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EDITION

02

# BOJamaia

## TOURISM MONTH

"Rethinking Tourism: opportunities await."



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



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# Editorial



As the seasons are transitioning, we shed the shackles of winter and move to warmer climes. We feel a sense of renewal and rebirth of the sector as we make our way towards recovery.

This issue sees a sharp focus on our commitment to capacity building and advancing an inclusive tourism sector. Indeed, we all do tourism.

Tourism Month is the highlight of the year as we join provinces on celebrating this month with the theme: “rethinking tourism – opportunities await.” Indeed the opportunities are endless in the vast value chain of tourism. As we emerge from the pandemic, we celebrate our beautiful country and urge all South Africans to travel.

We look forward to a bumper summer season and hope to see you at one of our very many tourism attractions.







## Tourism Month – “Rethinking Tourism: opportunities await.”

**T**ourism Month is in line with South Africa’s vision to ignite inclusive economic growth, sustainable job creation and transformation which are all critical for the industry. It is a time that the tourism industry places a focused approach on domestic tourism, engaging and collaborating as the greater tourism sector to grow domestic tourism.

Speaking at the launch of Tourism Month, at !Khwa ttu, in the Western Cape on 4 September 2022, Minister of Tourism Ms Lindiwe Sisulu once again lauded the sector for the incredible 2022 tourism performance, thus far. This performance is testament to the strides South Africa’s tourism sector has made to reinvent itself and to once again draw visitors into the country.

Tourism Month is celebrated in the same month that the United Nations World Tourism Organisation (UNWTO) celebrates World Tourism Day, which falls on September 27 each year. The theme for this year is “Rethinking Tourism,” compelling the sector to reimagine itself,

following the pandemic.

“This theme is fitting, as the world over, the tourism sector is being reimagined, following the devastating impact of the COVID-19 pandemic. This theme is also symbolic because as a sector, the pandemic required us to step back, relook the industry as we know it and ultimately, see how we rebuild it,” said Minister Sisulu.

Annually, Tourism Month celebrations are held in a different province, to make a contribution to the local economy of the host province. Tourism Month festivities are held throughout the country, culminating with the World Tourism Day celebrations hosted in the Overberg in the Western Cape, on 27 September 2021.

September is also the month when South African Tourism’s Sho’t Left Travel Week takes place, from 5 - 11 September 2022. During this week, participating tourism businesses offer travellers up to 50% off tour packages and tourism-related products and services. These deals must

be bought during this week but can be redeemed at any other time depending on the partner’s terms and conditions.

Minister Sisulu thanked the tourism trade for being part of Travel Week. She also thanked South Africans for keeping the tourism sector going, during the difficult times. Minister Sisulu encouraged South Africans to take advantage of these discounted rates to go out and explore all the beauty that this country has to offer.

“We have sent out an invitation to the world to come and ‘Live Again’ with us, and I would like to extend this invitation to you, to go out and book your next Sho’t Left, go out and enjoy your wondrous country,” the Minister concluded.

Domestic Tourism has a sharp focus during Tourism Month and South Africans are encouraged to travel and explore their country to try and help revive the sector as well as to promote nation building and social cohesion through the iconic Sho’t Left campaign.

# Cape Town kicks off Tourism Month with sunny outlook



**T**he City of Cape Town's Member of Mayoral Committee (MMC) for Economic Growth, Mr James Vos, and the Chief Executive Officer (CEO) of Cape Town Tourism, Mr Enver Duminy, kicked off Tourism Month at the Cape Town Ziplines on 1 September 2022, sharing details of a series of activations that showcase Cape Town's world-class diverse destination offering, including the launch of 'Freedom to Wish' – a give-back initiative for locals.

Addressing media at the event, Mr Vos said the upcoming holiday season looked set to be a busy one and that Tourism Month was an important time to highlight the variety of experiences tourists could find around the Mother City.

"Airlines from the United States, United Kingdom and Europe are scheduled to increase flights into Cape Town International Airport over the coming weeks. The new Washington route from United Airlines alone is expected to generate up to R523 million (€30m) in direct tourism spend for the Western Cape in its first year" said Mr Vos.

Mr Vos further noted that Cape Town could look forward to a total of 104 ship visits with almost 200 000 visitors over the 2022/2023 cruise season, unlocking hundreds of millions in estimated passenger spend.

"Our goal over the next four weeks is to show that Cape Town has something for every kind of traveller to enjoy and also to connect with tourism businesses and remind them of all the City's support systems," he said.

"For example, Cape Town Tourism (CTT), the City's official Destination Marketing Organisation, has rolled out a Neighbourhood Experience Development training manual to help guide SMMEs in developing their businesses and to encourage neighbourhood readiness."

The manual was drafted by experts at the Cape Peninsula University of Technology and includes detailed modules on tourist-friendly business models, conducting market research cultural understandings. CTT also hosts business development workshops and networking events for its 1 000-plus members, and the City government further supports entrepreneurs with business assistance services and a series of free upskilling classes.

Mr Duminy said: "This Tourism Month, we are aiming to inspire discussions about rethinking tourism for development, including education and job creation, as well as how it impacts the environment and opportunities to grow sustainably through this future-focused theme."

He added that CTT and the City of Cape Town were working hard to revitalise the tourism sector in time for the festive period and to show that Cape Town was a city with so much to offer.

"As the pandemic has taught us, the locals sustain businesses, so rethinking tourism should take into account the domestic market as well. International tourists love Cape Town but it is the locals who keep the city thriving," said Mr Duminy.

## **Uptick in visitor numbers**

The expected rise in tourists is also being seen by local operators, with Cape Town Ziplines' Managing Director, Mr Clinton Lerm, highlighting that business was back on track to recovering to pre-pandemic levels.

"We are extremely excited about the uptick in visitor figures. This is evident in our forward bookings for October, November and December, which are already seeing significant growth."

"In particular, we are seeing an influx of travellers from the United States, thanks to the work the City and its partners have done in terms of bringing additional flights to Cape Town. As such, we are looking at doubling our team of staff over the holiday season and thereafter," said Mr Lerm.





## Youth and Women in Tourism Imbizo in Qonce, Eastern Cape

**"Y**outh Day is one of the most significant days on the South African calendar. It draws on the strength and bravery of our pioneers while at the same time charting the way for the future. When we know where we come from, we can know where we are going. The wealth of a nation therefore lies in its youth," so said Deputy Minister of Tourism Mr Fish Mahlalela during the Youth and Women in Tourism Imbizo in Qonce, Eastern Cape on 24 June 2022.

Drawing on the past, the youth of today face a struggle of a different kind. Unemployment is rife among youth and it is very difficult to dream on an empty stomach. Coupled with the crippling effect of the COVID-19 pandemic, it has been extremely hard as the country continue battle with the unemployment pandemic.

Over the years, tourism has experienced continued growth in South Africa and has undergone such a diversification in our country to become one of the fastest growing economic sectors. Modern tourism's success depends on and is closely linked to skills development. These dynamics have turned tourism into a key driver for socio-economic progress.

Tourism has become one of the major players in international commerce and represents at the same time one of the main income sources for many families in our country.

"The aim of the Department of Tourism and government is to safeguard the long-term prosperity of the tourism industry through sustainable development, giving special attention to training human resources in specifically tourism-orientated skills, which will ensure the professionalism of service performance.

Tourism businesses are no longer competing purely against each other, but against other economic sectors," emphasised Deputy Minister Mahlalela.

"As we are on a journey to recovery and rebuilding the sector, we invite you to be part of this growth curve through participating in some of the programmes that we offer," added the Deputy Minister.

The Department of Tourism offers the National Youth Chefs Training Programme with the South African Chefs Association (SA Chefs) as the implementing agent. This programme provides training in the field of professional cookery for the selected beneficiaries nationwide, enabling them to gain access to the hospitality industry.

The Hospitality Youth Training Programme is a 12-month learnership programme targeting unemployed youth. The Department also has the Food Safety Training Programme that is based on training unemployed youth who have obtained a qualification in hospitality from a Technical and Vocational Education and Training (TVET College). They will be trained in food safety quality assurance and will be placed in different hospitality establishments across the nine provinces for experiential learning.

The Department of Tourism, through its Working for Tourism Programme, launched the Tourism Monitors with the purpose of enhancing tourism safety awareness at key tourism attractions and consequently reduce the number of criminal incidents that are directed against tourists, to eliminate opportunities for such crime and to integrate current tourism safety and awareness initiatives into sustainable programmes.

The Beach Stewards Training, Tourist Guiding, Internship and Bursaries opportunities are also available. Unfortunately, unemployment does not discriminate – it knows not age or gender. And in many cases, the face of poverty is still that of a black woman. Women bear the harshest burden of most social ills.

In its commitment to advance the mandate of addressing the triple challenges of poverty, inequality and unemployment, the Department of Tourism continues to spearhead its programmes aimed at women and advancing the transformation agenda.

The highly successful Women-in-Tourism (WiT) Programme commenced in 2013, as a platform to drive initiatives that support the development and empowerment of women in the tourism sector. The aim of the programme is to create a conversation platform for advancing transformation and integration of women from different socio-economic backgrounds and spectra within the sector towards ensuring that their interests converge on a common and sustainable developmental goal within the tourism industry.

"We are committed to making a difference in your life. Through these offered programmes, we hope to change the narrative of youth and women to become meaningful participants in the economy. I urge you to keep an eye out for our programmes, internships and bursaries. Join us as part of the tourism industry in our vast value chain – we all have a role to play in positioning South Africa as a preferred destination of choice. If tourism succeeds, we all succeed. If tourism gains, we all gain," concluded Deputy Minister Mahlalela.

# Presidential Imbizo goes to Gauteng Province

President Cyril Ramaphosa undertook his fourth District Development Model (DDM) Presidential Imbizo at the Sharpeville Cricket Pitch, in Gauteng, on Friday, 12 August 2022.

The Imbizo was attended by among others, leaders from all three spheres of government and Sedibeng communities came out in their numbers to meet their public representatives.

Themed, "Leave no one behind," the Gauteng Imbizo aimed at helping to identify issues in the Sedibeng community that hamper service delivery and economic opportunities.

During the Imbizo, President Ramaphosa, accompanied by Cabinet Ministers and senior government officials, assessed progress made in relation to service delivery and the Economic Reconstruction and Recovery Plan.

The Economic Reconstruction and Recovery Plan aims to build a new economy and unleash South Africa's true potential. The overarching goal of the plan is to create a sustainable, resilient

and inclusive economy. It focuses on the following priority areas:

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- Energy security
- Industrial base to create jobs
- Mass public employment programme
- Infrastructure development
- Macro-economic interventions
- Green economy
- Food security
- Reviving the tourism sector

On Friday, communities in Sedibeng were updated on the implementation of these public/private sector programmes and efforts to improve their lives.

"This is a great opportunity to engage on challenges in the community and to propose solutions to some of them. Let us hold public officials to account and ensure they deliver on their promises to improve the lives of people."

"Our country needs active citizens who are committed to renewing our social contract and to building a new consensus. We can only address the challenges of poverty, inequality and unemployment by working together," said the President.

## About Sedibeng

The Southern Development Corridor in Gauteng refers to the Sedibeng District, which comprises Emfuleni, Lesedi and Midvaal Local Municipalities.

The Sedibeng District Municipality boasts a strong manufacturing sector, as well as a growing services sector with a huge untapped potential to grow agricultural and related industries.

Public infrastructure and natural endowments that anchor the regional economy include the Vaal River, Vaal Dam, institutions of higher learning (Vaal University of Technology, North West University and Sedibeng TVET) and key national and provincial development corridors such as the N3, N1 and R59.

The three spheres of government are working together to provide a platform to solidify plans that have been developed and investments made in the creation



of Special Economic Zones (SEZs) in the Vaal region.

This is a bid to unlock private sector investment, particularly in high growth sectors such as agro-processing, agribusiness, food and beverage, cannabis farming, renewable energy, transport and logistics, and tourism and hospitality.

Billions of rands in investment commitments have been made for the Vaal River SEZ at the October 2021 Sedibeng Investment Conference.

The Vaal SEZ includes the construction of a new Vaal River City.

The first phase of the Vaal SEZ projects in the townships will focus on the Heidelberg Industrial Park and the auto and digital hubs in Sebokeng.

The second phase will focus on the Leeuwkuil, Cyferpan and Meyerton Industrial Hubs and the third phase will focus on industrial parks development with the context of implementing the Master Plan over a 20-year period.

Furthermore, the development of the new Vaal River City aims to unlock the potential of the waterfront developments in the Emfuleni and Midvaal areas.

The other area of focus includes the unlocking of the agricultural potential, especially the medicinal cannabis cultivation and other high growth sectors.

The provincial government has received commitments from local investors to the tune of R40 billion and the SEZ holds the potential to create 170 000 jobs over five years.

The SEZ will ensure skilled labour, easy access to a strong consumer base and connectivity to both suppliers and potential markets, whilst promoting export-orientated industries and local integration.

Over 3 000 hectares of land has been secured across all the local municipalities in the Sedibeng District for the SEZ.

During the Imbizo, government will update the communities in Sedibeng on the progress made in the SEZ.

### District Development Model

The Gauteng Imbizo aims to unlock blockages to integrated service delivery and promote public participation in line with the DDM.

The DDM consists of a process by

which joint and collaborative planning is undertaken at local, district and metropolitan level by all three spheres of government, resulting in a single strategically focused One Plan for each of the 44 districts and eight metropolitan areas.

The objectives of the District Development Model are to:

- Coordinate a government response to challenges of poverty, unemployment and inequality particularly amongst women, youth and people living with disabilities.
- Ensure inclusivity by gender budgeting based on the needs and aspirations of our people and communities at a local level.
- Narrow the distance between people and government by strengthening the coordination role and capacities at the District and City levels.
- Foster a practical intergovernmental relations mechanism to plan, budget and implement jointly in order to provide a coherent government for the people in the Republic; (solve silo's, duplication and fragmentation) maximise impact and align plans and resources at our disposal through the development of "One District, One Plan and One Budget."
- Build government capacity to support to municipalities.
- Strengthen monitoring and evaluation at district and local levels.
- Implement a balanced approach towards development between urban and rural areas.
- Exercise oversight over budgets and projects in an accountable and transparent manner.

The DDM is an operational model for improving Cooperative Governance aimed at building a capable, ethical Developmental State.

It embodies an approach by which the three spheres of government and State entities work in unison in an impact-oriented way, and where there is higher performance and accountability for coherent service delivery and development outcomes.

It is a method of government operating in

unison focusing on the municipal district and metropolitan spaces as the impact areas of joint planning, budgeting and implementation.

This method refers to all three spheres of government, sector departments and state entities operating like a single unit in relation to achieving developmental objectives and outcomes in these district and metropolitan spaces over a multi-year period and over multi-term electoral cycles.

Although each sphere, sector or entity has its distinct constitutional powers, functions and responsibilities, they cooperate and undertake collaborative planning, budgeting and implementation processes converging efforts at the district/metropolitan level.

This joint work is expressed through the formulation and implementation of a "One Plan" which is a long-term strategic framework guiding investment and delivery in each district and metropolitan.

The Plan is aimed at ensuring that investments and service delivery are guided in line with the District Integrated Development Plans (IDPs).

The Presidential Imbizo afforded all social partners - government, traditional leaders, civil society organs, labour, women, youth, people with disabilities, business and communities - an opportunity to collectively engage in keeping with the DDM principle of an All of Society and Government approach to enhance integrated service delivery and create jobs.







## Mandela Day 2022

In the month of July, South Africa celebrates and commemorates former President Nelson Mandela's birthday. The 18th of July specifically, has been declared Nelson Mandela International Day, however, in true South African fashion, we use this auspicious time to honour the life and times of Tata Nelson Mandela's for the whole of July. The theme for Mandela Day and Mandela Month in 2022 was, "Do what you can, with what you have, where you are".

Nelson Mandela Day Goals for 2019 - 2029 are:

- Education and Literacy
- Food and Nutrition
- Shelter
- Sanitation
- Active Citizenship.

In the midst of his busy schedule, Deputy Minister of Tourism Mr Fish Mahlalela visited Dundonald community in Mpumalanga Province where he planted trees, vegetables and also gave equipment to maintain the farming. He also handed over of garden tools, seeds and trees at Nkosinathi Backyard Garden and Thembisa Stimulation Centre.

A global movement for positive change begins with small actions. When each person acts, they fuel momentum toward positive change, raising awareness and expanding the reach of Nelson Mandela's values – fighting injustice, helping people in need and practicing reconciliation.

Government called on all South Africans to contribute to the social and economic security of Africans, by living the values of our Constitution that provides for the

rights of all people living in our country and the affirms democratic values of human dignity, equality and freedom for all.

"What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead." – Nelson Mandela.



# Department of Tourism rolls out WiT Programme



The Department of Tourism advances the ethos of transformation and an equitable society through its gender-focussed programmes. It also places a sharp focus on mentorship to promote sustainability and continuity.

In celebration of Women's Month, the Department of Tourism rolled out its Women-in-Tourism (WiT): Business Management and Mentorship Programme throughout all provinces.

Tourism has the potential to address the triple challenges of unemployment, poverty and inequality through job creation. Apart from generating revenue, tourism provides economic opportunities for women and youth, supports the development of Small, Medium and Micro-Enterprises (SMMEs) and has the potential to foster social cohesion. This strategic pillar of South Africa's economy has an extensive value chain and has multiple linkages with other sectors of the economy which generates significant multiplier effects.

Mentorship is a relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. It is a learning and development partnership between someone with vast experience and someone who wants to learn. Mentorship provides critical benefits to individuals as well as organisations.

Combining senior and peer mentoring, the mentor and the peers help one another learn and develop appropriate skills and knowledge. Mentoring consists of a long-term relationship focused on

supporting the growth and development of the mentee. The mentor therefore becomes a source of wisdom, teaching, and support.

This Programme is a Business Development and Management training to empower women to run successful and sustainable tourism businesses from inception. Participants learn and are trained on how to raise capital for a tourism sector business.

The training was implemented nationwide over a period of 18 months. The first 12 months of the programme are dedicated to training and the last six months are about mentorship. Mentorship will proceed after the successful completion of the Business Management Training for five women per province for a total of up to 45 women.

The purpose of this project is to implement a programme that will provide business management training to women-owned enterprises in the tourism sector for a period of one year. Given the negative impact of COVID-19 pandemic on the operation of SMMEs, the training will also include business recovery awareness and business risk management.

The Business Management Training and Mentorship programme is required to cover the following areas:

- Business Planning and Financial Management;
- Marketing Strategy and Sales;
- Human Resources, Operations and Risk Management; and

- Planning and managing in a crisis including building resilience; preparing for a crisis, managing in a crisis and recovering from a crisis.

Participants embraced this platform and welcomed this developmental intervention.

The Women-in-Tourism Programme aims to drive the inclusion of women entrepreneurs in the industry. The Department commenced with the Programme in 2013 as a platform to drive initiatives that support the development and empowerment of women in the tourism sector.

This platform recognised the challenges faced by women entrepreneurs who are often found at the bottom end of the tourism economic value chain and identified interventions that will assist in realising the WiT agenda. Its focus areas included training on personal development, supporting women to develop a competitive advantage in their businesses and provision of capacity building initiatives.

The Department continues to promote the transformation agenda to realise a fully inclusive sector through implementing its programmes with a sharp focus on women. In doing so, it gives expression to its mandate of realising an inclusive and vibrant tourism sector. Transformation of this sector is imperative in promoting inclusivity and a mentorship programme is an apt conduit.





## A new South African travel booking platform launched

**H**eita! Hello! Sawubona! Dumelang! Ndaa! Welcome to South Africa's true township, villages and small towns hidden gems hub. It is time to explore more of South African tourist attractions and experience the authenticity of how African people do life in their neighborhoods. You will be able to book different accommodations varying from BnBs, homestays and backpacking. Moreover, a traveller will be able to interact with communities and understand their day to day living.

We are excited to announce a travel booking engine called [www.southafricaexperiences.co.za](http://www.southafricaexperiences.co.za). After a dry season of lock-downs, the research findings confirmed that domestic travel will contribute massively to the recovery of travel in South Africa. It is therefore important to work tirelessly together with the government to promote and create new markets for the tourism sector and new tourism products for travellers to explore.

South Africa Experiences (SAE) portal

comes into the market to promote local tourism products especially in the villages, small towns and townships. This is a platform that will create an opportunity for product owners to list their products for free, offering an opportunity to reach wider markets. Also, this is a platform where a traveller will be excited to explore wider and unique travel products guided by authentic South Africans.

South Africa Experiences Chief Executive Officer (CEO), Mr Itumeleng Magongoa, said: "We believe that digital tourism tools will play a major role in the recovery of the sector going forward, so SAE comes at the time when new tourism products in marginalized areas need access to markets. This tool will solve tourism product sales and come in handy in contributing to the growth of tourism."

Furthermore, SAE aims to work with partners in the sector or sub-sector who are looking to expand their market reach domestically and abroad.

Mr Magongoa further said: "We are not leaving out the international

market because it is also important to market South African products with the partnership of the National Department of Tourism and the South African Tourism Agency to continuously go directly to the international source markets and sell our country as a tourist destination."

The portal is user-friendly for both a service provider and a traveller. They can easily sign-up with their mobile device or personal computer and the platform will give them a private dashboard where they can monitor, invoice and edit their product in real-time. The tool is also synchronised to popular calendars such as Tripadvisor, to avoid double bookings.

There is so much to see in South Africa. Explore the authentic travel packages experiences offered by the tourists experts of the famous and hidden tourist attractions. Go ahead and book your favourite package and explore the new tourism products around villages and townships of South Africa.



## Blue Flag Beach Stewards graduation

The National Department of Tourism and Expanded Public Works Programme has partnered with Wildlife and Environment Society of South Africa (WESSA) in the managing of the Tourism Blue Flag Project because it is imperative for our Department to invest in skill development, transformation and job creation in the Tourism Sector. Especially that which will uplift the youth, women, and persons with disability.

Department of Tourism is showcasing and positioning South Africa's beach and coastal attraction in the global Tourism Global Market.

The Tourism Blue Flag Project is supporting this by training youth and providing them as Beach Stewards to work at municipalities and tourism companies that capacitates them to achieve customer service standard of excellence. They gain general tourist customer service skill, technical skill such as scuba diving and boat skipping, as well as professional conduct in the workplace. Graduations for this project were held in Durban Umhlanga, Gqeberha and Cape Town.

At the graduation ceremony held in Umhlanga, 38 previously unemployed KwaZulu-Natal youth graduated from WESSA Tourism Blue Flag Project. These Beach Stewards completed 15 months of Tourism Guiding Training and work experience gained at placement with local host. These include beach environments monitoring, visitors surveying, arranging activities, administration, social media updating enviro-education and visitors' service.

Special thanks to the host eThekweni Metropolitan Municipality as well KwaDukuza, Ray Nkonyeni and Winnie Mandela Municipalities, Durban Green Corridors Sharks Board and Wessa Treasure Beach Education Centre.

Present at the graduation ceremony was Ms Nomvula Mavuso from Working for Tourism in the Department of Tourism. In her address, she emphasised that is imperative for the Department to invest in skills development, transformation and job creation in the Tourism Sector.

Special Congratulation went to top achievers: Sindi Nzama - Best Overall Beach Steward, Runners-up Anele Mhlongo and Nkanyiso Shoji. Esona Manciya and Malusi Khambule were awarded for being the Top Achievers in the Tourism Guiding course.

Second set of graduation Eastern and Southern Cape Beach Steward was held at the Pine Lodge in Gqeberha where 24 previously unemployed youth graduated from the Tourism Blue Flag Project. These Beach Stewards also completed 15 months of Tourist Guiding Training and work experience gained at the placements with the local host to gain marketable skills and work experience.

The hosts included the Nelson Mandela Bay Metropolitan Municipality, Ndlambe, Kouga and Bitou Municipalities, Swartkops Conservancy, Sustainable Seas Trust, Royal Alfred Marina, My Pond Hotel, Royal St. Andrew Hotel and Woodlands Cottages Ocean Blue Adventures.

Present was Mr Jonga Kuhlana, who,

when delivering keynote address to graduates, urged them to make conscious decisions with the opportunity that they have received and to thank most important people in the room WESSA. Beach Steward Ms Nomthandaso Khoza thanked the host for not spoon feeding them, but rather guiding them to deliver their best.

Western Cape Beach Stewards graduation was the last one with 13 previously unemployed youth graduating in a ceremony that was held in Protea Sea Point. This Beach Steward also completed the 15 months of Tourism Guiding Training and work experience gained at placement.

The local hosts included Overstrand Local Municipality, Whale Coast Tourism, Old Harbour Museum, Harbour Island Marina, Sharks Spotter, Seaforth Penguin Monitors, African Eagle Day Tour Two Aquarium and City of Cape Town.

"The main focus of the work at WESSA is to implement effective environmental, eco-tourism education and youth development programmes throughout South Africa," said Mr Vince Sharks from WESSA. Project Coordinator Ms Puleng Mathopa from the Department of Tourism added that this is the greatest opportunity for student to empower themselves with this great initiative from the Department and WESSA.

In conclusion, WESSA presented the new Blue Flag Information Board to be supplied to Blue Flag beaches. It guides visitors as to the excellent quality of service they can expect of these globally accredited tourist venue.



# From Side Hustle to Travel Disruptor



**H**eyTraveller, a 100% black-owned Johannesburg travel company, was launched in 2018 by entrepreneur, Goodness Mashala, who saw a gap in the market for affordable tours aimed at the mid- to lower-income segment. His vision was to disrupt the industry by harnessing innovation and mechanisms not used before.

To make local and international travel accessible and cost-effective, he decided to employ the use of stokvels (informal savings pools), as well as have his start-up offer subscriptions. For his clients, the HeyTraveller value proposition combines upmarket accommodation with unique, authentic trips that reveal hidden gems not typically included in guidebooks. The tours include interactions with locals and cultural immersions that travellers would not usually be able to experience by themselves.

Woven in are elements designed to entice the traveller who, believing they are out of reach, is delighted to discover they are not after all. Mashala has also introduced travelling with a chef and a professional photographer on his coaches, adding a well-known DJ into the mix on occasion, for an all-round travel experience.

## The early days

Mashala had a career in financial planning, but being an avid traveller, he was also arranging tours for friends as a 'side-hustle'. Already in 2014, he had a car hire product under his belt, inspired when he and his pregnant girlfriend visited Cape Town, and a metered taxi was not an option for her, but car hire was too expensive and complicated.

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Mashala had a career in financial planning, but being an avid traveller, he was also arranging tours for friends as a 'side-hustle'. Already in 2014, he had a car hire product under his belt, inspired when he and his pregnant girlfriend visited Cape Town, and a metered taxi was not an option for her, but car hire was too expensive and complicated.

Mashala wanted to change the status quo and started working with car rental companies to make car hire easier and more affordable. A friend then suggested he become a tour operator. From that small seed, HeyTraveller was born with the aim, Mashala says, of changing the face of travel. And it all started on his cellphone.

His humble beginnings story details how he had resigned and had nothing to his name, only the desire to do something he loved every day. He shared a tour poster on the Broesense website depicting a house in Durban and the tours that could be done from there, specifically along the lines of hidden gems, and the Wild Coast. As he had no business profile, he had to use his personal profile and the next day was completely taken aback when he received 250 calls. Within the first year of launching HeyTraveller, he had employed five permanent staff members and had bought some coaches.

When his fledgling business was just two years in, the Covid-19 pandemic struck. Mashala had to downscale to two permanent employees and become more hands on than ever, to the extent of driving the coaches himself.

By his own admission, there were many times he thought he would have to close HeyTraveller down but with quitting not in his nature, he persevered. Mashala says he made a point of not looking back and instead focused on his purpose, with "a relentless heart", realising he had to open doors for himself. He googled to find out what others in the industry were doing to survive and learnt from them.

“  
You have to be relentless  
if you have a passion to  
do something  
”

## A turning point

In 2021, he applied to be part of the National Department of Tourism's Tour Operator Incubator Programme. The department, in partnership with provincial departments, as well as district and local municipalities, spearheaded this programme to train and upskill tour operators, so that they could confidently attract domestic and international business by offering competitive and sustainable packages or products. Sigma International was appointed to run the incubator programme.

Mashala was selected as part of a small group to go through this programme and receive training, mentoring and support for a year to boost the sustainability of his business. He explains that when he launched HeyTraveller,

it was a "hand-to-mouth type of business" lacking proper financial structure, and policies and procedures to protect it from risk, such as diversification of funds. Through the programme, which gave him access to mentorship and financial advice from the South African Institute of Chartered Accountants (SAICA), he learnt how to grow HeyTraveller and run it to be profitable.

During the incubator programme, he and his fellow tour operators were introduced to new service providers who came to do workshops and showcase



## Awards & Accolades



- HeyTraveller won the South Africa Tourism Awards in the Tour Operator Category, June 2022
- Goodness Mashala was named among the Top 5 finalists of the Africa Youth In Tourism Innovation Challenge 2022, announced in July
- Goodness Mashala qualified as a Certified SA Specialist with SA Tourism, November 2021



## Mandarin language boost for local tourism sector

The Deputy Minister of Tourism Mr Fish Mahlalela, officiated the closing ceremony of the Mandarin Language Training for 34 Tourist Guides as they received their certification for participation in the Hanyu Shuiping Kaoshi (HSK) 2 course.

Deputy Minister Mahlalela stated that the Chinese tourist market presents a huge opportunity to South Africa. "According to the United Nations World Tourism Organisation (UNWTO) World Tourism Barometer of October 2018, China was the leading outbound market in terms of tourism expenditure followed by the United States of America and Germany," said the Deputy Minister.

This was confirmed by a needs analysis was conducted during the 2018/19 financial year to establish whether there was a need for training of guides in the various foreign languages. Based on the responses, foreign language training, with specific focus on the emerging Chinese market, was highlighted as a critical area for skills development in tourist guiding.

A concept document for the

implementation of the Mandarin language programme for Tourist Guides was developed after consultations with various key stakeholders such as the Department of International Relations and Cooperation and the Embassy for the People's Republic of China as well as the National and Provincial Registrars of Tourist Guides. Implementing the training programme following a phased approach, prioritising three provinces at a time was agreed upon as the best and most effective approach.

The HSK is an international standardised (writing, reading and listening) language proficiency examination that has six levels. Phase I of the Mandarin language training programme which the Department rolled out, saw 55 Tourist Guides being trained across all nine provinces. Out of the 55 Guides who were trained, a total of 45 successfully passed the formal HSK1 examination and considered eligible for participation in the second phase of the training programme.

A total of 34 tourist guides have confirmed their availability for participation in Phase

II. Due to employment opportunities and other commitments, the remaining Tourist Guides were unable to attend the second phase. The Chinese Culture and International Exchange Centre has been appointed as the training provider to implement Phase II of the training from 11 July to 22 August 2022 at the Kopanong Hotel and Conference Centre in Gauteng.

The second phase of the training programme entailed the attainment of the next level of the Mandarin language proficiency which included the HSK2 examination on Sunday, 21 August 2022.

Even though the phase three has not yet been planned, it will focus on exposure to platforms where Guides can have the opportunity to practice their Mandarin skills and in the process, gain more confidence and experience.

"Only those who have passed both HSK 1 and 2 will be eligible to be considered for this phase. It is envisaged that the immersion phase of the programme will take place in China," concluded Deputy Minister Mahlalela.



# Outreach Programmes to the Diplomatic Community in the West African region

The Department of Tourism conducted an Outreach Programmes targeted at the Diplomats in Southern African Development Community, (SADC), North African and Middle East regions, Asia, Americas and Europe.

Deputy Minister of Tourism Mr Fish Mahlalela delivered keynote address on 25 August 2022 virtually while engaging with the Diplomats from the South African High Commissions/Embassies from the following countries in West African region: Benin, Burkina Faso, Cote d'Ivoire, Egypt, Gabon, Ghana, Guinea, Liberia, Mali, Mauritania, Nigeria, Senegal and Sierra Leone.

The project links to the Global Tourism Advocacy Programme that South African Tourism is currently embarking on, in view of the impact of the COVID-19 pandemic, the Outreach Programmes to the Diplomatic Community was conducted with a specific focus on tourism recovery. South Africa's Diplomatic Missions serve as a critical player in marketing and country branding, in order to reinvigorate the South African brand for investment attraction, export marketing and tourism promotion globally.

The aim was to leverage from the existing infrastructure and network of South African Diplomatic Missions across the world. Pertinent issues

surrounding challenges experienced within the current South African tourism environment were discussed giving special attention to safety ensuring that South Africa becomes a desirable destination for international visitors.

The platform was further used to reassure the Diplomatic Community of the readiness of South Africa as a destination of choice and dispel negative perception about the country.



# Implementation of Small Town Service Excellence initiative

The Department of Tourism in collaboration with Okhahlamba Local Municipality, held a three-day Small Town Capacity Building workshop at the Champaign Hotel in Drakensburg in KwaZulu-Natal Province from 16 - 19 August 2022. The first two days it was engagement between the Okhahlamba Local Municipality Staff and ended on the last day with Local Task Team (LTT)

accompanied by the Deputy Mayor, Councillor Tshabalala, traditional leaders and local structures.

It is important to highlight the fact that tourism is a service sector and how the service is delivered is critical for the satisfaction of the tourists and customers as well as the sustainability of the product. Servicing is therefore in the centre of the delivery of tourism products.

Small Town Service Excellence initiative is in line with Pillar 3 of the Service Excellence Strategy. The emphasis is on public awareness and capacity building initiatives with the emphasis on the importance of providing excellent services to recipients at service points.

Enhancement of efforts can only be achieved through effective partnerships and collaboration with relevant partners, stakeholders and structures. Therefore, the importance of collaboration and partnership are critical for the creation of a service culture at the town level.

Organisations and communities are critical stakeholders to create a culture of service excellence at a town level, through the empowerment and participation of tourism value chain. Sub-projects will include, amongst others, the cleanest town initiative, promote adherence to tourism protocols, ambassador programme and other initiatives. This programme is aligned to Recommendations 3, on Biosecurity Protocols in the Tourism Sector Recovery Plan.



Okhahlamba Local Municipality officials attending the service excellence capacity building workshop







Ms Boitumelo Diseko facilitating capacity building session for Okhahlamba Local Municipality staff members



Ms Ayanda Zondi, Programme Director from the Department of Economic Development, Tourism and Environmental Affairs (EDTEA) and Mr John Ndhlovu from the Department of Tourism



Ms Mothepane Sesele interacting with the Deputy Mayor of Okhahlamba Local Municipality



Capacity building participants from the Office of the Mayor, traditional leaders and local structures

Inappropriate services were attributed to numerous factors that included amongst others, ineffective recruitment systems, irrelevant training programmes, lack of awareness of customer service ethics, overall bad attitudes, indifference and a general lack of understanding of the negative impact of bad behaviours on business, lack of urgency, inappropriate work environment and poor leadership, lack of systems for service recovery as well

as an imbalance focus on technical skills as opposed to interpersonal "customer and people" skills development. These were outlined as key factors contributing towards poor service levels.

Also expressed in the findings was the inability of the South Africans to provide constructive feedback on services received and that enabled the continuance of poor service and the acceptance of poor service as a norm.

All efforts in service excellence are geared towards improving service levels in the tourism sector. Services can be of excellent standard if they are delivered by individuals who have the necessary skills, displaying positive attitude and operating from a setting that is embracing the culture of service excellence in terms of its systems and processes.



## Tourism launches a youth focused technology innovation incubator

### **Advancing sustainable and inclusive sector growth through Tech-innovation and entrepreneurship**

The Department of Tourism, in collaboration with the Technology Innovation Agency (TIA an entity of the Department of Science and Innovation (DSI) recently launched the Tourism Technology Grassroots Innovation Incubator Programme (TTGIIP) introducing a pool of innovators to spearhead concepts to stimulate the growth and recovery of the tourism sector.

Twenty (20) tech-savvy entrepreneurs, between the ages of 18 and 35, were selected to begin a two-year journey in tourism's incubator programme to advance the design and business viability of their prototypes. Once finalised, the innovations will be introduced to the sector and potential investors for funding, implementation, or as resources for new ventures new business entrants in tourism.

"The partnership with the Department of Tourism is part of TIA's Hub and Spoke Partnership model that seeks to expand the impact of innovation in the country by forming partnerships with government departments. Through the TTGIIP we will see young people demonstrate the role of technology in catalysing sector growth through the development of enterprises that will stimulate job creation in the Tourism sector," says Dr. Anitha Ramsuran - Manager Innovation for Inclusive Development (TIA).

"We hope that the success of this first cohort of TTGIIP innovators is testament of the role of TIA as industry builder. TIA will play its part in facilitating and translating the Innovations of the

twenty (20) tourism entrepreneurs into sustainable enterprises that will make an economic impact not just in the industry but in their communities as well," she added.

As the impasse of the COVID-19 pandemic steadily dissipates, the grim economic conditions are a stark reminder for government and the private sector to look beyond conventional business methods to rebuild their economies.

The Tourism Sector Recovery Plan advocates for the use of technology as an integral element in tourism operations. Digitalisation has the potential to open new frontiers, and improve resource management efficiency and sector competitiveness.

Deputy Minister of Tourism, Fish Mahlalela believes that tourism's significance in the country's Economic Reconstruction and Recovery Plan (ERRP) is asserted by its ability to generate demand and production opportunities across various sectors of the economy. Leveraging on innovation and technological advancements will be critical in accelerating the sector's recovery, whilst creating sustainable and inclusive opportunities that promote industrialisation.

"Technology advancements play a fundamental role in the growth and sustainability of tourism. Innovation, coupled with a multi-stakeholder implementation approach that encourages private sector and civil society participation, will be critical to the success of the TTGIIP. The gains of this initiative will create opportunities on the demand and supply side of tourism - empowering communities, promoting inclusiveness and driving the socio-economic recovery of the sector," said Deputy Minister Mahlalela.

The youth, who constitute a large majority of the country's demographic, have been hard hit by the economic devastation brought on by the COVID-19 pandemic - that also contributed to the country's high unemployment rate. In its efforts to create a conducive environment for inclusive sector growth, the Department envisions the TTGIIP inspiring and uplifting the youth to pursue their business ideas and innovations that will unlock sustainable livelihoods.

"The TTGIIP is aimed at ensuring the meaningful involvement of youth and women in the travel and hospitality industry by capitalising on their intellectual and technological prowess to evolve traditional business systems and practices to stimulate new services, entrepreneurial and job opportunities in the sector," added the Deputy Minister.

An average of 7.26 billion people worldwide (91% of the global population) own smart phones that grant them access to digital and technological resources to plan their lives. As tourism steadily recovers, consumer demand for diverse and niche tourism offerings will increase. The sector needs to leverage on technology and innovation to meet the demands of traveller.

"Tourism is a people-centred activity that thrives on interaction, exploration and the exchange of our diverse cultural experiences. Technological advancements have delivered the world in the palm of our hands through smart devices, and enabled us to connect and share our experiences - even through a global pandemic. Leveraging on technological innovation meet the demands of tech-savvy travellers will improve our global competitiveness as a prime destination, and increase our international arrivals," says Mahlalela.



# Airbnb launches safety product for solo traveler



**A**irbnb is launching a new product aimed at promoting a safe and secure experience for solo travellers.

According to Airbnb internal data, 26% of all nights booked in 2021 were by solo travellers and more than 50% of nights booked for long-term stays during the first quarter of 2022 were for those travelling alone.

The new Solo Traveller in-app experience is designed to better support safe solo travelling on Airbnb. When a single guest books a private or shared room reservation, a specialised in-app experience is activated, starting with supplying the traveller with expert tips they may want to try to help stay safe when travelling alone.

The key component of this new feature is the ability for the solo traveller to easily share their reservation itinerary with the important and trusted people in their

lives for added peace of mind and in the rare event of an emergency during a stay. The itinerary includes listing address, reservation code, and check-in and -out dates.

Once the reservation is confirmed in the message thread with the host, the traveller will see automated prompts by Airbnb suggesting questions to ask the host about the listing and surrounding neighbourhood. These suggested questions stem from research with experienced solo travellers who provided detail on the types of local insights that helped them stay safe while on the road.

This feature is initially being rolled out for English-speaking guests. At this time, it will focus on bookings by solo travellers to private rooms or shared spaces. Airbnb plans to introduce this feature to additional countries and languages in the coming year, as well as expand it to include entire home listings as well.

Airbnb also makes its Local Emergency Services in-app feature available to all users 24/7, regardless of whether or not they are in the middle of a reservation. The feature quickly connects the user to local emergency services — which could be particularly helpful for solo travellers who are travelling abroad in countries where they do not know the phone number off-hand for local police. This feature was recently extended to 70 countries and regions, with more to come.

Lastly, all users have the option to add one Emergency Contact to their profile.

In the rare circumstance that Airbnb needs to contact someone on a traveller's behalf, adding an emergency contact can help quicken that process. This can be found in Account Settings in the Personal Info tab towards the bottom of the page and is only visible to Airbnb.

# Safety and Security are vital to providing quality in tourism



Mpumalanga Province MEC for Economic Development and Tourism Mr Vusimuzi Mkhathshwa said there is a need to work together with communities, to fight crime and instability

**T**he safety and security of tourists in Lowveld Region of Mpumalanga Province was declared a priority. This declaration was made by Deputy Minister of Tourism, Mr Fish Mahlalela, during stakeholder engagement held on 2 September 2022 in Hazyview. The Tourism Safety Strategy engagement brought together the surrounding communities, tourism stakeholders and private sector as well as law enforcement agencies.

“Crime poses a threat to sector growth and foreign direct investment, stifling the much needed opportunities that could alleviate poverty, inequality and unemployment in our communities,” Deputy Minister Mahlalela cautioned.

Deputy Minister Mahlalela said that the Department of Tourism has initiated Tourism Monitors Programme that involves training, mentorship and deployment of unemployed youth in identified tourism sites, to curb the levels of crime. The role of the Tourism Monitors in providing safety for the tourists has

a direct positive impact on the image of the country and by implication, the economic growth and job creation.

The Tourism Monitors work in collaboration with the South African Police Service (SAPS) and other law enforcement agencies. Brigadier Thabethe from the SAPS, alluded, “Tourism Monitors play a vital role in curbing criminal activities at tourism attractions in Lowveld Region. Safety and security is everyone’s business.”

For more than four billion years the forces of nature have moulded Mpumalanga Province and created some of the most breath-taking attractions in Africa. The Blyde River Canyon is the largest green canyon in the world, thus making it one of the most visited attractions in South Africa. Research shows that for every 30 new tourists to a destination, employment opportunity is created for the locals.







Representative of Kruger Lowveld Chamber of Business and Tourism Ms Linda Grimbeek

The Member of Executive Council (MEC) for Economic Development and Tourism in Mpumalanga Province, Mr Vusumuzi Mkhathshwa, said "Tourism trends indicate that safety and security matters are of utmost importance and critical for a tourist deciding on a particular destination. The success and failure of a tourist destination depend on being able to provide, a safe and secure environment for tourists and visitors."

The region has experienced incidents of crime perpetrated against tourists and such incidents create a negative perception about Lowveld as a tourism destination of choice.

Tourism Business Council of South Africa (TBCSA) Chief Executive Officer (CEO) Mr Tshifhiwa Tshivhengwa believes that development of a multi stakeholder and collaborative working solution which brings public sector and private players together is key in ensuring safety of tourists in the country.

"As TBCSA, we represent the interests of the private sector in the tourism space. We remain committed to finding workable and sustainable solutions to safety issues. This will allow tourism to grow and create multiple opportunities," clarified Mr Tshivhengwa.



Deputy Minister Fish Mahlalela with Acting CEO of Mpumalanga Tourism and Parks Agency



Deputy Minister Fish Mahlalela flanked by leadership of Mbombela Municipality



## Kruger National Parks pays tribute to the Ranger Corps for their commitment

**T**he Kruger National Parks (KNP) Management and staff members held a ceremonial event to pay homage to the Ranger Corps, on Friday, 29 July 2022 as part of the International World Ranger Day celebrations. World Ranger Day is celebrated worldwide each year on 31 July to commemorate Rangers killed or injured in the line of duty and to celebrate the work Rangers do to protect the planet's natural treasures and cultural heritage.

It is a day to pause and reflect on the courage and sacrifice that Rangers make. On this day fallen Rangers are honoured for their stand with the people are bravely protecting wildlife on the frontline of conservation worldwide.

The highlight of the ceremony was a tribute to the late Field Ranger and

dog handler, Mr Shando Mathebula, who died in the line of duty at Shangoni Ranger Section on 4 May 2022. He was remembered as a young man who was dedicated to his profession and who served with discipline and distinction.

"The work of a Ranger is diverse and complex and our responsibility as Management is to continue to encourage them as they lead the way for all of us in conserving our country's protected and conserved areas, cultural sites and biodiversity. Without them we would see more biodiversity loss and ecosystem degradation. Many Rangers also protect the resources of people whose lives and cultures are inseparable from nature," said the KNP Head Ranger, Ms Catherine Dreyer.

Activities included Rangers' drill, a guard of honour, wreath laying ceremony, the unveiling of Mr Shando Mathebula's plaque and a keynote address by the KNP Managing Executive, Mr Gareth Coleman.

"Rangers deserve not only our admiration and acknowledgement but our undivided support as they continue to protect our natural heritage assets. We also take this opportunity to express our gratitude to all the spouses and families of all our Rangers for the sacrifice they all make on daily basis with the knowledge that their partner's lives might be lost due to the threats that come with the responsibility of dealing with wildlife crime," concluded Ms Dreyer.





## Segaetsho Dynasty

September is celebrated as the Heritage Month in South Africa – a period which is meant to create and sustain a conducive environment to embrace and celebrate the rich cultural diversity of our nation and what we have continuously and over the years inherit from our forebears.

1. Segaetsho Cultural Village is a familiar site in the Sun City Resort which prides itself on its role and experience in telling of our heritage throughout the year, having hosted both local and Segaesheo Dynasty

integrational guests, and international guests being as far as the United Kingdom, Kuwait, India, United States of America, Brazil, and China, to mention just a few, in addition to some African countries. We offer an experience to our guests of the heritage of the Batswana tribe through our tours and shows.

Segaetsho Cultural Village is a flagship operation of Segaetsho Dynasty (Pty) Ltd, which offers solutions in events and marketing, and majority of which, to date,

have been in a form of embracing our heritage. We are situated at the Activity Hub within Sun City Resort, opposite The Shebeen and Mankwe Game Trackers.

“What brings out a lively interaction between our performing artists or dancers and guests is that we offer an experience rather than a service – it is about the energy and passion of telling about the Batswana heritage that always leaves our guests excited after each tour and show ... what makes the experience even more worth it is when we have even the local guests from in and around South Africa, nothing beats that feedback after each tour that ‘this is my culture but I have learned something new’ – and for our international guests, most often in groups from Asian countries is the fusion experience incorporating their cultural dance or music, something our team leaders enjoy researching and doing. The existence of our Cultural Village is not only for the experience we offer to our guests, it is also about us finding means and ways to contribute to the government’s efforts in fostering greater social cohesion,

nation building and a shared national identity through participation in major events that are brought to our region” – Tumelo Mosimane, chief operating officer of Segaetsho Dynasty (Pty) Ltd, which Segaetsho Cultural Village is a division of.

Segaetsho Cultural Village explores the heritage of the Batswana tribes being Bakgatla, Bakubung, Bangwaketse, Bakwena, Bangwato, Bafokeng, Batlokwa, Balete and Batawana – certainly not being all of them – each of them drawn or located in different huts, looking into their history or origins, heritage, including their different totem animals. As part of our tour, we have the Zulu hut, where we tell of the AmaZulu heritage – before proceeding into the auditorium for an African cultural music and dance.

It's always exciting having guests come through to our Cultural Village for a heritage experience in tour, music and dance...

# SA's Tourism performance increases for H1 2022

It is clear from the first-half figures (January to June) of 2022 that tourism is bouncing back and that the outlook is positive.

Domestic tourism this year to date has exceeded pre-pandemic levels but inbound figures still have a way to go before pre-pandemic levels are reached.

This was highlighted on 1 September 2022 during a press briefing held by Minister of Tourism Ms Lindiwe Sisulu, at South African Tourism's offices in Johannesburg, where she shared the figures from the H1 Tourism Performance Report.

The total international arrivals figures for the first half of the year grew by 147% (tourists who all originated from outside SA's borders).

## Domestic trips

A total of 15.2 million domestic trips were undertaken during this period. Minister Sisulu, who described this as a major win for the tourism sector, ascribed this massive escalation to the "revenge travel trend" as well as to the fact that COVID-19 regulations have been eased.

She said the most heart-warming aspect of the numbers was that the share of domestic holiday trips had increased by 23.8% compared with the same period in 2021, and the average spend had skyrocketed by 28.6% over 2021 figures.

Acting Chief Executive Officer (CEO) of SA Tourism, Mr Themba Khumalo, pointed out that the pricing structures, particularly for the mid-sector of the market, had been adjusted amid the pandemic, making it more affordable for domestic travellers to explore their own country.

With the Travel Week being on 4 – 10 September 2022 – what Mr Khumalo referred to as "Black Friday for Travel" – domestic travellers could access a variety of special deals for travel, Mr Khumalo believes domestic travel will increase even further.

The upcoming festive season would bear further fruit, he said.

## International numbers

Minister Sisulu highlighted that overseas visitor numbers were still 54% below 2019 figures (a total of 497 000 arrivals, in H1 2022 compared with 1.1million in



H1 2019).

There was, however, significant growth over H1 2021, with arrivals from the Americans growing by 331% to a total of 128 991 visitors.

Europe remained South Africa's key overseas market – despite external shocks such as the war in Ukraine – recording a 563% increase over the same period in 2021, with 356 352 visitors to South Africa's shores. Of the European arrivals, the United Kingdom and Germany were the top source markets respectively.

Asia and Pacific are still the worst performing regions due to border closures and strict travel policies.

The African region performed well at 50% below 2019 levels, with the African air market bringing over 80 000 arrivals. Minister Sisulu highlighted that the African air market visitors were mainly 'bleisure' travellers.

The biggest market was the African land market, which saw a 109% increase in arrivals (over 1.6 million tourists) when compared with the same period in 2021. These numbers were mainly from Zimbabwe, Mozambique and Lesotho.

## Forward bookings

The projected outlook for H2 is strong for the inbound market, with August 2022

recording a 328% increase in forward bookings (over 2021) to a total of 85 960.

In the period August to October there was a 287% increase in bookings to a total of 187 667, and for the period August to January 2023 there was a 227% increase to a total of 294 220 bookings.

"This shows that global tourism resilience is on the increase as booking lead times are growing longer again," Minister Sisulu pointed out.

The tourism performance report highlighted that for the period August to January 2023, the United Kingdom had recorded the most forward bookings, with a 331.2% increase over the same period last year. The US was in second place with a 76.8% increase and Germany was in third place with 196% increase. In fourth place was the Netherlands with a 193% increase in forward bookings.

"We will continue to intensify targeted communication on our digital platforms to sell South Africa as a destination of choice, inviting the world to come and 'live again' with us," said Minister Sisulu, referencing the global advocacy marketing campaign, which invites visitors to come and 'Live Again' in South Africa.



# 2022 World Tourism Day Celebration



Draped in Spring sunshine and to the sound of beating drums and pulsating energy, the Western Cape on 27 September played host extraordinaire to World Tourism Day celebration at the Ecology Lifestyle Farm, nestled in the Overberg. Ecology Lifestyle Farm is a black, female-owned enterprise that is affiliated to the Women in Tourism Western Cape Chapter.

The celebration is the culmination of the month's tourism activations across the country. Tourism Month is celebrated annually in September to highlight South Africa's diverse tourism offerings as well as the sector's significant contribution to the country's economy. Inspired by the United Nations World Tourism Organisation (UNWTO), World Tourism Day celebrations provides a platform for the South African sector to celebrate, reflect and commemorate its milestones

in relation to the 2030 Sustainable Development Goals.

This year's theme was declared as: "Rethinking Tourism – Opportunities Await" and addresses the progress made in the pandemic aftermath and how policymakers and the tourism sector have been able to adapt and rethink tourism to ensure the sector becomes more resilient.

The purpose of highlighting Tourism Month is to create awareness about domestic tourism activities planned and to enthuse South Africans to travel their country.

Post the pandemic, there is a strong focus on recovery and rebuilding the sector. The Department has worked very closely with South African Tourism to localise the international theme in order to align it to the country's strategic

focus areas as well as the Department's mandate and Tourism Month objectives.

Ms Mireille Wenger, Western Cape MEC for Finance and Economic Opportunities said: "Tourism is a significant contributor to the economy and its full potential needs to be unlocked for recovery of the sector." Domestic Tourism has a sharp focus during Tourism Month and South Africans were encouraged to travel and explore their country to help revive the sector as well as to promote nation building and social cohesion through the iconic Sho't Left campaign.

"Our warm hospitality sets us apart and positions us as a much sought-after destination. Let us go and explore the remarkable beauty that our country has to offer. In South Africa, We Do Tourism!" the MEC concluded.





# Events Calendar

October 2022			
National Tourism Careers Expo	To solicit buy in and commitment from the tourism industry on the need for them to pledge internship, learnership and part/full time job offers as they register for exhibition at the NTCE	01-02 October 2022	Nasrec, Johannesburg
Tourism Roadshow		01-03 October 2022	Gqeberha
Tourism Public Lecture Cocktail Dinner	The Deputy Minister will host a Public Lecture as part of celebrating Tourism Month.	13 October 2022	Durban
Tourism Public Lecture to the students of University of KwaZulu-Natal	The Deputy Minister will be hosting a Public Lecture. The lecture will reflect on issues of opportunities in the tourism economy, and focuses on knowledge production from Universities and the skills required by the whole of the tourism sector.	14 October 2022	Westville, Durban
Professional Cookery Graduation	The Department through the EPWP is training young people in various fields within the Tourism and Hospitality sector. Graduation ceremony.	20 October 2022	Upington
Presidential Imbizo	The delegation will use this opportunity to engage the public on the implementation of government's Programme of Action to help improve people's lives.	21 October 2022	Northern Cape







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