

# Bojanala

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

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tourism

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**M**inister Derek Hanekom and Deputy Minister of Tourism greet an exhibitor, during their walkabout through the exhibition stalls at the 2016 Tourism Indaba Trade Show held in Durban.

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## LETTER FROM THE EDITOR-IN-CHIEF

Let me welcome you all to yet another mouth-watering edition of Bojanala Stakeholder Magazine. This is a platform where diverse industry role players are able to highlight their successes and share best practices. Additionally, the platform offers role players an opportunity to engage with one another on issues relating to the sector.

In this edition, various role players such as the Association of Southern African Travel Agents (ASATA), the Exhibition and Events Association (EXSA) Federated Hospitality Association of Southern Africa (FEDHASA) as well as the National Accommodation Association of South Africa (NAA-SA), amongst others, are featured.

It begins by giving highlights of this year's Tourism Indaba in Durban, where Minister of Tourism, Derek Hanekom hosted the annual Ministerial session with fellow African Tourism Ministers as well as key industry leaders. The session affords industry leaders a platform for open discussions to create capacity for Africa to building and managing a strong image and brand which is fundamental to building resilience in the sector and foster its growth and development. Furthermore, the session also focuses on raising awareness of the image and innovative ideas for action by individual countries collectively.

Deputy Minister of Tourism, Tokozile Xasa, also used the platform to recognise the significant role played by the Small, Medium and Micro-sized Enterprises (SMMEs) in the growth of tourism sector especially in African countries.

South African National Parks, as one of the biggest industry role players showcases their latest offerings with an aim of encouraging South Africans to travel domestically. Some of these new offering include, Pafuri Border Camp, which is located in the North of Kruger, 3 km from the Luvuvhu River. Another one is the revamped Bontle Tented Camp, situated just 1 km from Marakele National Park's main gate.

There is hope and high expectations for an increase of tourists arrivals into South Africa. Recent figures show that in the first three months of 2016, arrivals in the country grew by 18% as compared to the first quarter of 2015. This is a promising and encouraging rise indeed.

The Mzansi International Culinary Festival returned to South Africa yet again, and as with the previous two festivals, it did not disappoint. The festival took place on 28 May at the Tintswalo and was led by the Deputy Minister of Tourism, Tokozile Xasa. The festival showcases various palatable dishes cooked by international chefs, with various South African dishes cooked by Venda, Cape Malay, Indian, San heritage and Pedi cooks on the menu as well.

Travel agents have experienced a lot of changes lately, where people have shifted to making use of the internet for their bookings, as opposed to making use of travel agents. One of the industry role players advises on a few steps regarding this. There is also an opinion piece penned by one of the industry

role players, on how the tourism industry can survive in difficult economic and political environment. Furthermore, Northern Cape Province brings about various innovations which are aimed at creating employment through tourism routes.

There is also advice from EXSA about how role players can make exhibitions work for small business as well as who FEDHASA is and its involvement in the tourism industry.

Minister of Tourism, Derek Hanekom addressed delegates during the Hilton Corporate Expo, which was geared towards addressing the challenges in the supply of various skills to the country's tourism industry.

Lastly, you will notice that there are several articles from various industry role players in this edition. This is an approach we wish to follow from now on, as it will allow a process where sector role players are able to interact, thus sharing secrets for success. There will be more of these voices from the industry in the next editions.

Enjoy!

Trevor Bloem  
EDITOR-IN-CHIEF



African Tourism Ministers

# Indaba stimulates a positive image for Africa's tourism growth

By Thapelo Mohale

Minister of Tourism, Mr Derek Hanekom, hosted the annual Ministerial session with fellow African Tourism Ministers and key industry leaders at the 2016 Tourism INDABA in Durban. The session afforded stakeholders a platform for open discussions to create capacity in Africa to building and managing a strong image and brand which is fundamental

in building resilience in the sector and foster its growth and development.

Across Africa, tourism sector is still one of the main sector supporting national economic growth, employment, and ultimately making a positive contribution to lives of millions of people. The theme for this year's session is *'Enhancing Brand Africa'*, with the aim to establish a shared positive compelling image for tourism growth across destinations.

The session focused on raising awareness on the image and innovative ideas for action by individual countries collectively. "We need to market and brand the ever improving product and remove the obstacles that hinder visitors from exploring Africa as a tourism destination. Africa is a great continent which offers great tourism diversity and the Indaba is a great example of support for tourism in Africa" said Minister Hanekom.

The session reflected on the following issues:

- Africa's potential growth as a destination.
- Basic issues on destination branding/image building /positioning.

- Promoting the Intra African tourism
- Accessibility and Uni-Visa, especially for countries that share borders.
- Perceptions of Africa and aspects that specifically influence tourists' decision making.
- Infrastructure development
- Outline of idea for common approaches, including what other regions might be doing
- Some thoughts on what might be within the control of national governments, and how Ministers/countries and other key stakeholders might take up issues at their respective countries

Stakeholders unanimously supported the proposal that tourism issues needs to be tackled and championed at the highest level by a tourism commission within the African Union (AU).

Countries committed to further engage their respective governments as a way forward. Minister Hanekom cautioned against nontangible initiatives but rather suggested workshops Ministerial workshops that would also include academia and business to explore ideas in a think tank fashion to provide solutions in addressing African tourism issues. □



View from the top: Some of the exhibitions during the Tourims Indaba in Durban

# The South African Youth Travel Confederation (SAYTC)



By Tara Gellé on behalf of SAYTC

The South African Youth Travel Confederation (SAYTC) is a non-profit trade organisation representing the youth tourism industry, the only tourism association that represents the youth travel sector in South Africa exclusively.

The organisation was originally formed in 1998 under the name Backpacking South Africa, with the aim of cooperatively marketing South Africa as a backpacking destination, it expanded in 2007 to include other youth tourism sectors. SAYTC is essentially an umbrella association representing four main subsectors, which will be explained in more detail.

SAYTC's primary mandates are:

- to market South Africa globally as a preferred youth tourism destination.
- to establish a professional youth tourism industry based upon accreditation and guidelines.

SAYTC is membership-driven (around 250 members nationally), represents mainly small

businesses and addresses the concerns and interests of all operators throughout South Africa. Members are represented by the following sectors:

- Backpacking South Africa – representing accommodation providers, exclusively hostels/backpackers.
- Education South Africa – representing Language (ESL) schools around the country.
- Tours & transport South Africa – representing transport, tour and activity operators.
- Volunteering South Africa – representing businesses and organisations providing 'voluntourism' experiences in South and Southern Africa to foreigners.
- Other / Tourism services – any operator that could benefit from being a part of the SAYTC network that doesn't fit into any of the above.

SAYTC has an Executive Committee board, made up of regional and sector chairs – these are members who volunteer their time, meet on a quarterly basis, and act as

a bridge between the regions/sectors and SAYTC national.

Membership is not limited to South Africa, and includes a handful of members from neighbouring Southern African countries.

Most youth tourism service operators are independent, but recognise the need for a national body, that is looking after the needs of visitors to South Africa. All members have undertaken to abide by basic standards and work towards the common good of both the traveller and industry. SAYTC members work together closely in service of the 'bigger picture' i.e. promoting the destination, and providing valuable benefits to its members.

More on SAYTC and the sectors in the next editions!

Tara, SAYTC manager

[www.saytc.co.za](http://www.saytc.co.za)  
[www.travelnownow.co.za](http://www.travelnownow.co.za) □



SAYTC members, partners, and other industry players came together for an unforgettable SAYTC party during WYSTC 2015, which was held in Cape Town in September. This leg of the evening was hosted by Atlantic Point Backpackers, Green Point, Cape Town

# Deputy Minister recognises the role of SMMEs

By *Thapelo Mohale*



*Deputy Minister of Tourism, Tokozile Xasa delivers a key note address during the Indaba SMME networking function*

**T**he Deputy Minister of Tourism, Tokozile Xasa recognised the significant role played by Small, Medium and Micro- sized Enterprises (SMMEs) in the growth of the tourism sector especially in African countries.

Speaking during the 2016 INDABA SMME networking function, she said “we understand the challenges and opportunities that exist in growing SMMEs in the sector and that is why we see the need to focus on building and developing this sector”.

INDABA 2016 specifically catered for SMMEs through the development zone with 70 SMMEs exhibiting, all selected for their authentic and uniqueness representation of

South Africa as a destination. The Hidden Gems Zone is built to showcase products and services from South African SMMEs. The businesses enjoyed networking opportunities with buyers from around the world and also attended workshops facilitated to provide knowledge and tools on how to access the market and shared their stories with global media.

The networking event gave SMMEs the platform to meet with buyers. South African Tourism funded the development zone in collaboration with Tourism Enterprise Partnership (TEP) as well as the Department of Tourism’s Tourism Incentive Programme (TIP). The TIP’s policy rationale is rooted in the National Development Plan and the New

Growth Path which recognises tourism as a labour intensive and tradable service sector and a catalyst to support faster and more inclusive economic growth path.

TEP CEO, Dr. Salifou Siddo, Tourism Business Council of South Africa (TBCSA) CEO, Matsatsi Ramawela and KwaZulu Natal MEC for Economic Development, Tourism and Environmental affairs, Michael Mabuyakhulu, spoke at length about the role of SMMEs in the economics of tourism during the media talk.

Xasa also expressed her delight that the performance of the tourism sector’s transformation and inclusivity targets will be measured by the performance of SMMEs. □

# SANParks Offers new accommodation and adventure for Guests

By Gabrielle Venter on behalf of SANParks



Mockford cottage at sunrise

## PAFURI BORDER CAMP

The Pafuri Border Camp is one of the newest offerings which will take you to a bygone era steeped in history and intrigue. Located in the North of Kruger, 3km from the Luvuvhu River and the famous Crooks Corner landmark which signifies the border between South Africa, Zimbabwe and Mozambique this camp is a serene hide away.

The accommodation consists of three historic houses that were tastefully converted to guest accommodation. All accommodation has a fully equipped kitchenette, dining area, spacious patio which serves as a lounge, outside braai facility and ceiling fans (no air-conditioning).



Mockford house dining room

The Mockford Cottage (4 sleeper) has two bedrooms en-suite. The Mockford House (8 sleeper) has four bedrooms en-suite, and the Doctors House (6 sleeper) has three bedrooms en-suite.

The Far North of the Kruger is an ancient world of upside down trees, spectacular game, brilliant birding and a mystical forest. Be sure to book your trip to Pafuri Border Camp now.

## BONTLE TENTED CAMP

Marakele and Waterberg fanatics will be thrilled to know that the Bontle Tented Camp in Marakele National Park is now up and running. Situated just 1 km from the main gate, the ten units are comfortable self-catering units boasting braai facilities, a veranda and bathrooms en suite.

Four of the units have 2 bedrooms consisting of 1 double bed and 2 single beds and the rest of the six units have 1 bedroom with 2 single beds. They are furnished to rest camp standards with a fully equipped kitchen and are serviced daily.

Avid birders will be pleased to know that Marakele is home to a variety of birds including what's probably the largest colony of endangered Cape vultures with over 800 breeding pairs. Visit this magical gem for a truly unforgettable experience.

## MAFUNYANE 4X4 ECO-TRAIL

Have you ever wished to get off the beaten track and explore territories of the park that are rarely seen? The Mafunyane 4x4 Eco-Trail is your gateway to a real wilderness experience situated between the Olifants and Luvuvhu Rivers in the North West section of Kruger National Park. The trail which is four day (three nights) self-catering, self-drive 4x4 only, guided adventure and covers a distance of approximately 270km.

Guests will get the chance to overnight in the bush with very basic amenities such as a fireplace, enviro-friendly toilets and a shower at overnight sites. Provisions for the trip, including tents and camping gear, sufficient supply of water, firewood and food must be brought along. A knowledgeable and professional trail guide will lead the trail and also provide the necessary interpretation en route.

Grab your gear and head off to Mafunyane 4x4 Eco-trail for the adventure of a lifetime.

## RESERVATION DETAILS:

To make your bookings now contact:

Gabrielle Venter

Tel: +27 (0)12 428 9111

Email: [reservations@sanparks.org](mailto:reservations@sanparks.org)

Online: [www.sanparks.org](http://www.sanparks.org) □



Mockford house living area verandah

# Tourism surges on

By Praveen Naidoo

*“The persistent surge in arrivals boded well for the potential of tourism to stimulate a range of economic activity and create jobs across the industry’s diverse value chain”*  
- Tourism Minister  
**Derek Hanekom**



Minister of Tourism, Derek Hanekom

The strong rebound in tourist arrivals in the first quarter of this year supports expectations that the tourism sector in South Africa is in for a bumper year.

Arrivals for the first three months of 2016 grew by 18.7%, compared to the first quarter of 2015. In March alone, the number of tourists who visited South Africa improved by 23.4%, compared to March 2015, according to the Tourism and Migration Report released by Statistics South Africa this week.

Tourism Minister Derek Hanekom said the persistent surge in arrivals boded well for the potential of tourism to stimulate a range of economic activity and create jobs across the industry’s diverse value chain.

“The remarkable increase in arrivals recorded in March could be attributed to the Easter holiday falling in March this year, while it was in April last year,” cautioned Minister Hanekom.

“But the spectacular overall growth in tourism is part of a trend which started towards the end of last year and played out strongly during our high season. It shows that tourism

in South Africa has the enduring capacity to support and grow our national economy. Our task now is to maintain the positive trend by improving our performance throughout the year.”

The United Kingdom continued to be the main source of overseas arrivals in the first quarter of 2016. UK arrivals increased from 129 220 in 2015 to 147 639 in 2016, a growth of about 14.3%. Arrivals from China in the first quarter of this year grew by 65.2% compared to last year, and arrivals from India grew by 16.9% during the same period.

Minister Hanekom said the growth from China indicated that the decision of the South African Cabinet to implement a revised visa application process for China has paid off immensely. Accredited Chinese travel companies can now apply for visas on behalf of their clients, making the process much easier for travellers to South Africa.

“The current exchange rate has benefitted tourists from several source markets. They are finding incredible value in visiting South Africa,” said Minister Hanekom.

“All spheres of government, our partners in industry, entrepreneurs and communities must continue working together to make the best of the bumper year we expect.

*“The strong performance during peak season points to the great potential of attracting more visitors in different seasons throughout the year”*

“The strong performance during peak season points to the great potential of attracting more visitors in different seasons throughout the year. SA Tourism and the industry are now working together on a counter-seasonal marketing strategy that is aimed at achieving this.

“Leaders in the tourism industry are working closely with government to accelerate tourism growth, its contribution to the national economy and the creation of more jobs in the future,” said Minister Hanekom. □



# Mzansi International Culinary Festival unites Africans

By Johannes Mokou

**M**zansi International Culinary Festival yielded desired results, with various breathtaking dishes cooked by international chefs on the menu. The festival returned for the third time to South Africa, and was once again held at the Tintswalo, on 28 May 2016.

The festival is celebrated annually and showcases rich culture of African cuisine and is celebrated during Africa month (May). The concept was launched in 2014 and celebrates the culinary expertise of chefs and farmers focusing on women from across the globe – Africa, Asia (Singapore) as well as Europe (France) and the Americas.

It is also aimed at fore-fronting women culinary leadership, women's small, medium and micro enterprise development, skills development and skills transfer, mentorship, economic development and women empowerment, transformation of the industry, food preservation, innovation and culinary tourism.

During her address, Deputy Minister of Tourism, Tokozile Xasa, said that the culinary festivals such as this are also big drivers

of domestic tourism and not just aimed at foreign tourists.

She said, "Food and wine is one of the best ways to explore the culture of any country, and culinary travel or tourism is a growing travel passion for many travellers. Every tourist eats at least three times a day, making food one of the fundamental economic drivers of tourism."

Xasa added that "culinary tourism is a growing niche market across the globe. Food and travel are so inter-linked, one cannot help by associating pasta to Italy, foie gras to France, paella to Spain, risotto to Milan, fegato to Venice, and old-fashioned braai to South Africa."

Matching to the previous festivals, this year's festival attracted various African chefs, who have demonstrated unique dishes. African countries represented during this year's celebration include amongst others, Uganda, Ghana, Senegal, Nigeria, and South Africa.

Various industry role players also graced the festival and covered various themes in the culinary space such as farmers' corners.

The festival also provided a platform for local and visiting chefs to get together and engage on issues relating to lack of development and promotion of African cuisine in various establishments as well as a dire lack of female chefs at the helm of hotels and restaurants kitchens in order to grow the continent's economy, while balancing the equation between male and female chefs at the top echelons.

Turning to the initiatives done by the Department of Tourism, Xasa highlighted that an investment of R25 million was made by the department which would enable youngsters with a passion for cooking to be trained as professionals through the National Youth Chefs Training Programme. She said, "The initiative is facilitated by the South African Chefs Association (SACA). The programme was developed to address the challenges of job creation and scarce skills, in order to produce qualified chefs of the highest calibre into the hospitality industry."

From the South African table, visitors were able to interact with local producers and taste palatable meals cooked by cooks from Venda, Pedi, Cape Malay, Indian and San heritages. □



Deputy Minister of Tourism, Tokozile Xasa, together with the Deputy Director General for Domestic Tourism Management, Ms Morongoe Ramphele taste some of the dishes on offer



Pictures by Timyiko Maluleke

Chefs from the Young Chefs Programme showcases their products during the festival

# Evolving into the 21<sup>st</sup> century travel agent

By Natalia Rosa on behalf of ASATA



*Pictured here: ASATA CEO Otto de Vries and ASATA President and CEO of the Sure Travel Group, Vanya Lessing, on the sidelines of the recent ASATA Conference*

As a result of an extensive study into the wishes of the travel agents' traditional customers – leisure travellers, corporate travellers and corporate procurement managers – ASATA has identified nine recommendations for travel agents and TMCs in the 21<sup>st</sup> century.

The 21<sup>st</sup> century has brought about massive changes in the travel industry. The evolution of the macro-economic environment has changed the way in which stakeholders – suppliers and customers – work with travel agents. And this in turn has meant that Travel agents will need to reinvent themselves if they want to continue to be successful.

The harsh reality is that many travellers know how to turn to the Internet for their travel

inspiration and planning. The good news, however, that many of them still prefer to entrust their travel arrangements in the expert hands of travel agents, although they expect unique experiences tailored to their priorities. They want the travel agent to give them offers built on their preferences.

As a result of an extensive study into the wishes of the travel agents' traditional customers – leisure travellers, corporate travellers and

corporate procurement managers – ASATA has identified nine recommendations for travel agents and TMCs in the 21<sup>st</sup> century.

## 1. Change your value proposition

The transactional booking model is no longer viable in the 21<sup>st</sup> century. Travellers are not looking for a travel agent who will book airline tickets for them. They can do that themselves, online. Instead they are looking for added value.

*Continued on page 9*

Continued from page 8

Travel agents should identify the services for which clients are willing to pay a premium. They need to remind the traveller that sourcing information online is difficult and stressful, and use their travel expertise to help travellers make the best choice in a shorter period of time.

"Act as a professional business and not bring everything down to cost," says Bronwyn Phillips, HRG Rennies Travel MD.

## 2. Become more customer-centric

Travel agents have always been dependent on commission and overrides from suppliers for their revenue. So, their focus tended to be on the supplier instead of been on the customer. This needs to change: travel agents will need to learn how to monetise the additional value they create for the traveller.

Let's take an example: the business traveller today wants to know that someone is thinking about their trip and is available 24/7 to make it as painless, hassle free and stress free as possible for them. What can you do as the travel agent? Identify and pre-empt the main friction points in the travel journey and resolve them immediately if they arise. Know the traveller's preferences by leveraging the available data and try to cater for these preferences as much as possible.

## 3. Build relationships with customers based on trust

Business travellers in ASATA's research perceive that travel agents sometimes do not have their best interest at heart. They also feel that their corporate procurement manager only thinks about the interests of the company. So, if travel agents want to win the traveller's heart, they'll need to show they care.

Leisure travellers are looking for a travel agent that will give them a personalised offer and make them feel special. Travel agents will need to show the leisure traveller that he has done his research and knows what makes the traveller tick.

Says Robyn Daneel-Spicer, Sure Stellenbosch: "We listen to them, truly listen, because they

may have an idea of what they want, but we anticipate their needs and offer what makes the most sense to them based on their context."

## 4. Become a specialist advisor

Travel agents are not just a distribution channel for the airlines, they are professional consultants and should show their value to their clients.

"What technology the TMC can offer to provide secure and accurate data? What products and negotiating skills that TMC has to deliver on the supplier side? You have to look at all these drivers as a combination to define one value proposition," says Claude Vankeirsbilck, Tourvest Travel Services.

Leisure travellers want their travel agent to give them valuable and knowledgeable advice about their chosen destination. Of course, it is impossible for travel agents to be knowledgeable about all travel destinations and products, so they should consider choosing an area of travel knowledge specialisation. Become an expert and market that expertise.

## 5. Educate and motivate employees

Most of the training travel consultants receive in school is of a technical nature and focusses on the transaction side of the travel agent's role. Unfortunately, that makes new recruits very often ill-equipped to be true travel advisors.

"You can have all the technical skills you want, but if you're not educated in the financial field and your client is, it will not help. Account executives need to speak at the level of their clients and understand their business," says Vanya Lessing, Sure Travel.

The answer is to recruit talented young consultants and provide them with ongoing training and mentoring. They should be motivated and inspired at all times.

## 6. Manage supplier relations

Suppliers have been known to try and bypass the travel agents and market their products directly to the customers. This has led to some

distrust between the travel agents and the suppliers, but travel agents should realise that a good relationship with the suppliers is key to offering their clients the best service.

The suppliers with whom the travel agents work need to be credible and offer exceptional product and destination knowledge as well as expertise in the event something goes wrong.

## 7. Change your remuneration model

The booking transaction can no longer be at the heart of the travel agent's remuneration model. Instead, travel agents and TMCs need to focus on how to protect and serve travellers throughout the trip cycle.

To compete effectively, travel agents will have to differentiate themselves by using their travel expertise, knowledge and experience to do something that their online competitors can't do, namely provide a personal service that meets the leisure traveller's unique needs, interests and preferences. And they'll need to charge for this service.

## 8. Embrace technology

Many travel agents shy away from technology, as they see themselves in competition with online travel booking engines.

But the time has come to embrace technology. The modern traveller moves from channel to channel and will expect the travel agent to be able to reach out to them on every channel.

Technology can bring great benefits to any travel agent. Travel agents can market, promote and sell their services on social media, they can use technology to gain detailed product and destination knowledge, and they can tap into 'Big Data' to better help their clients.

## 9. Employ visionary leaders

To succeed, travel agents need to employ visionary leaders who are not afraid to address challenges and are ready to embrace change. These leaders will bring a positive attitude to change and will encourage a willingness to learn and try new things. □

# Tourism in a downgrade: How the tourism industry can survive in difficult economic, political etc., environment

By Tshepo Mathabathe on behalf of SATSA



While austerity is a term that has banded about internationally for some years now, the ever-increasing talk of an economic downgrade, the mood in South Africa has been significantly impacted by the mere mention of Moody's.

Tourism is a significant contributor to the South African economy, contributing about 9% to the GDP and is also a key employer within the country, with about 1.5 million jobs in tourism and related industries. A compromised economic and a precarious political environment, could have far reaching ramifications in the tourism industry.

The weakening of the national currency saw an increase in inbound travel to South Africa. This was largely in the leisure sector, where international travellers saw more room to roam with their 'Randelas' on South African shores.

Economic Strategist, Thabi Leoka, says of the impact of the economic downgrade on the South African tourism industry that, "a ratings downgrade is unlikely to have a negative impact on tourism. We could actually see an increase in tourism should the currency weaken further as a result of a downgrade."

The link between government and the tourism industry is essential in salvaging and proactively managing the impact of economic and political stability and its effects on tourism. Thabi Leoka comments that in light of the current downgrade "there is improved co-operation between government and the public sector in order to avert a downgrade, but should the sovereign get downgraded, this should speed up much needed reforms, which will ultimately benefit the economy through growth."

Inadvertent benefits of an economic downgrade could be seen in terms of infrastructure and labour, with Thabi Leoka adding that, "infrastructure development, the focus on employment and skills development, for example, will all be positive for the tourism sector," as a result.

Foreign direct investment (FDI) and Tourism are significantly linked and the political climate influences inbound travel, as much as it does investment into a country. While economic instability could possibly see some beneficial effects on the tourism industry, if the national politics are in disarray, business is not coming to the country. Not only this, but also the regulatory environment and its effects on the tourism industry, must also be considered.

The trio of Colin Coleman (MD of Goldman Sachs), Christo Wiese (Chairman of Shoprite and the controlling shareholder of Brait and Steinhoff) and Cas Coovadia, (MD of the Banking Association South Africa) raised some significant recommendations with regard to the economic downgrade in a well read article in the Sunday Times in March 2016, in light of the effects of visa regulations and the effects of Unabridged Birth Certificate regulations on the tourism industry and the national economy.

They held the assertion that the South African government needs to, "decisively end the abridged birth certificate requirement for visas and over time commit to introducing online free visas for those visiting for less than two weeks."

The viability of a six-month visa for certain visitors to South Africa remains to be seen, however, to echo the words of South Africa's Minister of Finance, Pravin Gordhan, there is a clear need to "do things differently and better".

While the trio of Finance heavy weights had set a three-month turn around time for change to take effect, perhaps an extended time line needs to be the approach, however action is required in order to ensure that the South African tourism industry reaps the benefits of an economic down turn, while leveraging inadvertent successes to offset some of the pitfalls of political instability and bottlenecks caused by regulatory bureaucracy.

In more austere times, the domestic tourism industry stands to gain. While the South African Rand cannot stretch very far in

international destinations, the domestic travel market will see an increase. This is good news for domestic destinations and related tourism by products. The economic down turn should encourage domestic operators and service providers to perhaps up their offering and perhaps look at pitching it to the local market.

A large driver for the South African tourism sector is geared at attracting international travellers, which is important, but in tougher economic times, tourism operators should look at reviewing their elevator pitch, as it were, to sell to the domestic market as well. Pricing will also need to be critically looked at, as the domestic market will not be geared to pay a dollar equivalent on their own doorstep. Initiatives like South African Tourism's 'Shot' Left campaign could see real traction in times like these, but it would be incumbent on the domestic tourism industry to offer the local market more than just the typical safari and surf options.

With so much of South Africa to explore, the tourism industry could use this opportunity to boost domestic tourism as a great marketing exercise to take a critical look at their product offerings and how this could also be a time to bolster their international offering as well.

Economically turbulent times offer the tourism industry a time to take stock quite critically and a chance to look at marketing quite cleverly. The consumer has less to spend, but still no less desire to travel. How to sell to this new form of consumer provides the tourism industry with a great platform to sell itself and look beyond its current offering.

As the tourism industry is said to put food on close to 1 in 7 South African tables, bolstering the domestic travel industry can ensure that the sustainable, scalable job creation is attained, which is in turn good news for the economy and GDP. It is great that we then become consumers and job creators of what we produce. □



Gertruida Bott and her husband Hendrik  
- Photograph by OpenAfrica

## Creating employment in the Northern Cape through tourism routes

By Claire Allison on behalf of *open africa*

Rooipan dunes

Rural unemployment is a major problem facing South Africa today, particularly where the youth is concerned. Entrepreneurs in rural areas are largely excluded from the economy and, according to StatsSA, the official unemployment rate among youth in the Northern Cape is 45%, the highest in the country.

With no hope and little or no employment opportunities, more people end up migrating to the cities in search of work and a better life but end up living in dire circumstances and are often left with no option but to carve out a living in urban slums. It paints a sad picture and without the relevant skills or work experience, many youth will continue to struggle to be placed in full-time positions.

But there is a glimmer of hope in the Northern Cape, where local social enterprise, Open Africa in partnership with the Northern Cape Department of Economic Development and Tourism has been working with rural tourism businesses in a number of diverse programmes all with the aim to help the businesses grow confidence as well as see the tourism potential of their area. The businesses belong to four tourism routes established to increase visitors to the province through

a collective approach. The routes highlight tourism offerings around the Richtersveld, Namaqua Coastal region, the 'Green Kalahari' and the Kgalagadi Transfrontier Park.

Open Africa and the Department of Economic Development and Tourism have facilitated variety of workshops, training and mentoring on these routes since November 2013 and the results speak for themselves. Eight new businesses were established and positive growth recorded in businesses across all four routes. In just over two years a total of 102 new jobs were created across three of the routes, with 64 of them being permanent positions while the remaining 38 positions were part-time. Female employment has increased by 24% from 275 jobs in 2013 to 340 jobs in 2015 and, similarly, positions for previously disadvantaged individuals have increased by 30% from 207 in 2013 to 270 in 2015.

As part of the programmes run by Open Africa, young people between the ages of 18 and 35 were placed throughout the routes in various businesses to help them gain valuable understanding and skills that they can take forward into the working world. As a result, many of these youth were subsequently offered full-time positions at tourism-based businesses within their communities. Youth employment on the routes also showed the highest growth (76%) from 83 to 146 jobs.

Future plans include packaging activities, attractions and accommodation and selling these packaged experiences to tour operators

and travellers alike. The experiences are varied and includes anything from adventure to culture and cuisine.

Retha Stadler of Loch Maree Guest Farm, who offers 4x4 adventure trips among many other activities, says she hopes the new packages will help raise awareness of the Kalahari and everything it has to offer. "We don't want people to only visit the Kgalagadi Transfrontier Park," she said. "They must also visit the Kalahari Red Dune Route as well."

Gertruida Bott of Kalahari Info and Tented Camp is also excited about the prospect of working together to promote the Kalahari. "We love to see our businesses grow and to get the local youth involved. The Kalahari must become one of the must-see places people visit when they come to South Africa," she said. □



Aunt Koera - Photograph by Yann Macherez:  
[www.yannmacherez](http://www.yannmacherez)

# South African Tourism announces the future of Indaba and Meetings Africa



*Inspiring new ways*

*By Mpho Mfenyana on behalf of SAT*

**J**ohannesburg - South African Tourism owns and manages two trade show exhibitions, Indaba and Meetings Africa. The objective for both these platforms is to create market access and business growth for African tourism products and services.

A Rapid Review on Indaba conducted in 2014 investigated the role of Indaba and suggested ways in which to enhance the offering moving forward. The execution strategies elevate the trade show exhibitions and pairing with a strategic partner as one of the options suggested.

SAT subsequently issued an "Expression of Interest" where firms were invited to submit proposals, in line with a set criteria, to demonstrate their suitability as a possible strategic partner. It further issued a technical specification to shortlisted bidders.

Following great deliberation, SAT has concluded that the strategic partnership model is not the best option to elevate Indaba and Meetings Africa at the moment. Therefore SAT confirms that, through its newly established Exhibition and Strategic Events division, its leading marketing and communications agency, and its exhibitions management agency SAT will deliver Indaba and Meetings Africa into the future.

SAT is proud to announce that in 2017, Indaba will be hosted by the city of Durban and province of KwaZulu Natal from 6 – 8 May, 2017. Meetings Africa will be hosted by the city of Johannesburg and the Gauteng province from 28 February to 1 March, 2017. We continue to rely on our innovative and passionate tourism industry to support our efforts to make Indaba and Meetings Africa successful, world class events.

## For further information contact:

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Register on our media extranet to browse the latest news releases (from SAT as well as the tourism industry in general), access the news archive and get details of all upcoming tourism industry events (both locally and internationally).

<http://www.southafrica.net/media>

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination.

It is headed up by Acting Chief Executive Officer, Ms Sthembiso Dlamini. □

# Make exhibitions work for your small business

By Aimee Delagey on behalf of EXSA



Award Winning Exhibition Stand built by Projects at Bauma Africa

*“Exhibitions accelerate your marketing profile as it puts you face-to-face with top buyers who might not have been possible clients, or clients you would have struggled to organise an appointment with”*

At first glance, participating in an exhibition looks like a big risk with what might seem a high cost, but exhibitions can give you access to hundreds or thousands of people who are in need of your services. Often for less than a page of advertising in print or on-line, you can take a stand at a trade exhibition and meet your potential clients face-to-face. Here are four reasons why small and medium enterprises/businesses (SMEs) should consider exhibiting and get the best marketing value for their money.

## 1. Exhibiting raises your industry profile:

Exhibitions accelerate your marketing profile as it puts you face-to-face with top buyers

who might not have been possible clients, or clients you would have struggled to organise an appointment with. It is important to remember that exhibition organisers advertise directly to your target market. This means that your marketing can be targeted directly at the people who will be attending the show, saving you much needed resources because each visitor is a prospective client for your company.

## 2. More than one marketing opportunity at exhibitions

One should not think about an exhibition as a 3-day event but rather a yearly or annual event - consider the pre-show marketing, lead generation during the show and post show marketing, which includes following up on your new leads. This results in a variety of advertising for your company throughout the year. Linking your website to the organisers' show and exhibition catalogue can also generate enquires and leads long after the show has ended. Furthermore take advantage of other marketing opportunities as well, such as speaking at a conference or doing an interview with the media about your story.

## 3. Successful SMEs set more than one objective to maximise their marketing

Exhibitions offer SMEs everything they might need to make opportunities to expand their

business. Successful SMEs set more than one objective for an exhibition to maximise their marketing. This includes building a data base, meeting clients and prospective clients from all over the country, or launching a new product for prospects or investors to try out. Exhibitions can also be used to build press relations; enter a new market and help find investors and distributors for their company.

## 4. Exhibitions are the most measurable and most direct of all the media

The problem with other media such as print advertising, direct mail, web sites and calling companies is that it is hard to measure the return on investment. You spend a lot of money on a “hit and miss” marketing campaign hoping someone will contact you. At an exhibition you are face-to-face with a lot more potential customers than you could meet in a year, with an opportunity to give your clients the best deal. This makes exhibitions the most cost-effective marketing medium.

Exhibitions give companies the opportunity to see their return on investment and the more effort you put into exhibiting well, the better the results will be.

For more information contact the EXSA office on 011 805 7272. For a calendar of potential exhibitions go to: [www.exsa.co.za](http://www.exsa.co.za). □

# The National Accommodation Association of South Africa



By Donovan Muirhead on behalf of NAA-SA

The National Accommodation Association of South Africa (NAA-SA) is a member driven organisation, serving a network of smaller accommodation providers around South Africa.

The NAA-SA represents the united voice of the informal smaller accommodation sector. It brings together both internal and external stakeholders under a common representative umbrella to address challenges and identify opportunities for their members.

The association drives the needs of its members with greater focus on priority areas such as legislation, member discounts, national & provincial government relationships, member workshops and industry partnerships. Our organisations membership ranges from B&Bs in country towns offering comfortable personal service to luxurious boutique city hotels and guesthouses through to nature lodges with those extra special touches.

The organisation was founded in 2000, when local non-hotel accommodation associations from three provinces wanted to set up provincial associations that would work together with the already established local associations within their province. This provincial associations worked in isolation and they had a shared vision of joining forces with other provinces to ultimately achieve a national body that would become the "voice" of the non-hotel accommodation industry in South Africa.

In 2002 this representation grew to 8 provinces, with 48 member associations and over 1,200 members. Over the last 5 years, membership has averaged around 1,000 establishments representing just under 9,000 rooms and some 4,500 full time employees a year. This provides us with a reasonable baseline of supportive members



Some of the beautiful accommodation offered by the National Accommodation Association of South Africa (NAASA)

representing almost 10% of the VAT registered establishments within our sector.

The association belongs to each and every member establishment who have entrusted a core group of other members to lead and run the organisation on a voluntary basis. Given that the core purpose of the NAA-SA is to assist, inform and support the vast majority of non-hotel or informal accommodation establishments, the NAA-SA is registered as a not for profit organisation with the department of social development.

Throughout the year the NAA-SA deals with numerous issues that affect the tourism sector, often these issues have a greater impact on the sector than just the member establishments, for example, the recent municipal finance circular from March where National Treasury set about the various accommodation rates the sector, resulting in a major rates disparity between the formal accommodation sector and the informal sector.

As soon as we became aware of this rates disparity, we engaged with National

Treasury through the channels opened by the Department of Tourism, highlighting the fact that our cost per room per night is greater than that of the formal sector, and even tabulated an average cost per star grading category for the informal sector in both urban and rural environments. As a result of this intervention we have been assured by National Treasury that the issues highlighted, will be addressed.

In the next edition we will discuss how we develop member establishments through our Hospitality Incubator Programme.

Should you wish to contact us, our details are as follows:-

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# FEDHASA – The Voice for the Hospitality Industry

By Tshifhiwa Tshivhengwa on behalf of FEDHASA



Founded in 1949, a restructured and transformed FEDHASA (Federated Hospitality Association of South Africa) is recognised by private sector and government as the official representative of the hospitality industry in South Africa. With industry support, FEDHASA remains the umbrella association for Hotels, Resorts, Restaurants, Conference Centers, catering companies, self-catering accommodation, Guest Houses, Bed and Breakfast, Clubs, Taverns, Shebeens, Suppliers and Trainers, Consultants as well as Service Providers to the hospitality industry. FEDHASA is also recognised by the Department of Labour as an employer body that participates in sectorial wage determination, bargaining council, and other labour related matters within the hospitality industry.

As an industry association, FEDHASA's core mandate is that of industry representative through lobbying of all spheres of government on all legislations and regulations that affect the hospitality industry.

FEDHASA represent the industry through its regional offices based in Johannesburg, Durban, and Cape Town covering all 9 provinces. Our programs include:

- **FEDHASA Young Professionals:** We are committed in development of these future leaders in the hospitality industry.



- **FEDHASA Youth Bursary Fund:**



- **FEDHASA Trusted Partners:** These are industry partners that are either consultants, businesses, and industry suppliers who play a major role in the hospitality industry.
- **FEDHASA Compliance workshop:** These are aimed at educating members and non-members on hospitality compliance. The programs are run in partnership with municipalities.
- **FEDHASA industry events:** These events gives update on the progress of the programs, raise funds for bursaries and networking.

Additionally, FEDHASA collaborates closely with the Department of Tourism to implement the following programs:

## THE EDUCATORS EMPOWERMENT PROGRAM

The purpose of Educators Empowerment Seminars project is to train a significant group of tourism lecturers in all nine provinces; the aim is to better understand the group's perceptions of hospitality and tourism in the country and to formulate strategies to improve the situation. Educators are exposed to industry products, workplaces and facilities for experiential learning purposes. This initiative equips educators with practical knowledge that should assist to improve their teaching capabilities. This initiative between FEDHASA and the department has been running for several years in all provinces.

## FOOD SAFETY PROGRAM

Food safety is a scientific discipline aimed at quality controlled food management, the handling, preparing, and storing food in ways that prevent foodborne illnesses. This includes a number of routines that should be followed to avoid potentially severe health hazards. FEDHASA and the Department of Tourism implemented a pilot program to train 100 students on this program in 2014/15 financial year. The pilot implementation successfully trained students and placed them with FEDHASA members in Limpopo Province, Mpumalanga Province, and Kwazulu-Natal Province.

In addition to working with the department at national level, FEDHASA is working with Provincial Departments of Tourism, Municipalities, and Tourist boards in implementing programs aimed at improving the hospitality sector.

As a voice for hospitality industry, FEDHASA will continue represent the industry in:

- Regulatory Environment
- Research and Development of industry
- Skills Development and Transformation
- Promotion of Quality and Service Excellence

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*Zakhele Sibeko responding to questions asked by Minister: Derek Hanekom*

# Hilton Corporate Expo Tourism Alive with opportunities

*By Zakhele Sibeko and  
Tinyiko Maluleke*

The Department of Tourism has been championing the National Tourism Career Expo (NTCE) programme, which is the largest tourism education expo in South Africa for a while now. The expo is geared towards addressing the challenges in the supply of various skills to the South African tourism industry. Accordingly, it was befitting to respond to the plea to participate at the 4th Careers@HiltonLive Youth in Hospitality Career Expo, held at Hilton Hotel (Sandton City) on the 23rd of May 2016. The expo is aimed at achieving the same result with NTCE although at the corporate level.

Minister of Tourism, Derek Hanekom, delivered a sterling and motivational speech to young people to take tourism and hospitality as a career. In his address, the Minister said, "the choices that you take will determine your success, you must strive for perfection and you will achieve excellence."

Minister Hanekom further said, "Hospitality and Tourism industry is very important for the growth of South African economy. More than one and a half million people are employed in the tourism value chain. As tourism grows it translates into good jobs. There are vast

opportunities within the tourism industry, therefore, you must make an informed choice."

Amongst the participants were learners from schools for deaf, who applauded the Minister's message around Tourism being an industry that can accommodate everybody including the people with disability.

Partnerships between private and public entities within the industry have been a game changer in terms of yielding meaningful results thus far and as such, commitments made by the Hilton Hotel World Wide Group to support the human capital investment helped to fuel the burning fire.

During the expo, Hilton Hotel also showcased motivating stories of learners that have been taken through the Hilton learners programme called 'Passport To Success' and are now permanently employed by the Hotel. Two of the learners that benefited from the programme were also present during the expo. Learners were afforded a chance to share their successful journey with an aim of motivating others.

Nhlamulo Maluleke, who hails from Giyani in Limpopo and is now employed as a Technician,

shared a funny yet touchy story which left the attendees in stitches. Maluleke said, "Attitude is everything. If you have a good attitude, it will take you far. You must just surround yourself with good people."

The second beneficiary is Rito Baloyi, who also come from Limpopo in Malamulele. Baloyi is employed as a front desk agent. During her speech, she boasted with confidence that her perseverance, hard work and dedication paid off, as she now regards herself as the face of Hilton. This is because she is the first person to receive clients when they visit the hotel. "I used the little opportunity that I received and now it took me far," she said.

Furthermore the Hilton hotel created a hotel simulator that offers various interactive platforms that translate different areas of the hotel operations in order for the learners to have an understanding of the hotel environment. The exhibition platforms and other youth engagements within the industry also assist to reflect sub-sectors within the tourism value chain. The department will continue to participate at such events, as they offer a great marketing opportunity. □



*Minister Derek Hanekom with Jan vd Putten*

## UPCOMING TOURISM EVENTS

### JULY - SEPTEMBER 2016

DATE	EVENT	PROVINCE/ LOCATION
18 July	Madiba Inspired Attractions App	Constitution Hill and Apartheid Museum
09 August	Madiba Inspired Attractions App Event	Nelson Mandela Capture site
25 August	Tourism Month Launch	Free State
29 - 31 August	2016 Africa for Africa Women Conference	Port Elizabeth
08 September	NTCE Media Launch	Bloemfontein
21 - 23 September	Student Seminar and two Workshops to be held in Partnership with the Tourism Educators South Africa (TESA) and Coordinated by Cape Peninsula University of Technology (CPUT)	Cape Town
26 September	Minister's Public Lecture	Central University of Technology - Bloemfontein
27 September	World Tourism Day Celebrations	Free State
29 September	National Tourism Careers Expo	Bloemfontein

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 Department of Tourism