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tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA





Minister of Tourism, Mmamoloko Kubayi-Ngubane addresses the crowd and the nation at large on World Tourism Day

SA CELEBRATES WORLD TOURISM DAY WITH A COMMITMENT TO REIGNITE DOMESTIC TRAVEL MARKETS

By Staff Reporter

South Africa joined the world in celebrating World Tourism Day on 27 September 2020 with festivities at Maropeng's Cradle of Humankind in the western corridor of the Gauteng Province. World Tourism Day is a United Nations World Tourism Organisation (UNWTO) initiative observed annually to highlight the sector's contribution to the socio-economic development of nations, and the advancement of the global Sustainable Development Goals (SDG).

Themed "Rural Development and Tourism" the celebrations highlighted the significant role the domestic tourism market plays in reigniting the sector, especially in spearheading tourism in lesser-visited rural communities in all nine provinces.

"Today's celebration is a testament that the tourism industry is able to host an event in a safe manner under the current Covid- 19 pandemic, as we navigate a path to recovery, and gradually re-

open our borders to safely welcome international visitors, we urge South Africans to travel and explore their country responsibly," said Tourism Minister Mmamoloko Kubayi-Ngubane.

Minister was accompanied by Deputy Minister of Tourism Fish Mahlalela, Gauteng Member of Executive Council for Economic Development Morakane Mosupyo and South Africa Tourism Chief Executive Officer Sisa Ntshona.

The tourism industry is one of the largest economic sectors in the world – creating jobs, driving exports and generating prosperous local economies. According to the UNWTO, the industry contributed 10.4% to the global GDP and created 319 million jobs in 2018.

Kubayi-Ngubane further said that, “Our authentic heritage and cultural experiences have been a draw card for international visitors for many years. Although a large number of employment opportunities have in the past been driven by international tourist arrivals, we believe that these jobs, and those yet to be created, will be sustained by the renewed strength of our domestic tourism markets.”

“We are mindful that a significant portion of the supply market is geared for international tourism so that the pricing is unaffordable for segments of domestic travellers. We are appealing to this market to be innovative and adapt their products for the needs of the local market. Incentives such as affordable rates, discounts, upgrades and enticing packages will go a long way in getting South Africans to explore the country of their birth thus giving them a proper sense of belonging. I am again calling on all sector players in the private sector to collaborate with us in creating a conducive environment to entice South Africans to travel their country,” emphasise Minister Kubayi- Ngubane.

It was a day-long global event that featured internationally-acclaimed and award-winning DJ, Black Coffee, who entertained global fans with a unique two-hour set from the Sterkfontein Caves that was broadcast live on DSTV Channel O. The electrifying Busiswa and Master KG featuring Nomcebo Zikode concluded the celebrations in style inspiring attendees to hit the dance floor in response to President Cyril Ramphasa’s call to join the #JerusalemDanceChallenge.

“I encourage you to explore your country, embrace your heritage and help us re-build our local economies to usher in the benefits we envisioned when we fought for our democracy,” concluded Minister Kubayi-Ngubane.



DEPUTY MINISTER FISH MAHLALELA EMBARKS ON A 4 DAY VISIT TO **ZF MCGAWU DISTRICT MUNICIPALITY, NORTHERN CAPE PROVINCE**



Deputy Minister engages stakeholders in the Northern Cape

The Deputy Minister of Tourism, Hon Fish Mahlalela, paid a visit to ZF Mgcawu District Municipality, Northern Cape Province, as part of President Cyril Ramaphosa's deployment of Ministers and Deputy Ministers as District Champions of the District Development Model. He embarked on an extensive four-day programme which started on the 21 and ended on 24 September 2020.

Deputy Minister Mahlalela is deployed at ZF Mgcawu District to work together with the leadership of both provincial and local governments in managing the implementation of the District profile.

During the meeting with the leadership, the Deputy Minister said, "We are gathered here today because of the decision by cabinet on the 27 May 2020 to allocate District Champions to 52 District Municipalities for the purpose to assist the President and the Deputy President to manage the implementation of the District Development Model (DDM) to enhance the capacity of the state where it matters most.

He added that "the District Development Model is meant to improve intergovernmental cooperation and alignment at the coalface of service delivery and rapid responses, that is, at the local

government level. 'Inter-governmental relations' therefore means that there should exist a relationship between the three spheres of government, the Local, Provincial- and the National spheres."

The District Development Model is intended to improve intergovernmental co-operation and alignment at the coalface of service delivery and enable rapid response.

The essence of the Model is to pursue development through single, integrated plans per district that outlines the role of all spheres of government, as well as communities, business and civil society sectors.

On 21 September 2020 in the morning, Deputy Minister will have engagements with Mayors, Speakers, Chief whips, Municipal Managers, COGTA and COGHSTA technical teams to outline areas that need immediate intervention in terms of service delivery, curbing the spread of Covid 19, putting an end to GBVF and the socio-economic challenges.

He also held a discussion on that afternoon to engage with NGOs and Community Based Organisations, CBOs, representing religious organisations, Gender-Based Violence and Femicides, Education, Sports, Business, Community Safety forums and Community Healthcare.

When engaging the NGO's Deputy Minister indicated that "Instead of us celebrating that we have made gains in advancing women's rights, in broadening women's

access to education, in the provision of health care and social support to women, and in improving their participation in the economy and decision-making, the joy is dampened by the tears of families who have lost their sisters, daughters and mothers to violence perpetrated by men.

As if that was not enough, these days children are kidnapped whilst with their parents. A very scary challenge that is emerging. There is even a suggestion that children should now be laced like dogs and chained to their parents whilst playing and walking. Really, is this the life that we want for our children?"

Deputy Minister visited two Community Thuthuzela Centres in Upington known as Bopanang Centre, and the one known as Princess Pofadder in Keimoes on 22 September 2020.

His other visits included the Thusong Centre and thereafter, in the afternoon of the same day, he visited government projects which include SMME incubators and a monument that forms part of the National Resistance and Liberation Heritage Route.

On 23 September 2020, Deputy Minister visited and engaged Magistrate Court officials on issues relating to GBV and progress made in bringing closure to the victims of this second pandemic as announced by the State President. He also engaged SAPS cluster command centers on the same issues of Gender-Based Violence and Femicide, while checking the availability of all the necessary equipment such as the rape-kit tests.

The Deputy Minister further engaged communities on a hybrid Community Outreach Imbizo that entails In-Studio interaction will callers. The Imbizo was simulcast on other six community radio stations to cover wide variety of communities. His visit to the area ended with him visiting and interacting with a renowned traditional teacher, an elder, Queen Katrina.

By Staff Reporter



MINISTER KUBAYI-NGUBANE APPEALS AGAINST NON-COMPLIANCE BY RESTAURANTS

The Minister of Tourism, Mmamoloko Kubayi-Ngubane, has noted with concern the non-compliance by some restaurants since the move to Alert Level 2 of the COVID-19 risk adjusted strategy.

We have received numerous complaints from ordinary law-abiding citizens, other operators and employees about the situation in these restaurants. This practice of disregarding the regulations, directions and protocols reportedly include practices such as restaurants operating during curfew, offering takeaway alcohol and none adherence to social distancing or wearing of masks as required by law amongst other violations.

This does not only risk these businesses licenses but also endangering the safety of their loyal customers and dedicated workers. The Minister has today written letters to restaurants insisting and appealing yet again for their co-operation, as the sector cannot risk having any of our hardearned gains made thus far reversed as this will have devastating impact on the recovery of the sector.

By Staff Reporter



Deputy Minister addresses local stakeholders on a range of issues including the rapid growth of GBV in the Upington



Deputy Minister holds a discussion with a local chef amid Covid 19 challenges



Sisa Ntshona
CEO, SA Tourism

WHEN WILL INTERNATIONAL TOURISM RESUME?

As the world emerges from the economic lockdown brought about by COVID-19, global tourism's focus is now shifting from crisis management to recovery.

With businesses having experienced a deep and extended disruption, their survival in the local inbound industry depends on their ability to resume operations as soon as it is safe to do so.

The first wave of South Africa's pandemic has notably eased in recent weeks and the tourism industry has been proactive in establishing and adopting biosecurity protocols to reduce contagion risk across the value chain.

With the restart of domestic tourism, operations are also successfully resuming around the country. As the peak summer season approaches, calls for the reopening of international borders are therefore gathering pace.

SOURCE MARKET TRAVEL POLICY

However, South Africa's reopening will be driven both by the country's readiness to receive visitors and by prevailing travel policy in key source markets. While the number of new daily infections is currently far below peak, the rate of infection remains too high for South Africa to yet be placed on the 'safe travel' lists.

The United Kingdom provides a pertinent example as one of South Africa's top three overseas source markets. The UK government has established COVID-19 travel corridors; a list of 'safe' countries and territories. Travellers arriving in the UK from countries not on the travel corridor list must self-isolate/quarantine for 14 days. This includes returning UK citizens.

The metric used to assess risk is seven-day cumulative cases per 100 000 people, while other measures such as longer-term case growth, mortality, testing rates and forecast are also considered. The list is currently updated on a daily basis.

Countries are removed from the quarantine-free safe lists when their rise in infections exceeds 20 cases per 100 000 people (the 'red zone'). Countries with 15-20 cases per 100 000 are classified as amber and those with fewer than 15 cases per 100 000 over seven days are classified as green.

Other European countries such as Scotland, Estonia and Belgium are also implementing 'safe travel' or 'red zone' lists. On the other hand, Australia has instructed everyone who arrives by sea or air to be quarantined for 14 days with certain exceptions being made for essential travellers only. China has a similar travel policy but has signed fast track agreements with specific countries to support business and essential

travel. These countries include Germany, France, South Korea, UK, Japan and Singapore.

RATING SOUTH AFRICA

As of September 7, the seven-day cumulative COVID-19 case count in South Africa was ~13 400. This puts cases per 100 000 people over seven days at 22,7, placing South Africa in the 'red zone'. Countries classified as red alongside South Africa include Argentina, Brazil, United States, Spain, France, Namibia, United Arab Emirates, India, Switzerland, The Netherlands, Swaziland, Belgium, Portugal and Austria.

For South Africa to drop below 20/100k to the amber zone, the seven-day cumulative COVID-19 case count would need to reduce by about 12%. To drop below 15/100k requires a 34% reduction. Over the last week the seven-day cumulative cases reduced by 12%. If the current trajectory is maintained, South Africa could move through amber and green before the end of the month.

Furthermore, countries in the red zone currently represent just 22% of South Africa's historic arrivals and 30% of spend. Countries classified as green represent the historic majority of both arrivals and spend. Thus, the majority of the country's major source markets are already considered 'safe' or 'low-risk' by the UK classification.

COUNTRY	CASES/100,00 (7 DAYS CUMULATIVE)
Argentina	156,1
Brazil	129,5
United States	84,4
Spain	77,3
France	71,8
Namibia	51,9
United Arab Emirates	43,4
India	42,3
Switzerland	27,6
Netherlands	27,1
Swaziland	25,2
Belgium	24,8
Portugal	24,4
Austria	23,2
South Africa	22,7
United Kingdom	18,7
Ireland	18,5
Botswana	15,7
Italy	15,6
Denmark	14,6
Turkey	13,4
Norway	10,6
Canada	10,5
Germany	10,0

COUNTRY	CASES/100,00 (7 DAYS CUMULATIVE)
Sweden	7,5
Ethiopia	6,6
Singapore	4,3
Zambia	4,1
Lesotho	3,8
Zimbabwe	3,8
Japan	3,2
Finland	2,7
South Korea	2,6
Australia	2,4
Mozambique	2,0
Kenya	1,9
Ghana	1,8
Uganda	1,6
Angola	0,9
New Zealand	0,8
Nigeria	0,6
Malawi	0,4
Malaysia	0,2
Democratic Republic of Congo	0,2
China	0,0
Tanzania	0,0

COUNTRY READINESS

While local operators may be geared to receive international visitors, South Africa is still perceived as being too high risk by its most important markets. It therefore may be premature to consider re-opening borders to international travel as demand is suppressed and 're-importation' risk remains acute while South Africa's own recovery is in its infancy.

The situation is changing rapidly, however, and the trajectory and associated risk rating methodologies inform an approach to target setting. The industry's booking lead times are material and, if a traveller is to visit the country over the festive period (for example), certainty over their ability to do so is now required. Without this certainty, travellers will choose another destination where such certainty exists.

Using the expected trajectory through red, amber and green risk ratings as a guideline and considering rebound risk, it can be expected that South Africa will once again be perceived as 'safe' within the foreseeable future.

In 2019, there were 1.6m arrivals from Europe, which constituted 39% of foreign tourism receipts (spend).

By Sisa Ntshona



FIVE KEY ENABLERS

IDENTIFIED FOR TOURISM RECOVERY

Tourism stakeholders should prioritise strong private-public partnerships and speak with a unified voice if South Africa is going to reignite the economy.

This is according to #IAmTourism lobby spokesperson, Thembi Kunene-Msimang. “We’ve taken the first step by announcing a date for the reopening of South African borders, thus providing some confidence to our international customers and airlines. But beyond our reopening as an international tourism destination is the need for political support at the highest level of Government so that tourism-friendly policies can be enacted and market failures that affect tourism be addressed.”

Kunene-Msimang emphasised five key enablers that have been highlighted by the Tourism Business Council of South Africa, some of which are reiterated in the National Department of Tourism’s Recovery Strategy:

1. AIR ACCESS

As a catalyst for Tourism, South Africa is in need of an immediate national initiative to drive route take-up. The example of Cape Town Air Access (CTAA) has shown the success of stakeholders collaborating in air route development. With a relatively small budget, CTAA has from 2015-2019 brought in 10 new airlines, 15 new routes and 20 route expansions.

The Department of Tourism’s Recovery Strategy does provide for the formation of a national air access unit responsible for countrywide route support and development, as well as the implementation of a comprehensive air service development programme.

2. HEALTH AND HYGIENE SAFETY PROTOCOLS

The continued widespread adoption of the health and hygiene safety protocols

is critical. Protocols were created collaboratively by the tourism sector through the TBCSA and endorsed by the World Travel and Tourism Council.

Medical experts confirm that if these protocols are adhered to, South Africa should be able to manage the risks posed by COVID-positive travellers, as well as those situations where travellers can be infected within South Africa’s borders. Much of South Africa is already in this position – with all open businesses subject to health protocols.

3. FAVOURABLE VISA REGIME

Temporary visa waivers should be introduced and a comprehensive visa waiver review is necessary to consider how visa waivers can enable tourism while still supporting national security.

Additionally, an established e-visa is required, preferably by January 2021 at

the latest. We have to have a world-class fully automated e-visa, or risk falling further behind our competitors.

The National Department of Tourism has highlighted the need to remove barriers to travel and enable freer entry. "Frictionless visa and immigration processes and policies will need to form part of an improved destination value proposition post-crisis," it said.

It further acknowledged that the piloting and roll-out of the proposed e-visa system to simplify the visa and entry process were important.

4. TOURISM SAFETY AND SECURITY

To ensure tourists feel confident in their safety in South Africa we need significantly more visible policing in all tourist hotspots.

According to the Department of Tourism's Recovery Strategy, safety and security are consistently one of the biggest barriers to visitor conversion.

As such, it has recommended intensifying work on tourism safety, using its safety monitors programme and partnership with the police and relevant stakeholders.

5. COLLABORATION – PRIVATE AND PUBLIC, WHOLE OF STATE

In addition to a private-public partnership between South African Tourism and the private sector to implement effective international destination marketing, we need a whole-of-state approach for tourism to flourish.

South Africa must develop mechanisms to ensure that tourism participates fully in the economic cluster and that its needs are understood in other ministries.

Tourism Update



CEO of Fedhasa,
Lee Zama

MAINTAIN PROTOCOLS TO KEEP DOORS OPEN

The tourism and hospitality industry must maintain health and safety protocols to stay open. This was emphasised by Tourism Specialist, Gillian Saunders and CEO of Fedhasa, Lee Zama, during a webinar hosted by Africa Travel Week earlier this week, where panellists highlighted that the continued enforcement of health and safety protocols was essential to the survival of tourism.

"More than the currency of trust, they are actually the framework in which we have been able to relax our travel restrictions," said webinar moderator and founder of Big Ambitions, Natalia Rosa.

Zama pointed out that there was still work to be done in educating tourism and hospitality consumers on the importance of abiding by all protocols. "We are actually working on programmes to educate consumers, because we need to protect our sector," she said, explaining that poor consumer behaviour could be damaging to the industry.

Both Saunders and Zama urged the industry to invest in the 'Travel Safe, Eat Safe' app. "It is a business management tool," said Saunders, explaining that users should leverage the app's capabilities and shouldn't be concerned about the app's privacy and security. She said it met all the necessary security protocols and was in line with the Protection of Personal Information Act.

By paying for use of the app, operators had access to several features through which they could showcase the health and safety protocols of their business, explained Zama. "The app provides a very broad support for the industry." She said it could be used to log guests' details and reduced overall contact.

By Erin Cusack

LAUNCH OF TSITSIKAMMA BIG TREE PROJECT DRIVES DOMESTIC TOURISM

Showing South Africa's natural heritage the Tsitsikamma National Park has breath taking views in lush forests, nestled in the forest is the world renowned ancient Outeniqua big tree, the 26-metre-tall yellow wood is estimated to be 1000 years old and its one of the draw cards for Tsitsikamma Tourism.

The Department of tourism through its Working for Tourism Programme, funded by the Expanded Public Works Programme (EPWP). As part of the Domestic Tourism Re-activation campaign thrusted R17 million of funding into the project as a way to improve the park and bringing it on par with international tourist attraction standards. Following the move to alert level 2 of the risk-adjusted strategy and the reopening of inter-provincial travel Tourism Minister Mmamoloko Kubayi-Ngubane officially reopened the park to the public on 18 September 2020 at Tsitsikamma Garden Route in the Eastern Cape.

"With the lockdown restrictions eased the tourism industry is hopeful that it will get back on its feet, we are promoting domestic tourism and are saying to South Africans get out of your houses enjoy the country and have fun. By doing that you will be supporting the sector in terms of saving their businesses and saving jobs allowing somebody to put food on their tables after

months of not having an income." said Minister of Tourism Kubayi- Ngubani.

Construction at the Tsitsikamma Big Tree Gateway included: community-managed coffee and curio shop; picnic facilities; an activity centre; ablutions; offices; an entrance gate; parking, and infrastructure services (water, sewer and electricity). The construction and development is part of the greater objective of the National Tourism Sector Strategy of 2016-2026, to improve visitor experience through the development and enhancement of tourism infrastructure at rural nodes, thus ensuring that all enjoy the broad-based benefits of tourism.

The incredibly beautiful area of land that lies between the Tsitsikamma Mountains and the sea stretches west to the Bloukrans River and east to Eerste River, and is named after the San word that means "place of abundant water". Outdoor activities include zipline, hiking, canoeing, Highest bunjee jumping bridge, coast and wildlife in one province.

September marking the tourism month one can visit Estern Cape and experience its beautiful heritage. The park's manager, Nomvuselelo Songelwa, told the audience at the launch that management was thrilled to finally be able to reopen the upgraded facility, which also coincided with Tourism Month. "Who would have thought among

us a seed as big as 50 cents would result in the big tree we see here today," Songelwa said, adding that it has enhanced tourism in the area and education for school children and researchers.

Oscar Mabuyane, Eastern Cape Premier emphasised that "It is our goal to focus and build our economy and social outlook of our province as we celebrate tourism month under the theme "Eastern Cape yours to explore," we vow to support the sector and improve it through its recovery plan, 45 tourism enterprises have benefited from the funding and 182 Eastern Cape registered tourist guides and free lancers without jobs also benefited. The funding saved the industry from a complete collapse the sector is now limping but will soon be back on its strides of creating sustainable jobs again."

Kubayi- Ngubane concluded that, "We do not want to see the old incidences where tourists are attacked and where tourists are not safe in our country. We provide assurance to South Africans that it is safe for them to travel and visit. When we put protocols we will do it in a manner that it assures them that our sector will not be a distributor for the pandemic and I am happy South African National Parks (SANPARKS) has put COVID-19 measures in place."

By Staff Reporter



Minister of Tourism, Mmamoloko Kubayi-Ngubane addresses stakeholders visit to Tsitsikamma



Premier of Eastern Cape, Oscar Mabuyane takes a bunjy



Minister Kubayi-Ngubane on the zip ride



DOMESTIC TOURISM AWARENESS SESSION A GREAT SUCCESS!

The gates of domestic tourism are officially opened and South Africans are excited to explore the hidden gems of their beautiful country. On a cool Sunday afternoon, the Department of Tourism in partnership with the South African State Theatre, hosted a Domestic Tourism Awareness Session. The session aimed to create awareness about domestic tourism which greatly contributes to South Africa's economy, especially now because there has been limited tourism activity in the country due to lockdown restrictions.

Domestic tourism plays a crucial role in the economy and has many benefits such as job creation, boosting of the Gross Domestic Product, skills creation, empowerment in communities, social cohesion and a genuine sense of patriotism for South Africa. However, some of the challenges encountered in the promotion of Domestic Tourism is the belief that

traveling is expensive and a lack of travel culture amongst South Africans due to a lack of knowledge and understanding of the importance of travel. Such perceptions create a limitation and discourages those who want to travel.

During the session, guests attended a Domestic Tourism presentation that also aired live on Facebook, which was about the efforts that the Department is doing to create Domestic Tourism awareness to South Africans. The presentation showed different programs that are being implemented in Domestic Tourism Facilitation unit and it also touched on the effect of the COVID-19 pandemic on the tourism sector and the role which the Tourism Recovery Plan (TRP) plays in addressing it. The TRP has been developed to address the effects of the devastation experienced by the sector as a result of the Risk Adjusted measures government

had to take in order to mitigate against the COVID-19 pandemic. In line with the TRP, the Domestic Tourism Awareness Session served as an information platform to encourage people to explore more of their country in and out of season, be it attending a soccer match or attending a concert of a local artist, in the efforts to revive the tourism industry.

Thereafter, guests were serenaded with the sweet melodies of the Award-Winning musician Sibongile Khumalo in a virtual concert at the Drama Theatre. The day ended on a high note with guests receiving "I Do Tourism" branded picnic baskets; made by the women cooperative that is selling at the Pretoria Zoo; bouquet of flowers, I DO TOURISM branded masks and sanitisers, as a gesture to go out and tour the country. #WeDoTourism #TourismStrong

By Staff Reporter

SOUTH AFRICA IS READY TO **MINGLE WITH THE WORLD**



Relief and jubilation swept across the country when President Cyril Ramaphosa recently announced that the country is moving to lockdown level 1, effective on 20 September 2020 at midnight. This decision comes after the tourism industry, amongst others, suffered a crippling knock in the previous months during hard lockdown, with thousands of job losses and businesses going under. Nevertheless, the Tourism industry is determined to fully get back on its feet by all means necessary.

In line with Tourism Recovery Plan, government has also announced that from 1 October 2020, travel in and out of South Africa will be allowed again, with strict conditions for certain countries with high COVID-19 infection rates. "It's a huge milestone for us, as

we work towards the recovery of the sector. Cabinet took a decision not to put too many stringent measures that would have been an inhibitor to tourists coming to the country because we do understand that the jobs we have to save are as a result of not having international tourism and domestic tourism", Tourism Minister Mmamoloko Kubayi-Ngubane stated.

The new level comes strategically when South Africa not only enters its tourism peak season which usually lasts up to March of the following year, but as it welcomes the Spring season as well, which is loved by many local and international tourists. Kwazulu-Natal is one of the top tourist destinations that many will be flocking to, especially leading to the Heritage Day long weekend, with its sub-tropical climate that

makes it ideal to visit almost any time of the year, blue-flag beaches, amazing wild-life and iconic heritage sites amongst others.

Premier of Kwazulu-Natal Zihle Zikalala, states that the opening of more industries during level 1 lockdown should be seen as an opportunity to rebuild the economy. "One of the most effective ways in which we can do this is to support the South African economy, and our small-and medium-sized enterprises, by buying goods and services that are produced locally," he added. This is also coherent with the 2020 Tourism Month theme: "Rural Development and Tourism" which echoes the message of discovering new tourist attractions in rural areas in the promotion of domestic tourism overall.

By Staff Reporter



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