

# Bojanala

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

Edition 04 - October/November/December 2012

## Tourism Growth

President Jacob Zuma Welcomes News of Tourism Growth

## Reach for the Stars

Young Aspiring Chefs Competition 2012

# Minister Launches the Holiday Season



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

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## Credits

### Editor in Chief

Jay Singh

### Contributors

Vicky Maake

Mmapula Makgamatha

Xolisa Firayi

Teko Ramaibi

### Researchers/Writers

Charles Makuwerere

Masingita Makamu

Lekau Hlabolwa

Victor Siphugu

### Layout/Production

Bembani Group (Pty) Ltd

## About the Cover



The cover shows a picture of the South African Tourism minister, Mr. Marthinus van Schalkwyk with the Minister of Tourism in Mozambique, Mr. Carvalho Muaria, during the recent launch of the Holiday Season for South Africa at the Langebaan bay, Western Cape. In the background is the Langebaan Lagoon.



# LETTER FROM THE EDITOR



## Season's Greetings to our Tourism Readers!

It feels like yesterday when the year opened. We are happy though that the year is closing on a highly spirited note. The year is closing amid news of very promising statistics on tourist arrivals. Destination South Africa has shown growth in tourist arrivals of about 10.5%, which is over double the global average tourism growth figure of 5%. Of course all this would not have happened if it were not for the dedication and hard work of all in the tourism industry; the National Department of Tourism (NDT), tourism product owners, South African Tourism, and all other tourism stakeholders. To all the players we say Thank You for all the hard work in providing such magnificent hospitality to all our visitors, and selling our country so wonderfully. It is indeed due to your abilities to present that South African warmth and hospitality that we find visitors coming back to our shores in large numbers. We are challenged to work even harder on improving our tourism offerings, and attract even more visitors, for the betterment of our industry and all involved in it, as we go through the holiday season.

In this last quarter of the year 2012, we have celebrated our top performers in the South African tourism industry. Tourism establishments that have demonstrated tremendous care for the environment were recognised through the Imvelo Responsible Tourism Awards during the opening of the term. Judging from the number and quality of entries for this year, the Awards are growing at an alarming pace, and getting better by the day. We take this opportunity and say 'WELL DONE' to all the award finalists and winners. In the same vein, we also wish to say 'CONGRATULATIONS' to all the finalists and winners of the Reach for the Stars, Young Aspiring Chefs Competition. It is indeed encouraging to see such interest and commitment from young men and women on the culinary and sommelier field, some of the key skills required to enhance the tourism industry's competitiveness.

We are encouraged by the announcement that the administration of the Tourism Support Programme (TSP) will be changing hands, and coming into the NDT from the Department of Trade and Industry (dti). We welcome the announcement, and we accept the challenges that this move would bring. We are extremely heartened by the fact that we are provided with an opportunity to review and revise the TSP and align it with our National Tourism Sector Strategy and other relevant policy and legislative framework in order to enhance the programme's responsiveness towards tourism growth and development in the country.

Currently NDT is conducting the Tourism Service Excellence Roadshows in all provinces of the Republic, and you may want check out the one closest to you.

Major tourism stakeholders will be converging in Gauteng for an all important Local Government Tourism Conference on the 26 – 27 February 2013. The 2013 Local Government Tourism Conference is seen as an avenue through which tourism stakeholders from various walks of life would get together and share information, and engage in meaningful dialogue on how to address tourism challenges at local government level, including identifying ways to develop and grow tourism at the local government level.

In closing, tourism minister, Mr. Marthinus van Schalkwyk has just launched the holiday season for South Africa at the Langebaan Lagoon, Western Cape. To our readers we say: *"A Happy, Restful and Peaceful Holiday Season and All Best Wishes for the Year 2013"*! It is our wish that the New Year brings about a wealth of opportunities to surpass this year's tourism performance.

  
Jay Singh  
EDITOR

# EDITOR





The month of October 2012 has seen yet another chapter of the Imvelo Awards for Responsible Tourism come to conclusion. Imvelo Awards are presented to deserving tourism and hospitality businesses in recognition of their real, measurable and sustained contribution to Responsible Tourism. The Awards were initiated to coincide with the World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa in 2002, and have been held for the eleventh time this year. Imvelo means 'nature' in the South African Nguni languages, and these awards are about people living in harmony with nature, deriving (tourism) benefits from nature yet ensuring minimal damage to nature - that is what Responsible Tourism is about.

Responsible Tourism has been defined in the Responsible Travel Handbook, 2006 to be about six main issues, and these are:

- Involves local people in decisions that affect their lives and life chances;
- Generates economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;

- Makes positive contributions to the conservation of natural and cultural heritage to the maintenance of the world's diversity;
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local, cultural, social and environmental issues;



Best Single Resource Winner for Water and Energy.

- Minimises negative economic, environmental and social impacts; and
- Is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

The Federated Hospitality Association of Southern Africa (FEDHASA) is the custodian of Imvelo Awards, and had six partners supporting this year's Awards, namely The Department of Tourism; the Department of Water Affairs; Eskom; the Industrial Development Corporation (IDC); Don't Waste Services and ABSA.



Best Single Resource Winner for Waste.

### Awards Categories

The Awards are presented for businesses that have demonstrated outstanding performances in the following tourism categories:

#### Best Practice – Economic Impact

The focus of this category is in understanding the economic impact that the business has on the local community. The entrant should provide information on various economic aspects such as the extent to which the business provides sustainable employment opportunities throughout the year and also a demonstration if the employment opportunities are throughout the year or seasonal; the extent to which the business is contributing to the establishment or development of local businesses and employment opportunities; the extent to which the business is supporting local suppliers and entrepreneurs for its needs and supplies; etc.

#### Best Social Involvement Programme

This category focuses on understanding the extent to which

the business is involving the community in business activities, and also how the community is benefitting socially from the activities of the business. Information considered here include details on how the business maintains its links with the community; details on how business recognises and supports the development of community structures and facilities; the interventions of business in helping address such local issues as HIV/Aids, TB, alcoholism and many other social ills; the interventions that the business has taken in ensuring that the rights, traditions and cultural heritage of the community have been protected or enhanced; and many more.



Domestic Tourism DDG, Morongoe Ramphle and FEDHASA Chairperson, Mr. Eddy Khosa during Imvelo Awards, 2012

#### Best Overall Environmental Management System

The focus of this category is in determining the extent to which business is managing its environmental impacts in a sustainable and responsible manner. Information related to the Environmental Management System, such as the environmental policy and how it is communicated; the targets and objectives set for the organisation; issues relating to measuring performance on an ongoing basis; indication on the environmental management structure and the responsibilities of different members of management; indication on the resources that have been saved due to implementation of the EMS; and more.

#### Best Single Resource Management Programme

This category has three sub-categories, focusing on efforts to reduce water and energy consumption with the third sub-category focusing on efforts to reduce waste generated by



the business. The information to be provided here include an indication on the resource in question, be it water, energy or waste; comparative data on how much has been reduced or saved in relation to the previous years; the methods followed in measuring and verifying the saving or reduction; indication on the environmental strategy implemented that resulted in the saving of the resource; etc.

### Investing in People Award

This award focuses on the extent at which the business has gone in getting its staff educated and taken through other forms of development. The information to be provided for this category of award include details such as the range and extent of the organisation's training and development programme; the interventions of the business in providing learning and educational opportunities to staff and their immediate families; interventions undertaken to reward initiatives and commitment by staff; etc.



Morongoe Ramphele presenting the Overall Winner Award.

### Most Empowered Tourism Business

This is a new award category that looks at the extent to which the business has addressed empowerment aspects. Information requirements for this award include such matters as an indication of the changes in the ownership structure to represent a larger stake of the organisation owned by previously disadvantaged individuals; transformation in the management structure to demonstrate that the business is sensitive to including more previously disadvantaged persons in the organisation's management team; and many such issues.

### The Chairman's Award

This is awarded to an individual, association or business that

has contributed significantly towards the development of responsible tourism practice in the country.

### Imvelo Awards for Responsible Tourism Winners for 2012

The award winners were presented at an award evening held on the 31<sup>st</sup> of October 2012, at a gala function in Johannesburg. The Deputy Director General: Domestic Tourism, Ms. Morongoe Ramphele delivered an address on behalf of the Deputy Minister who could not attend the session. In her address, Deputy Director General indicated that South Africa is proud to be one of the first countries to include Responsible Tourism as a pillar in the national tourism policy, and the awards are just but one way of showcasing the good work that is going on in promoting responsible tourism. Adopting and implementing the Responsible Tourism approach aids in preventing undue negative impacts to tourism such as environmental degradation, seasonality and unemployment during off-season, increased urban/rural polarisation, exploitation of local cultures and communities, and concentration of wealth in the hands of owners of tourism plant at the expense of population as a whole, to mention a few. Ms. Ramphele went further and reminded all in attendance that responsible tourism should not be seen as a luxury, but as an absolute necessity that all in the tourism industry need to embrace and run with. Ms. Ramphele also congratulated all the finalists for the Awards, and all in the tourism industry, and reminded all finalists that even if they were not mentioned as winners, at the end of the day it is the broader tourism industry that wins.

### The winners of this year's awards for different categories are presented below:

The overall winner, selected from the eight category winners, is Riverside Sun Resort, a hotel resort situated on the banks of the Vaal River, located a few kilometres away from Vanderbijlpark. Since 2010, Riverside Sun Resort has undertaken a huge drive to 'green' the property and went from a pending Silver Heritage Rating to Gold in only 12 months. It has retained and improved its Gold status since then, showing a vast improvement in water and energy consumptions. The resort is committed to efficient and appropriate energy use across its operations. The judges applauded the company's overall performance and sustained commitment to responsible practice.

In the category Best Social Involvement Programme the group winner is Sun International Zambia. The independent winner is

Ulusaba Private Game Reserve. Other finalists in the category were African Impact, Amakhala Game Reserve, Maliba Mountain Lodge, Open Africa, Sun International Zambia, Tongabezi Lodge and Tsogo Sun Group.

The Best Practise Economic Impact category was topped by Sun International Zambia on the group sub-category, whereas the independent winner was Zalala Beach Lodge and Safaris. Other finalists in this category are the Cape Town International Convention Centre, Garden Court Polokwane and Riverside Sun Resort.



FEDHASA Chairperson presenting the Best Overall Environmental Management System Award.

The Best Environmental Management System went to the Intercontinental Sandton Towers and Sandton Sun Hotel. Other finalists for this category were the Da Vinci Hotel & Suites, the Drakensberg Sun Resort, the Prince's Grant Golf Estate & Lodge and the Riverside Sun Resort.

The winner for the Best Single Resource Management Programme Category on Energy Management went to the Riverside Sun Resort. Other finalists are the Beacon Island Resort, Garden Court Hatfield, the Sandton Convention Centre and Sun City Resort.

The Riverside Sun Resort also walked away the winner in the category Best Single Resource Management Programme on Water Management, with the Beacon Island Resort, the Drakensberg Sun Resort, Garden Court Hatfield, Garden Court Sandton and Kievitskroon as other finalists for the category.

The sub-category Waste Management for the category Best Single Resource Management Programme went to the Vineyard Hotel & Spa. Other finalists are the Drakensberg

Sun Resort, Garden Court Hatfield, Riverside Sun Resort, Southern Sun Waterfront Hotel and the Table Mountain Aerial Cableway Company.

The category Most Empowered Tourism Business had two winners, the independent winner is White Shark Adventures while Tsogo Sun is the group winner. Other finalists for the category are Kamogelo Guest House, the Kondowe Game Reserve, the Protea Hotel Bloemfontein and Scan Display.



Winners of Best Overall Environmental Management System of Imvelo Awards.

The category Investing in People also had two winners, the independent and group winners. The independent award went to the Cape Grace Hotel whereas the group winner is the Red Carnation Hotel Collection. The African Safari Lodge Foundation, Garden Court Blackrock, the Oude Werf Hotel and the Vineyard Hotel & Spa are the other finalists of the category.

The FEDHASA Chairman's Award was made to Mavuso Msimang, Chairperson of the Tourism Business Council of South Africa, who is heading up a government project to address the issue of rhino poaching in South Africa.

This year saw as many as 234 entries forwarded for the Imvelo Awards for Responsible Tourism, setting a new record on the number of entries for Imvelo Awards. This is particularly interesting in that the awards are not only about winning the award, but are premised on the responsible approach to tourism that entrants are engaged in. With this huge hype on responsible tourism, the future definitely looks brighter for South African tourism industry.





# PRESIDENT JACOB ZUMA WELCOMES NEWS OF TOURISM GROWTH

The Honourable President of South Africa, His Excellency President Jacob Zuma welcomed the news that South Africa has increased the tourism arrival figures for the first six months of the year 2012. Tourism arrival figures released by Stats SA indicated that tourism in South Africa grew by 10.5% compared to the same period in the previous year. This growth figure represents more than double the global average that have been reported as 5% for the same six month period.

In congratulating the tourism industry on this magnificent achievement the president said: "Our tourism strategy is proving to be successful. We congratulate the tourism industry, both informal and formal sectors, as well as the department of Tourism, Tourism SA and the statutory bodies in the sector in all the provinces for this achievement. We also acknowledge the contribution of all South Africans as we all play our role to make the tourist feel welcome in our country. Without the display of that special South African warmth and hospitality, tourists would not be coming in such great numbers to our country. We have a great country, we must work together to make the world realize its full potential and boost economic growth and job creation through tourism".

In emphasising the role played by all South African citizens in promoting and assisting in tourism growth, the president went further and said: "All South Africans are ambassadors of the Republic. We should always remember that and promote our country at every available opportunity so that we boost our tourism sector and promote the creation of much-needed jobs in our country".

In deed, the tourism sector has potentials of creating vast job opportunities that South Africa so much requires. These potentials have been eloquently articulated in the National Tourism Sector Strategy (NTSS), where South African Tourism is looking at creating no less than 225 000 jobs, with a concomitant increase in the contribution to the GDP from R189.4 billion in 2009 to R 499 billion in 2020. Bold and ambitious, yet achievable tourism targets for the year 2020! The call for all South African to play their roles in ensuring the ambitions and targets are met cannot be over emphasised.

The South African Minister of Tourism, Mr. Marthinus van Schalkwyk was ecstatic when he announced the tourism arrival statistics earlier in October this year. Minister van Schalkwyk attributed the positive growth in tourism on the hard work by all in the tourism industry, involving development of the Tourism Growth Strategy and all associated marketing interventions that South African Tourism engaged in over the years. The minister said: "Despite the global economic downturn, our focused marketing efforts and the hard work of everyone in the tourism industry are paying dividends. ...we are very encouraged to see that our carefully formulated tourism growth strategy to increase tourist arrivals to South Africa is yielding the desired results, with excellent growth achieved in the markets where we are actively marketing Destination South Africa, and good returns being realised in markets that we have identified as sources of strong tourism potential for our country". A snapshot of South Africa's tourism growth is outlined in the sub-sections below:



## Overall Tourism Arrivals Figures

The total number of tourists attracted to Destination South Africa has increased by a whopping 416 613 arrivals from 3 996 760 in 2011 to 4 416 373 in the first six months from January to June. South Africa's tourism industry has set a target to grow the tourist arrival to South Africa to 15 million by 2020. Although a gap still exist to achieving the 2020 target, it is possible that the journey that tourism South Africa has embarked on would yield these desired huge arrivals come the year 2020.

## Performance of South African Tourism Key Markets

South African Tourism's traditionally key markets have shown interestingly good growth for the first half of this year. South Africa's largest market, the United Kingdom, grew by a respectable 5% in the first half of 2012, recording 215 514 arrivals. The United States of America is South Africa's second largest tourism source market, and this shown growth of 16.3% with 155 522 arrivals recorded. Germany is South Africa's third largest tourism source market, and has also recorded a respectable double-digit growth of 12.2%, recording 118 776 arrivals for the first six months of the year. Other core tourism markets such as Australia, Italy and France also recorded impressive double-digit growth figures of 16.3%, 16.2% and 13%, respectively. All these tourism growth results are reported at the backdrop of the UNWTO reporting slow or negative outbound growth for the United Kingdom, Australia, Italy and France for the first six months of the year. This by all means demonstrates that all of these countries showed very healthy appetites for Destination South Africa – there is indeed something that South African Tourism industry is doing right to achieve these impressive performance!

South African tourism has also identified other markets with huge potential to become core markets in the future, the so called 'watch-list markets'. Strong growth was recorded from the Swiss market in particular, with arrivals growing by 26.2%. This is attributed to a number of interventions that happened

including the hosting of 60 Swiss travel agents in November last year, leading Swiss editors in April 2012, and the signing of a number of joint marketing agreements with that country. Portugal, Austria, Spain and Denmark are other watch-list markets that performed fantastically in the first six months of the year, and these require further nurturing and development to ensure continued growth in the future.

Again, South African Minister of Tourism, Mr. Marthinus van Schalkwyk has called upon all involved to continue on the path of hard work and dedication to ensure the tourist arrivals are maintained or at best enhanced, and he said "This positive growth from Europe in particular, which is still facing volatile economic times, gives us confidence that the work we are doing to grow tourist arrivals is paying dividends, and that South Africa has every reason to have faith in the health of its tourism industry going forward. ... I hope that the tourism industry will take heart in these figures, and continue working together to grow tourism to South Africa. It is also vitally important that we ensure that every new tourist that arrives in our country is given the best experience possible, as word of mouth remains our most important marketing tool".

## How Did the Emerging Markets Fare?

Growth in tourist arrivals for the months January until June of 2012 has been strong in all regions, with particularly strong growth from emerging markets, with Asia growing by 40.7% and Central and South America by 54.4%.

Tourism arrivals from grew by 68.4% in the first six months of 2012, recording a total of 60 272 Chinese visitors compared to 35 796 visitors that were recorded for the same period in 2011. These growth figures have put China in the top five source markets of overseas tourists, for the first time in history, ahead of the France and the Netherlands. Amongst other things, it is thought that the launch of the South African Airways (SAA) direct flight between Johannesburg and Beijing in January 2012 could have contributed positively towards this generous increase in the Chinese tourism visitors.



Some of South Africa's attractions that bring tourists to our shores.



View of beach front, Hermanus in Western Cape.

"China's outbound tourism market continues to grow phenomenally, with 30% growth in outbound tourism reported for the country for the first half of 2012. The fact that South Africa managed to record more than double this rate clearly proves that we certainly have not missed out on this opportunity, and that our conversion efforts on the ground are delivering results," said Minister Van Schalkwyk.

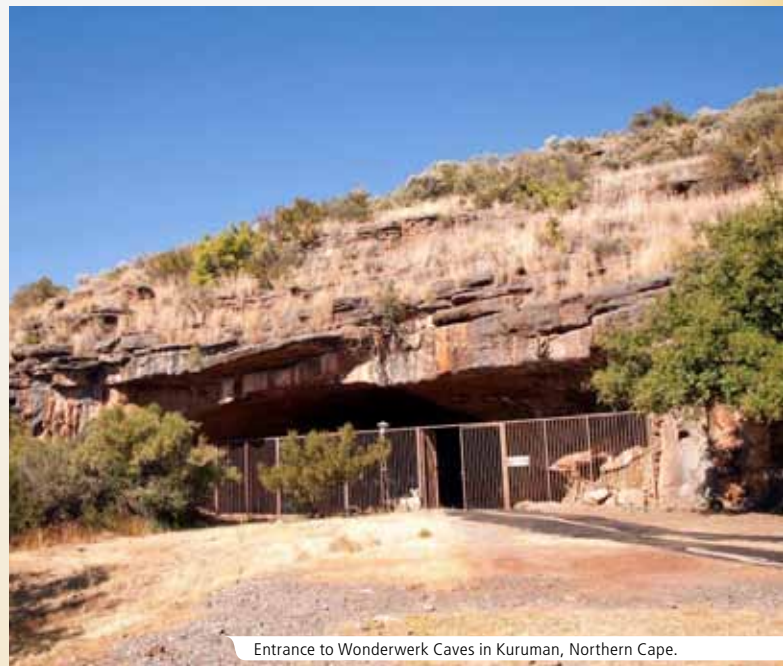
Other BRICS countries also showed substantial growth in tourist visitors to South Africa during the first half of 2012. South Africa recorded 21.1% growth in arrivals from India for the first six months of this year, and a phenomenal 68.4% growth in arrivals from Brazil. These growth trends could in part be attributed to South Africa's marketing efforts and strong trade- relations work in other emerging markets, including India and Brazil. For instance, South African Tourism has signed joint marketing agreements with some of Brazil's leading tour operators in order to enhance the popularity of Destination South Africa amongst the Brazilians.

### The African Continent's Performance

Arrivals from the African continent recorded a sterling growth of 8.3% for the first six months of this year. Africa continues to prove itself as the pillar of the South African tourism industry, the trend that the Continent has demonstrated globally as well. To that end, South Africa government has included an investment of an additional R218 million over the next three financial years as part of the African arrivals growth strategies to extend South African Tourism's marketing and trade presence on the continent. It is anticipated that South Africa's tourism marketing investments in the African Continent will go

a long way in bringing about impressive long-term returns and will maintain solid arrivals growth to South Africa.

Accessibility, value for money and effective positioning of South Africa as a major lifestyle destination are important



Entrance to Wonderwerk Caves in Kuruman, Northern Cape.

drivers of regional African arrivals. The 2013 African Cup of Nations (AFCON) tournament presents added opportunity as a well sought-out destination.

In closing, to the South African Tourism industry we say BRAVO! It is worthy to remember that the targets as set out in the NTSS are massive, and complacency will not help the course towards achieving the targets, this is just the beginning, tremendous amount of work still need to be done. Minister Van Schalkwyk emphasised this in his closing remarks when he said: "In order to maintain and build on these excellent figures, we will continue to focus on driving value for money in our local industry, centring our marketing efforts around our people, and ensuring that we maintain our leadership in wildlife and adventure, while at the same time showcasing South Africa's incredible lifestyle offering".

In that regards, the National Department of Tourism has reaffirmed their commitment to working together with other partners departments, agencies and the tourism industry in general to ensure that the South African tourism sector remains globally competitive. Some of the urgent and critical collaborations include travel facilitation, airlift strategy implementation, strengthening domestic tourism, to mention but a few.



# LOCAL GOVERNMENT TOURISM CONFERENCE 2013

The local government departments of tourism have been mentioned (in the South African Tourism Planning Toolkit and other related documents) as one of the key tourism stakeholders in South Africa alongside the National Department of Tourism, Provincial Tourism Departments, South African Tourism, SANPARKS, Tourism Grading Council, Tourism service providers, and many other stakeholders. As tourism stakeholders the roles that local government can play in tourism development and growth have also been outlined, and these include amongst others the following:

- Raising awareness about tourism benefits at a local level (e.g. SA Tourism WelcomeCampaign);
- Work with stakeholders to align the locality's destination marketing and management (e.g. functions of Joburg Tourism);
- Promote partnerships between public and private sectors;
- Development and implementation of policies that promote sustainable tourism development (through



Tourism establishment in Kwazulu-Natal.

Local Economic Development (LED) /Integrated Development Planning (IDP));

- Promotion of more mixed tourism developments with targets at the lower-end of the range of hotels (and services) that would allow for the growth of a more local ownership;
- Assist in training – in building local capacity to manage tourism at the local level;
- Support public education programmes which encourage responsible consumption in tourism;
- Build political will to meet development targets;
- Increase funding, or support to local NGO's (civil society) to enable them to engage with communities in dialogue on tourism;
- Facilitate (by promoting and assisting) existing business and new enterprises with required resources (such as information, land use matters, training);
- Act as a catalyst for new business development;
- Ensure appropriate infrastructure is available to facilitate the development of businesses and industry;
- Local governments are custodians of many natural resources frequented by tourists and locals; and
- Consolidate visitor information centres that focus on destination marketing and visitor information.

Notwithstanding, local governments are marred with a myriad of their own challenges ranging from lack of dedicated full-time



One of the tourism attractions at local government level.

tourism personnel; to personnel lacking appropriate knowledge and experience on tourism; to limited or no budget allocated for tourism planning and development, local government have often been found wanting with regards to their potential to deliver positively on growth and development of tourism, as required above. In addition, tourism touches so many aspects of society and cuts across such a wide range of local government functions. This therefore requires that it should be addressed at a higher level, including political principals at local government. This will help to ensure that it is taken into account both at a strategic and planning level at local government.

It is against this background that the National Department of Tourism identified a need to host an Annual Local Government Tourism Conference where tourism players in various spheres of government would be appraised of the challenges of other spheres and concerns could be shared as a collective pertaining to tourism development. This platform could also be used to develop a common approach to tourism development amongst spheres and resolutions agreed to are likely to be implemented by all.

The 2013 Local Government Tourism Conference is therefore set as an avenue through which tourism stakeholders from various walks of life would get together and share information, and engage in meaningful dialogue on how to develop and grow tourism at the local government level. A content-based and intriguingly interactive conference is planned to take place over two days on the 26<sup>th</sup> and 27<sup>th</sup> February 2013, in Johannesburg, Gauteng Province. The conference will be held under a theme "Tourism Development: Why Local Government Matters". It is anticipated that the conference deliberations will culminate in an action plan for implementation, with clearly set timelines and responsible parties to take the process forward, as well as monitoring and evaluation arrangements for the action plan.

The objectives set for the conference are:

- Communicate national tourism policies and strategies and how they impact on local government;
- Strategise on how best to empower and capacitate local government to integrate national tourism imperatives into their planning;
- Deliberate on how best to capacitate and support Local Government to deliver the tourism mandate;
- Emphasise and clarify the role of local government in the tourism value chain;
- Launch the Local Government Tourism Development and Growth Support Programme;
- Clarify the roles of other spheres of Government (national and provinces) in tourism development; and
- Share best practices on tourism models in order to demystify the perceived unimportance of tourism at local government.



Crafts market can boost tourism growth at local government level.

### Conference Target Audience

The conference will be a big gathering targeting to attract between 400 and 450 delegates from a wide range of the tourism sector, including all levels of government – local, provincial and national; institutions of learning responsible to tourism training and development; and the tourism industry in general. The Minister of Tourism, Mr. Marthinus Van Schalkwyk will grace the conference as the guest of honour, and he will be accompanied by Provincial MEC's responsible for Tourism, the Chairperson of South African Local Government Association (SALGA), and Executive Mayors from Municipalities. Other audience for the conference will be drawn to include Director



Generals of Tourism and Cooperative Governance, Provincial Head of Departments (HOD's) responsible for Tourism, Deputy Director Generals, Chief Executive Officer (CEO) of SALGA, CEOs of the Provincial Tourism Authorities, Municipal Managers (MMs) and Chief Financial Officers (CFO's) in Municipalities, Members of the Municipal Mayoral Committee (MMCs) responsible for Economic Development, Integrated Development



City of Cape Town provides plenty of local government tourism products

Plan (IDP) Managers, Tourism and Local Economic Development (LED) practitioners in municipalities, Councillors, and other stakeholders whose roles involve tourism promotion and development at local government.

### Conference Programme

The first day of this two-day conference shall be organised into four sessions. The first session will set the scene and focus on political landscape and leadership for tourism. The second and third sessions will focus on key issues impacting the growth and development of tourism at local government, where case studies outlining some industry best practices will also be shared with the audience. Session four will be commissions, where discussions will be facilitated by appropriately appointed chairpersons, with in-depth knowledge and understanding of tourism issues and challenges, in order to obtain feedback from the participants assigned to that particular commission. This will be done without stifling constructive engagement and thought processes. A slot for questions, comments and discussion will be allocated for session two, three and four to afford the audience an opportunity to engage and interact with speakers and panel members.

The second day shall constitute opening and welcome address by the Minister of Tourism, Mr. Marthinus Van Schalkwyk, followed by and report back sessions from commissions. The day shall culminate in a press briefing by the Minister, where the outcome of the conference and the way forward will be announced. This will also include announcement of the Local Government Tourism Development and Growth Programme as

an NDT intervention to local government challenges.

The programme has been drawn to cover high profile presentations on local government tourism challenges and opportunities, including but not limited to the following key issues:

- The role of local government in tourism: A public and private sector perspective;
- Integrated planning for tourism development at local government;
- Alignment of tourism marketing efforts: Issues and challenges;
- Unlocking tourism Business Opportunities at local government; and
- Community beneficiation in tourism.

This is a widely important conference for the National Department of Tourism, and this is also evidenced by the choice of facilitators for the conference – highly knowledgeable and senior officials of the department in the names of Mr. Victor Tharage, the Deputy Director General: Policy and Knowledge Services and Ms. Beulah Mosupye, Chief Director: Domestic Tourism Management. The facilitators are carefully selected based on their experiences and capabilities to steer deliberations towards identified desired outcome.

### It is only a Few Days before Kick-off...

The National Department of Tourism, as the convener of the conference has been hard at work in preparation for the conference. All potential conference participants including speakers and delegates have been mobilised, and confirmations of participation are streaming in particularly from the identified speakers. Stakeholder mobilisation has been facilitated through a diverse range of interventions, including individual consultations – particularly with conference speakers; announcements of the conference at other gatherings such as the National IDP Support Meeting hosted by the Department of Cooperative Governance and Traditional Affairs (COGTA) and the High Level Meeting hosted by Minister Van Schalkwyk with the Tourism Industry; circulation of the conference announcement through databases such as that of SALGA; and many other ways.

All is ready, the NDT is ready, the speakers are ready, it is only for the tourism players from the local government sphere to finalise their logistics, and join the rest of South African Tourism fraternity for a conference that will help them take tourism at their municipalities to the greatest possible heights.



## **“THE POWER OF ONE SESSIONS” – SERVICE EXCELLENCE CAMPAIGN**

The recent announcement of the tourist arrival statistics by Tourism Minister Mr Marthinus van Schalkwyk indicates that ours is a country preferred by those seeking new experiences. In order to ensure that South Africa maintains its international competitiveness as a top tourism destination, a culture of service excellence needs to be entrenched amongst those in the tourism value chain.

The “Power of One Sessions” hosted by the National Department of Tourism (NDT) in partnership with South African Tourism (SAT), Tourism Grading Council of South Africa (TGCSA), and Tourism Marketing Levy of South Africa (TOMSA) seeks to drive the Service excellence message through its country wide roadshows. The KwaZulu-Natal (KZN) leg of the roadshow kicked off with more than 100 delegates attending. The session focused on the importance of Market Research; the Grading of Establishments; Tourism Market Levies and most importantly the concept of Service Excellence.

The Marketing Research presentation by South African Tourism (SAT) provided delegates valuable information about the prospective local and international visitors for the KZN province. Domestically, the total tourist spend went up from R9.2 billion in 2011 to an estimated R10.2 billion in 2012. This was due to an increase in average spend per trip. The growth of visitors from emerging markets such as China, Brazil and India necessitates the need for understanding those markets.

Tourism Grading Council’s Thekiso Rakolojane gave a detailed presentation on the importance of grading for tourism establishments. “Grading ensures that the country keeps up with international standards” said Rakolojane. Mr Rakolojane highlighted that there was an increase in the number of establishments that were using fraudulent methods to increase their grading. The Tourism Grading Council assured delegates that they would be taking harsh measures to deal with illegally graded establishments.

Tourism Marketing Levy South Africa (TOMSA) reported on the role of the organisation and the value of collecting a marketing levy from tourism establishments. The levies collected by TOMSA are utilised to fund campaigns aimed at marketing South Africa globally.

The Service Excellence Campaign stems from the Tourism Department’s National Service Excellence Strategy which was drafted after inconsistent service levels in the tourism value chain were identified. One such inconsistency was the lack of customer and guest relation skills. The roadshow seeks to address these inconsistencies and to capacitate current and emerging tourism SMME’s with service excellence skills that will give them a competitive edge within the sector. The roadshows will roll on to the following provinces: Gauteng, Mpumalanga and the Free State.



# REACH FOR THE STARS – YOUNG ASPIRING CHEFS COMPETITION 2012

The Minister of Tourism in South Africa delivered another keynote address in yet another South African Tourism function. This time, it was at the awards ceremony of the "Reach for the Stars" Young Aspiring Chefs Competition, held in Cape Town on the 18<sup>th</sup> October 2012. The minister pointed out that the competition was one of the key means of encouraging service excellence in the tourism industry, and the culinary sector in particular. Minister Van Schalkwyk went further and said that

service excellence will assist in guaranteeing that South African tourism visitors will return to the country as a result of warmth and hospitality that they experienced. In addition, the tourists will most likely tell others about their excellent experiences, with potentials of drawing a lot more tourist to our shores. The minister also attributed the recent growth in tourism figures for South Africa to excellent tourism service delivery, which amongst others is enhanced by initiatives such as the "Reach for the Stars" Young Aspiring Chefs Competition.



Addressing the young achievers, the minister congratulated, encouraged and welcomed them to the tourism industry. The minister said: "This is a wonderful time for you to be joining the industry. Tourism is experiencing a 'golden age' with exceptional growth. Welcome to the industry. We look forward to working with you in setting the table for the scores of visitors who come to our country for a 'taste' of South Africa. May what you have achieved today supplement and further strengthen the host of products we offer our visitors in the future".

"Reach for the Stars" Young Aspiring Chefs Competition was conceived by a well-known and well-loved food skills champion Annette Kesler in 2011, and ran for the second time this year. The competition is structured over a two-week period where a brigade of young second-year students in the culinary field



Master Chef mentoring a young chef.

are put through a series of tests and challenges on their culinary skills, and judged by a strict panel of experts and industry professionals. The finalist chefs spend the last day preparing their carefully conceived menus for the judges, a group of culinary professionals and journalists. Observed and judged on everything from their preparation to the plating and presentation of their meals, as well as the final flavour marriages and culinary techniques displayed, by the end of the day there will be no doubt that the winning duo will have earned their culinary stripes. Prizes for the winning students include overnight stays at luxury destinations, and time spent in the cellars for the winning sommelier as well as top-end culinary equipment for the chef. Monetary prizes from key sponsors of the competition are also included.

### **National Youth Chefs Training Programme (NYCTP)**

Qualified professional chefs and sommelier (knowledge of wines) skills have been identified in the Tourism and Sport Skills Audit Report of 2007 as scarce skills in South Africa. This is believed to, in part, contribute towards the tourism industry not realising its optimal potential as it is otherwise expected to. It is upon that backdrop that the National Department of Tourism decided to invest in closing this skills gap. The Department invested about R30 million in the National Youth Chefs Training Programme (NYCTP) towards the training of unemployed youth with interest in cooking and the hospitality industry in general, in the area of Professional Cookery, from

2011 until 2013. The programme saw training of 716 chefs during the 2011/2012 financial year. The training also provided unemployed youth with skills that would enable them to take up available employment opportunities in the tourism industry. It is also anticipated that the programme would provide opportunities for trained youth to create tourism jobs within their communities, through establishing their own tourism businesses, and thereby touching the lives of even those who did not participate in the programme themselves by offering them much needed employment.

To ensure success of the programme, applicants have to go through rigorous interviews to be able to evaluate and assess their particular interest in addition to necessary skills when it comes to cuisine preparation. Tremendous passion in cookery is necessary to qualify for the programme. In addition, young chefs who've signed up with the programme happen to be enrolled at absolutely no cost. Instead, student chefs receive a stipend of at least R2 000 per month.

### **Partnerships for the National Youth Chefs Training Programme**

The Department of Tourism has partnered with private sector, in particular, the South African Chefs Association (SACA) in this initiative for the training and assistance with on-the-job training as well as placements upon completion of the programme. The programme is structured in three phases, where the first phase focuses on providing training on National Certificate of Professional Cookery which is at National Qualifications Framework (NQF) level 4. The second phase provides training at the level of the National Diploma at NQF level 5. The last



Minister Marthinus van Schalkwyk (left) with Clive Bennette (back); Annette Kesler (front); and Alan Romburgh (right) during the Young Chefs Awards, 2012.



phase focuses on participants introduced to on-the-job training, where participants will be placed in various institutions within the industry for them to benefit from real-life Professional Cookery exposure.

The South African Chefs Association (SACA) is a non-profit industry organisation that has been representing chefs, cooks and caterers at all levels for close to 40 years. Its core purpose is to set and maintain the highest level of culinary excellence, food standards and professionalism throughout South Africa, through the transfer of skills and the upliftment of individuals, and members - 'The South African Chef'. Amongst others, one of the objectives of SACA is to have a significant impact on the careers of the chefs with whom SACA shares the knowledge that members have acquired through international food promotions, competitions, workshops, educational conferences and various other learning experiences. SACA has in excess of 7,000 members, who include catering and hotel company directors, restaurateurs, chefs, cooks, culinary educators, apprentices and trainees and can be found in every type of catering activity.



Young chef at work.

SACA plays an integral role in the training and continuous improvement of standards in the hospitality industry. With the predicted growth in tourism, this role is becoming more and more important and through the SACA Seal of Approval, recognised standards for the industry are being set. Product development is also an important service which SACA provides to the industry. Furthermore, the Association assists in identifying and defining the training needs of industry. SACA holds regular seminars and workshops, both nationally and regionally, in the quest to improve culinary knowledge and



Young chef's winning dish.

standards. Competitions are held every year at events within the South African borders, to identify the new and rising culinary stars. Participation in international events and food promotions ensures the continuous development of young, aspiring chefs and raises the profile of South Africa's diverse cuisine in countries across the globe.

Other private sector establishments are also called upon to participate in the programme through establishing sustainable job opportunities for all these young people after they graduate. Leading hotels and restaurants are the preferred locations for a majority of these future professionals, whilst the flourishing events and catering business in addition provide great number of employment opportunities.

### **"Reach for the Stars" Young Aspiring Chefs Competition Winners for 2012**

The winning duo of chefs was Kirby Auret and Bonani Lester for their 'Fantasy of Flowers' dessert, while the winning starter was a vanilla prawn tortellini prepared by Sascha Kranz and Grant Glasser. In addition, Thembelani Wiseman Gunya and Lungisile Sinxo conceived a stuffed pork dish that was voted the best main course. Meanwhile, Gabrielle le Roux and Merissa Naicker were named top sommelier and top head waiter, respectively.

Other speakers during the awards ceremony pointed out that that healthy competition spawns creativity and innovation at all levels, particularly in the hotel industry, where the heart of any hotel is the kitchen. With South Africa becoming increasingly known as a culinary destination nurturing young talent can make a meaningful difference. Indeed, the NDT and all the key partners should be commended for steering the boat in the right direction, towards growing tourism in South Africa, and positioning the country as an international tourism destination of choice to many, world across.

# TOURISM SUPPORT PROGRAMME (TSP)'S ADMINISTRATION MOVES TO NDT



The administration of the Tourism Support Programme (TSP) will change hands in the new financial year starting in April 2013. The announcement was made by the Minister of Trade and Industry (dti), Dr Rob Davies, whose department has been responsible for TSP's administration since its inception. Dr Davis announced the termination of TSP administration by his department with effect from 1 October 2012. The move came after a Cabinet decision that sought to ensure that the programme is better aligned with the strategic priorities of the tourism sector. Indeed, it is not unlikely that the programme may not have been sufficiently responsive to the tourism industry's priorities under the dti as they are not authorities in tourism matters.

Meanwhile, the programme is not accepting any new applications for financial assistance at the moment, and will only open for receiving new application in the new financial year, when processing and approval of new applications will be done in line with current and future needs of the tourism sector. However, applicants whose submissions have been made already need not despair, provisions have been made to ensure the dti continues to process all those applications received before the change of guards. All the approved applications and claims will be paid through the dti since sufficient budget has been retained to enable such.

Under the new administration, the programme will be exposed

to extensive review to ensure that it is aligned with the National Tourism Sector Strategy and other relevant policy and legislative framework to enhance the programme's responsiveness towards tourism growth and development in the country.

## About the Tourism Support Programme (TSP)

The Tourism Support Programme was introduced at the dti in 2008 as a sub-programme of the Enterprise Investment Programme (EIP), replacing the then Small and Medium Enterprise Development Programme (SMEDP) tourism programme. Upon conception its duration was planned to be until the year 2014. The TSP is a targeted incentive programme to support the development of tourism enterprises that will stimulate job creation and encourage a geographic spread of tourism investment. The programme offers a grant of between 15% and 30% of qualifying investment costs for establishing new and expanding existing tourism operations in South Africa. The grant is for the establishment or expansion of tourism operations, including the following:

- accommodation services;
- passenger transport services;
- tour operators; and
- cultural services, and recreational and entertainment services.

The programme has been developed to meet three main objectives, and these are:

- Stimulate job creation;
- Encourage the geographic spread of tourism activities; and
- Promote Broad-Based Black Economic Empowerment (B-BBEE).

The TSP ensures encouraging the geographic spread of tourism investments through excluding tourism establishments located with the metropolitan areas of Johannesburg, Cape Town and eThekwin, where tourism activities appear to be concentrated, and tourism establishments seem to be a lot more developed than in other parts of the country. However, it is recognised that not all areas within the municipal boundaries of the three (3) metros are equally developed, and as such projects located in marginalised areas within these metros are considered under the programme. Marginalised areas are considered to be those areas with higher than the national average unemployment rates.

### How does the Programme work?

The programme is structured to operate as per the principles below:

- The incentive programme offers a grant of up to 30% towards qualifying investment costs for establishing and expanding existing operations in South Africa;
- The incentive is available to local- and foreign-owned enterprises and is provided for qualifying investment costs

of furniture, equipment, vehicles, land and buildings of up to R200m; and

- The investment grant applicable is capped at a maximum of R30m, calculated in relation to the qualifying investment costs.

### An Appraisal of the Programme thus far

The programme has been hailed as highly successful over the few years of its existence. Since inception until 31 March 2012, a total of 545 applications were approved with an investment value of R6.8 billion and an incentive value of R1.1 billion. It is projected that 9 054 jobs will ultimately be created as a result of the supported projects.



Tourism furniture can be funded through TSP grants.



Recreational and Entertainment services qualify for TSP grants.

The transfer of TSP administration could not have come at a better time. Encouraging statistics of tourism growth have been reported in recent times, and this has been attributed to the hard work by all in the tourism industry. The programme provides further impetus for improved tourism industry's performance into the future. However, these are initiatives that will in all probability not go on forever. Potential beneficiaries of these neatly crafted tourism interventions need to take urgent advantage and position themselves to derive immediate benefits from such programmes. On the other hand, the transfer of TSP administration could also be considered as a vote of confidence on the abilities and capabilities of the NDT. It is unlikely that the transfer would have been considered if the NDT had not been the top performers they have been in the recent past.



# UPCOMING TOURISM EVENTS

Date	Event	Province\Location
04 December 2012	Launch of the Holiday Season	Langebaan – Western Cape
04 – 08 December 2012	Mapungubwe Arts and Culture Festival	Polokwane - Limpopo
16 December 2012	Shongweni Farmers Christmas Market	Durban Outer West – Kwazulu Natal
16 December 2012	Gerard Sekoto Youth Festival	Johannesburg - Gauteng
19 January – 10 February 2013	The 29 <sup>th</sup> Orange Africa Cup of Nations Soccer Tournament	Durban; Johannesburg; Mbombela; Nelson Mandela Bay; Rustenburg;
23 – 24 January 2013	Tourism Service Excellence Road Shows	Bloemfontein; Clarens – Free State
12 February 2013	Tourism Service Excellence Road Shows	Kimberley – Northern Cape
14 February 2013	Tourism Service Excellence Road Shows	Upington – Northern Cape
14 February 2013	State of the Nation Address	Parliament – Western Cape
27 February 2013	National Budget Speech	Parliament – Western Cape
28 February – 01 March 2013	Tourism Service Excellence Road Shows	Johannesburg; Pretoria - Gauteng

