and indirectly sustained 9% of employment in the country, which amounted to one in every 11 jobs and, therefore, the sector supported more jobs than the mining and automotive sectors. Last year, international tourist arrivals to South Africa increased by 10.2% year-on-year, far outpacing the global industry growth of 4%. But van Schalkwyk said that domestic tourism required more attention, as it was a key component of South Africa's journey going forward.

*"At any given moment, three-quarters of all tourists in South Africa are South Africans, with domestic tourists having contributed R101-billion to the economy in 2011."* He added that, as some of the non-travelling South Africans have indicated that they could not afford to travel or were not aware of accessible offerings, the sector had to work harder to address these information and cost barriers.

*"To this end, we will be launching a new marketing campaign next month targeted at a broad cross-section of the South African population. The campaign will build on the existing domestic tourism campaign's Sho't Left theme, and will be aimed at market segments with cropped-up demand and high travel propensity,"* van Schalkwyk said.

Meanwhile, South Africa also had to build an upstream reservoir of future tourists, and the country had to deliver on the promise of tourism to lower-income households. Through a partnership with the Industrial Development Corporation we have commissioned a feasibility study for a pilot budget resort chain aimed at an underserved market segment of would-be travellers earning less than R5 000 a month.

*"We have also commissioned an audit of underused State assets and properties that could be developed into tourist attractions and facilities,"* he said. Marthinus van Schalkwyk further stated that while the UK continued to be South Africa's largest overseas tourism market, followed by the US and Germany, China is now the country's fourth-largest overseas tourism market, up from eighth place two years ago.

*"A decade ago, arrivals to South Africa were too dependent on a few large markets. The mix of arrivals has to be less dependent on volatile and maturing markets, while increasing our share in high-value emerging markets,"* he said, adding that this was the reason for the department continuously rebalancing its portfolio in response to global market shifts.

*"In our international market segmentation we recognise that a tectonic shift is under way as*

*economic and political power is moving from the North to the South and from the West to the East."* The Minister added that while the established markets would remain critical for years to come, the changing contours of wealth and power in the world could not be ignored. It was expected that within two years inbound tourism to emerging-market destinations would exceed that of the advanced economies.

The shift from established to emerging markets was prominently reflected in the portfolio of South African tourism. The country had invested ahead of return in some of these emerging markets and those were now delivering a much greater share of the industry's income.

In 2012, particularly strong growth was recorded from the Asian market, which saw an increase of 34% in arrivals, and in the Central and South American market which saw a 37% increase. *"We should still do much more to market ourselves as an emerging economy to established markets, but also to other emerging markets, such as China, that are becoming significant tourism spenders,"* van Schalkwyk added.

Referring to global air traffic, he pointed out that there was major potential for the development of a South-South corridor that would reflect contemporary trade and other economic realities. *"We believe that the OR Tambo International Airport in Johannesburg is ideally positioned to be a major hub on such a corridor, for passengers to travel, for example, from South America to India,"* he concluded.

Source: [www.polity.org.za](http://www.polity.org.za)



## National Tourism Careers Expo 2013 “...explore ur world of tourism”



September has come to be recognised as an important month for the tourism sector in South Africa. Key events such as the Tourism Month and the National Tourism Careers Expo (NTCE) make September such an important month in the tourism sector calendar. The 19th to the 21st of September 2013 will see the tourism industry hosting its fifth NTCE since the inaugural expo held in KwaZulu-Natal (KZN) in 2008. As the tourism sector looks forward to the upcoming NTCE, to be held at the East London International Convention Centre in the Eastern Cape, Bojanala casts its focus on the NTCE looking at the beginnings, the objectives; key features of the expo and what to look forward to for the 2013 NTCE.

### The Expo

The NTCE, an annual feature and trademark event of the tourism calendar, is spearheaded by the National Department of Tourism (NDT) in partnership with the Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority (CATHSSETA) and the host province's department responsible for tourism. The inaugural expo was held in 2008 in KZN and it moved to the Eastern Cape in 2012. The policy is to have it rotating across the provinces after every three years of hosting to maximise its national footprint and impact.

In the case of the 2013 Expo, NDT and CATHSSETA are collaborating with the Eastern Cape's Department of Economic Development, Environmental Affairs and Tourism (DEDEAT). The Eastern Cape Parks and Tourism Agency (ECPTA) has from 2012 when the Expo moved to the Eastern Cape been acting as the Project Managers for the “NTCE.”

### The beginnings

In 2007, NDT and the Federated Hospitality Association of Southern Africa (FEDHASA) commissioned a study to probe a marked reduction in enrolment in tourism and hospitality courses. The study revealed negative perceptions about the tourism and hospitality industry, which were militating against the uptake of courses in the sector.

The study, whose results were released in 2008, revealed that tourism was being perceived as an industry characterised by menial jobs; long working hours; low remuneration; lack of or limited upward mobility; as well as poor labour practices to mention just a few of the perceptions. The study also revealed a lack of knowledge and respect for the sector. In terms of tourism and hospitality education, it emerged that both undersignated subjects in high schools for university entry and

they were receiving less attention as subjects in schools and tertiary institutions. Educators on the other hand were not formally trained or not adequately trained on the subjects; were ill equipped and not very competent to deal with the tourism and hospitality curriculum. The aforesaid negative perceptions (real or unreal), made tourism unattractive as a career choice and training programme. It is noteworthy that of the 70% of school leavers who intended to study further, only 9% considered pursuing tourism as a career of choice.

The study findings lead to the convening of a working group to address the issue of plummeting student numbers and to develop tourism to be a career of choice. The working



Students following proceedings at the Chefs Corner at the 2011 NTCE.

group, as part of efforts to develop an intervention to counter the perceptions of the sector, undertook a study visit of Ireland and subsequently developed the NTCE concept.

The expo was conceived to address the challenges around the supply of requisite skills and unemployment in the tourism sector. The inaugural NTCE was hosted by KwaZulu-Natal's Department of Economic Development (DED), NDT and CATHSSETA in 2008. KZN hosted the NTCE for three years and in line with the rotational policy adopted by the partners, the NTCE moved to the Eastern Cape in 2012.



Demonstration in progress at the Chefs Corner at the 2011 NTCE.

### What the Expo seeks to achieve?

The NTCE was formulated with the aim of promoting education and training of tourism and making tourism a career of choice. The NTCE snugly dovetails into the National Tourism Sector Strategy; the National Tourism Human Resources Development Strategy and the National Skills Development Strategy (NSDS) in terms of meeting skills needs and job creation.

In terms of objectives, the NTCE seeks to promote tourism as a career, profession and employer of choice. It also seeks to promote a demand led system of education and training in tourism by using the NTCE as a melting pot for the meeting of all key stakeholders. The development of learners and students is cardinal and paramount for the NTCE. The promotion of educator empowerment initiatives through seminars and other activities is one vehicle NTCE utilises to develop learners and

students. The NTCE also offers a platform for the promotion of existing careers, professional, entrepreneurial, internships, learnerships, bursaries and other education funding opportunities in the sector.

This year, the tourism Expo has evolved to be an exhibition platform that is interactive rather than just a “...paper grabbing” event. The objectives of the Expo form the basis or inform the activities which constitute the Expo.

### Key features of NTCE

For the learners, key features that have evolved to characterise the NTCE include special programmes such as the Chefs Corner, Speakers Corner, Mixology, Beauty Spa, the Virtual Classroom and the Recruitment Corner. For the educators, the main attraction has been the Educator Seminars and Workshops while for other Industry stakeholders; the Tourism Leadership Dialogue has become a massive attraction at the Expo.

For the learners, the Chefs Corner and Mixology have become major attractions at the Expo. The Chefs Corner involves demonstration of culinary art by young chefs.

Mixology seeks to change perceptions about bar tendering through bartenders unleashing their creativity in creating cocktails. The thrust of mixology is demonstrating how bar tendering is an art and not just another job/activity.

The Speakers Corner is meant to inspire tourism students and unemployed graduates about career and business prospects in the sector. The corner presents an opportunity for tourism entrepreneurs and other speakers to share their success stories and interact with the learners/students.

The Virtual Classroom has of late become one of features at the NTCE, which generates a lot of patronage and excitement among the learners. It affords the learners a platform to



A student being assisted in trying his hand in Mixology

learn more about preparing Curriculum Vitae (CV) and presenting and handling themselves during interviews.

The Recruitment Corner gives learners and unemployed graduates an online platform to access existing and potential future job opportunities in the tourism industry. Guidance is offered to the learners on the different career options in the hospitality sector and internet facilities are availed to the learners to apply for jobs online. The learners are also assisted in applying for job openings online (through uploading their CVs) and manually (through filling of forms).

An exciting and well received addition to the traditional features of the NTCE was Food and Wine Pairing, which was introduced in 2012. An expert from France, Mr Michel Harbrot presented on “Pairing food and wine to enhance the dining experience”. The session, which was well received by learners and educators was essentially to promote food and wine pairing as a career and business opportunity.

For the educators, the NTCE offers learning or in-service training opportunities and the Educator Seminars/Workshops are an important feature in that regard. The curriculum of the seminars/workshops is normally negotiated and developed in a participatory manner with the educators suggesting the topics to be covered way before the Expo. Industry experts are then brought to assist the educators in tackling the problem topics.



## Educator Seminars in Progress

Topics which educators have been assisted with in the past include foreign exchange and calculation of time zones. The interactive nature of the seminars/workshops provides for participatory learning or co-construction of meaning and thus fosters understanding on the part of the educators.

The Tourism Leadership Dialogue has also become a key feature of the NTCE. The dialogue is structured in such a manner that a platform is presented for industry players and educational institutions offering education and training in tourism/hospitality to meet and discuss the training offerings vis-a-vis the industry skills demands. This dialogue is conducted in a very interactive manner with the aim of matching skills demands in the sector with the supply from the educational institutions. The dialogue started at the 2012 NTCE but it is set to be retained in future NTCEs.

Edutainment is also a major feature of the Expo, particularly for the learners in attendance. It involves performances at the Expo by various artists, disk jockeys (DJs) and other entertainers. City tours and visits to major tourist attractions in the host city such as the beach are also a major draw card at the NTCE. Another major highlight at the Expo is the gala dinner and in previous Expos, it has been lauded for providing a very important networking platform for tourism sector stakeholders and other participants.



An Educator Seminar in progress at the 2011 NTCE.

## Impact of NTCE

Although NDT is yet to carry out a formal evaluation of the NTCE, it is noteworthy that the Expo has generated a lot of interest and excitement in the sector. The NTCE has grown to be a brand and a key event in the tourism industry calendar in South Africa.

It has gone a long way in profiling and creating awareness of tourism as a career of choice. This profiling has had the effect of positively impacting on student enrolment in tourism and hospitality courses. Durban University of Technology (DUT) is one educational institution which has reported an upsurge in enrolment in tourism courses with its enrolment in those courses rising by 30% after the Expos in KZN.

The Expo has also done a lot to highlight the available tourism professions to the thousands of youths, particularly unemployed graduates who attended the Expo. It has provided an interactive platform for sharing education and training opportunities in the tourism sector and has been affording learners opportunities to interact with prospective employers.

The Expo has been crucial in identifying movers and shakers (or role models) for the different stakeholders in the sector. The Expo has also evolved to be a platform for innovation e.g. Mixology.

The impact of the Expo was aptly captured by Deputy Minister Tokozile Xasa, when she described it as "...a dialogue platform on matters of skills demand and supply in tourism, particularly targeting students, high schools,

institutions of higher learning and the private sector. Its primary objective is to expose young people to career opportunities within the tourism sector. More than 56 891 young people have attended the National Tourism Careers Expo since 2008 until 2012. One key innovation for the NTCE is that unemployed graduates easily access existing vacancies in the industry and are able to apply directly whilst being taught how to compile CVs and to handle job interviews".

## Expo 2013

The 2013 NTCE is scheduled to run from 19-21 September 2013 with the theme "...explore ur world of tourism" being retained from 2012. The NTCE 2013 is targeting an attendance by 10 000 participants including learners, educators and other tourism stakeholders. International tourism stakeholders are also expected and invitations have been extended to countries in the SADC region with a number of countries from SADC and other African countries expressing willingness to participate. The Expo is set to dovetail and buttress South Africa's National Tourism Sector Strategy's goal of creating 225 000 tourism jobs by 2020 and ensuring that there are sufficient numbers of skilled people to fill the job openings.

The NTCE 2013 will see the hosting of a gala dinner, which will assist in the presentation of the programme to the participants; the opening ceremony with a keynote speech by the Deputy Minister, Ms Tokozile Xasa; learner programmes; educator programmes; exhibitions (60 exhibition stands); and edutainment. Potential highlights to be on the lookout for at the NTCE 2013 include the Virtual Classroom; the Chefs Corner; Mixology; Food and Wine Pairing; and International Placements. The International Placements programme is a partnership between the Ubuntu Institute and the Ritz Carlton Hotel Group in Canada to facilitate international experiential learning placements for South African tourism students and graduates. The NTCE 2013 will provide a platform for the recruitment of the last group of the 500 young people for overseas placement with the Ritz Hotel Group of Canada this year.

# UPCOMING TOURISM EVENTS

Date	Event	Province\Location
01 September 2013	Getaway Show	Johannesburg, Gauteng
02 September 2013	Provincial Tourism Month Launch	Limpopo
02 September 2013	Regional Tourism Month Launch	Kuruman, Northern Cape
04-06 September 2013	Provincial Tourism Day Celebrations	Vanderkloof Dam, Northern Cape
05-07 September 2013	Eastern Cape Isingqi-sethu Wild Coast Cultural Festival	Eastern Cape
06 September 2013	Provincial Lilizela Awards	Mangaung, Bloemfontein
10-13 September 2013	Sports and Events Tourism Exchange	Durban ICC, KwaZulu-Natal
10 September 2013	Tourism Master Plan Launch	Zimbali, North Coast of KwaZulu-Natal
12 September 2013	National Lilizela Awards	Limpopo
14 September 2013	Kimberley Cultural Festival	Kimberley, Northern Cape
15-19 September 2013	Leisure and Recreation Association of South Africa (LARASA) 2nd International Congress	Durban, KwaZulu-Natal
17-20 September 2013	Tourism Safety Roadshows	Mpumalanga
19-22 September 2013	Vhembe Tour, Carnival & Festival - Launch of Phase 2 of Greater Mapungubwe Heritage Route	Limpopo
20 September 2013	KwaZulu-Natal Tourism Month Celebrations	Giant Castle, KwaZulu-Natal
20 September 2013	Tourism SMME Day	Mpumalanga
20 September 2013	Tourism Awareness Day	Mpumalanga
20-24 September 2013	Soweto Festival Expo	Narsrec Expo Centre, Gauteng
23 September 2013	Women in Tourism Symposium	Mpumalanga
24 September 2013	Dwarsrivier Tourism Art and Craft Route	Dwarsrivier, Cape Winelands
24 September 2013	Tourism and Heritage Fun Fair	Mpumalanga



Deputy Minister Tokozile Xasa addressing the delegates at the Expo in 2011.



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