

EDITION

02

# Bojanala



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- Celebrating Nelson Mandela's legacy through tourism
- Sector examines tourism and jobs during Tourism Month
- Safety of tourists in SA top of government agenda
- How the Fourth Industrial Revolution can propel Africa's rural tourism into the future
- Lilizela Provincial Awards



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



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# TOURISM & JOBS



**A** lot has happened during this quarter. We invite you to sit back and relax, as we take you through a systematic rapport of the sector. Trust us! We are the sector.

In this bumper edition, we continue to give you the best news and happenings that the industry has on offer. We urge you to join us in many other journeys we plan to embark in future with this industry platform, Bojanala.

This edition takes you through various happenings in the industry, some of which come as contributions from you as industry players. We thank you indeed.

We take you through one of our flagship events, NTCE, which took place in North West just recently. Here, we show just how important this event remains to be for tourism students from across the country. The event continues to still attract a huge number of (almost) school leaving children, some of whom are yet to decide on a career after matric. Read this and be mesmerised. By the way, Deputy Minister Mahlalela was present.

Safety of tourists remains a thorny issue for the government of South Africa as well as the industry as a whole. There has been a number of incidents reported during the year where tourists were attacked, some of whom were even murdered. Read about the Department's take on this as well as plans in place to deal with this scourge.

We invite you to also read some of the columns provided by industry heavyweights, Here you will learn about issues such as how the fourth industrial revolution can play a big role in making tourism better in South Africa, amongst other issues.

Read about Lilizela provincial award winners from Gauteng, Mpumalanga and Northern Cape. As you may be well aware, the national awards will take place on 09 November. These however were mini awards (lack

of a better word) which are in preparation for those to be held later in the year. This is a great showing that tourism young and upcoming players are ready to make the industry blossom.

The edition would not be complete if it did not take you through the ins and outs of this year's World Tourism Day, held in KwaZulu Natal. The theme for this year centered on jobs. Therefore, the event uncovered many job opportunities the industry has on offers.

The Department has in recent time, taken advantage of major lifestyle events. This is in an effort to make use of the so-called low hanging fruits in order to display services the department offers, as well to create long lasting networks within the industry value chain. One such an event is the DSTV delicious, which happen to have taken place during Tourism Month. Read more on this.

Read more about a stern talk Minister Khubayi Ngubane had with women in the department, during its Women's Day celebrations. The event was also aimed at motivating women in the department to take their place as leaders in various settings of their lives.

You are also invited to read about a recent announcement made by President Cyril Ramaphosa on visa regulations. If the announcement is anything to go by, challenges, most of which had negative impacts for the tourism industry; will soon be a thing of the past.

Go on, enjoy the reading

**Blessing Manale**

# EXPO CREATES AWARENESS OF TOURISM CAREER OPPORTUNITIES

**A**s government, we are extremely delighted for the journey travelled so far since the inception of the National Tourism Career Expo (NTCE). The impact is visible in our skills audit and employment absorption in various industries of the tourism sector," said Deputy Minister of Tourism, Mr Fish Mahlalela, during his opening address at the 2019 NTCE at Royal Marang Hotel in Rustenburg.

The Expo took place from 19 to 21 September under the theme "Broadening your horizons through tourism opportunities", which is reflective of the skills revolution



the Department of Tourism is currently embarking on, since tourism is an industry capable of mass absorption of semi-skilled and skilled labour. Skills development is not only about enhancing the country's competitiveness but also an integrated part of a larger development process that has poverty alleviation and job creation at its core.

The Department of Tourism partnered with North West Department of Economic Development, Environment Conservation and Tourism (DEDECT), and The Cultural, Arts, Tourism Hospitality and Sports Education Training Authority (CATHSSETA), as well as the North West

Department of Education to ensure the success of the Expo which alternates between provinces on a three-year cycle. It was initially launched in 2008 in KwaZulu-Natal. This year's NTCE is the 11th overall and the second one in the North West Province. It is an interactive opportunity between tourism curricula experts, tourism educators, learners, and stakeholders to discuss diverse careers available in the sector. It is designed to empower thousands of learners across the country with information on tourism as a career choice through funding opportunities such as learnerships, internships, bursaries, and life skills programmes.

On the first day of the event learners were fortunate to be motivated by Ms Millicent Shai from Thabane Lodge in Rustenburg who was proud to say, "I am a member of the Women in Tourism Chapter for North West Province, and through my involvement in tourism I am able to employ and empower others." Thabane continue to emphasise that, "with the knowledge that the learners are receiving these days they must still continued to be disciplined in whatever they do. They must be committed physically, mentally, and emotionally, as well as be accountable and responsible, be punctual, and use every opportunity that is out there."



She further urged the learners to focus, have perseverance, and never give up on their dreams, and also work hard to overcome the challenges and obstacles along the way by asking and seeking assistance. More than 50 exhibitors and 15 000 young people from high schools, training colleges, and universities were excited to be filled with knowledge that would improve their future in the industry.

emphasised before awarding trophies, travel vouchers, and certificates to the winners of the GTTSA competition research on tourism. The first prize winners were from Kwa Zulu Natal Hillcrest High school, winning a cash prize and a five-day trip to Europe. Another award went to Mr Venesan Govender who won 2019 Tourism Teacher of the year.

On the last day of the Expo learners were still receiving motivational talks from line-up of speakers such as Tshepang Lobete of Agriculture, Tourism and Marketing Corporation, Doctor Lobelo, Director of Communications from University of North West, and Kgomotso Pooe, who is one of Soweto's well known entrepreneurs.

“We will continue to share information that will empower educators who teach tourism and hospitality subjects at high school level, and update them on industry developments. We will also bridge the knowledge

gap of educators who happen to teach tourism and hospitality without formal education and training, and we will try by all means to create sustainable jobs for youth and communicate the progress of the NTCE,” concluded Deputy Minister Mahlalela.



“We encourage our industry partners like hotel chains, B&Bs, and lodges to be part of this event in order to open doors for young people and make a meaningful contribution to job creation,” said Ms Elsabe Engelbrecht from Global Travel and Tourism South Africa (GTTSA).

“The youth of today is recognised by South African tourism sector as a major force for development and social change and more young people around the world are becoming tourism leaders, investing in local tourism business and championing environmental protection. This makes today's generation more informed, mobile, adventurous, and more fortunate to use technologies such as Uber, Instagram, and Facebook,” Ms Engelbrecht



# SAFETY OF TOURISTS, A PRIORITY FOR SOUTH AFRICA

**M**ore than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

During the 2019 SoNA, the President stated: "...enhanced destination marketing and measures to strengthen tourism safety, will create the conditions for the growth we envisage, and the jobs and opportunities that will follow."

At the 2019 Africa's Travel Indaba, the President said: "We must deal with another major challenge; a challenge which was well articulated to me by the President of China who said to me that many Chinese tourists want to come to South Africa and Africa, but the issue that is holding them back is crime."

Tourism safety has been consistently identified across a number of studies, media, and crime reports as a challenge which threatens tourism growth and therefore, foreign direct investment, visitor spend, and employment. International tourism trends indicate that personal safety and security issues are of high importance in potential tourist's choice of destination.

Incidents of crime directed at tourists and tourism products create a negative perception and reputation about our country as a tourist destination, and in turn impacts on both the visitor experience and visitor numbers. A memorable visitor experience for both domestic and international tourists includes cleanliness, safety and security, access to information, as well as provision of quality services, and authentic experience. Work is underway to ensure that we address their primary concern, which is safety and security.

Together with the security agencies community policing forum initiatives, we have set high on our agenda, the need to collaborate and jointly undertake initiatives to identify, address, and mitigate risks, challenges, and threats impacting on tourist safety as well as businesses in the tourism industry which includes:

1. Identification and analysis of key Tourism hotspots.
2. Establishment of a database of crime against tourists.

3. Enhancement of tourism built environment through crime prevention initiatives.
4. Ensure the joint implementation of an optimised policing and security strategy in the tourism environment.

The areas of collaboration are informed by the objectives of the Community Policing Strategy to enhance community policing partnerships in the fight against crime through a multidisciplinary approach of:

1. Public education;
2. Building community resilience to crime;
3. Community policing and public order; and
4. Capacity, capability and resourcing of Community Policing and private sector driven initiatives.

Acts of criminality against tourists have become a source of great concern and have a negative impact on the country's tourism potential and affect the visitor experience. Despite the few isolated incidents which paint South Africa negatively, our country remains a preferred destination for weddings, honeymooners, lifestyle, music and cultural events, as well as the filming industry with most of these drawing significant numbers of female travellers. We will always stand ready to welcome visitors to the country where they will enjoy our hospitality and diversity.

The Department of Tourism remains aware of concerns around safety and security and are keeping abreast with the overall challenges of safety and criminal acts directed at both foreign and domestic tourist in certain hotspots.

We welcome the swift action of the criminal justice system in arresting the perpetrators of these crimes. Furthermore, we condemn the recent criminal attacks on tourism saying this was a threat to tourism, and cautioned against disproportionate reporting of tourism crimes which can exacerbate the situation.

As a country, we are urgently fast-tracking the adoption of the following practical measures to promote the safety and security of travellers and tourists:

- The gathering of comprehensive statistics and research that results in reliable information and data, which is suitable for risk assessment by decision-makers and policy-makers.
- The training and education of travel employees and private and public sector service personnel in their role as guardians responsible for protecting the basic right of safe travel by all citizens of the world.
- The development of private sector/public sector partnerships in the facilitation of safety-conscious travel, and in ensuring the growth of the national economy.
- The implementation of programmes for emergency services for travellers and tourists in need in order to assist them and, in the event of crime, to permit the successful prosecution of offenders at the least

possible burden to the victims.

- The allocation of adequate resources to the courts, the police, as well as public and private security forces for the protection and general well-being of travellers and tourists.

This process, in response to concerns raised by prospective visitors to our country, is already at an advanced stage. At the same time, we encourage tourists and local travellers to maintain awareness of their surroundings at all times.

We are confident that through endeavours by our numerous partners, including community safety initiatives, we are working around the clock to initiate counter measures in the immediate term, as we consolidate our Tourism Safety Strategy.

## TOURISM MINISTER PRIORITISES TOURISM SAFETY



Following several unfortunate isolated incidents of violence directed at tourists, the Minister of Tourism, Mmamoloko Kubayi-Ngubane, launched the National Tourism Safety Awareness Campaign at the popular, iconic Table Mountain in Cape Town on 8 August 2019. Together with the various significant stakeholders, the Minister outlined the collaborative plan to address these barriers to growth in the sector.

International tourism trends indicate that personal safety and security issues are of high importance in potential tourist's choice of destination. To ensure that South Africa remains a destination of choice, we need to make sure that tourism safety is a priority. To this end, the Department of Tourism has been working with various stakeholders to compile a safety plan of which the Tourism Monitors Programme forms part of.

This programme involves the recruitment, training, and deployment of youth to assist with the safety of the tourists at key tourism sites with high volumes

of tourists or those sites that have a high potential of personal risk to tourists. The Tourism Monitor's role is to: raise awareness about safety & security matters to tourists; co-ordinate emergency support and other relevant support for tourists; guide tourists on safest routes and areas; as well as report incidences of crime against tourists.

This programme has been launched throughout the country, including protected areas under the management of South African National Parks (SANParks) and the South African National Biodiversity Institute (SANBI). A total of 86 Tourism Monitors have been recruited to be deployed within Table Mountain National Park.

Incidents of crime directed at tourists and tourism products create a negative perception and reputation about a destination and in turn, impact on both the visitor experience and visitor numbers. In responding to these challenges as well as enhancing the tourist

experience, the Minister also announced the development of a safety mobile App to provide tourists with basic tourism information and safety tips with relevant contact details that tourists in distress can use. Further consideration will be taken to ensure that UN/AU working languages are incorporated into the App to ensure effective communication and quicker response time. The Department is currently engaging with Mobile Network Operators and hopes to pilot the App by December this year.

Another initiative to be explored is the model that is currently being used in the Kruger National Park where rangers, drones, and cameras are being deployed to monitor rhino poaching. This way, the safety monitors are augmented with technology and innovation. The tourism safety strategy is also being worked on. These multi-disciplinary partnerships and collaborations underpin the value proposition of tourism to our economy and will ensure the sustainability of this dynamic sector. This programme also gives expression

to the Department's mandate of skills transfer and job creation.

Tourism is a key economic pillar and a significant generator of revenue and employment. Government's recognition of the critical importance of tourism in the economy is evident in the sector's inclusion as one of the priority areas in the National Development Plan.

South Africans form part of the tourism experience for visitors. Indeed, tourism is everybody's business and we all do tourism. Citizens are encouraged to identify those who tarnish the image of our country and we urge them to report any suspicious activity. When tourists visit our country, there are multiple benefits through the tourism value chain. We therefore must at all times ensure that they enjoy an authentic and proudly South African experience. At the same time, we urge all our visitors to exercise caution and vigilance, and to observe universal safety measures to minimize risk.



**Molefi Moeketsi**, Chief Technology Officer at Jurni

## THE FOURTH INDUSTRIAL REVOLUTION PROPELS AFRICA'S TOURISM INTO THE FUTURE

**W**e are at the dawn of the Fourth Industrial Revolution (4IR). As players and stakeholders in the tourism industry, it is our responsibility to look at the impact of 4IR and ask ourselves: 'are we going to let it pass us by?'

Little is known about where 4IR will take us and what its full impact will be. What we do know however, is that it has the potential to uplift and propel South Africa's rural tourism into a successful future.

Tourism was one of the first sectors to digitalise business processes on a global scale, according to research from UNWTO. The tourism industry brought flight and hotel bookings online, and the sector thereby became a digital pioneer. As information and communications technology became a global phenomenon, tourism

has always been a consistent early adopter of new technologies and platforms.

However, a lot more can still be done.

Young consumers between 16 and 25 years old spend on average 34 hours a week online. This is double the amount of time compared to a decade ago. The use of technology is not restricted to young people either – even the oldest generations are rapidly adopting technology.

As Rudeon Snell, Director of Intelligent Solutions SAP said recently: "Today's consumers are more informed than ever about their purchasing decisions. They are constantly connected; constantly searching for information; constantly sharing their brand experiences

on social media; and constantly demanding that their needs are instantly gratified.”

When it comes to travel, consumers turn to technology not only as a source of information but also as a source of inspiration. By giving smaller, hidden, tourism attractions in rural areas a platform to be seen, they will be able to compete on a global scale and attract the attention of consumers around the world.

It is important however, to ensure that technology acts as a source of inspiration and an enabler for travelers to find unique and authentic experiences. Technology should therefore become an integral part of the tourism experience.

The World Economic Forum shows us that as the forces of the Fourth Industrial Revolution accelerate, consumers are enjoying the benefits of rapid innovation but they are also struggling to maintain a sense of connection.

In that context, experiences, especially transformative ones, are growing in popularity. In fact, authentic offline experiences have become key to personal fulfilment, with 78% of millennials saying they would choose to spend money on a desirable experience over something material.

“As we continue to invest in the experience economy, our greatest challenge may be ensuring access and inclusivity while maintaining personalisation and uniqueness,” the World Economic Forum states.

The fact that 4IR is giving rise to the experience economy is great for the tourism sector. At Jurni, our focus is to be at the forefront, and influence the direction and the

impact 4IR can have when it comes to improving the lives of South Africans.

The Jurni Platform will bring tourism providers and consumers together in a win-win arrangement. The experience for the visitor (traveller, tourist) is going to be phenomenal, and tourism providers will not only have a platform to promote their business, they will also benefit from the data that is generated by visitors logging in online.

The 4IR canvas is set and Jurni is painting it for the tourism sector.

*Chief Technology Officer at Jurni, Molefi Moeketsi is committed to driving digital transformation for the Travel & Tourism industry in South Africa. He has a demonstrated experience in Enterprise Architecture, Data, Application, Technology, Security & Integration Architecture Domains, Data & Analytics, Software Engineering amongst others, in multiple industries (telecoms, banking, insurance, oil & gas) both locally and internationally.*

*Over the years, Moeketsi has directed and delivered a number of high-impact initiatives. With years of experience in aligning business strategies, enterprise systems, and infrastructure capabilities with organisational strategic objectives, Moeketsi is well positioned to drive innovation through Jurni's technology.*



## Molefi Moeketsi

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# LILIZELA AWARDS OFF TO A GREAT START



The Lilizela Tourism Provincial Awards began in Kimberley with the Northern Cape ceremony held on September 5, followed by the Mpumalanga ceremony held on September 6.

The Provincial Awards form part of the preliminary events leading up to the National Lilizela Tourism Awards on November 9, being held at the Sun Arena in Pretoria.

Of the 11 winners on the night in the Northern Cape, seven were women - a great achievement and testament to the growing efforts of the South African tourism industry to be more inclusive and have women in leadership.

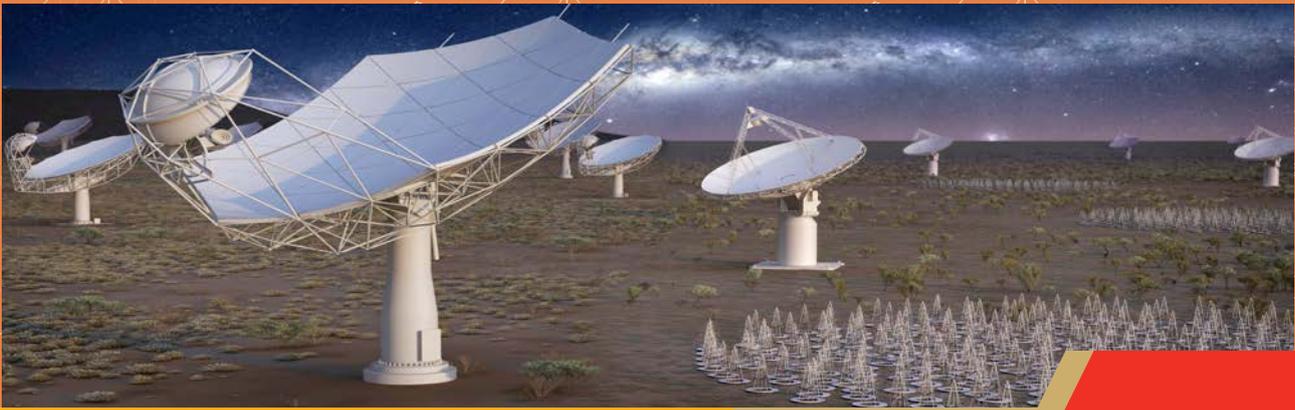
Among them was Mpho Cornelius, the founder and director of The Workshop koKasi. Her establishment won both the Culture & Lifestyle and Roots & Culture awards. In 2017, Cornelius was the recipient of the Lilizela Emerging Tourism Entrepreneur of the Year award.

Speaking at the event, MEC of Economic Development and Tourism, Maruping Lekwene, said: "Through their hard work, determination and courage, the industry

players continue to put our province on the domestic and international tourism radar and they have become strategic players who are contributing toward putting our province as a destination of choice. It is on that basis that the recipients of these awards, as well as other stakeholders in the tourism business who have entered the Lilizela competition today, should be seen as true Tourism Ambassadors of our beautiful province."

The Mpumalanga event was held at the three-star Ingwenyama Conference and Sport Resort. Winners on the night included Forever Resorts, with four awards, and Jackalberry Ridge - which took two awards for the Caravan & Camping and Self-catering Shared Vacation categories.

MEC for Finance, Economic Development and Tourism, Pat Ngomane, drove home the importance of tourism in the current international economic climate, saying: "I continue to argue that tourism is our new gold mine in the province - it is the goose that lays the golden eggs - and if we nurture it properly, by always striving for excellence in all we do, it will indeed continue to create much-needed jobs for our people."



### **Northern Cape 2019 Lilizela Provincial Winners**

And the winners are...

#### **Tour Operator**

Touch Let's Go Travel & Tours Agency

#### **Events Venue**

Naba Lodge Conference Facility

#### **Action & Adventure**

Gravity Adventures Northern Cape

#### **Culture & Lifestyle**

The Workshop koKasi

#### **Roots & Culture**

The Workshop koKasi

#### **Self-catering Exclusive**

Rhino Manor

#### **Bed & Breakfast**

Browns Manor

#### **Guesthouse**

African Vineyard Guesthouse

De Herberg Lodge

River Place Manor

Naba Lodge Guesthouse

#### **Lodge**

Mattanu Private Game Reserve

#### **Hotel**

Road Lodge Kimberley

### **Mpumalanga Lilizela Awards Provincial Winners**

#### **ETEYA**

Mbombela Experience

### **Meetings, Exhibitions & Special Events**

Blyde Canyon, A Forever Resort

#### **Conference Centre**

Loskopdam, A Forever Resort

#### **Wildlife Encounters**

Inyati Game Lodge

#### **Caravan & Camping**

Jackalberry Ridge

#### **Country House**

Welgelegen Manor

Hamilton Parks Country Lodge

#### **Guesthouse**

LaRoca Guesthouse

#### **Lodge**

Needles Safari Lodge

Ebundu

#### **Self-catering Shared Vacation**

Jackalberry Ridge

Blyde Canyon, A Forever Resort

Mjejane Bush Camp

#### **Self-catering Exclusive**

The Cycad Lodge & Chalets

#### **Hotel**

Emnotweni Sun

Road Lodge Mbombela

Badplaas, A Forever Resort

Schneider's Boutique Hotel

Town Lodge Mbombela

#### **Bed & Breakfast**

Matumi Golf Lodge





The Gauteng Provincial Lilizela Tourism Awards saw establishments and individuals celebrated for delivering first-class services. While doing so in their daily lives, participants contribute to the growth of South Africa's economy as well as its competitiveness as a destination.

The awards were held at The Capital on the Park Hotel in Sandton on October 9.

**Gauteng Lilizela Awards Provincial Winners:**

**Tour Operator:**

Ulysses Tours and Safaris

**Action and Adventure:**

Adventure Zone Cullinan

**Wildlife Encounters:**

Haywards Grand Safaris

**Mese:**

*Birchwood Hotel and Conference Centre – 3 Star*

*Centurion A Forever Hotel Conference Centre – 4 Star*

**Conference Centre:**

*The Forum/The Campus*

**Convention and Exhibition Centre:**

*Sandton Convention Centre*

**Events Venue:**

*Sun Arena*

**Accommodation Mobility:**

*Lanseria Country Estate*

**ETEYA:**

*Camping Retreats*

**Nature Guide:**

*Cyrano Padiachie*

**Culture Guides:**

*Abram Siphwe Khumalo*

**Hotel:**

*The Residence Boutique Hotel – 5 Star*

*Thaba Eco Hotel – 4 Star*

*City Lodge Newtown – 3 Star*

*Town Lodge Midrand – 2 Star*

*Road Lodge Isando – 1 Star*

**Guest House:**

*Castello Di Monti – 5 Star*

*5 on Jean – 4 Star*

**Self-Catering:**

*Blue Roan Country Lodge – 4 Star*

**Bed and Breakfast:**

*Sgegede Guest House – 3 Star*

**Backpacking and Hostelling:**

*Once in Joburg – 4 Star*



# WOMEN LAW ENFORCERS SUPPORT TOURISM SAFETY

**D**eputy Minister of Transport, Dikeledi Magadzi, led a multi-disciplinary traffic law enforcement activation during Women's Month, along the Rustenburg N4, in a continued commitment to reduce fatalities on South African roads. The Trans-Kalahari Corridor (TKC) carries inter-trade freight, tourists, and cargo, as well as passenger transportation to millions. It also plays a critical role in regional relations between South Africa and neighbouring countries.

The multi-disciplinary traffic law enforcement activation was undertaken jointly with the North West Provincial Department of Roads and Transport and the Rustenburg Municipality.

In addition, the National Traffic Police (NTP) also took part, in conjunction with Road Traffic Management Corporation, the South African Police Service and the Department of Tourism, under the banner of the Trans-Kalahari Corridor.



Magadzi interacted with motorists, tourists, truck drivers, and passengers during the operation focusing on roadworthiness of vehicles, proper vehicle documentation, driver fitness, tourism safety, and any possible illicit operations along the Trans-Kalahari Corridor.



Enforcement and Road Safety Technical Committee through a Memorandum of Understanding (MoU) during the year 2003.

The committee will be established to facilitate free movement of goods and people, encourage harmonization, and ensure the implementation of the MoU.

The mandate of the committee is to, amongst other things, coordinate TKC road traffic and transport law enforcement at national, provincial, and local level.

Also to coordinate and plan joint regional TKC law enforcement and road safety activities; unblock all unnecessary border delays on the South African side through stakeholder engagement as well as to ensure regulatory compliance by motorists along the TKC corridor.

“It is important for women to be recognised in the law enforcement fields and be treated with respect. They should be safe and careful on the roads while doing their job,” said Deputy Minister Magadzi. The campaign included a multi-purpose roadblock with functions such as mobile testing stations, warrant of arrest execution, road safety campaign and awareness at the taxi ranks. The Department of Tourism also took part in this huge campaign with the focus being on tourism safety. It was reported that the Trans-Kalahari Corridor is one of the most co-ordinated and standardized corridors within the SADC region.



Some of the tourism safety tips offered to tourists on the day were that they need to be with registered tourist guides at all times; be careful with personal documents and other valuables in cities and other popular destinations; wear sun lotion and carry enough water to stay hydrated especially when visiting outlying areas; and to avoid drinking water from rivers and streams.

The recent National Tourism Safety Forum informed that the South African Government in collaboration with the Government of Botswana and Namibia have entered into a tripartite agreement to enhance trade and strengthen social and economic integration. In this regard, Ministers of Transport from the three countries resolved to establish a Trans Kalahari Corridor Law



# THE FUTURE OF TRAVEL STARTS WITH US



Otto de Vries, ASATA CEO

As the commercial landscape and role of the travel agent has evolved, so has the function of travel industry associations, such as the Association of Southern African Travel Agents (ASATA).

Today, much of our attention is on compliance, promoting professionalism, and staying ahead of the industry's needs.

Traditional travel agents have had to innovate and deliver personalised service to fend off competition from online and direct booking channels. But the travel industry is under pressure to find new ways to improve the traveller experience. Customisation, next generation data analytics solutions, and convenient booking tools are helping to achieve this.

With this in mind, ASATA's current strategy is to future proof the industry by identifying the biggest risks the travel industry faces, contribute to economic and market growth, and support job creation.

One of the initiatives aimed at achieving this was the recent hosting of a Travel Summit. At its core focus, the programme was developed to deliver insights on how travel businesses can mitigate risk in the present environment, as well as prepare for future challenges.

The ASATA Travel Summit is part of a wider ASATA

Live Programme. Under that umbrella, an Innovation Summit and a series of advisory webinars were held to equip ASATA members with practical tools to manage risks, such as internal and external fraud, supplier failure, and POPI compliance.

The overriding objective of the ASATA Live Programme is to help travel businesses protect themselves by delivering focused learning materials on current issues and trends. More than the present, there is a need to look into the future and prepare for what is to come.

In trying to address the current challenges, delegates benefitted from an informed discussion around the removal of monthly remittance in the South African BSP and the impact on payments within the Government space.

This is an important topic at present as late payment by Government is an ongoing challenge. While ASATA supports the state's need to keep travel costs as low as possible, the role of the travel agent needs to be properly understood.

The matter of overdue accounts will be exacerbated later this year when IATA demands a more regular remittance from BSP-accredited agencies. ASATA's concern is that businesses simply won't have the cash-

flow to meet IATA's demands. A panel discussion at the Travel Summit, including government representation, sought to unpack this.

In addition, delegates were given insight into the biggest risks that travel agents face today, arising from an in-depth study and includes details about the launch of a legal and regulatory portal.

Focusing the lens on the future, the Travel Summit dealt with the value proposition of the travel agent and how to deliver seamless customer service across platforms and devices and gain a significant competitive advantage.

Also addressed at the ASATA Travel Summit was the review of the association's 21st Century Travel Agent study to identify the changing needs of South African travelers and other emerging trends. The work helped to identify the role travel agents and TMCs play in meeting the demands of leisure and corporate travelers.

We all know that the value proposition of travel agents has been changing for some time. What our 2.0 version of the study sought to achieve is to take a fresh look at the study we conducted four years ago and identify what travel businesses can expect in future.

We identified the changing demands of the leisure and business traveler, and the corporate procurement manager, to get a 360-degree view of outbound travel demands.

We did this by examining a large body of research that had already been done into the topic, by running online surveys and through a series of telephonic meetings with travel industry stakeholders, leisure travelers, corporate travelers, and corporate procurement managers.

The insights garnered have made this 2.0 version of the 21st Century Travel Agent a robust study, jam-packed with practical insights to prepare South Africa's retail travel community for the future.

Among the findings was that discerning travelers keep an eye on price, and direct booking platforms are prevalent. However, our experience and customer feedback tell us that the majority of business and leisure travelers value a bespoke service, expert opinion, the

latest technology, and someone to call when things go wrong.

The future looks secure for travel agents who are equipped to meet those needs.

Part of remaining relevant as travel businesses, the study found, is the continuous need to professionalise the travel industry. This is a key focus for ASATA, the only travel industry body to be recognised by the South African Qualifications Authority (SAQA) as a professional body.

Launching its ASATA Professional Programme last year, ASATA can now confer approved professional titles to qualifying consultants.

Two professional designations have been added so far – Travel Practitioner (TPrac) and Travel Advisor (TAdvsr) – and the programme is helping to raise the profile of the travel agent, recognising competency and training. As a result, consultants are encouraged to continue investing in skills development.

The professionalisation of the travel industry also extends to the growing force of Independent Travel Consultants (ITC) and Independent Ticketing Agents (ITA), who are mostly experienced consultants and entrepreneurs working from home or operate smaller-scale operations by ticketing through a third-party consortium.

Representing significant volumes, these models will help the industry to retain more of its top talent, which is vital to the sustainability and future of our industry.

ASATA encourages ITC and ITA membership and participation with representation on the ASATA board and reduced membership fees. It is important to incorporate this growing segment within the organised travel sector to ensure its overall professionalisation.

By keeping up with traveler demands, staying reactive to the needs of our customers, and future-proofing and professionalising our travel businesses, we can realise our industry's full potential.

It is ASATA's core focus to help travel businesses do just that.

# TOURISM - A CATALYST FOR RAPID JOB CREATION IN SOUTH AFRICA



The Minister of Tourism, Mmamoloko Kubayi-Ngubane's message for the year ahead is clear: job creation is an utmost priority and Tourism can be the catalyst to make it happen.

Speaking at the Tourism Month launch at Drakensberg Sun Resort, KwaZulu-Natal, on 23 August 2019, Kubayi-Ngubane emphasised that Tourism has the potential to boost South Africa's economic growth and improve job creation, which requires an inclusive tourism sector.

"The creation of jobs and business opportunities is in line

The theme for this year's World tourism Day is 'tourism and jobs – a better future for all', which highlights the tourism sector's vast capability to create jobs and therefore reduce the country's unemployment rate.

We remain confident that Tourism will contribute to our country experiencing the positive economic growth desired by our Government and also contribute to creating jobs to its maximum potential.

She highlighted the importance of Tourism Month as a means to both South Africans and visitors from outside



the country's borders to travel and experience our country's diverse offerings. In March this year, a World Travel & Tourism Council (WTTTC) report stated that South Africa has the largest tourism economy in Africa having indirectly contributed 1.5 million jobs (9.2% of South Africa's employment) and R425.8-billion in 2018. It also indicated that the sector accounts for 8.6% of the country's GDP.

with South African Tourism's 'We Do Tourism' movement, which aims to make tourism everyone's business as this industry intersects every area of our lives. It gets the whole country to rally behind the tourism industry, through demonstrating the far-reaching impact of the tourism value chain," she said.

"To this end, the fundamental to achieving the target of 21 million is to firstly continue to work closely with the Department of Home Affairs on visa facilitation to increase access to our country by our tourists; Secondly, is to work closely with the Minister of Police and our stakeholders in our sector to address the concerns of safety; Lastly and most importantly, to



develop and drive an aggressive marketing campaign for both domestic and international markets," she said.

This will involve target-marketing to countries with potential for our international market and focused campaigns, for example, to millennials in the language they understand and by the people they can relate

It is also the same month that South African Tourism's Sho't Left Travel Week takes place, from 23-29 September 2019. During this week, participating tourism businesses offer travellers up to 50% off tour packages and related products and services. These deals must be bought during this week but can be redeemed at any other time



to," added Minister Kubayi-Ngubane. Tourism Month is celebrated in the same month that the UN World Tourism Organisation celebrates World Tourism Day, which falls on September 27th each year.

depending on the partner's terms and conditions.

All Sho't Left Travel Week deals can be found on [www.shotleft.co.za](http://www.shotleft.co.za). Tourism Month falls in line with South Africa's vision to ignite inclusive economic growth, sustainable job creation, and transformation which are all critical for the industry.



The National Development Plan recognises tourism as one of the main drivers of the economy. "Tourism Month aims to generate awareness on the enormous contribution that the tourism industry makes to provincial and national economic growth and job creation," said Kubayi-Ngubane.

# DEPARTMENT OF TOURISM TAKES ADVANTAGE OF MAJOR EVENTS



Partnerships are key in any business strategy and when they are done meticulously, they can bring about revolutions that are not only beneficial to both parties but to their stakeholders as well. These sentiments are shared by the Department of Tourism in its efforts to raise awareness about the importance of domestic tourism, especially due to its potential to create jobs.

In this quest, the Department has partnered with many event industries in the country. This was in order to market the services on offer, take advantage of available media opportunities, and overall increasing its talk on the importance of tourism in the country.

One such event is DStv Delicious International Food and Music Festival - South Africa's premier lifestyle event, which took place in Kyalami Grand Prix Circuit on the 21st and 22nd September 2019. This festival first took the entertainment and culinary world by storm during its debut in Johannesburg in October 2013. Headlining the music was Jamiroquai supported by a host of top South African artists. UK celebrity chefs Aldo Zilli, Ed Baines, and John Burton Race displayed their signature dishes at their own pop-up restaurants.

Glen van Eck, owner of Magnetic Storm and one of South Africa's tourism and big events fanatics, agrees that a partnership with the event industry holds the biggest potential for growth and exposure. Van Eck says, "the event industry is a dynamic and fast-growing sector with obvious synergies with tourism. When appropriately hosted, events have the potential to expand the visitor economy, provide media exposure, promote development and stimulate infrastructure upgrades which include the emergence of new partnerships."

Eck further postulates that, "the hosting of significant events in a city, region or nation, therefore presents

a unique opportunity to rethink or reposition the destination. It's for this very reason that many countries view the successful hosting of events as a vehicle for growth, and that tourism bodies are devoting resources to attracting and supporting major events as part of a broader strategy."

Apart from stealing the show at the event, the Department made use of the opportunity to engage industry leaders, top chefs, television personalities, brand ambassadors, food bloggers, music gurus, and other important acts or products, on tourism and its benefits. Part of the engagement involved the role these important personalities play on domestic tourism, some of whom were not even aware of it.

The DStv Delicious International Food & Music Festival as clearly stated in its name, involved music, dance and food. The benefit therefore of partnering with such an event is that it involves most of the acts or products that are already in the tourism industry and are already playing their part.

With South African top notch chefs such as Jenny Morris and Siba Mtongana on the cards, it remains a worthwhile course for the Department, as a custodian and leader of the sector to have formed part of this event. Top international acts and jazz pioneers, soul serenades, house and kwaito legends also graced the show with its presence.

For the past three years, the show has been pulling crowds in the range of 40 000 from across the country and has not disappointed this year either. Domestic tourism was displayed at its best as many attendees flew in from places such as Cape Town, Durban, Polokwane and the like. Food and music lovers from neighbouring SADC countries were also spotted amongst the crowds as they were being entertained through song, dance, and culinary treats.

# CELEBRATING NELSON MANDELA'S LEGACY THROUGH TOURISM

**D**eputy Minister of Tourism, Fish Mahlalela, accompanied by King Mandla Mlambo II, hosted an Imbizo with the community of Mbuzini in Mpumalanga recently to commemorate the 10th anniversary of International Nelson Mandela Day. Themed "Action against poverty," this event made a call to the community to make every day a Mandela Day through sustainable interventions that inspire change, and create long-term impact within their communities.

This event took place at the Samora Machel Monument where President Samora Machel of Mozambique, his staff, and prominent politicians who were returning to Mozambique from a meeting in Zambia crashed at Mbuzini in the Lebombo Mountains on 19 October 1986.

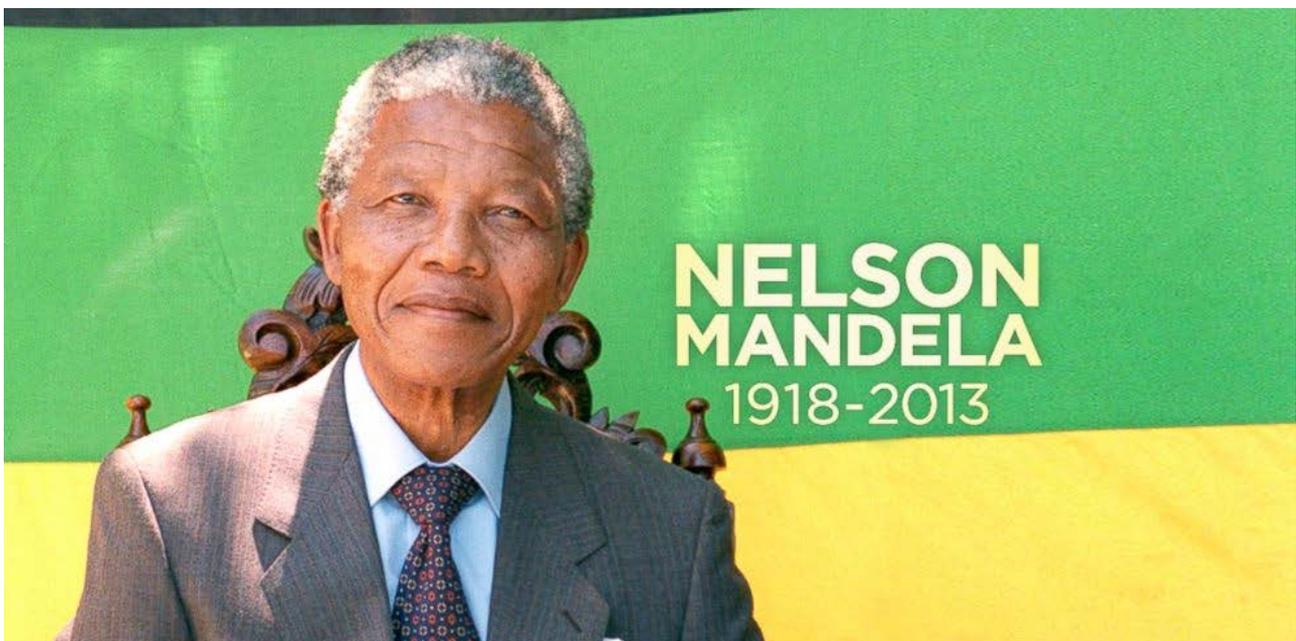
The day started with a visit to the Kings house, King Mandla Mlambo II, who welcomed and acknowledged the visit by the Department, "we are grateful that government sees Mbuzini as a place that can be developed as a tourism attraction.

This will empower the youth of Mbuzini and lower the unemployment rate of South Africa," said the King.

King Mlambo, Councillor Million Mahlalela, Speaker of the legislature, Sipiwe Mashele, and Deputy Minister Mahlalela also visited the Thembaletu Educare Crèche where they planted trees and donated building materials.

"We are here as the Department of Tourism to engage with the community of Mbuzini; to encourage you to take action against poverty by preserving the environment and make it work for you by planting trees and other vegetables, encourage youth to go to school and also take advantage of the youth programmes tourism has to offer. The role that tourism is playing in the country is important as it improves the lives of South Africans," said Deputy Minister Fish Mahlalela.

The Imbizo was attended by more than 500 community members who engaged on issues of health and safety, tourism programmes for youth, agriculture, and the rate of unemployment in Mbuzini.



# DEPARTMENT EMPOWERS ITS WOMEN

The emancipation of women, especially following the alarming rate of the killing of women and children recently, should be an absolute priority. These are the sentiments shared during the Departmental Women's Day event, held at Intundla Game Lodge Bush Spa recently.

The event was attended by women in the Department, and was graced by both the Minister and the Director General. During the event, women heard that the importance of self-reliance is the best way out of today's societal problems, especially because, "the world can be a better place if women are given a fair share of the cake."

Minister Mmamoloko Khubayi Ngubane applauded the Department for taking women skills seriously, as shown on the Departmental top management list. The Department remains one of the best in terms of employment and placement of both women and people with disabilities, most of which are in top management.

Although this is the case, society still has a long way to go in terms of giving a woman a chance to lead. Many institutions still frown upon the thought of being led by women. What makes matters even worse is the sentiment around lack of confidence in the leadership by black women especially.

However, with initiatives such as those led by the Department as well as the national celebration and recognition of August as women's month, it gives one comfort that although there is still a long way to go, there is light at the end of the tunnel.

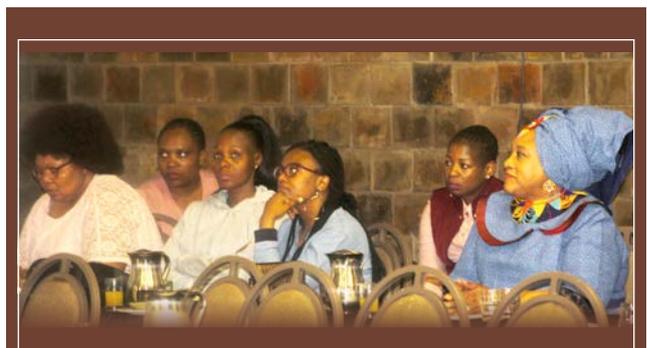
The Departmental women's event is among one of the many initiatives that endeavour to put the faces of women in the leadership while also recognising their potential. It is an undeniable fact that women have shown their skills and abilities to lead, and held various positions in society and other big institutions.

Minister Khubayi Ngubane reminded the women that everyone is a leader in their own rights and that they must never despair in any way.

Khubayi Ngubane said, "You should use opportunities such as these engagements to upgrade your leadership skills. We are all leaders. We are leaders in our churches, in our households, and everywhere else."

Overall, the event sought to bring Departmental women together in order share their experiences as well as learn from one another. The event was also used as a platform for the women to interact with the Minister, who happens to be a woman as well.

After serious discussions, women also had an opportunity to engage in a team building exercise, which was also used as a tool for women to lean on one another, especially in times of need. This was aimed at ensuring that women support and rely on one another in order to fight the scourge of femicide and women abuse, as recently reported throughout the country.



# GOVERNMENT LED PARTNERSHIP AGAINST BREAST CANCER

**W**ith the continued and recent increased abuse of women and children in the country, there really is no room for more. This is why initiatives such as breast cancer awareness months have picked up momentum, particularly because breast cancer has become a silent killer for women.

It is a fact that breast cancer among South African women is increasing and it is one of the most common cancers among women. Although research still finds that it is the most prevalent cancer amongst white and Asian women, and the second most common cancer among black and coloured women, these results are not making life any better.

This is why this October and all year long, Government is rallying behind many non-profit organisations that are fighting tooth and nail to save women from this epidemic. The expression: 'prevention is better than cure' has never been found to be more relevant, where many women's organisations are calling for women to BE AWARE and take necessary early precautions.

One such organisation is Cancer Association of South Africa, commonly known to many with its acronyms (CANSA). The organisation's purpose, amongst many others is to lead the fight against cancer; one of which is the fight against breast cancer. It was established in 1931 in South Africa, and offers an integrated service to the public and to all people affected by cancer.

Its mission is to be the preferred non-profit leader that enables research with regards to lowering cancer risk, educating the public regarding symptoms, screening and risk reduction, and providing care and support to all people affected by cancer.

Honouring and commemorating National Breast Cancer Awareness Month remains one of the criteria used by such organisations and various other government entities to reach out to affected people. They also provide education on how and where to find treatment

## Facts about breast cancer:

- Early detection of the condition can lead to effective treatment and a positive prognosis. Approximately 90% of patients survive for many years after diagnosis when breast cancer is detected in the early stages.
- Regular self-breast examination and regular mammograms are key to early detection.
- Presenting yourself early for treatment may result in more effective treatment, leading to a reduction in pain and suffering and a significant decrease in the loss of life.

The designation of October as "Breast Cancer Awareness Month" in South Africa reflects a nationwide drive by public and private healthcare structures to raise awareness of this debilitating disease across all races and class structures.



# TALKING TOURISM BENEFITS WITH OUR COMMUNITY



**M**inister of Tourism, Mmamoloko Kubayi-Ngubane, completed the first of a series of engagements with tourism stakeholders with a firm commitment to working with the province and the private sector to revitalise Mpumalanga's tourism economy.

Speaking at a breakfast event in Hazyview, Minister Kubayi-Ngubane reminded industry players of the critical role that they play in driving tourism growth, and their invaluable contribution in finding solutions to the problems in the province by stating that, "Our engagement today is about finding workable solutions to the challenges that impact the growth of the tourism economy in Mpumalanga."

"President Cyril Ramaphosa has set a target for us to attain 21 million international tourist arrivals by 2030, and this can only be achieved if we work together to create conducive and inclusive environments for tourism to thrive," said Minister Kubayi-Ngubane.

The stakeholder engagement was characterised by frank discussions on the state of tourism in the Mpumalanga region. Challenges raised included concerns about the safety and security of tourists; the lack of infrastructure maintenance; the impact of local service delivery protests on tourism; the slow rate of transformation, and the lack of government support for Local Tourism Organisations (LTO) in marketing the province's tourism offerings.

In response, Minister Kubayi-Ngubane acknowledged the industry's concerns and called upon them to support government's efforts in addressing the provinces challenges, as concerted efforts would ultimately yield sustainable tourism growth.

"As government, we have made inroads in ensuring that we have strategies and programmes that provide a blueprint for sustainable and inclusive tourism economies. However, a lot still needs to be done to

ensure that these blueprints yield tangible outcomes and benefits for all," she added.

Echoing the Minister's sentiment on growing local economies, the MEC for Economic Development and Tourism, Pat Ngomane, stated that his office had identified the tourism sector as a priority area that has the potential to create opportunities and benefits for the people of Mpumalanga.

"Tourism is our precious metal as government. Your role as the private sector is to steer the industry towards growth, whilst we ensure that the economic environment is conducive enough to create opportunities and benefits for our people," said MEC Ngomane.

The issue of crime and the safety of tourists featured prominently amongst the list of challenges that are causing a decline in tourist numbers in the province. The industry made a passionate plea to the Minister to prioritise issues of safety at tourist destinations.

"Incidents of crime have a negative bearing on the safety of our citizens and tourists. It also has the potential to cripple our economy and tourism sector's ability to create employment and entrepreneurial opportunities."

"We are working with the South African Police Services to fine-tune our Safety Strategy and programme in a bid to curb and address the safety of visitors at all our tourist attractions. We are looking at utilising technologies such as cameras and drones, in addition to the deployment of safety monitors at key tourism attractions," said Minister Kubayi-Ngubane.

The Minister's Mpumalanga visit concluded with a community Imbizo at the Manzini Community Hall in Masoyi Village, Hazyview.

Minister Kubayi - Ngubane utilised this platform to interact with the community about the Department's skills and Enterprise Development programmes.

# INDUSTRY COMMITS TO JOB CREATION DURING TOURISM MONTH 2019



September is Tourism Month and it's time for celebrations as we celebrate our beautiful country and heritage. However, besides the beauty we have as a country, it is also important to note that the tourism sector remains a key driver of South Africa's national economy and a contributor to job creation.

It is of significance that the sector contributes about 9% to the country's Gross Domestic Product (GDP). Thus, nothing says it more that this year's Tourism Month Theme, which is: "Tourism and jobs – a better future for all."

The issue of jobs is a daunting phenomenon the world over; and with youth being among the highest population unemployed, heads needed to converge in order to revolutionise the situation.

Being touted as one of the best sectors in the country to have managed to normalise the situation by employing more people in the country, the Department of Tourism in tandem with the sector, has vowed to do more.

The sector employs over 700 000 people, more than half of which is young people. Furthermore, through various other strategies, the sector is continually engaged in training programmes in international countries such as Seychelles and the United States of America, where young tourism enthusiasts gain more tourism experience. Such strategies also add more to employment opportunities, especially because some of these youngsters end up with permanent employment in such countries and elsewhere. The biggest challenge

however, remains the appetite by the locals to travel their own country.

Tourism Month also focuses on domestic tourism and encourages South Africans to be tourists in their own country.

While international travelers remain the highest contributors to the economy, with well over R 330 billion direct and indirect contribution injected to the country's coffers, domestic tourism needs to be improved. Mmatšatši Ramawela, former CEO of the Tourism Business Council of SA and member of the Tourism Council concurs that more strategies need to be implemented in order to get the culture of travel instilled in South Africans.

Ramawela indicates that charity begins at home, and that it was vital to get people to travel in and around their own country so they could develop a sense of pride in their surroundings and be welcoming hosts to foreign visitors.

"We need to ask how we are making it possible for domestic tourists to travel as 32% of South Africans cannot afford to travel," she said.

A report by the country's statistics powerhouse, Statistics South Africa, indicates that the number of day trips taken by South Africans declined from about 44 million in 2015 to 39 million in 2014 while overnight trips were down from 45 million to 43 million over the same period. Spending was generally flat or down in some categories of travel.

# CONDOLENCES POUR IN TO FAMILY OF DECEASED CULINARY STUDENT



**M**inister of Tourism, Ms Mmamoloko Kubayi-Ngubane, on behalf of the sector has conveyed her sympathies to the family of Lehlohonolo Michael Mbele, a South African culinary student chef who tragically lost his life while on an internship programme in the United States.

The Free State born Mbele (29) was found unconscious in his room and rushed to hospital where he was treated for a brain aneurysm (brain bleed). He unfortunately met his untimely death a day after he was admitted.

Mbele left the country for the US on 13 June 2019 to pursue his culinary internship at The Greenbrier, a luxury American resort in West Virginia. He had recently obtained a certificate in Culinary Arts from Capsicum Culinary Studio in Rosebank, Johannesburg – one of 27 registered local culinary food and hospitality institutions working in partnership with the Department of Tourism to equip young chefs in the sector with skills and to boost tourism.

“What a tragic loss of such a young man who was at the prime of his life; a patriot who was flying our flag high and whom undoubtedly had a lot to contribute to our sector. Our hearts are with the family, friends, and colleagues of Lehlohonolo. We share your pain and grief at this difficult time,” said Minister Kubayi-Ngubane.

She added that the Department worked with officials in the Department of International Relations and Co-operation to assist the family in ensuring Mbele’s remains were repatriated back home as soon as all formal processes with the US government - including a post-mortem - were concluded.

A sizeable number of South African students have pursued tourism careers in the USA because of the importance of the tourism industry around the world. The USA is also home to a number of top ranked schools and hospitality facilities offering ample opportunities in tourism. The criterion that makes these schools top level institutions can vary from the awards they receive,

campus location, and the depth of knowledge and experience students gain from attending these schools.

Many of these students improve their skills in international markets; with some gaining employment, whether in the USA or other countries. Through the help of travel agencies such as Awesome Travel, many young South African have been exposed to international experiences and have thus far gained enough skills to make it to the top.

One such individual is Isahel Sebola, a young tourism enthusiast who was employed through an internship programme by Sondela Hotel and Resort.

Sebola started her international working experience at a resort (Mission Point Resort) on a small Island called Mackinack Island, before proceeding to Florida.

On her return, she plans to take over the tourism industry, giving expression to what she has learned internationally.

Through these programmes, students and young people in the sector from around the world come to these international tourism hubs of business and hospitality to learn and experience first-hand what customers want, need, and are going to demand in today’s global economy.

With the quality of customer service increasing, the industry has become highly competitive, and you’ll need that professional edge to get your foot in the door. In the USA, hospitality training focuses on preparing students to become managers, rather than staff employees. Therefore, creative thinking and leadership is emphasized throughout the curriculum of the programme.



# PRESIDENT RAMAPHOSA UPDATES INDUSTRY ON VISA PROGRESS



*Cyril Ramaphosa*  
South Africa President

The issue relating to visa problems, most of which had damaging results for the tourism industry; will soon be a thing of the past. This follows an announcement earlier on, that President Cyril Ramaphosa has eventually instructed the Department of Home Affairs to rescind unabridged birth certificate requirements for foreign minors.

Before the announcement, foreign children who are visa exempt and not accompanied by both parents were required to carry various documents, including unabridged birth certificates. Further, foreign children who would apply for a South African visa at any mission or service point was required to submit, as part of the applications, a huge number of documents, something that made many foreigners to either postpone their trip to South Africa or cancel them altogether.

Blacky Komani chair of Tourism Business Council of South Africa (TBCSA), said that government is expected to completely remove the requirement for

foreigners traveling with children under 18 to produce unabridged birth certificates. This change should be announced officially on October 16, including timelines for implementation.

"In December last year, government made only amendments to the requirement - including leaving the decision up to the discretion of the officials, and changing words from "must" to "may". This will be a complete repeal," said Komani.

The unabridged birth certificate requirement was introduced in 2015 after the South African government and in particular, Department of Home Affairs saw a need to combat child trafficking. The Department says at that time, over 30 000 minors were trafficked through South African borders, with 50% of them being minors under the age of 14.

Nevertheless, what exactly is an Unabridged Birth Certificate?

An Unabridged Birth Certificate is a document containing information of either biological parents or legal guardians. Passengers under the age of 18 require them in addition to the other required documents (passports, visa stamps, etc.) when entering or exiting South Africa.

While this is the case, since its introduction, this has caused many problems for travellers to South Africa and the tourism industry. While talks have been held since its inception, the unabridged birth certificate regulations remained a thorn inside of the tourism industry; and has badly affected foreign tourist arrivals into the country since.

Another industry giant and Tourism Business Council of South Africa CEO Tshifhiwa Tshivhengwa, who was at the National Economic Development and Labour Council (Nedlac) meeting with President Cyril Ramaphosa and other business and government leaders recently, says that the matter was discussed at the forum.

Tshivhengwa says, "We were told that unabridged birth certificate regulations will finally be abolished, and we're delighted at the news. However, the Minister needs to have written confirmation sent to the International Air Transport Association (IATA) in order for this to be effective."

He adds that "the sooner Home Affairs and IATA meet and finalise the matter the better. "I understand that the Home Affairs Department's Immigration Advisory Committee will be meeting on October 16, so I expect an announcement soon after that."

"This issue has been a concern for us in the tourism industry for years and tourism operators into SA have said that they've been losing as much as 30% in business due to unabridged birth certificate requirements. However, the impact is likely to have been much worse if you consider would-be international tourists being turned off by this additional red-tape. They would not have bothered and chosen to go elsewhere," he adds.



## Fact Sheet about South African Visa

Get the facts about the South African visitor's visa here

A South African visitor's visa is meant for international travellers who want to visit South Africa. It will allow you to enjoy everything our country has to offer for up to 90 days.

### What does a visitor's visa for South Africa allow?

If your reason for entering South Africa is a holiday, which is all you will be allowed to do on your visitor's visa. That is, visit family or friends, or for tourism purposes.

### What are the requirements?

The requirements differ from country to country. It is best to discuss what is required of you with your nearest South African mission or consulate.

### Where should I apply?

You must apply for your visitor's visa at a South African embassy or mission abroad.

### What are the processing times?

It takes between 8 and 10 weeks for a decision to be returned by the Department of Home Affairs.

### How is the visa's validity calculated?

Your visa's period of validity is calculated from the date you enter South Africa. You will find the expiry date under the heading 'Conditions' on the visa label.

### Can I renew my South African visitor's visa?

Yes, but you must submit the application in person, no less than 60 days prior to the expiry date of your visitor's visa. The 60 days change to 7 working days if your visa is valid for less than 30 days.

# A FOUNDATION FOR SOUTH AFRICAN TOURISM GROWTH

**T**ourism, narrowly defined, currently contributes 2.9% to our GDP and supports 726 000 jobs in this country. When the impact of the industry's supply chain linkages and total value creation in the economy are taken into account, this increases to 8.6% of GDP and 1.5 million jobs, or 9.2% of all employment in the South African economy.

Some 10.5 million international tourists visited South Africa in 2018, and StatsSA indicate that 6.5 million South African adults travelled for leisure purposes as domestic tourists in 2017.

The Public-Private Growth Initiative and Tourism Business Council's Tourism Growth Strategy developed in late 2018, indicates that, given the right enabling environment, these numbers can grow to:

- 21 million international tourist arrivals – double the current number
- 3.5 million more domestic leisure travellers – more than double the current number with growth of 54%
- 1.7 million direct jobs – 132% growth in tourism jobs
- 3.5 million jobs in total throughout the economy – also 132% growth in the labour force dependent on tourism

***The first two guiding principles of the 1996 Tourism White Paper, which remain relevant, stated that:***

- Tourism will be private-sector driven

- Government will provide the enabling framework for the industry to flourish

*Based on my involvement in research and strategic development plans for the tourism sector through many years, the following are critical for the sustained development and inclusive growth of tourism.*

1. Drive inclusive growth of a sustainable and responsible tourism industry and, in so doing, address transformation and ensure benefits flow to communities.
2. Drive growth in higher spending international tourism markets to South Africa, from traditional markets and from important new high-growth markets, including those on our continent.
3. Drive growth of domestic leisure tourism, ensuring that most South Africans through travel experiences in our beautiful country enjoy quality of life and pride in our heritage and national assets. Tourism must be an activity for all South Africans. The industry must address transformation in its customer base as much as in the business side of the industry.
4. Drive other key tourism sub-sectors, particularly business event tourism.
5. Drive tourism through working collaboratively with the private sector, collaborating with South African Tourism, the Department of Tourism, the Provincial Tourism Authorities and Departments, and with Municipalities with active tourism departments and/or entities.

This industry can grow meaningfully, immediately, if a few key levers are moved, and can continue to grow over the next few years as we lay a foundation for truly transformative tourism growth thereafter. Transformative economically and for black empowerment. We want a successful South Africa and I believe tourism, with its ability to deliver two million more jobs, is the industry that can enable our country's economic revitalisation.

I believe that this can be achieved with government and private commitment to creating an enabling environment required to stimulate and support tourism growth and give this industry true recognition as a key economic sector, with emphasis, policies and support equal to, or beyond that afforded to other key sectors, such as mining, agriculture, and car manufacturing!

### Six Easy Wins!

1. A world-class eVisa system available in all countries whose nationals require visas. It must handle capacity and be easy to use. Documentation requirements must not be onerous and the turnaround should be quick for most visa issuance. It must, as soon as possible, have interfaces in multiple languages, particularly Mandarin.
2. An immediate overhaul of the National Public Transport Regulator (NPTR) with respect to tourism transport licences, and a moratorium for operators who have been unable to obtain renewals, or licences for their new vehicles. A task team to research and develop a new and workable system that could be a representative body to implement self-regulation for accreditation in line with the requirements of the Act and in partnership with NPTR.
3. Development of a Tourism Police/Tourism Monitors programme at scale; with appropriate partnerships (metro police, SAPS, private security, tourism private sector), institutional structures and resources. Best practice from other countries and successful local initiatives can be built on with strong nationwide co-ordination.
4. A functioning operational partnership between the private sector and SA Tourism to market destination South Africa, drawing on industry's coalface expertise and synergising marketing activities. Smart, innovative and agile campaigns and messaging, including reputation management. Ensure core traditional markets are covered and develop significantly enhanced research and targeted campaigns for China, India and the rest of Africa.
5. A China-ready destination strategy, together with Trade and Industry, to facilitate Chinese business and leisure tourists accessing and enjoying our destination, including widespread Chinese language spoken, signage and other information in Chinese, accommodation and food preferences provided for, payment systems in place, WiFi capacity, and air access.
6. A national air access route development initiative, appropriately resourced, operating as a public private partnership to proactively woo airlines to add new routes and to expand capacity and frequencies on routes to South Africa.

### Six Next-phase Steps!

7. A review of visa-requiring countries, with a view to implementing more visa waivers, taking particular account of countries with tourism potential, and to drop in totality the reciprocity principle.
8. Development of a comprehensive air transport strategy, including domestic, regional and long haul, in- and outbound, and freight. It must also cover all airports (Acasa and all other airports), ATNS infrastructure, all airlines, and the appropriate compliance and regulatory environment.
9. Stimulating investment through resort IDZ (industrial development zones) nodes, and/or packages of sector-growth incentives. IDZs would be located strategically, close to coastal or inland attractions, and to townships where they can draw on labour and stimulate supply chain. Immediate feasibility investigation and development of

rationale for resorts' IDZs should be commenced. Pure resort hotels (as in Mauritius, Morocco, Mexico – Cancun) are high-risk investments and governments of many successful destinations have been initial investors in such resorts and/or provided extensive incentives for their development.

10. Stimulate a latent domestic tourism market through smart social tourism programmes coupled with affordable product development. Government-owned (using upgraded, existing government resorts), privately operated affordable, resort chain addressing the product and experience needs of lower-middle and middle-class leisure travellers.
11. Key road infrastructure upgrades – badly damaged roads are common in many, often rural, areas that access tourism attractions, and driving conditions can be extremely dangerous.

Domestic and foreign tourists are exposed to these dangerous roads, which are an embarrassment for a country that purports to have world-class road infrastructure. Tour buses have to drive with extreme caution to avoid incidents and self-drive tourists are often advised not to drive certain routes. An urgent route identification and funding

plan for key tourism road upgrades is required.

12. A revised and enabling policy and regulatory environment through COGTA to ensure that 'tourism' municipalities address tourism appropriately. Tourism happens on the ground in municipalities, but it is largely not understood by municipal elected officials and officers. Best-practice models and approaches to support tourism must be developed and required of local, district and city municipalities identified as having good or excellent tourism potential.

From April 2018 to May 2019 Gillian was Special Advisor to the then Tourism Minister; Minister Derek Hanekom. Prior to that, until mid-2018 she was Deputy CEO of Audit Tax and Advisory Firm, Grant Thornton in Johannesburg, and head of their Advisory Services in South Africa.

Gillian's client facing expertise while at Grant Thornton was consulting to the hospitality, tourism and leisure industries and she has a long track record, of more than 30 years in her specialist area. In 2012 Gillian was appointed Global Sector Leader, Hotels and Tourism for Grant Thornton and she led a team of experts in various fields related to the industry for over 25 countries.



**Gillian Saunders**  
*Tourism Opinion Maker*

# APPLICATIONS NOW OPEN FOR TOURISM FUNDING

In celebration of Tourism Month, the Department of Tourism announces the opening of the final application window in the current budget cycle for the Tourism Transformation Fund (TTF) and the Green Tourism Incentive Programme (GTIP).

The application window is now open for a period of seven months, until 31 March 2020. All eligible tourism enterprises are urged to submit completed application forms within the timeframe, and in accordance with the requirements of the TTF and GTIP programmes. Incomplete applications will not be considered.

## *Tourism Transformation Fund (TTF)*

The TTF is a dedicated capital investment mechanism that was developed in collaboration with the National Empowerment Fund (NEF) to drive transformation in the tourism sector in a more direct and impactful manner. It aims to assist small and micro black-owned tourism enterprises to expand and grow, with the goal of creating a new generation of black-owned, youth, women, and community-based tourism operators. All applications and approvals for this programme are managed by the NEF.

The Fund provides a combination of grant funding from the Department, and debt financing or equity contributions from the NEF to facilitate capital investment in the tourism sector by prospective black investors.

The grant funding portion from the Department is used to reduce the approved loan finance and/or equity contribution by the NEF for tourism projects. The grant component is capped at 30% of the total funding approved by the NEF, up to a maximum of R5 million per applicant. The third and final window for TTF applications in the current budget cycle is open from 2 September 2019 to 31 March 2020.

Applicants should submit their application forms and supporting documents directly to the NEF, who will assess applications for commercial viability and TTF

eligibility. Information, application forms, and guidelines are available on the NEF website at [www.nefcorp.co.za](http://www.nefcorp.co.za), and enquiries can be directed to [tourism@nefcorp.co.za](mailto:tourism@nefcorp.co.za).

## *The GTIP (Green Tourism Incentive Programme)*

The GTIP is a resource efficiency support mechanism with the objective to encourage private sector tourism enterprises to move towards the sustainable management of water and energy resources whilst adhering to responsible tourism practices.

Through grant funding, the Department assists private sector tourism enterprises with reducing the cost of investing in more energy and water efficient operations, while increasing their competitiveness and profitability in the long term.

This programme is managed by the Industrial Development Corporation (IDC) on behalf of the Department, and all applications and approvals are managed by the IDC.

The fifth and final window for GTIP applications in the current budget cycle is open from 2 September 2019 to 31 March 2020. The GTIP broadly offers the following to qualifying tourism enterprises:

- 90% of the cost for a new resource-efficiency audit or the full cost for reviewing an existing resource efficiency audit by the National Cleaner Production Centre of South Africa; and
- grant funding to qualifying small and micro enterprises on a sliding scale from 30% to 90% of the total cost of implementing qualifying water and energy resource efficiency interventions, which is capped at R 1 million.

GTIP applicants should submit their application forms and supporting documents directly to the IDC, who will assess the applications. Information, application forms, and guidelines are available on the IDC website at [www.idc.co.za](http://www.idc.co.za), and enquiries can be directed to [gtip@idc.co.za](mailto:gtip@idc.co.za)

# TOURISM MONITORS TO ENHANCE SAFETY IN MPUMALANGA

In collaboration with Mpumalanga Tourism and Parks Agency (MTPA), the Department of Tourism hosted a graduation ceremony for youth who successfully participated in the Tourism Monitors Training Programme. The ceremony took place on 4 October 2019 at Communio Church in Nelspruit, Mpumalanga Province.

Through its workings in the Tourism programme, the Department of Tourism launched the Tourism Monitors (TM) Programme in the 2017/18 financial year 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.

Addressing the graduates, the Deputy Minister of Tourism, Fish Mahlalela, said: "Skills development is an essential instrument to address poverty alleviation and job creation. The Tourism Monitors Programme is part of the broader Government intervention that involves training, mentorship, and deployment of unemployed youth in identified tourism attractions and sites."

The programme is being implemented in all nine provinces, including identified protected areas through partnership with organisations such as South African National Parks (SANParks) and the South African National Biodiversity Institute (SANBI). Monitors are trained in National Certificate of Tour Guiding NQF level 4 and are provided with various training opportunities

like Customer Care, Tour Guiding, and Communication Skills.

One of the biggest host employers in Mpumalanga, the Blyde River Canyon, was proud to host the learners as their presence reassured visitors of their security. These two hundred and ten (210) graduated monitors ensure visitor safety and service excellence at various tourist attractions in Mpumalanga.

"All spheres of Government - National, Provincial and Local - must come together in partnership with private sector to conduct tourism awareness and to make communities aware of the value and importance of tourism. We trained the learners and now appeal to industry to mentor and afford them opportunities in the sector where they can work or be entrepreneurs," said Mr Johannes Nobunga, CEO of MTPA.

The Tourism Monitors are graduating at a time as we ready ourselves for the festive season in December. Through their deployment, the multitudes of tourists from within the country and abroad will have a memorable and safe visitor experience over the 2019 Festive season.

"I would like to thank all stakeholders, particularly our host employers, for absorbing these graduates into their businesses, as well as various public services like community policing centres, border posts, airports, shopping malls, and recreational spaces in our country," concluded Deputy Minister Mahlalela.



# MINISTER KUBAYI- NGUBANE LEADS DELEGATION TO UNWTO

**M**inister Mmamoloko Kubayi-Ngubane led the South African delegation to the General Assembly of the 23rd session of the United Nations World Tourism Organization (UNWTO) in St Petersburg, Russia.

This all important global meeting of senior tourism representatives and high-level representatives of the private sector took place from 9 to 13 September 2019. The meeting brought together delegations from more than 150 countries. Also in attendance were representatives from over 500 UNWTO affiliate members in the public and private sectors, NGOs, and academia.

Discussions at the Assembly focused on how the tourism sector can benefit from and contribute to the achievement of the universal 2030 Agenda for Sustainable Development at both the local and the national level.

Although this was a three legged official gathering, the Minister met with various other African leaders on 10 September, ahead of the General Assembly to discuss the key issues facing the continent as it looks to grow its tourism sector.

The 62nd meeting of the UNWTO's Regional Commission for Africa (CAF) came on the back of the latest Barometer from the United Nations specialised agency for sustainable and responsible tourism.

This most recent data shows that international tourist



**Mmamoloko Kubayi-Ngubane**, *Minister of Tourism*

arrivals to African destinations, including South Africa, grew by 3% during the first six months of the year compared to 2018. In particular, North African destinations continue to bounce back from recent difficulties, enjoying a 10% increase in arrivals for the six months. The Minister used the opportunity to market South Africa as a tourism destination of choice in a drive to increase visitor numbers to our country.

The key focus of the CAF meeting was the UNWTO's 2030 Agenda for Africa. This blueprint for the future of African tourism was launched after the UNWTO's African Member States requested help in drawing up plans for growing and managing tourism and in making the sector a central driver of economic growth and sustainable development.

Addressing the meeting, UNWTO Secretary-General Zurab Pololikashvili said: "Africa has everything to position itself as a global tourism leader; 60% of Africans are under the age of 25. And African cities are real hubs of innovation, with entrepreneurs and innovators finding new ways to manage how we travel. With a concerted approach we can expect international tourist arrivals to Africa to reach 135 million by 2030. Together, we can ensure that this is good news for everyone. More tourists mean more jobs, more schools, and greater protection for cultural and natural heritages."

The African delegates, including Minister Mmamoloko Kubayi-Ngubane, were based in St Petersburg for the duration of the Assembly. Held every two years, this General Assembly focuses on tourism's role in the global Sustainable Agenda and the Sustainable Development Goals, with a particular emphasis on the sector's role in education, job creation, and tackling climate change.

Minister's participation at the meeting follows on the back of President Cyril Ramaphosa's talk, during his state of the nation address a few months ago, in which he pinpointed tourism as the 'go-to' sector. Accordingly, the sector remains one of the few globally, which has all the potential to improve and uplift the economies of the country, through job creation, and space for selling

South African products, amongst others.

In November 2018, while speaking at the inaugural World Travel & Tourism Council (WTTC) Africa Leaders Forum in Stellenbosch, an event which is hosted by South African Tourism, Gloria Guevara, President and CEO of the WTTC, praised the efforts made by President Ramaphosa in enabling tourism to shine.

Guevara reiterated that: "In his State of the Nation address in February this year, President Ramaphosa not only mentioned the 'incredible opportunities' of Travel & Tourism, he also set a powerful target to double the number of people directly employed in our sector from 700,000 to 1.4 million.

"Travel & Tourism is, without a doubt, South Africa's greatest engine for the creation of jobs and the alleviation of poverty".

"It contributes to social equality, encourages the integration of women in the workplace, and enables economic self-reliance. It provides employment in parts of the country where other jobs may not exist, and generates a sense of self-worth".

"We praise the government for recognizing those 'incredible opportunities' of our sector and the steps it has already taken to realize its potential", Guevara said.

According to annually published WTTC data, Travel & Tourism currently contributes a total of 8.9% of South Africa's GDP and creates 726,000 jobs directly, rising to 1.5 million when all the impacts of the sector are taken into account.

## FACTS SHEET ABOUT THE UNWTO

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 158 countries, 6 Associate Members and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.



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