

# Bojanala

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

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## ABOUT THE COVER



Tlali Masakala is a poster face of young black chefs who graduated from the National Young Chefs Training Programme and succeeded in the hospitality and food industry. His story is good reference to the saying: "Tourism Transforming Lives".

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## LETTER FROM THE EDITOR

We have just come out of Tourism Month and what a great stage it was for us to showcase the importance of the sector! Northern Cape showcased its tourism appeal by playing host to the World Tourism Day event and other preceding events that took place in Upington. This year's Tourism Month encouraged the showcasing of less visited areas and towns of our country, where tourists can still have as much fun and explore natural attractions that our country offers. To fulfil this, we are paying tribute to Northern Cape on page 17 of this edition, showing its tourist attraction sites and economic potential. The province is indeed a hidden tourism gem.

It was certainly a very busy Tourism month as we also witnessed. The launching of the Service Excellence campaign national following a successful pilot phase that was rolled out in the Northern Cape since late last year. Service Excellence is government's way of promoting and encouraging high service standards within the general tourism sector to ensure that we maintain the sector's good image to local and international travellers.

Moving on, we profile a success story of Tlali Masakala, a young man who started from humble beginnings in rural Free State and graduated as a professional chef from the National Young Chefs Training Programme (NYCTP), which is one of the

SRI project of the Department of Tourism. As the story goes, Tlali has travelled to Asia and Europe where he cooked at some of the well-known restaurants and hotels, and is now a chef at the University of Johannesburg's Tourism and Hospitality school. He is just one face of many other young people who joined the NYCTP and went on to establish successful careers for themselves. We can expect more and more young chefs to follow in this young man's footsteps, following the graduation of different groups from the same programme across various provinces.

*Tourism can contribute  
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of persistent poverty,  
unemployment and inequality*

We follow up Tlali's story with an inspiring article on the graduations. These kind of human stories are a strong indication that tourism can contribute a great deal in addressing the triple challenges of persistent poverty, unemployment and inequality.

"The growth in the tourism sector should happen in such a way that it benefits all citizens" in the words of Minister Derek Hanekom, and speaking at the public lecture in Unisa recently, the Minister added, "There needed to be a change in

the nature and composition of the tourism sector through inclusive growth"

There's more good causes during September and October that the department has been involved in, and a quick round of them include the inaugural Women in Tourism conference that was held in Benoni, the countrywide consultative process on the self-regulation of Adventure Tourism that the department is doing in conjunction with SATSA, and the National Tourism Careers Expo, that was held in East London to mention just a few.

But looking forward, the Local Government Tourism Conference is upon us and we encourage everyone involved in tourism to register and participate in this significant gathering that will continue to pave way for the growth of tourism at grassroots level. The conference will be held from 26 - 27 February in Kempton Park next year and we hope to see you there.

Last but certainly not least, Bojanala would like to take this opportunity to congratulate Mr Mavuso Msimang, Chairperson of the Tourism Business Council of South Africa who was honoured with the Minister's Award at this year's Lilizela Awards.

  
EDITOR





## Young Chefs Training graduate living his dream

Tlali Masakala in his current workplace at the University of Johannesburg

The National Youth Chefs Training Programme (NYCTP) has produced a young chef who is a rising star in the hospitality industry. Tlali Masakala, a 26 year old who was born in rural Phuthaditjhaba in QwaQwa in the Free State, is permanently working as a Chef Departie at the University of Johannesburg's School of Tourism and Hospitality.

He landed the permanent post in June 2013 following a successful completion of an eight months in-service training programme that he joined after leaving the NYCTP. We meet Tlali on a busy Tuesday afternoon at the University of Johannesburg in one of the main kitchens of the School of Tourism and Hospitality. "We are preparing the lunch menu," he chuckles as they pace up and down the kitchen lining up dessert dishes for one of the restaurants they serve. "I first came here to do my practical training programme and after I completed, they called me back and offered me a permanent post," he says after we find time to chat in the busy kitchen.

Taking us back to where it all started, Tlali says he matriculated in Vrede in the Free State in 2001 and after being

unemployed for two years, went to Johannesburg where he found work as a cook at a chicken take-away franchise. "I only worked there for a year and decided to quit because I felt I was not growing," he adds that he was most discouraged by doing the same thing over and over all the time.

After quitting the job, Tlali knew he was destined to sit at home again for a long time. Fortunately, that did not happen. An unexpected lifetime opportunity came by and he grabbed it with both hands, "I was reading a newspaper one day when I came across an article where they were looking for young passionate people who wanted to become chefs, to join a training programme by the South African Chefs Association and the Department of Tourism," he says, "I love cooking, so I wasted no time applying, I had always wanted to be a chef but didn't know where to find help, and besides, I knew the chef courses are very expensive".

He was called for an interview for the NYCTP a few months later and got selected together with about twenty other young people. He was 23 and knew that his enrolment in the

programme was the beginning of big things to come. "The training was very amazing; they taught us basic skills in cooking, hygiene, and everything else that a chef must know. The training gave us foundation skills of the profession and it was up to us to use the skills to our advantage, I did exactly that and don't regret it to this day".

After completing the young chefs training programme and finishing his in-service training, the young chef received his national certificate and a diploma. But the qualifications were not the only good things that came his way around that time, other good milestones coincided in spectacular fashion and the young chef's new career took off to the skies.

In 2013 Tlali and his colleague, Lizel Proes, entered the Nestle Golden Chefs Award competition for the second time after the pair came out third the previous year. This time they won first prize and got a seven days paid trip to Singapore where they cooked at internationally recognized restaurants for four days,

"I looked around and saw that my career was going up, it was amazing!" he says with a smile. Our interview is occasionally interrupted as he is regularly called to the back of the kitchen, to put his finishing touches on the lined-up exquisite dishes that are about to be presented to waiting patrons in the restaurant.

Tlholo Nyatlo, who is Tlali's supervisor and the school's Sous Chef, says Tlali has added value to their team since his arrival. "What we liked in him is that when he arrived from the Young Chefs Training Programme, he showed commitment and was already thinking on his own," he says as we wait for Tlali's return. According to Tlholo, the hospitality industry demands very high standards of practice and careful attention to detail, "Our profession is built on menu trends and we pay a great deal of attention to presentation of the final product, we take pride in our work, and Tlali has fitted in very well with that ethic," he says, "We don't just do things. In the process of preparing food, we put modern interpretation on everything, we don't do the same menus, we have to keep changing with latest tastes and trends."

According to Nyatlo, the main reason they offered Tlali a permanent position immediately after his in-service training, was that "he stood out from the group". The kitchen currently employs nine other young chefs who are also there as part of their training. Established in 2005, the university's School of Tourism and Hospitality prides itself in its good track record and production of great food. Nyatlo says they cook for functions, restaurants and the public, "Since his arrival here, Tlali has learnt various skills in food preparation, menu development, menu costing, menu trends, wine tasting and knife skills," he says. As he goes about his duties in the kitchen, it becomes clear Tlali's skill and expertise are resourceful and highly sought after.

He is frequently requested by his colleagues to put his stamp of approval on the menu and dishes. In May this year, the young chef was presented with a City & Guilds gold medal for excellence at a lavish ceremony. He beat 95 other competitors from around the world to win the medal, and was the only candidate from South Africa in the contest, "I won a trip to London for a week and visited different restaurants and hotels where I also cooked. I was asked by Hilton Hotel management to help them cook for a banquet where they were serving more than 800 people. It was a great experience!"

"I am living my dream thanks to the Department of Tourism, South African Chefs Association, EPWP and the National Youth Chefs Training Programme. I would not be where I am today if it was not for that training programme right at the beginning," he said, visibly emotional.

As we exit from the kitchen to tour the premises with Tlholo Nyatlo, he speaks of the slow emergence of young black chefs into the hospitality industry, "There's a small minority of young people coming through the ranks," but that is just about to change fast, because the NYCTP is enrolling a total of 800 students each year, of which 85% to 90% graduate successfully, said Thomas Overbeck, Programme Manager for the NYCTP at the South African Chefs Association.

"Of all the graduates that completed their courses over two phases by April 2013, only 75 individuals are still looking for full time employment. We just had the completion of phase three on 30 June 2014, where we now have a new team of 765 chefs entering the industry," said Overbeck.

He added that all their students come from families that have very little or no income, "Hence it is even more rewarding for us to see the impact that this programme has on their lives, their families and communities," he said. Extending his gratitude to the Department of Tourism for initiating the training programme, Overbeck said the initiative brings acute awareness of tourism to communities, "It also alleviates some of the critical skills shortage in chefs that should be creating culinary delights for the ever increasing number of tourists coming to South Africa" he added.

From desperate and hopeless situations, most students who joined the programme attained new skills, self-esteem, a sense of purpose, and most importantly, gained employment in a career field of their dream. Had it not been for the training programme, said Overbeck, most of them would have missed out due to high costs of entry in the profession. "We are very excited of success stories such as Chef Tlali's, and have many more to highlight," he said.



Masakala with his supervisor Tlholo Nyatlo (right) and other colleagues



## More young chefs graduate to join the hospitality industry

Some of the young chefs who graduated from the programme in recent years.

The National Young Chefs Training Programme (NYCTP) celebrated the graduation of 135 young chefs in Gauteng in September, who will join the ranks of employment in the food and hospitality industry, thanks to the Department of Tourism's investment. "Of the 135 young graduates, we had 58 who achieved a Merit Award and 31 who earned a Distinction," said Thomas Overbeck, Programme Manager of the NYCTP.

He added that there were a total of 89 super achievers amongst the graduates. According to Overbeck, many of the graduates confirmed that they had already got permanent employment with various organisations in the industry, while there are several others who had successful applications to go and work overseas.

On 08 September, 112 more young chefs in Durban also graduated from the training programme. Chef Shaun Smith, principal of the Fusion Chefs School, one of the training grounds for the young chefs in Durban, expressed his delight at the success of his trainees, "I am very proud of all my students, especially the ones who had Distinctions and Merits".

The NYCTP selects a total 800 students each year, of which 85% to 90% graduate successfully. The training programme has just completed its third phase, and will most probably continue with a new phase in 2015, said Overbeck. According to the NYCTP statistics, 98% of students come from previously disadvantaged backgrounds.

Overbeck thanked the Department of Tourism "for initiating this amazing programme. Not only because it brings an acute awareness of Tourism to the greater communities, but it alleviates chefs".

some of the critical skills shortage in also More young chefs graduated from the training programme in the Western Cape, North West and Mpumalanga and Limpopo, releasing more young professionals into the industry. The programme keeps on soaring, changing the lives of young unemployed people and providing the hospitality industry with a skilled workforce. Of all the graduates that completed their courses over two phases, by April 2013 only 75 individuals were still looking for full time employment.







2013 Young Chef Training Graduates

The programme completed its Phase Three by 30 June 2014, where a new team of 765 chefs were released into the industry. Out of this number, 97 already confirmed permanent employment in the first month. The training programme consists of a Certificate Course, a Diploma Course, an Advanced Diploma Pastry Course, and an Advanced Diploma Supervision Course.

The Certificate Course includes subjects such as Workplace Safety; Introduction to Nutrition; and Food Preparation and Cooking Principles. The Diploma Course offers subjects that include Culinary Arts Principles; Healthier Foods and Special Diets; Catering Operations and Costs and Menu Planning.

The Advanced Diploma Pastry has subjects that include Patisserie Principles; Cooking and Finishing Cold Desserts; and Cooking and Finishing Pastry Products, while Advanced Diploma Supervision offers amongst others, Supervising Staff Training; Supervising Food Production; Food Preparation and Cookery Supervision Principles; and Resource Management

in Food Preparation.

Overbeck said the students don't only learn theoretical knowledge, but spend an average of 190 days in selected workplaces, where they live the trade of their choice. Overbeck said 98% of students come from previously disadvantaged backgrounds, making it even more rewarding to see the impact that the programme has on their lives, their families and communities.

The training programme was launched by the Department of Tourism in 2011, with an aim to train young unemployed people who have matric and passion for cookery and the hospitality industry, to become professional chefs. The programme is aimed at job creation, which is a key priority for government and the tourism industry. Tourism has been identified as one of the key drivers of economic growth in South Africa and a pivotal element of government's growth path, which is aimed at addressing unemployment, inequality and poverty.

*98% of students come from previously disadvantaged backgrounds.*

The growth path sets an overall target of growing employment by five million jobs by 2020, thereby reducing unemployment by 10 percentage points from 25 to 15 percent.

The Department of Tourism's Director for Programme Management in the Chief Directorate of Social Responsibility Implementation, Mr Thulani Sibeko, said the graduations are a good news story that must be celebrated, "We feel very proud of the achievements we have reached as a programme particularly in the face of the many challenges we encountered along the way. I sincerely would like to pay tribute to our training managers Ms Rinah Salanyane and Ms Portia Rakoma and their two Assistant Directors, Ms Prudence Makuya and Mr Strene Naidu, for the sterling job they did in monitoring and ensuring compliance, they put in hundreds of hours visiting various workplaces and host employers," Sibeko added that the leadership of Chief Director Ms Lerato Matlakala, was the driving force behind the success.



## Sustainable tourism is built on collaboration

Minister Derek Hanekom has emphasised the importance of collaborations with small business operators

What was unique about this year's tourism public lecture – held at the University of South Africa (Unisa) at the beginning of September – was how speakers and contributors approached the theme by demonstrating various ways in which tourism can unleash its true potential of creating jobs if stakeholders worked in collaboration with each other. Themed "Sustainable tourism in a democratic South Africa – Transforming Lives", in relation to 20 years of freedom, the occasion provided tourism stakeholders with an opportunity to engage and map the way forward in advancing the sector and speakers were generally in agreement that through realising its potential to create jobs, tourism can transform lives.

South Africa is endowed with picturesque natural resources and a heritage that has established its tourism sector as one of the best performing sectors in the country, one that is increasingly contributing to the country's GDP and to job creation. If the South African tourism industry is to continue on this growth path and sustain itself, it is the totality of a tourist's experience that should be focused on. This means growing and improving all areas of the sector from the upskilling and education of chefs and waiters in the hospitality industry to the development of initiatives and policies that support transformation of the industry and the lives of South Africans to improve living standards in the country.

Unisa's Professors Maggi Linnington and Cina van Zyl, SACA's President Steven Billingham, Chairperson of Tourism Business Council of South Africa (TBCSA) Mavuso Msimang, General Manager and Acting Director at Fair Trade Tourism, Kathy Bergs, Unisa Principal and Vice Chancellor Prof Mandla Makhanya, and Umalusi's Dr Cecelia Booyse, were the speakers, and amongst other common ground issues, they agreed that South Africa should focus on developing its own unique culture of 'afro centricism' in tourism rather than follow the look and feel

of other countries. A pertinent question was asked, "Is the tourism industry convinced that the graduates coming out of our institutions are equipped to perform the jobs required by the industry?", and the answer to which was agreed that through education one can solve the marketing conundrum and create innovation. Prof van Zyl used the example on a popular bank's marketing strategy to emphasise the point that tourism needs a "sharp" marketing strategy. She believes that profit should not be the only motive for business behaviour, but that rationale should also form part of the formula.

Minister Derek Hanekom said the tourism sector's growth should happen in a way that it will benefit ordinary citizens, "Today's discussion is about what we should do in a sustainable way to promote sustainable tourism, to boost the sector and make it grow in the longer term where it can benefit more and more people as it is growing. We are talking about tourism transforming people's lives so all of us must be a part of a lasting change that will ensure our children are a lot better off than we are today, and that they will be participants in a still growing tourism industry, one that is not declining," he said.

In summarising the various presentations made, Minister Hanekom said that South Africa has wonderful tourism opportunities both for its citizens, "who are not experiencing it enough", and for international tourists. "We accept that we have fantastic wildlife, diverse landscape and spectacular scenery as well as heritage tourism, but what do we need to do to sell it better and do it better? How do we offer local and international tourists a unique tourism experience?"

Minister Hanekom said one of the reasons for tourism growth in South Africa is that government, the private sector,



and higher education are not pockets of isolated excellence but that they are effectively working together to benefit the sector. He also said that the three pillars have to continue in this manner to properly market and nurture the country's beauty, ensuring good management of natural resources. Another aspect, said Minister Hanekom, is to respond to the shift in tourist demands, as they are increasingly looking for a different kind of experience. How can South African tourism then provide something that is environmentally and socially sustainable, where we say to tourists "come to South Africa and experience something different", and where tourists feel that, having visited the country, they have contributed to the environment or the local community through the difference you are making as a partner in the tourism sector? Minister Hanekom added that, in addition to environmental sustainability, it is also important for government to ensure businesses in the tourism sector are profitable, as this leads to growth and job creation. "The person who gets a job—that is major transformation in their life. And in South Africa, that often impacts on the entire family."

According to Unisa, if the South African tourism industry is to continue on this growth path and sustain itself, it is the totality of a tourist's experience that should be focused on. This means growing and improving all areas of the sector from the up-skilling and education of chefs and waiters in the hospitality industry to the development of initiatives and policies that support transformation of the industry and the lives of South Africans to improve living standards in the country. Stephen Billingham, President of the South African Chefs Association (SACA), said the culinary industry is a critical cornerstone of the hospitality industry, which is in itself a pillar of the tourism sector. Therefore a flourishing tourism industry, as the fastest growing industry in South Africa, drives the demand for evolving and up-skilling South Africa's culinary professionals.

"As you know, South Africa's tourism industry creates over 1 million jobs, and, as such, the need for skilled staff (chefs and waiters) in hotels and restaurants across the country continues to increase as tourism in the country continues to grow. To address this, he proposed that formal recognition of prior learning and the long-service work experience of chefs be introduced, and emphasised the need for a seamless learning process from high school learner to trade professional. The 'age old' fundamental link between tourism and the environment was what excited the participants a great deal, especially when Prof van Zyl referred to the educated learner of today as "the tourist of tomorrow and so it follows that environmental awareness should begin at school age to foster sustainable tourism". van Zyl added that government should provide stability and

an "enabling environment for growth in tourism, while the tourism industry should continue to do innovative research in tourism".

Mr Mavuso Msimang, emphasised the need for transformation in the industry, but added that government should drive this by providing funding and incentives to encourage transformation. Some of the issues addressed reflected on the importance of higher education and training in the tourism and hospitality sector, and on the relevance of suitable and practical high school curricula for tourism and hospitality. President of SACA, Steven Billingham, emphasised the importance of training and development programmes within the hospitality industry to meet increasing client expectations. Adding to this, Kathy Bergs advocated for the need to develop standards for responsible tourism in terms of social, economic and environmental standards.

The need for change in the tourism sector through inclusivity

Minister Hanekom also noted that there needed to be a change in the nature and composition of the tourism sector through inclusive growth. Professor Maggi Linnington highlighted the advantages that South Africa has in terms of opportunities related to cultural tourism and ecotourism because of the country's cultural and natural heritage. She said global tourism was focusing mainly on these two types of tourism. Through organising cultural tours in natural areas our ecotourism. She added that the sustainable tourism market was expected to grow in about six years to 25% of the world's travel market. In addition to the need for effective education, marketing and training, South Africa also needed to increase conservation efforts to protect indigenous communities and minimise ecological footprints.

Finally Prof Linnington said sustainable tourism needed to focus not only on the tourist destination itself but also the hospitality aspect. To face daily hospitality challenges, a human resources programme should be implemented as customers keep on expecting service of high quality. The worldwide trend towards alternative and more sustainable forms of tourism such as cultural tourism and ecotourism was also raised. Ecotourism, said Linnington, is one of the largest forms of alternative tourism and is the fastest growing tourism niche market in the world. Ecotourism at a global level has huge potential that South Africa can unlock

In conclusion, Minister Hanekom called on the tourism sector to enhance the country's tourist experience. He also emphasised that tourists were now seeking a different type of experience.

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## Gogos from rural areas given a taste of domestic tourism

Old grannies posing for pictures in Sandton

The Domestic Tourism Growth Strategy was developed to address the following objectives; increase domestic tourism expenditure, increase domestic volume, enhance measures and efforts aimed at addressing seasonality and equitable geographical spread as well as enhance the culture of travel and tourism among South Africans. For that reason, the Department of Tourism supports social tourism initiatives to encourage and support disadvantaged members of the community to experience travel and tourism. Therefore, on 6 August 2013 the department signed a Memorandum of Understanding (MoU) with the Gogo on Tour (GOT), an organisation that provides travelling experience to senior citizens at no cost.

The Department of Tourism supported the Gogo on Tour (GOT) on their most recent tour to Sandton, Auto & General Theatre on the Square to watch the show "I have life". The department's initiatives of growing the domestic market through creative innovation such as tourism awareness is bearing some fruit as other stakeholders are becoming interested in supporting the strategy through incentives like discounts to special groups. The Gautrain Management Services offered free return travel packages to the GOT from Bosman Station to Sandton, while Sandton Auto & General Theatre on the Square offered free entrance to the theatre for 40 senior citizens on the 6 August 2014 to watch the show "I have life" as part of their support during Women's Month. As the women of 1956 fought against oppression, the show also highlighted the resistance of a physically abused woman who did not accept that the situation she faced limited her abilities to confront life and its challenges. It was befitting that the women of 2014 who were deprived of their dignity of movement and access to certain areas watch the show in the previously restricted

area of Sandton.

With programmes like this, the department ensures that even the previously disadvantaged and people with low income enjoy travel and tourism in a free and democratic country, thus contributing to economic benefits, fight for inequality and job creation. The tour included youth who were part of the support staff to the senior citizens and their interest in tourism reaffirm the objectives of cultivating the culture of travel and tourism to the South African youth.

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They would like to go to a country as a tourist where they knew they were making a contribution to something that was environmentally and socially sustainable. To do this, the tourism industry needed to properly market and maintain what SA had to offer. He highlighted the importance of training within the industry to ease the challenge of scarce skills as well as the importance of good management of SA's natural resources. Meanwhile, Minister Hanekom announced that the Department of Tourism is looking into launching its own incentive programme, for small tourism businesses next year. The programme would, among other aspects, incentivise small tourism operators for sustainable practices such as waste management, energy efficiency, resource efficiency and universal accessibility. The Minister said the department would focus on measures that would allow establishments to "proudly announce that in fact, they are environmentally friendly" and that this would be a good selling point. The annual public lecture was organised in partnership with the Department of Tourism, Unisa and the TBCSA.

Written by: Jay Singh – Director of Corporate Communications, Department of Tourism.

## Women In Tourism Get A Much Needed Voice



Deputy Minister Tokozile Xasa at the Women in Tourism conference in Benoni.

Deputy Minister of Tourism Tokozile Xasa provided much needed encouragement to women who own businesses and those who work in the tourism sector, when she launched a Women in Tourism (WiT) forum in Benoni at the beginning of October. Not only will the WiT be a voice for these women, but will also addresses challenges, gaps and other issues faced by women employees, professionals and women entrepreneurs. Amongst the identified primary benefits that will flow from the establishment of a women's structure like the WiT, will be improved linkages to development opportunities for those who will be part of the network.

The existence of the forum will also indirectly benefit women not directly involved in tourism, but who can be empowered through tourism through access to developmental opportunities. Held at the Kopanong Hotel and Conference Centre on 08–09 October, the launch of WiT allowed women to collectively discuss interrogation of the regulatory environment from a WiT perspective; leadership; a global perspective of women in tourism; stimulating tourism; and innovation in

the sector. To encourage innovation, the conference's panel discussed the creation of experiences that stimulate travel and tourism, unlocking the value for the local and international markets, and looking at how food, film and fashion, are iconic drivers of travel.

The formation of the forum emanated from various engagements with women in the sector from 2010, starting in what was then dubbed "conversations with women in tourism". Deputy Minister Xasa led these conversations with women in Gauteng, Free State and KwaZulu-Natal areas. All efforts culminated in a soft launch hosted as a networking cocktail at the 2014 Tourism Indaba, which women came out in their numbers to be part of. The Department of Tourism facilitated this forum in partnership with the Tourism Business Council of South Africa (TBCSA) and the broader women stakeholders in the sector, with the aim of engaging women on issues such as economic empowerment (addressing funding constraints, establishment of support structure and incentives for women); creating a platform to celebrate women achievers; and the status of women in the tourism sector.

In 2010 the United Nations World Tourism Organisation (UNWTO) released the Global Report on Women In Tourism, highlighting the value of the sector as an engine for economic development through foreign exchange earnings, and the creation of direct and indirect employment. The report further elucidates that this value however, does not translate into an equitable distribution of economic benefits between men and women in the sector, especially in developing countries.

The report also indicated that tourism growth presents both challenges and opportunities for gender equality and women empowerment. The opportunities are that tourism presents a number of income generating activities for women and the jobs are flexible, able to be carried out at different locations, home, community and the workplace. The challenges facing women however are their concentration in the low status, low paid, and precarious jobs in the sector.

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## Local Government Tourism Conference set for February 2015



Many Tourism stakeholders are expected to attend the Local Government Tourism Conference next year

The National Department of Tourism will host the 2nd Local Government Tourism Conference under the theme, "Tourism: A Catalyst for Local Economic Growth, Job Creation and Transformation", with the Honourable Minister of Tourism, Mr Derek Hanekom as guest of honour. The Conference will be held from the 26th -27th February 2015 at Emperors Palace, Kempton Park, Gauteng.

Stakeholders are therefore invited to come together and deliberate on how best to position tourism as a key economic sector that can create employment, contribute to poverty alleviation as espoused in some of the country's economic growth strategies such as the National Development Plan (NDP). The Tourism Industry's contribution to South Africa's Growth Domestic Product (GDP) places it in a strategic position to contribute to the goals of the National Development Plan. This can be done through coordinated efforts, with local government at the centre of such efforts.

Objectives of the Conference will include reflecting on the deliberations of the 2013 Local Government Tourism Conference and intensive discussions on various tourism policies, legislation and strategies and how they impact on local government. There will

also be discussions on how best to empower and capacitate all spheres of government to align and integrate their tourism plans with national imperatives. Delegates will also reflect and deliberate on current institutional arrangements and resource allocation for the prioritisation of tourism across all spheres of government.

Conference participants will also engage in plenary, panel discussions and break away sessions on topics related to the following issues:

- Current Policy Developments in Tourism and their Implications for Local Government
- The State of Domestic Tourism in South Africa
- Transformation in the Tourism Sector
- Resourcing Tourism Development
- Enhancing Local Government's Competitiveness

Conference proceedings will be underpinned by the National Tourism Sector Strategy (NTSS) which highlights the need for consistent and meaningful interaction between all spheres of government for the sustainable growth of tourism.

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The forum's agenda is centered on commanding respect; ascertaining recognition of women's contribution in the sector; encouraging representation in economic activities and leadership; and producing results that will enhance the supply and demand for tourism. Furthermore, the launch conference had breakaway sessions that discussed addressing issues such as funding, enterprise development, personal branding and executive development. Against the backdrop of the Tourism BBBEE Charter amendments, the panel also interrogated possible benefits for women in the tourism sector. The purpose of the inaugural conference was to:

- Formally launch women in tourism initiative as a structure to facilitate the empowerment of women in the sector and through tourism;
- Unpack the key drivers of the initiatives agenda being Respect, Representation and Recognition of women in the sector; and
- Mobilise membership upon which the institution will be built and towards whom the institution will be accountable.

## Adventure Tourism: Role players speak on regulation in consultative campaign



The popularity of Adventure Tourism is growing in South Africa

Adventure Tourism is an exciting form of tourism, with travellers looking forward to indulge in adrenalin raising activities while others prefer to simply explore nature's offerings. More and more tourists coming to South Africa, and even local citizens, travel purely for adventure. In order to enhance safety and make tourism more enjoyable for adventurers, the Department of Tourism has started the process to develop regulatory measures for the adventure tourism industry. The department conducted a preliminary research on the current state of adventure tourism in South Africa, and the process showed that there was a need for a comprehensive study that will provide thorough analysis on regulatory framework. This framework is related to safety and operational standards that guide adventure tourism in South Africa

The rationale for a sound regulatory environment for adventure tour operators is based on the reasoning that if South Africa is to excel as an adventure tourist. This will assist in protecting tourists and also grow the adventure tourism industry as a whole destination, it is critical to build the credibility and profile of a reliable adventure tourism industry. It is in view of the above that in December 2012, NDT convened a consultative tourism leadership dialogue under the theme "Positioning South Africa as a leading adventure tourism destination". The objective of the dialogue was to provide

a meaningful space for information sharing, exchange of best practices and seeking interventions to the challenges and experiences identified in the industry in order to unlock the growth potential within the industry. The key outcome of the dialogue culminated into the development of Adventure Tourism Report which identified gaps in the adventure tourism industry and proposed the need for stakeholder workshops on self-regulation.

### Objectives of the consultative workshops

As part of promoting the growth and development of adventure tourism in South Africa, NDT has joined forces with Southern African Tourism Services Association (SATSA) this financial year by hosting a series of provincial workshops for this financial year to draw attention of the industry towards the gaps identified in the Adventure Tourism Report and to reach general consensus of establishing generic standards for self-regulations of the adventure tourism. Among the objectives of this initiative is:

- To present the outcome of the adventure tourism report
- To solicit inputs from adventure stakeholders on the safety and operational standards that guide adventure tourism in South Africa
- To promote awareness on the importance of a self-regulation system for the adventure tourism

To date four provincial workshops on self-regulation of the adventure tourism, with the exception of KwaZulu-Natal a clustered approach was used to host the workshops which resulted in pairing of the following provinces as one session: Western Cape and Eastern Cape, Free State and Northern Cape and last but not least Gauteng and North West. The Limpopo/Mpumalanga workshop has been scheduled to take place during last quarter of this financial year. The workshops are intended to address areas of focus such as defining the adventure in the context of self-regulation, adventure guiding, training and certification of adventure guides in SA, the adventure industry and transformation, meaning of self-regulation and how will this play out in your sector and the management of risk in the adventure tourism.

### Some of the main issues raised during the workshops include:

- Adventure activities need to be dealt with independently due to their specific risk profiles
- Certain adventure activities or segments are already regulated whilst others have no regulation
- Develop a dynamic accreditation system based on international best practice with input from the major adventure tour operators

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## Tourism honoured with clean audit Awards

FROM LEFT TO RIGHT: Mr Mothomone Mohlabeng, COO Dirk van Schalkwyk, DG Makhubela, CFO Ralph Ackerman, Ms Benedicta Mogaladi posing with the award

One day during the last days of the 2013/14 financial year in a warm Pretoria afternoon, Director-General of the Department of Tourism, Ambassador Kingsley Makhubela, spoke passionately about his delight to see the department receiving a clean audit opinion for that financial year.

Addressing a staff imbizo in March on that day, the DG actively rallied management and their teams to maintain the standards and strive towards a clean audit. The only reason the department missed out on a clean audit in the previous financial year – the DG said – was a small lapse of work in the department's asset management, "It's a small thing if you look at it, and I am sure we are going to improve on that," he asserted with high optimism.

Still dwelling on the emphasis of unqualified audits, Ambassador Makhubela spoke of the importance of creating a positive generational governance legacy. This is how it works, "We have a responsibility to leave this department in a good state for those who will take it over," he brought it home, and further encouraged everyone to strive towards effectiveness. But the whole point was the importance of attaining good audit opinions. Fast forward to October, Makhubela sat in his chair in

a bright Spring morning and witnessed Chief Operating Officer Dirk van Schalkwyk receiving a recognition award for the department's clean audit at a breakfast ceremony organised by the Auditor General to pay tribute to 13 state entities that got clean audits for the 2013/14 financial year.

### *DG Makhubela credited the clean audit to lower level employees in the department*

The clean audit was achieved, and there was a smile on Chief Financial Officer Ralph Ackerman's face, who sat to DG Makhubela's right hand around a breakfast table. A feeling of hard work paying off wallowed on the department's delegation that attended the ceremony, and a big feeling of relief too.

DG Makhubela, COO van Schalkwyk, CFO Ackerman, Supply Chain Management Director Mothomone Mohlabeng, and Financial Management Director Benedicta Mogaladi, all rose from their chairs and stood aside for photographs, "This is the winning team," Mohlabeng quipped with a victorious grin. It was a mission accomplished, not by the five of them alone, but by the entire workforce back in Tourism House. The truth is, it takes a marathon of hard work and tenacity for an organisation

to get a clean audit, and usually CFOs and their management are the ones always sitting next to the blaze, taking the heat all year round.

Solly Segooa, the AG's Corporate Executive who handed out the awards that morning, knows this fact too well, "I want to specially thank the CFOs, the people who make this possible," he said during his brief welcome speech.

Reflecting on the achievement after the ceremony later that morning, DG Makhubela credited the clean audit to lower level employees in the department, whom – he said – stuck to basic compliance principles and ensured to complete their duties effectively and timeously.

"It is very small things that actually result in this great achievement," he said, "Like, for example, paying suppliers within 30 days of receipt of their invoices. At Tourism we do that way below the target, at about 18 days".

Segooa said the Auditor-General wants to see all government departments and state owned entities achieving clean audits, and he was at pains to mention that the awards were only handed to 13 organisations out of a possible 41.



"You can calculate for yourself and see how less that percentage is." He announced to the 13 organisations that officials from the AG will pay them unusual visits, not for auditing purposes, but to ask them about their operational systems and what they did right to get clean audits.

This is because the AG wants to share good practices with other departments and entities to empower them towards achieving clean audit opinions. The operational systems are particularly important, and Makhubela was quick to recall that, "We have very good systems in place, and that's the area we need to consistently reflect on" he said, and further added, "One of our advantages also, is the fact that lower level employees know what to do and how to do it. Their hardwork and knowledge of systems made it possible for us to get the clean audit."

*"We have a responsibility to leave this department in a good state for those who will take it over"*

Back to his staff address at the March imbizo, as if to know what the AG was going to say seven months later, DG Makhubela cautioned with a profound statement, "It is good to achieve an unqualified audit and be at the top, but what is more challenging is to stay at the top."

Segooa beefed up that statement after award recipients had been handed their mantles, "It will be a pleasure to see all of you coming back here again next year to receive these awards". The importance of consistency could not be over emphasised by former Auditor-General, Terrence Nombembe. Speaking in Cape Town on 13 November 2013, Nombembe

said entities that had fared well needed to put equal or more effort into achieving the same feat in the next year. "This is a challenge that government has faced over the years, auditees letting go of the audit gains they have worked diligently to achieve, only to regress to undesirable audit opinions the following year," said Nombembe.

That challenge, is exactly the one DG Makhubela is positively bracing for, "I think that in the next financial year we will be in a better position than this year," he said. When it happens, corporate governance, and not necessarily people, will be the winner, "We all want a government that is effective in its strategies and the rule of law, because it is through these kind of achievements that we can be certain of the country's sustainability in governance," Segooa said in conclusion.

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- The adventure industry is highly fragmented and needs a strong centralized body to facilitate standard setting and the development of professional expertise among likeminded peers
- The industry has strong potential to create job opportunities and stimulate entrepreneurship but at the moment the chances for adventure careers development are hindered by lack of understanding in government and the wider tourism industry.
- A service provider who provider multiple adventure activities would have to obtain accreditation for each activity.
- The private sector appreciated NDT for bringing the CATHSSETA information so that they could apply for accreditation as training service provider and access the discretionary grants provided for the sector to develop skills.
- Guiding qualification in the adventure tourism remains a serious

concern given the fact that only CATHSSETA accredited institutions are recognized.

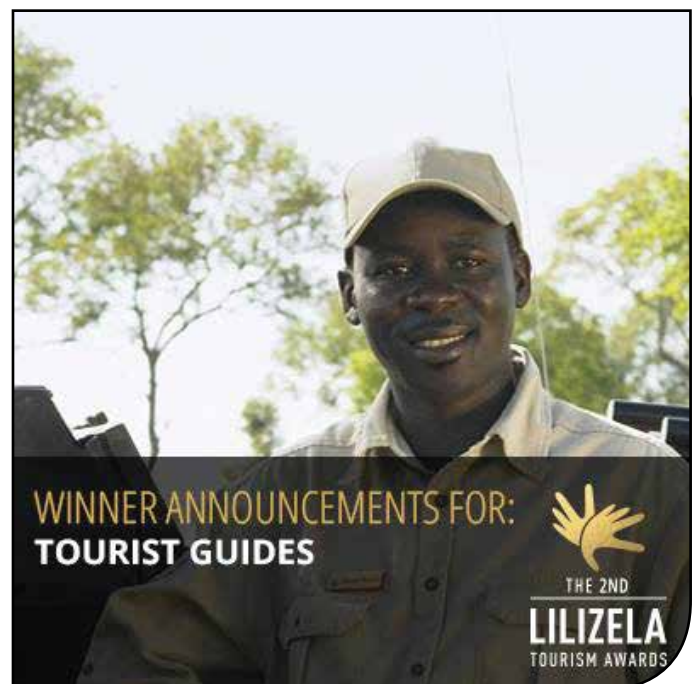
- The fragmentation and uncoordinated nature of the industry currently allows for "fly by nights" to operate relatively easy and as such harming the reputation of the industry.
- Develop an online self-assessment tool as an entry point for adventure operators who wish to participate on the proposed dynamic accreditation system.
- Incorporate responsible tourism national standards that are applicable to a specific adventure activity as part of the criteria for the assessment for accreditation.

A representative steering committee has been established and its task is to make recommendations to guide the self-regulatory process for the adventure tourism industry. Furthermore sub-committee task teams have been formed and their

focal areas are: International Best Practice, Risk, Marketing, Transformation and Responsible tourism, Training and Modalities. The position papers coming out of these task teams will lead to the development of the generic framework on self-regulation. NDT will assist with the formulation of a national coordinating structure which would be representative of all segments of the adventure tourism to manage the self-regulation system and ensure that suitable accreditation systems are in place and that its members associations adhere to acceptable codes of best practice. The ultimate goal is to position South Africa as a destination of choice for adventure travellers by ensuring that the industry is professionalized. This will strengthen our global competitiveness as a country from the supply side and further diversify our product offering.



## Recognising excellence through Lilizela Awards



Chairperson of the Tourism Business Council of SA, Mr Mavuso Msimang, is the reigning recipient of the Minister's Award, after being bestowed with the honour by Minister Derek Hanekom at this year's Lilizela Awards in October. "This award celebrates the work of an exceptional individual," the Minister said. "This is someone who consistently moves the industry closer to achieving its 2020 vision of building a tourism sector that truly transforms

the lives of people." The Minister said tourism was one of many sectors that benefitted from Msimang's experience, wisdom and dedication to transformation. "Through his leadership, SA Tourism, South African National Parks, the State Information Technology Agency and the Department of Home Affairs became the organisations that they are today."

## Northern Cape – The desert comes alive!

The beautiful landscapes of Northern Cape



The Northern Cape Province is expected to derive much value and tourist interest from hosting this year's World Tourism Day (WTD) on 27 September 2014, and the Minister's Business Breakfast a day before. The province boasts several locations of national and international interest. From red dunes of the Kalahari where black-maned lions roam to carpets of daisies stirring in the breeze in springtime Namaqualand and from quiver tree forests and rugged mountainscapes in the Richtersveld to the characteristic buttes and mesas of the Karoo landscape, the Northern Cape fills travellers with awe and beckons to be explored. To add to its colourful yet sublime attractions, it is worth noting that this province is home to the Karoo, location of the Square Kilometre Array - a global science and engineering project to build the world's largest audio telescope.

During WTD celebrations, Northern Cape's MEC for Economic Development and Tourism, Mr. John Block, gave an overview of the state of tourism in the Northern Cape, and expressed the provincial government's delight at hosting the WTD celebrations. "We are honoured to have been afforded this opportunity.

The "Tourism – Transforming Lives" theme will enable us to showcase how tourism has transformed the Northern Cape into a thriving leisure, adventure and cultural tourism destination," he said.

Also on offer in the Northern Cape is the Namaqualand National Park, world renowned for its incredible floral display each spring; the mighty Augrabies Waterfall; and the expansive Kgalagadi Transfrontier Park. That's not all though, Northern Cape is also home to one of South Africa's World Heritage Sites, the Richtersveld Cultural and Botanical Landscape. This area, which is home to the highest levels of diversity for any arid ecosystem in the world, was declared a World Heritage Site in 2007. Minister Derek Hanekom said the Department of Tourism has recently completed an assessment of the tourism needs of all eight World Heritage Sites, and as a starting point, will be funding interpretive signage at the Richtersveld Site, as well as at Mapungubwe, uKhahlamba Drakensberg and Baviaanskloof in the Cape Floral Region, over the next two years.

Adding to the tourism activities that were held in the province, the Northern

Cape Department of Economic Development and Tourism also hosted manufacturing exporter's workshops in Kimberley and Upington on 29 and 30 September 2014 respectively. The workshops provided a platform for exporters in the manufacturing industries to discuss matters relating to the exporting of manufactured goods outside the Northern Cape Province. The workshops also gave an overview of the manufacturing industry in Northern Cape with the intention to promote exports in the province through skills development and incentives that government has put in place to support businesses financially.

According to Statistics South Africa's (StatsSA) 2013 tourist arrival statistics, the Northern Cape Province had the highest growth in the number of international tourist arrivals. It received a total of 749 446 international visitors in 2013, earning R1.417 billion from expenditure, making tourism the third most valuable economic sector in the province followed by mining and agriculture.



## International Tourism's successful visit to Ireland

Deputy Minister meeting with the South African participants at WYSTC 2014



Deputy Minister Tokozile Xasa, together with International Tourism officials from the Department, undertook a successful visit to Ireland during September 2014, where they attended the 23rd World Youth Student and Educational (WYSE) Travel Conference (WYSTC). WYSTC is the annual event of the WYSE Travel Confederation. Since its inception in 1992, WYSTC has travelled to a different destination each year. This year, more than 700 travel professionals from over 450 businesses globally gathered at the Convention Centre in Dublin, Ireland, for trading, seminars and workshops, networking with industry think tanks and more. Around twenty product owners from South Africa attended the conference.

The WYSE Travel Confederation is a global not-for-profit membership organisation dedicated to promoting and developing opportunities for the youth, student and educational travel industry. Providing international travel experiences to over 30 million youth and students each year, WYSE Travel Confederation's global community of over 800 members spans more than 120 countries from a

diverse range of sectors. The Deputy Minister delivered a welcoming address and reminded the conference that next year it will be hosted in Cape Town, South Africa. It will be the first time that WYSTC comes to Africa. Winners of the Global Youth Travel Awards 2014 – sponsored by Else Globe – were announced during the concluding event. Over 500 industry professionals gathered at The Mansion House in the heart of Dublin for the glittering ceremony – which is now in its fourth year – and concluded with an impressive table-top Irish dancing display.

Having drawn a record number of nominations, the 12 awards celebrate outstanding performers within the youth, student and educational travel industry and act as a benchmark for excellence within this fast-growing sector. In recognition of the evolving nature of the industry, this year's awards were expanded to include four new categories which, for the first time, were voted for by young travellers. In addition, thousands of people aged under 35 years were polled over a four-month period in 2014 in a bid to find out their accommodation and airline preferences.



Deputy Minister also had an opportunity to meet the Embassy staff



The Convention Centre Dublin Ireland





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