

Bojanala

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

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Tourism Month 2012

**The State of Travel and Tourism
in South Africa**



**South African Woman
in Tourism Honoured**



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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About the Cover



Cover shows Deputy Minister of Tourism, Ms. Tokozile Xasa, with Ms. Nyeleti Mushwana at the Dinner in Honour of Ms. Mushwana after winning Women of the Year Award for 2012. Ms. Mushwana clinched the award for her multi-million rand hotel and conference facility in Tzaneen, Limpopo (appearing on the background).

Credits

Editor in Chief

Jay Singh

Editor

Meriam Phasha

Contributors

Vicky Maake
Mmapula Makgamatha
Sindabakho Nxumalo
Urshla Zondo

Researchers/Writers

Charles Makuwerere
Masingita Makamu
Lekau Hlabolwa
Victor Siphugu

Layout/Production

Bembani Group (Pty) Ltd



LETTER FROM THE EDITOR



Warm Tourism Month Greetings to our Readers!

South Africa continues to be one of the most sought after tourism destinations in the world, due to our wide variety of breathtaking tourism offerings, ranging from magnificent undulating landscapes to our rich heritage attractions, superb accommodation facilities, the most humbling humanity of South African, to mention just a few. As we celebrate Tourism Month, we are encouraged by the statistics that reflect continued positive growth in tourist arrival as well as foreign direct spend in rand terms. We continue to outperform our competitor destinations, recording tourist arrival growth that is way above global average at 10.5% compared to about 5.4% global average for the first quarter of this year. This sterling performance couldn't have come if we were sitting on our laurels.

In part, our excellent tourist arrival statistics could be attributed to the good work that the Tourism Grading Council is doing in managing the star grading system of our accommodation establishments, and hence ensuring quality accommodation offerings. In this regard, it is our pleasure to announce the appointment of the new Tourism Grading Council of South Africa Awards Committee.

South Africa is abuzz with Tourism Month activities. We have together with this year's Tourism Month's host province, the Eastern Cape, organised a number of activities that would help address some of the key identified shortfalls of the industry. The Student's Tourism Research Discussion and Public Lecture is focused on reigniting passion on students in tourism for them to see tourism as indeed their definite sector of career choice. In addition this will also serve as a platform for sharing tourism information with the general public, and this would equip all in tourism industry with knowledge necessary to achieve. The Business Breakfast also provides another tourism information sharing opportunity. Furthermore, in order to make tourism more affordable to all South Africans, we have facilitated about 2.5 million special offer packages, including discounts for accommodation, air, and other forms of travel, for this year's Tourism Month.

Our dear readers, you will meet in this edition one of our finest tourism operators, our shining star, Ms. Nyeleti Mushwana. Ms. Mushwana has from humble beginnings rose into a formidable tourism player through hard work and dedication, and now she owns and runs a successful four star hotel establishment in Limpopo. Please join me in saying CONGRATULATIONS to Ms. Nyeleti Mushwana! Another one of our pride is the launch of the revamped Harties Cableway that happened a short while ago. The renovated Harties Cableway offers exquisite rides in sophisticated cable cars, providing grand viewing opportunities of the Hartbeespoort Dam and the surrounding countryside of the beautiful Magaliesburg.

On the strategic front, we are continuing to make significant progress. In partnership with the Department of Home Affairs, we have engaged in a journey to explore removal of visa barriers to tourism. Introduction of e-visas, regional visas and visa waivers schemes are currently being considered for implementation, and a workable solution will be soon be employed. Furthermore, we are working in collaboration with the Department of Transport in reviewing and revising our Airlift Strategy of 2006, in order to respond comprehensively to the airlift challenges hampering tourism development.

Yet another thriller of an edition...

But for now...

It is spring! It is Tourism Month! Come let us go out and 'be visitors in our own country, and enjoy all the wonders South African Tourism has to offer!

Jay Singh
EDITOR

SOUTH AFRICAN WOMAN IN TOURISM HONOURED



The honouring of Ms. Nyeleti Mushwana, one of the female shining stars in South African Tourism couldn't have come at a better time, proceeding South African Women's Month (August) and also at a time when South Africa and the World at large celebrate offerings in the tourism industry during the Tourism Month. Ms. Nyeleti Mushwana was named as one of the winners of the Women of the Year for 2012, a competition run annually by one of South Africa's supermarket groups at a Gala event held at the Emperors Palace in Gauteng on the 21st of July 2012.

This Award, introduced over a decade and half ago in 1996, was the first major initiative for National Women's Day after government decided to honour women every year on the anniversary of the biggest mass-gathering of women of South Africa on the 9th August 1956, when over 20 000 women marched in silence to the previous apartheid government to protest against carrying of passes (now called identity documents).

Since its inception the Award identified and paid tribute to the country's unsung heroes, and presented them as role models to the rest of South Africa. The Award paid tribute to the most exceptional and achieving women in the country who had not only achieved success in their own respective fields but who

had made a tangible difference in communities and society as a whole.

Over the past sixteen years the Award grew to enjoy national status as the pre-eminent award for women. The tremendous interest shown by South Africans in the Award, the growth in the number and quality of nominations, as well as the support by prominent South Africans for the objectives of the Award, attested to the growth in its stature.



Ms. Nyeleti Mushwana addressing delegates at the dinner in her honour.

Ms. Mushwana came out a winner for the Socio-Economic Business Developers Category, the category that identifies and crowns a South African Entrepreneur of substance, covering wide range businesses of various sizes entailing everything from corner shops to big business. To qualify for nomination in the category, one must be a social entrepreneur, and must have made a significant contribution to the success of a specific sustainable business or business in general throughout the year. The future prospects of the business in question must also be encouraging.

It was not a walk in the park for Ms. Nyeleti Mushwana to be named a winner of the Socio-Economic Business Developers Category, she was announced a finalist alongside two other strong women who have contributed immensely to entrepreneurship and community upliftment in general. Ms. Judy Stuart was nominated for her 7 year old Future Farmer Project that provided a platform for mentoring and coaching of aspiring dairy farmers from impoverished backgrounds without means to undertake farming education and training. Another finalist, Ms. Virginia Shuku, was nominated for her role in helping the rural communities in the Eastern Cape Province enhance vegetable production in their areas for both food security and as means of income generation.

Ms Nyeleti Mushwana came out a winner of the Socio-Economic Business Developers Category for her tourism establishment – a multi-million rand hotel and conference facility in Tzaneen, Limpopo.

She established a leisure resort and conference centre, nine years ago. The hotel is focused almost exclusively on the domestic tourism market and recently applied for a four star grading. It employs 134 people of which 78

are full-time employees. A true women activist, out of her 134 staff complement, 97 of the workers are females, making the proportion of her female staff about 72%. She refers to her women employees as the “the cream of Karibu”, and this team has consistently rose to the challenge of making South Africa a destination of choice for tourists. They are the country’s brand ambassadors. Nyeleti believes that the development of the role of women in tourism not only gives society balance, but it strengthens economic and social structures. It is her focus on recruiting and training unskilled rural women in her business that helped her clinched the award.



Deputy Minister of Tourism, Ms. T Xasa congratulating Ms. Mushwana.

The hotel opened as a small establishment with 28 rooms and a conference facility for only a handful. It expanded rapidly and now accommodates 280 people in 140 rooms with conference facilities for 600 people.

Ms Mushwana is the first black woman to own a hotel in Tzaneen and in Limpopo Province as a whole, and has achieved the key requirement of the National Tourism Sector Strategy for the advancement of women in tourism by skills, enterprise and leadership development. A true ‘shining star’ in the tourism industry, as the Deputy Minister of Tourism, Honourable Tokozile Xasa called her during the dinner organised by the Department in honour of Ms. Mushwana. Deputy Minister Xasa went further and pointed out that although significant strides have been made since the dawn of our democracy in 1994 to enhance the full emancipation of women in this country, and to get women participating fully in economic activities, major challenges still exist for women. There is generally still dearth of awareness on the roles that women could play in creating employment opportunities in the small and medium-sized income generating activities, and the Department is committed to ensuring that women are equipped with necessary knowledge and skills so



Nyeleti and Stella Mathumbu sharing a joke during the dinner.

that the industry may continue to flourish and produce more entrepreneurs.

The Deputy Minister called upon all other aspiring women entrepreneurs in tourism to emulate Ms Mushwana's enthusiasm and derive inspiration from that and make a difference in their communities. Deputy Minister Xasa concluded her address as follows:

"My dream as the Deputy Minister of Tourism is to see more women graduating from SMME status, to owning internationally renowned luxury hotels and operating major inbound and outbound tour operator businesses.

As I am standing here tonight, I can proudly say that this dream has all the elements of becoming a reality when one has to look at how Nyeleti managed to start her business from nothing and today she is an astute businesswoman who owns and runs a multi-million rand hotel and conference facility in Tzaneen.

Ladies and gentlemen, Ms Nyeleti Mushwana born an ordinary woman, but throughout her life, she has conducted herself in such an extraordinarily virtuous way - that she is - and remains - a great example of goodness in the tourism industry.

We should look to Nyeleti for guidance and inspiration, and keep reminding ourselves to practice what she has shown us."

Notwithstanding that this was not her first award, Ms Mushwana was ecstatic when she received the Women of the Year Award for 2012, who wouldn't be? Receiving the award she said "I am extremely thrilled and humbled by this honour, it is truly a recognition of the difference South African women are making out there in all socio-economic spheres of our lives to better the lives of all. It is incredibly flattering to be one of the honoured women and I am grateful to those who came before me, paved the way and levelled the ground so it is possible for us to dream big, inspire and ignite through focus, dedication, hard work and positive outlook towards life." Ms Mushwana also won the Emerging Tourism Entrepreneur Awards in 2004 for creating jobs and supporting families in her community through her enterprise. Her development of people and her role in improving the participation of women in the tourism industry was also recognised.



DDG Ramphela, Rosemary van Staden of the Angel's Place Boutique Hotel and Deputy Minister Xasa.

Nyeleti is indeed all that she talked about upon receipt of her award, big dreamer, hard working, dedicated, and more. She has her eyes in other parts of the country for expansion of her business, and she announced that she should have launched a 70-room, four star establishment by the end of 2012. She has and is continuously studying the markets, and expansions in Durban and Johannesburg have been mentioned elsewhere in her talks.

The hard working Mushwana did the hotel decor personally as she could not afford the services of an interior designer. She tirelessly worked hard to market and promote the hotel establishment herself, that was earlier associated with vast disappointments and pain, as people could not imagine a black woman running any hospitality establishment of substance. For all this, the NDT and all in the tourism industry say Bravo Ms. Nyeleti Mushwana!!, We hope South Africa will have many more Nyeleti's!!!



Ms. Nyeleti Mushwana and her hotel establishment.

THE NEW TOURISM GRADING COUNCIL OF SOUTH AFRICA (TGCSA) AWARDS COMMITTEE APPOINTED



TOURISM GRADING COUNCIL
OF SOUTH AFRICA
Quality in Tourism

South Africa's Minister of Tourism, Mr Marthinus van Schalkwyk, has on the 26th June 2012 announced the appointment of the new Awards Committee of the Tourism Grading Council of South Africa (TGCSA). The committee is responsible for overseeing the implementation and management of the TGCSA's grading system, South Africa's only officially recognised system for the star grading of accommodation establishments. The committee has been appointed for a three-year term which ends on 31 May 2015.

The new committee is chaired by Graham Wood, the Managing Director of a gaming, hotel and entertainment group, Wood, a chartered accountant, has 15 years' experience in the hospitality industry and is joined on the new committee by 11 highly experienced individuals, who bring with them an enormous wealth of knowledge of the tourism industry in South Africa.

"I would like to take this opportunity to thank the previous Awards Committee, under the leadership of Peter Bacon, for their hard work and commitment to quality assurance in South Africa. Thanks to their hard work and commitment, we now have a credible, globally benchmarked system of quality assurance for accommodation in South Africa, which can be relied upon by visitors when making their choice of establishment," said Minister van Schalkwyk.

"I would like to congratulate the New Awards Committee on their appointment. I look forward to seeing the impact they will have on the Tourism Grading Council, and as a result the standard of South Africa's tourism industry, over their three-year tenure. Ensuring that South Africa's tourism industry is on par with the best in the world is vital if we want to continue to see this sector, which is vital to the growth and development of this country, succeed and flourish in the future," said Minister van Schalkwyk.

The members of the new TGCSA Awards Committee are:



Mr Graham Wood (Chairperson)
- Managing Director of a gaming, hotel and entertainment group, a chartered accountant, who brings 15 years' experience in the hospitality industry.



Mr. Yusuf Patel, a Director at a Design Studio, who brings his extensive décor and design expertise to the committee.



Ms. Amor Malan, from the QuadPara Association Gauteng and a former South African Tourism board member, who is well versed on Universal Accessibility matters.



Ms. Nina Freysen-Pretorius, current chairperson of the Southern African Association of Conferencing Institutions (SAACI). Nina and her team assisted the TGCSA with the review and finalisation of the current Grading Criteria for the Meetings, Exhibitions and Special Events sector.



Mr. Julie Joe Madala, current owner of several catering and decor enterprises, who has experience in the décor and catering industries.



Mr. Tony Hazel, Chief Operations Officer at a Resorts company . Tony served on the previous awards committee where his experience in the timeshare industry was instrumental in the finalisation of the self-catering grading criteria.



Ms. Caroline Ungesbock, National President of the National Accommodation Association of South Africa (NAA-SA), and an establishment owner. Caroline has vast experience in the guest accommodation sector which includes B&B's, Guest Houses and County Houses.



Ms. Nonhlanhla Tshabalala, Owner of a company of providing architectural work is an architect by profession bringing her extensive experience in this sector to the awards committee.



Mr. Alan Romburgh, Director at the Cape Town Hotel School and a former chairman of the Awards Committee as well as having served on the outgoing awards committee. Alan provides much needed continuity on the committee.



Mr. Mark Goveia is the owner of a hospitality grading company and a current Accredited Grading Assessor with the TGCSA. Mark has worked with the Caravan and Camping as well as the Backpackers and Hostelling sectors for many years.



Mr. Jegie Padmanathan, a group hotel operations and development Director, commences his second term on the awards committee; His extensive experience in the hospitality industry bodes well for the TGCSA.



Ms. Nyeleti Mushwana owner of the a Hotel and Lodge in Tzaneen and a former winner of the Emerging Tourism Entrepreneur of the Year Award. Her entrepreneurial flair as well as understanding of small business dynamics is a benefit for the committee.

EVENTS CAN DRIVE OUR TOURISM ARRIVALS UP



Tourism in South Africa is continuing on its steady trajectory towards earning its place and growing recognition as a key contributor to South Africa's economic growth, job creation and poverty alleviation. According to the National Department of Tourism's (NDT) Director General, Mr Kingsley Makhubela, the 2010 Tourism Satellite Account, which measures the tourism sector's direct contribution to the country's economy, estimates that the tourism industry



Director-General of the Department of Tourism,
Ambassador Kingsley Makhubela

contributes 3% of South Africa's Gross Domestic Product (GDP). However, of key importance is intensifying strategies and efforts to ensuring that this contribution to the country's prosperity is harnessed and boosted for greater success. One of the key focus areas to achieve this imperative is through boosting South Africa's business events industry, which – according to the Minister, Marthinus van Schalkwyk – has significant growth potential.

Speaking at the Southern African

Association of the Conference Industry's (SAACI) 21st Annual Congress, the Minister described the business events industry as a "formidable and globally competitive sector critical to our tourism industry". He commended the association for its 25 years of collective determination to build South Africa's conference sector; of encouragement and mentorship, of fostering healthy competition, and of cementing partnerships.

As part of giving impetus to a growing



Proper Road Infrastructure as enablers of Tourism Development

business events industry, the NDT announced the formation of the first South African National Convention Bureau (SANCB), tasked with co-ordinating national bidding, undertaking research and collaborating with City and Provincial Convention Bureaus and the business events industry to present a united front for destination South Africa. With South Africa firmly in the Top 15 'long-haul' business event destinations in the world and a premier business events destination in Africa, the SANCB will be crucial in attainment of the bold ambition to compete with the biggest and best business events destinations in the world.

Reportedly, South Africa has secured at least 200 international conferences estimated to attract 300 000 delegates and provide an economic boost of more than R1.6 billion for the economy for the next 5 years. With this, South Africa aims to aggressively increase the number of Meetings Incentive Conference and Events (MICE) delegates from the 140 000 reported for 2011.

The Minister reiterated the NDT's commitment to building a competitive destination to grow SA's global market share. He highlighted that SANCB is targeting 81 500 Convention delegates and 130 Association meetings by 2020, which represents a 5.3% annual growth rate. Three strategic goals for the Convention Bureau have been set in order to achieve this objective, namely:

- Increase the size of South Africa's business events industry by 57%
- Double the contribution of business events to tourism yield and improved geographic distribution
- Enhance the role of the business events industry as major driver of job creation, skills development and transformation.

Aligned with these goals, are the Conventions Bureau's more specific targets which are to:

- Support at least 30 bids this year for international meetings, with a potential of 18 000 delegates, which will contribute R162 million in direct economic spend to the economy, and
- Grow the average number of delegates attending international conventions in South Africa from an estimated 54 000 in 2012 to 78 000 by 2017 and the average number of delegates attending business events in South Africa from 145 600 in 2012 to 210 000 by 2017.

The Minister reminded congress delegates of the critical importance of deepened partnerships in order to achieve the said goals and targets, leveraging from the country's credentials gained with the successful hosting of the Fifa 2010 Soccer World Cup and the United Nation's COP 17 Climate Change Conference – with world-class business and conference facilities



Good rail and air transport are necessary for tourism growth



Example of telecommunications infrastructure required for tourism growth

complemented by excellent leisure tourism attractions and hospitable, welcoming, skilled and competent people.

Furthermore, he highlighted four important aspects, amongst others, where government is making great progress in regard to creating conditions to help bid succeed:

- **Visas:** The NDT and Department of Home Affairs (DHA) have entered into a Memorandum of Understanding (MOU) to strengthen and prioritize the issuance of visas by the DHA, in favour of tourism markets as identified in the South African Market Portfolio.



- **Airlift:** Unlocking the benefits of aviation on the African continent, creating space for the new-model low-cost airlines, advancing competition in the skies, and establishing Johannesburg as one of the hubs on the continent as well as the South-South corridor. Government's Airlift Strategy is being reviewed, with a number of departments drafting SA's first Africa Aviation Strategy.
- **Infrastructure:** South African government is investing billions of rands to expand and revive its infrastructure as a continuation of the 2010 FIFA World Cup sustainable

infrastructure development commitments. Four key sectors have been identified as central to the envisaged infrastructure development: **transport, water and sanitation, energy and telecommunication.**



Road construction project.

- **Skills Development:** The NDT provides support with tourism infrastructure development, and further supports the tourism skills base. We must ensure that our people share in the benefits of MICE tourism growth, and understand that we must create special skill sets to deliver service excellence and the capacity of SMME's to share in its benefits.

The Minister noted and expressed appreciation for the many delegates who publicly affirmed their support to and partnerships with the government and amongst each other, by signing the 'Win as One' pledge unveiled by the SANCB.



TOURISM MONTH 2012



It is that time of the year when all South Africans join the world in celebrating the intriguing tourist attractions that our beloved country has to offer. The National Tourism Minister launched South African Tourism Month at the gateway Show in Johannesburg on the 31st August 2012. During the launch Minister Van Schalkwyk called upon all South African to join in enhancing the successes of the tourism industry and become 'tourists in their own country'. The Minister further said that "when domestic tourism grows, we create a nation of tourism ambassadors, who are knowledgeable and speak positively about our destinations, who warmly welcome foreign tourists, and are helpful when they meet visitors".

In line with the call to promote domestic tourism, the minister also announced that the tourism industry has put aside about 2.5 million special offers to the South African public during the Tourism Month, which is focused on making tourism more affordable to South Africans. These special offer packages include discounts for domestic tourists' accommodation, as well as discounts on travelling costs, including air, ground, and

other forms of travel. With these types of incentives for domestic tourist, it is envisaged that domestic tourism will continue to increase as it has been the case for the first quarter of the year that saw about 13% increases in revenues generated through domestic tourism compared to the same period last year. Domestic tourism has contributed about R5.2 billion, which is over R600 million more than last year's revenue for the period.

This year's South African Tourism Day will be celebrated in the Eastern Cape on the 27th of September 2012; the same day that The United Nations World Travel Organisation (UNWTO)'s World Tourism Day takes place under the theme 'Tourism and Sustainable Energy: Powering Sustainable Development'. The South African Tourism Day celebrations will be preceded by series of events, at national and provincial levels, the highlights of which are the Tourism Month Public Lecture; and the Tourism Month Business Breakfast/ Minister's Tourism Leadership Dialogue.

Tourism Month Public Lecture

This lecture will be hosted the by the National Department of Tourism and the Eastern Cape's Provincial Department of Economic Affairs, Environment and Tourism at the University of Fort Hare, in partnership with other universities in the Eastern Cape and elsewhere in the country; as well as the Eastern Cape Tourism Board. Coincidentally, the University of Fort Hare is one of the greatest tourist attractions of the Eastern Cape Province after its history as an alma mater for some greatest sons of daughters of Africa, including President Nelson Mandela and President Robert Mugabe of Zimbabwe, amongst others.



Registration desk at the launch of the Tourism Month.



Freedom Square and Henderson Hall at the University of Fort Hare.

This event, targeted to attract at least 200 participants from the academic fraternity, tourism and other related business, the public sector and media will be hosted on the 25th September 2012. This public lecture is the second to be arranged and hosted by the Department in collaboration with the host province for the Tourism Month, as well as other relevant stakeholders; with the first lecture hosted by the Free State Province at the University of Free State, Qwaqwa Campus last year.

These series of lectures have been identified as tools that are necessary for educating the public and raising the much needed tourism awareness. The public lectures are designed such that tourism experts from the institutions of learning, business and the public sector engage in panel discussions, addressing questions and concerns of the public with regards to specific tourism issues. This would in turn go a long way in enhancing tourism skills that have been also identified to hamstring competitiveness in tourism. Like it was the case in the previous year, the Minister of Tourism will present the opening remarks, sharing with the participants views on the subject matter from the political perspective, and also outlining the mandate of the Department regarding the subject. The main speaker will then deliver his/her speech, which is normally in the form of a thoroughly engaging research paper outlining the



Minister Marthinus Van Schalkwyk addressing delegates at the launch of Tourism Month.

trends, challenges, things to consider for addressing the subject matter. Furthermore, there is a panel of experts on the topic for discussion, and these panellists are lined up to make some comments reinforcing key aspects of the subject matter, as well as also responding to questions and discussion points raised by the audience.



Minister Van Schalkwyk with Minister of Tourism, Culture and National Orientation of the Federal Republic of Nigeria, Chief Edem Duke, during the launch of Tourism Month.

In line with the UNWTO's theme for the year, being "Tourism and Sustainable Energy – Powering Sustainable Development", the focus for this year's public lecture will be on the contribution that the tourism industry could make towards ensuring sustainable use of energy in South Africa. Eskom as the major energy provider for South Africa have been identified as key participants in the panel, alongside academics from UNISA and NMMU, and the representatives from the Tourism Private Sector, amongst others.

The Tourism Month Business Breakfast/ Minister's Tourism Leadership Dialogue

The event, also organised as part of the Tourism Month celebrations, will be hosted at the East London's Hemingways Casino Hotel in the morning of the 26th September 2012. The Business Breakfast is planned to be a rather smaller event of no more than 100 participants from the tourism sector businesses, industry associations and agencies, officials from the public sector as well as media. The Business Breakfast is structured to provide opportunities to tourism industry players to identify key issues, including challenges and opportunities that the industry interacts with in their daily dealings, and also provides a platform in which to interrogate responses available to the industry for those identified key issues.

The 2012 Business Breakfast will focus on issues relating to energy efficiency in tourism, greening and responsible tourism – in line with the theme for UNWTO's World Tourism Day.

The Business Breakfast will provide a platform for tourism stakeholder to debate the role that the tourism industry can play towards sustainable development. It has been noted that the tourism sector faces a multitude of significant sustainability-related challenges. Tourism accommodation, transport, events and attractions consume significant amounts of fuel, energy and water and can impact the natural environment. Challenges



Dignitaries watching a performance during Tourism Month launch.

that need to be resolved through the greening of the sector include energy and Green House Gas (GHG) emissions; water consumption; waste management; loss of biological diversity; and effective management of cultural heritage.

The tourism sector's growing consumption of energy, especially in travel and accommodation, and its dependence on fossil fuels has important implications for global GHG emissions and climate change as well as for future business growth. Several elements contribute to tourism's increasing energy consumption, including growth rates in international tourist arrivals and domestic travel; trends to travel further and over shorter periods of time; as well as preference given to energy-intense transportation. Discussions need to be steered towards finding solutions associated with this challenge.

Tourism is estimated to create about 5 per cent of total GHG emissions, primarily from tourist transport and accommodation. Over the next 30-50 years, GHG emissions from the tourism



Delegates following proceeding at the Tourism Month launch.

sector are projected to grow substantially in a "business-as-usual" scenario, in large part because emissions from aviation, the most important emitter in the industry, are expected to grow by at least a factor of 2 to 3 (UNWTO and UNEP 2008). It is therefore inevitable that "business-unusual" scenario will need to be debated and employed towards lowering the GHG emissions of the tourism industry. The Tourism Month Business Breakfast presents a platform for deliberating on these matters.

Sustainable energy should be a major concern for the tourism sector in South Africa as it is a critical response to the global challenge of climate change. Climate change is expected to have a negative impact on travel patterns and flows through the occurrence of frequent and intense extreme weather events and the implementation of unilateral mitigation response measures by other countries. Specifically, the implementation of climate change response measures, such as the inclusion of Aviation as part of the European Union Emissions Trading Scheme have implications for long-haul destinations like South Africa. The



Cultural performances were also rendered at the launch of Tourism Month.

sustainability and competitiveness of tourism depends in part on energy efficiency and a more intensive use of renewable sources. Investment in energy efficiency has been found to generate significant returns.

The Minister's Business Breakfast creates a platform for all industry role players to engage on how the tourism sector remains competitive and sustainable through the implementation of sustainable energy practices. The platform also creates an opportunity for the NDT to acknowledge and strengthen the partnership and collaborations necessary for greening the tourism sector with the private sector.

What a line up of activities in celebrating Tourism Month? South Africans, come let's be visitors in our own country, as the Minister of Tourism has invited.

NEW TOURISM INITIATIVE – HARTIES CABLEWAY



Domestic tourism has a new kid on the block – the newly renovated Harties Cableway that is situated in one of South Africa’s highly aesthetically appealing areas – the Magaliesberg, home to some of the oldest mountains in the world. The cableway was officially launched in a magnificent ceremony held on the 14th August 2012. The renovated cableway, originally constructed back in 1973 was closed for use in 2005 after falling into disrepair and announced as not suitable for public use.



The Hartebeespoort Dam surrounding country area.



Tourism Minister, Mr Mathinus Van Schalkwyk addressing delegates during the Harties Cableway launch.

Renovating the Cableway entailed a number of activities including getting and commissioning new cable cars. Now the Harties Cableway has fourteen (14) hi-tech cable cars, each with capacity to carry six (6) passengers at a time, and able to carry about 500 passengers per hour on a round trip basis. The revamping of the Cableway also involved putting in place all associated safety measures, ranging from installing galvanised cabling; auto cabin spacing; conveyor programming technology; cabin locators and switches, to mention but a few.

The Harties Cableway offers exquisite rides in sophisticated cable cars, providing breathtaking viewing opportunities of the Hartebeespoort Dam and the surrounding countryside. Although the official operating hours of the Harties Cableway are generally restricted to daytime, there are opportunities to extend operating hours particularly for special functions that can be booked at the facilities. Imagine a romantic sun-set cable car ride with champagne on ice as you ascend the mountain? The Harties Cableway can also be used for a variety of events in their conferencing facilities, ranging from weddings, conferences, matric dances and many more.



Minister of Tourism Marthinus van Schalkwyk and other speakers during the Harties cableway launch

South African Minister of Tourism, Mr. Marthinus van Schalkwyk addressed those in attendance during the launch of the project. Minister van Schalkwyk congratulated all involved in the revamping of the Cableway, and pointed out that the Harties Cableway was amongst the best cableways world-wide, and invited that more such world-class facilities were needed to continue boosting South Africa's tourism industry. Minister van Schalkwyk further acknowledged the contribution of the community of Hartebeespoort for their continued participation in domestic tourism activities they have demonstrated over the years. After the speeches, champagne bottles were popped, and mouth-watering buffet lunch was served, with guests also posing for photos for their mementoes.



Delegates enjoying some refreshments after the Harties Cableway launch.



One of the cable cars at the Harties Cableway.



THE STATE OF TRAVEL AND TOURISM IN SOUTH AFRICA

It is prudent for one to take stock of the successes, failures; opportunities and challenges at all times if one requires remaining on top of his/her game. The National Department of Tourism (NDT), mindful of that fact just packaged and presented the 'State of Travel and Tourism in South Africa' which provides a snapshot of the tourism industry's key activities, achievements and challenges. The outlook of travel and tourism was presented by the Minister of Tourism, Mr. Marthinus Van Schalkwyk in his opening address at the recent South African Travel and Tourism Industry Conference.

The South African Travel and Tourism Industry Conference is a collaborative effort for and by all the tourism industry players in South Africa, where tourism delegates address industry specific issues which impact on the entire sector. The conference comprises of two-and-a-half days of deliberations, exhibitions, networking and social events with an expanded programme allowing for close delegate interaction. This year's conference was held in Gauteng from the 2nd to the 4th of September 2012.

During his address, Minister Van Schalkwyk started off by presenting a snapshot of the global perspectives with regards to tourism, and noted that travel and tourism is the third largest industry in the world, contributing 9% of the global gross domestic product (GDP), behind the financial and banking; as well as education and communication sectors. Expectations are that the travel and tourism industry will remain a major global growth sector that will create an additional 21 million direct

jobs, taking direct employment in the sector to exceed 120 million over the next decade.

The Minister also remarked that South Africa's travel and tourism was sterling performer on the global market when he said: "In this global context, South Africa's reputation as a premier global leisure destination is firmly established". Over the years, South Africa has and continues to outpace the growth of other competitor destinations in terms of both the foreign direct spend in rand terms and tourist arrivals. South African tourist arrival statistics reflect an above global average growth for the first quarter of 2012, at around 10.5% as compared to the global average growth of about 5.4% reported by the United Nation World Tourism Organisation (UNWTO) for the same period.



South African Tourism Growth Statistics for 2009 and 2010.

This above global average performance, the Minister attributed to the hard work by the industry conducting regular insightful market research that in turn guide the industry's competitiveness through associated product diversification, service excellence drive, and ensuring delivery of continuous value for money. Although ranked the highest country in sub-Saharan Africa in the 2010/2011 World Economic Forum Global Competitive Report, and also ranked 54th globally, the Minister invited that there is a need to identify areas of improvement for better rankings in future.



The Minister also noted the progress made in reviewing the 2006 airlift strategy in collaboration with the Department of Transport, as a response to address the airlift capacity challenges already identified. This response will facilitate the development of a model that provides opportunities for low-cost airlines and thereby advancing vigorous competition in the skies.

Minister Van Schalkwyk also added that international tourism volumes have in part been impeded by the bureaucracy and financial requirements associated with applying for and issuing of visas. The NDT together with the Department of Home Affairs have engaged in a collaborative effort to address the visa barriers, of course at the same time not compromising the republic's security imperatives. In this regard, such measures as introducing e-visas, regional visas and visa waiver schemes are on the cards for thorough consideration and implementation.

The Minister also highlighted the establishment of the National Convention Bureau (NCB) as yet another achievement of the tourism industry. The NCB was established in November 2011 to act as a 1-stop shop for independent information

and assistance. The NCB offers neutral advice on all aspects of hosting and organising any business tourism-related event in South Africa, aimed at strengthening and supporting efforts already being made to drive expansion in business tourist arrivals to make South Africa a truly global force. South Africa is fast becoming one of the world's favourite destinations for big events, meetings, conferences and exhibitions, and had proven its credentials to host events of any magnitude, following the successful hosting of the 2010 FIFA World Cup™ and the United Nations' COP 17 climate change conference. The NCB is therefore prudent in coordinating national bidding, undertaking research, and collaborating with national convention centres and South Africa's business tourism industry to present a united front for destination South Africa. It will also provide pre- and post-bid support, destination expertise, convention planning support, on-site event services and more. It is stated that over 10 000 associations meetings were held worldwide in 2011, and it is the intention of establishing the NCB that South Africa's competitiveness will be enhanced in getting a lion's share in hosting such meetings.



International Conference – NCB is earmarked to aid in bidding for similar events.

The NDT has also invested handsomely in skills development in the recent past under the Social Responsibility Implementation (SRI) Programme, implemented under the auspices of the Expanded Public Works Programme (EPWP), Minister Van Schalkwyk reported. Massive financial resources have been disbursed to a number of programmes that respond to addressing the skill shortages identified for the sector, and these amongst others include, The National Unemployed Youth Hospitality Placement Programme; the International Placement Programme of Unemployed Graduates; the National Chefs Training Programme, and many more.

The NDT, in partnership with the South African Bureau of Standards (SABS) crafted a number of industry standards that would guide how service excellence would be rendered continuously and consistently. However, standards gathering dust in the Chief Executive Officers' cupboards and not implemented are not worth the paper they are written on. The call is therefore on all tourism industry players to embrace, implement and apply the developed standards so as to improve their service levels in line with these world-class standards.

The Minister also highlighted some achievements related to grading of tourism establishments. The Tourism Grading Council of South Africa (TGCSA) developed and launched a more comprehensive and stricter grading criterion in recent months, leading to an outcry by product owners who felt at the time that the stricter criteria was a recipe for denying them the grading they so much desired. Notwithstanding, there had been about 1165 new establishments that received their grading in the past financial year. Indeed, this demonstrates enormous amount of work that had been done by property owners, and other industry players alike towards excellent service provisioning.

The domestic tourism strategy launched by the NDT earlier in the year, identified development and implementation of a comprehensive domestic tourism marketing strategy as one of the key drivers that would upscale domestic tourism benefits. To that effect, the Minister observed that a number of industry players have advertised their products and services through the national media, including television and radio.



Radio, a medium for marketing tourism products.

The tourism industry is highly dependent on statistics for its assessment of performance, and therefore the need for accurate and credible statistics cannot be over emphasised. The NDT and other key stakeholders including Statistics SA, the Tourism Business Council of South Africa (TBCSA) converged and reviewed and revised the various statistical processes that are out there for the collection and processing of tourist arrival data and tourist accommodation survey, to ensure credibility of the tourism data to be communicated.

It is clear that the South African tourism industry under the leadership of the NDT is making huge strides towards Vision 2020 of making South Africa one of the top 20 destinations by the year 2020. Needless to say that all these achievements have been accomplished within only one year of putting the Vision into motion. Minister Van Schalkwyk, however, warned all the tourism players against complacency, and hinted that there will be massive challenges along the way. The Minister concluded by inviting tourism players to derive inspiration from the challenges that lie ahead, and move with vigour towards the industry's set vision when he said: "Though positive news motivates us and our collective efforts remain on track, our challenges must also inspire us to do even better."



Example of telecommunications infrastructure required for tourism growth.

UPCOMING TOURISM EVENTS

Date	Event	ProvinceLocation
21 – 23 September 2012	Ngwavuma Reed Dance	Ngwavuma - Kwazulu Natal
21 – 23 September 2012	Promoting Cross-Border Tourism Packages	Lesotho and Free State
22 September 2012	International Car-Free Day Celebrations	Cape Town – Western Cape
24 September 2012	King Shaka Day Celebrations	Duguza - Kwazulu Natal
25 September 2012	Ingquza Hill Heritage Day and Tourism Awards	Lusikisiki College - Eastern Cape
26 September 2012	Tourism Business Breakfast	East London – Eastern Cape
26 September 2012	Student's Tourism Research Discussion and Public Lecture	Alice – Eastern Cape
27 September 2012	World Tourism Day Celebrations	Eastern Cape
28 September 2012	Vaal Birding Launch; Regional Tourism Awards; Launch of Sedibeng Regional Tourism Association	Sedibeng - Gauteng
28 September 2012	Flea Market and Tourism Festival	Kuruman – Northern Cape
28 – 29 September 2012	Tourism Safety Roadshow	Kanyamazane, Kabokweni, Nelspruit, Mkhuhlu, White River, Hazyview, Bushbuckridge - Mpumalanga
28 – 30 September 2012	Youth in Tourism Conference	Kagisano Local Municipality – North West Province
28 September – 02 October 2012	Hermanus Whale Festival	Hermanus – Western Cape

