Bojanala broadening horizons

Edition 2 Q2 2017







INSIDE

- **03** Letter from the Editor
- **04** Tourism Month promotes sustainability
- O6 Sustainability in tourism from national to local
- 07 BARSA appoints industry stalwart as General Manager
- 08 Field rangers honoured at Manyeleti
- Pilanesberg Tourism IncubatorsProgramme yields positive results
- Duty of care and where the responsibility lies in corporate travel
- 12 The South African Chefs Association
- Minister Xasa consults with industry on the National Tourism Sector Strategy
- 15 Women of Value South Africa
- Women have a lot to offer the tourism industry
- Chefs graduates to enter tourism industry
- 18 Mountain Zebra National Park turns 80
- Western Cape National Youth ChefsTraining Programme graduation ceremony

ABOUT THE COVER

This majestic Blyde River Canyon is one of the breathtaking South African tourist attractions, which is found in Mpumalanga. This iconic site forms part of the Drakensberg mountains at the northern part and stretches about 25 kilometres.

It is among the many tourist attractions which are found in Mpumalanga, 'THE PLACEWHERETHE SUN RISES!'. The province played host to the 2017 World Tourism activities, including the World Tourism Day celebrations on 27 September 2017. This opportunity made it possible for the province to showcase some of the best tourist attractions. Among the many are the southern parts of Kruger National Park, Sudwala caves as well as God's Window.

CONTRIBUTORS

Charles Mnisi June Crawford Otto de Vries Lerato Mogorosi Phatisa Ntlonze Fayroush Ludick Enver Duminy Kholofelo Nkambule Katlego Tshabangu Annah Mashile Sindisiwe Zwane

CREDITS

Design and Layout done by: Oranje Print & Packaging

Editor: Susan de Bruin

Editorial Support: Johannes Mokou Charles Mnisi Annah Mashile Lerato Mogorosi

Disclaimer

While every reasonable effort is made to maintain current and accurate information in this publication, the Department of Tourism accepts no responsibility for any errors or omissions in this magazine. The use of the content of this magazine is at the user's own risk. The user assumes full responsibility and risk of loss resulting from the use of the content of this magazine. The Department of Tourism or any of the legal entities in respect of which information are contained in this publication, or employees of the Department of Tourism or such entity, will not be liable for any special, indirect, incidental, consequential, or punitive damages or any other damages whatsoever, whether in an action of contract, statute, tort (including, without limitation, negligence), or otherwise, relating to the use of this magazine or information.

Letter from the Editor

Warm Tourism Month Greetings to our Readers

South Africa continues to be one of the most sought after tourism destinations in the world, due to our wide variety of breathtaking tourism offerings ranging from magnificent undulating landscapes to our rich attractions, superb accommodation facilities, warm South African hospitality, to mention just a few. As we conclude the celebration of Tourism Month, we are encouraged by the statistics that reflect continued positive growth in tourist arrivals.

The 2017 Tourism Month brought some exciting tourism elements and in continuing with the trend from previous years, a myriad of activities unfolded throughout the country while placing special focus on the host province of Mpumalanga.

In keeping with 2017 being declared the International Year of Sustainable Tourism for Development by the United Nations World Tourism Organisation, this year's Tourism Month was celebrated under the theme, "Sustainable Tourism – A Tool for Development", which was localised for the South African context as "I Do Tourism Sustainability".

For this reason, sustainability in tourism becomes our focal point in this edition of Bojanala Magazine. The CEO of Cape Town Tourism, Enver Duminy, in his article explores the concept of sustainability in tourism looking at tourism operators working from grass roots level to the highest level of attractions in Cape Town.

In another article, Tourism Minister Tokozile Xasa consulted with industry on the National Tourism Sector Strategy (NTSS), a tourism development framework for economic growth and job creation in the tourism sector. We give an overview on the consultative session which was aimed at soliciting inputs from industry players.

Some of the other stories in this edition will provide insights on the success of programmes implemented by the department, such as the National Youth Chef Training programme and Pilanesberg Tourism Incubators Programme.

Read more about the milestone achieved by Mountain Zebra National Park as they celebrate 80 years of existence. Otto de Vries, the CEO for ASATA, takes readers through the importance of safety in corporate travel to ensure the safety of staff travelling for business purposes.

Also, in this edition we take a look at events focussing on woman who are pushing boundaries and making a difference in the tourism industry. Among these articles are the Women in Tourism (WiT) networking session held nationally and the Woman of Value South Africa Annual Indaba that took place in Johannesburg.

The Board of Airline Representatives South Africa (BARSA)



enters into the new era as they appointed an experienced aviation and tourism professional. Ndiphiwe Ntuli joins BARSA as a General Manager, bringing years of experience in the aviation sector to his new role.

Lastly, we bring you the festivities of the Mpumalanga Tourism and Parks Agency when they celebrated World Ranger Day at Manyeleti Game Reserve to acknowledge the work performed daily by rangers working in protected areas.

As we conclude the 2017 Tourism Month celebrations, let us also remember to take part in doing tourism in our own country, not only during Tourism Month, but throughout the year and beyond.

Enjoy!

Susan de Bruin

Tourism Month promotes sustainability

Story and Pictures by Charles Mnisi

The Department of Tourism in partnership with South African Tourism (SAT) and Mpumalanga Department of Economic Development & Tourism launched the Tourism Month on 26 July 2017 at the Dunkeld Country Estate in Dullstroom, Mpumalanga Province.

Tourism Month is celebrated annually in September with the aim of encouraging South Africans to explore their own country and by doing so create jobs and growth the economy. It also provides the tourism industry with an opportunity for a sustained, heightened month-long focus on the importance of domestic tourism to the economy.

Delivering a keynote address at the event, Minister Tokozile Xasa stated that the government and private sector must come together to promote aspects of the country that would draw tourists and assist in economic growth. She urged South Africans to travel the country so that they can appreciate it. "By travelling, each of us can leave a financial footprint where we visit. We want to make sure that tourism is a sustainable driver of economic growth," Minister Xasa said.

In keeping with 2017 being declared the International Year of Sustainable Tourism for Development by the United Nations World Tourism Organisation, the theme for this year's Tourism Month is "Sustainable Tourism – A Tool for



Minister Tokozile Xasa delivering the keynote address.



Minister Xasa and SAT Chief Executive Officer, Sisa Ntshona responding to media questions.

Development", which was localised by SAT for the South African audience as "I Do Tourism Sustainably".

Localisation of the theme to South Africa assists in building excitement around local programmes and initiatives aimed at growing the tourism industry. This will be done by focusing on products and services aimed at developing the local economy and attractions to enhance destination competitiveness by including social tourism initiatives such as Capacity Building Programmes, Universal Accessibility and Tourism Incentive Programmes.

Mpumalanga was chosen as the destination for this year's Tourism Month because it is one of the least visited provinces. The launch aims to showcase the diverse and beauty to be found in the province. The theme also embraces the number of opportunities that will not only boost domestic travel for economic development in Mpumalanga, but also look at how the industry can become more inclusive for youth and women.

A significant amount of South Africa's annual revenue comes from the tourism sector. The industry also maintains a high number of jobs in the country. In 2016 alone over R26 billion was generated from domestic travel in South Africa. The Tourism Month initiative hopes to encourage more South Africans to look at their home country when planning their travels.

SA Tourism CEO, Sisa Ntshona addressed the guests during the launch, calling on all South Africans to promote tourism to help improve the local economy. "We are in a tight economic environment. Tourism is one of the sectors that we believe can pull us out of this situation," he said. Ntshona also urged each



Traditional Ndebebele musician Nothembi Mkhwebane, performing at the Tourism Month launch.

province to find what was unique about their region and see how it could contribute to tourism.

MEC of Finance, Economic Development and Tourism of Mpumalanga, Sikhumbuzo Kholwane, said the province has prioritised tourism. He added that a working arrangement would be discussed between the province's neighbouring countries,

Mozambique and Swaziland to boost tourism in the region. "The role of municipalities is critical in dealing with the matters of tourism," he concluded. The event was vibrant and colourful with a programme filled with local entertainment including the traditional Ndebele musician, Nothembi Mkhwebane, who was extremely popular with attendees.



Delegates attending the launch.

Sustainability in tourism - from national to local

By Enver Duminy





Enver Duminy CEO, Cape Town Tourism.

Where would we as a country be without tourism? Certainly, a lot poorer, both in terms of the economy and in experiences. Sustainability in tourism can be regarded as a lofty concept but the fact is that its reach extends right down to the humblest of tourism operators working at grass roots.

Direct tourism contributed 18 % to the Western Cape economy during the first quarter of 2017. The bigger picture is that in South Africa, during the same period, direct tourism contributed 3% to the country's GDP, and indirectly, a further 3%. Besides those figures, tourism

employs 4.5% of the country's workforce. It's straightforward business sense to ensure that the sector continues to grow and that all opportunities are maximised to create and keep jobs.

Start small

Estimates are that by 2030 90% of all new jobs will be in SMEs. If you are operating a small business, chances are the pressure of day-to-day tasks and operations keeps your mind focused on what you're doing rather than the bigger picture. Let's say you're operating a shuttle service like Howie's Shuttle. You are likely to be concentrating on ensuring that visitors are happy and that your marketing is effective. Now imagine dozens of similar businesses — all competing in a similar space. We need to have growth in tourism to sustain these businesses. One of the benefits of joining an association of industry professionals is that you can collaborate to overcome challenges, something we all face from time to time.

I'd like to suggest that large businesses can see value in working with smaller ones, all for the benefit of our visitors. That was one of the key messages conveyed recently in a community engagement initiative we hosted in Langa.

The eKasi Sessions

Our large attractions are central to the success of tourism in the Cape, but of equal importance to us is tourism that takes place in local communities. With that in mind, we have set up a number of meetings in different neighbourhoods such as Langa, Khayelitsha and Mitchell's Plain, not to tell business owners what to do, but to listen to them. This listening exercise has proven invaluable, as we have been able to hear the concerns of operators. What's more, we didn't go in as heavyweights or experts, we met these tourism professionals on their home turf, right where they operate, to truly understand their environment.

For a destination marketing organisation comprising member businesses, it's good to have conversations with members, not only at the Annual General Meeting, but on their terms. That's how you get a deeper impression of what the tourism sector is like for those working in it.

The objective of the eKasi Sessions is primarily to listen, and from these opportunities can arise for local businesses. With so many creative minds in the room, there could be an organic flow towards creating a completely new tourism offering — a large, once-off event that brings in people from across the city, or a recurring event that benefits many businesses, as we've seen with for example First Thursdays. On the first Thursday of every month, the CBD is buzzing, locals and visitors turn out to support local businesses and to explore the city. It's a model of creativity, marketing and cooperation between businesses, and it's the kind of event that helps to counteract seasonality in tourism.

Associations, cooperatives, whatever we are, we can all benefit from engagement. Indeed, we, as stakeholders in tourism, know this well. Meetings can lead to action, action that has a greater impact since a majority is backing it, with greater resources and more voices to share common messaging.

Ultimately, that's how sustainability in tourism will occur, by acting together, not only as city, provincial and national bodies, but as local ones, so that each tourism professional is working towards the same objective on the understanding that as one person acts, the entire industry is influenced.

Returning to that first question — what if tourism ceased to exist? Well, it hasn't, and we know that in times to come it will be the sector of choice for many young people. I'd like to applaud all of those who have noted that this is going to happen, and who have subsequently invested time and money in developing skills, mentoring, educating and raising up the next generation. Each bursary and scholarship or programme that is created leads to continuing excellence in tourism and it is this culture that we need to ensure that our industry grows.

The ripple effect is enormous, and we can see how those who have benefited pay it forward. Cape Town Tourism's own Board Development Fund (BDF) is one example of this; an initiative created by the board members, in which they have redirected their own stipends into a fund set up to benefit up-and-coming, historically disadvantaged tourism business operators. The BDF has seen former beneficiaries of the fund go on to establish their own skills development programmes.

Sustainability in tourism comes from within the industry, so let's ensure that we're doing all we can across the board to make it happen.

BARSA appoints industry stalwart as General Manager



By June Crawford, CEO BARSA



June Crawford, CEO, BARSA.

The Board of Airline Representatives South Africa (BARSA) has appointed experienced aviation and tourism professional, **Ndiphiwe Ntuli,** to the new role of General Manager.

Ndiphiwe joins BARSA bringing years of experience in the aviation sector to the role, including seven years at Airports Company South Africa (ACSA) as group head of Stakeholder Relations, a position that incorporated stakeholder relationship management, reputation management, socio-economic development and enterprise development.

Ndiphiwe also spent several years as the country manager of South African Tourism in Japan and as Director: Inter-Governmental Coordination and International Tourism Liaison at the then Department of Environmental Affairs and Tourism (DEAT).

Highlights of Ndiphiwe's career include coordinating the tourism industry response to the Department of Transport's aviation policy framework, which included establishing a fair air services bilateral negotiations framework. His leadership role in government negotiations led to the fruition of several co-operative agreements with international agencies and governments, including the much sought-after Approved Destination Status with the People's Republic of China.

"Having spent 18 of his 22 year career in the public sector, both in government and its agencies, Ndiphiwe will add immense value to the aviation sector, but especially to BARSA members," says **June Crawford**, BARSA CEO, welcoming Ndiphiwe to the role.

"My passion for brand marketing, reputation management, socioeconomic development and stakeholder management will bring a new dimension to this new role at BARSA," says Ndiphiwe.

"It gives me great pleasure to return to the aviation fold and represent the interests of the international aviation sector in South Africa — a position for which my international and industry experience make me well equipped."

About BARSA

BARSA is the representative association of the international airlines operating to South Africa. BARSA represent member interests in most countries in the world.

In 2005, BARSA took the decision to appoint a CEO to ensure that the interests of its members were adequately attended to. Although BARSA had been in existence for several years, with insufficient time devoted to its business, dedicated resources were required to raise the profile of the association.

BARSA identified the need to establish a recognised means of communication and consultation between member airlines and statutory and other organisations whose actions influence and affect member airlines and the aviation industry in general.

BARSA provides the single concerted voice on behalf of its members on policy and other matters in relation to government and other industry stakeholders.

For more information, visit http://www.barsa.co.za or contact Sarah Bruce at sarah.bruce@barsa.co.za



Ndiphiwe Ntuli of BARSA.

Field rangers honoured at **Manyeleti**



Article by Kholofelo Nkambule, MTPA

The Mpumalanga Tourism and Parks Agency (MTPA) celebrated World Ranger Day on 31 July at Manyeleti Nature Reserve to acknowledge the work performed by rangers in all protected areas.

World Ranger Day is recognised by the International Union for Conservation of Nature (IUCN), and it is an opportunity to celebrate the wonderful work that rangers do worldwide. The rangers' work is often dangerous, difficult, unappreciated, unrecognised and even unknown. They dedicate their lives to protecting what is not theirs and they go the extra mile.

"We would like to applaud our rangers working hard in protecting our natural resources and risking their lives out there against fire, animal related deaths or even against poachers. We remain undoubtedly humbled with the work they are performing in the field," said Johannes Nobunga, Chief Executive Officer of MTPA.

According to the International Ranger Federation (IRF) Roll of Honour, it has been reported that worldwide, about two rangers are killed every week; but this is only partial data so the figure could be doubled. In most cases the rangers were killed by poachers. While the IRF continues to monitor ranger deaths, unfortunately some deaths are not recorded. MTPA is fortunate not to have lost any lives thus far.

"As we celebrate this special day, we appeal to the communities at large to salute these brave men and women who have paid the



Field Rangers who received the Environmental Management Inspector certificates.

ultimate price for conservation by commemorating their lives and indeed their calling. This is a chance for us to support their vital work. With poaching still on the rise in South Africa, we cannot afford to have rangers not operating at optimal levels. We are committed to provide the necessary support systems that rangers are so desperately in need of,' added Nobunga.



Field Rangers parading.

Pilanesberg Tourism Incubators Programme yields positive results

Article and Pictures by Annah Mashile

Deputy Minister of Tourism Elizabeth Thabethe, accompanied by the Mayor of Moses Kotane Local Municipality, Abram Diale and Kgosi of Bakgatla — Ba Kgafela, Kgosi Nyalala Pilane, visited the Pilanesberg area to assess the progress made on the Tourism Business Incubators programme (TBI) on 25 July 2017.

Pilanesberg TBI Programme was launched on 28 October 2016 with 50 SMMEs from different sub-sectors of tourism. The Enterprise Development Programme is a new approach to support Small, Medium and Micro-Enterprises (SMMEs) by providing business development support and training to SMMEs operating in the tourism sector to improve their business practices and job creation capacity.

Deputy Minister Thabethe said: "The Department of Tourism is pleased that it started this incubator initiative as we look at some of the incubatee businesses. It is fulfilling to see that this programme is making a difference with these businesses growing and creating more job opportunities".

She further said, "The programme is only six months in operation



Deputy Minister of Tourism, Elizabeth Thabethe.



Pilanesberg Tourism Incubators Programme Incubatees.



Attendees of the Incubators Progress Programme at the Mphebatho Cultural Museum.

and has yielded positive results which means that we can move forward with it. We however depend on the budget allocation to have more incubators, and therefore we should create partnerships with passionate leaders like Kgosi Pilane, mayors and investors to get more funds."

One of the incubatees Ms Refilwe Tladi, Chief Executive Officer of Thalerra Tours said: "We appreciate the mentorship, skills and support the department is giving to us. We are willing to learn and grasp more opportunities."

Some of the SMMEs received market access as part of the Tourism Indaba Hidden Gems initiatives, while others were graded or assisted with branding and setting up of their websites. With planned workshops on marketing, social media, customer service and tour operator training, more tourism businesses are guaranteed to flourish in rural areas.

The Department of Tourism's Enterprise Development Unit conducts regular monitoring visits to incubatees to report on progress. The Department's Monitoring and Evaluation Unit has developed an incubator monitoring tool which captures all SMMEs in the incubation programme and facilitates extensive reporting of activities taking place in the incubator.



Deputy Minister of Tourism, Elizabeth Thabethe and Kgosi of Bakgatla —Ba Kgafela, Kgosi Pilane arriving at Mphebatho Cultural Museum.

Duty of care and where the responsibility lies in corporate travel

ASATA

ASSOCIATION OF
SOUTHERN AFRICAN
TRAVEL AGENTS

By Otto de Vries



Otto de Vries CEO, ASATA.

As South Africa falls on the International Save Our Selfs's list of the top 20 primary perceived highrisk employee locations worldwide, the conversation about duty of care and how companies, organisations and government departments have a responsibility to safeguard their staff when they are travelling on business becomes important.

Even destinations that were once perceived as safe can in an instant no longer be regarded as such. So no matter where staff members are travelling, it is

the department's duty of care responsibility to ensure they are kept as safe as possible for the duration of their travel.

Any entity that is found to have failed to plan or devise and implement a duty of care plan — whether they were aware of their duty of care responsibility or not — may be held liable if a staff member is injured or dies while travelling on business.

The dilemma, however, arises when travellers flout travel policy and knowingly or unknowingly put themselves at risk. How can an organisation be held responsible for travellers' safety when they've failed to follow protocol?

Duty of care requires staff members and management to share the responsibility of safeguarding travellers. As much as it is the organisation's role to ensure that duty of care policies and procedures are in place and communicated to travellers, so too travellers are required to adhere to them. That is their duty of loyalty.

Imagine the following scenario: a member of staff needs to fly to Europe on government business. He or she decides to skip 'tedious' approval processes and books tickets and accommodation online instead of through an accredited ASATA travel agency. While the person is travelling, disaster strikes and that staff member is injured, killed, or nowhere to be found.

By booking outside the approved channels, the traveller has put him or herself in harm's way. Not only is he or she not staying at an approved accommodation establishment, they are also making it very difficult for their management to know where they are and whether they've been affected by the disaster. Nobody knows exactly how to get in touch with the person to make sure he or she is safe, to offer alternate accommodation or to book the person on the next flight home and out of harm's way.

The risk travellers may encounter on a business trip need not be as serious as a terrorist attack. While away, staff members could be victims of petty crime such as being robbed or involved in a car accident. They'll still need, and want, the assistance of management while abroad to take care of formalities.

In most cases, corporate travellers simply don't realise the crucial role they need to play when it comes to their own safety. They neglect to follow very basic rules, such as providing mobile contact numbers in their travel profile or fail to book through their appointed travel management company.

Sometimes, however, travellers consciously engage in very risky behaviour while away. A recent study conducted by On Call International shows that one in four business travellers admits to binge drinking while on business trips. More than 11% admit they've "picked up" a stranger at a bar while on a worksponsored trip and 8% have in fact lied to their employers about their activities while on a work-related trip.

This behaviour poses substantial risks to the employee's personal safety and can also lead to lawsuits that threaten the organisation's reputation. In these cases, a staff member may not only face disciplinary action, he or she may also be left to their own devices as they will not be covered by the institution's insurance policies.

More emphasis and costs should be focused on planning and implementing best practice to pre-empt and resolve painful situations as quickly as possible. The key to a successful Travel Risk Policy or Duty of Care Policy is clear communication about the dangers of travel before, during and after the trip.

The department needs to prepare destination briefs and communicate safe travel practices through a multi-channel approach, through e-mail, mobile and face-to-face training. Not only does the dapartment need to ensure that travellers receive the do's and don'ts of their travel destination, they also need to see to it that travellers receive the appropriate vaccinations and health warnings. Lastly, the department needs to make sure a traveller knows what his or her responsibilities are through a formal travel risk plan.

The travel agents will share their industry-specific knowledge and disclose any potential hazards such as the risk of a tropical disease in an area or even the potential for strikes. An ASATA-accredited travel agent will also help to implement duty of care policy, ensuring, for instance, that not all the senior officials of a department are on the same flight.

When it comes to the travellers, they need to consider the importance of safety over their need for privacy, such as by allowing their company to track their location via their mobile device. Knowing where the traveller is while the person is on the road is essential to being able to exercise duty of care responsibilities accurately and speedily, even if this curtails their right to privacy.

Risk assessment prior to every employee trip, traveller tracking and ensuring all vendors are aligned in their responsibility for looking after the traveller are further measures that can be employed.

The South African Chefs Association

By Katlego Tshabangu, SACA



The South African Chefs Association (SA Chefs) is a non-profit industry organisation that has been representing chefs, cooks and caterers at all levels for over 40 years. Our core purpose is to set and maintain the highest level of culinary excellence, food standards and professionalism throughout South Africa. We accomplish these goals through the transfer of skills and the upliftment of individuals, our members, "The South African Chef".

One of our pillars is the National Youth Chefs Training Programme (NYCTP) which keeps on soaring, changing the lives of unemployed young people and providing our hospitality industry with a skilled workforce. One of our many objectives is to have a significant impact on the careers of the chefs in South Africa.

Each year, close to 600 young aspiring chefs join the programme to pursue their dreams of joining this dynamic culinary and hospitality world. We've seen thousands of them graduating and spreading their wings to cook in kitchens not only here at home, but across the globe.

Meet some of the beneficiaries of this life-changing Hospitality Industry programme who have graduated proudly and showcased their skills through competitions:

The National Youth Chefs Training Programme has again achieved



Class of 2017 Graduations at Uncle Toms Community Centre.

an outstanding 90% pass rate. On the 25th of July 2017, 12 Schools were invited to attend the graduation in Soweto at the Uncle Toms Hall to be awarded their qualifications.

The Soweto graduation was a great success and was honoured by the following dignitaries:

- Minister of the National Department of Tourism: Ms. Tokozile Xasa
- Director-General of the National Department of Tourism: Mr. Victor Tharage
- Ward Counsellor: Mr. Themba Msibi
- Cathsseta Chairperson: Mr Phumzile Kedama
- Tsogo Sun Training Manager: Ms. Bernice Heister
- Tsogo Sun Executive Chef (Goldreef City): Mr Vaughan Assan
- Awesome Travel: Mr. Glen Davidson

- Awesome Travel: Ms. Nondumiso Nkosi
- Nedbank SMME Business Workshop: Regina Gaunden Graduates were thrilled to receive motivational messages from every speaker that was invited to the event, including the Minister of the National Department of Tourism, as well as the President of the South African Chefs Association - Mr Stephen Billingham.

The prizes for Best Achiever were also awarded on the day as per the categories below:

Gauteng Graduations Achievers

Certificate Level students 9-Students
Diploma Level students 4-Students
Pastry Level Students 6- Students



The George Graduation was held at the Carpe Diem School Hall on the $8^{\rm th}$ August 2017.

All the NYCTP Graduates were honoured in a Traditional Francois Ferreira spoon initiation Ceremony, which made the event very special to the Graduates, as well as all the officials that were part of the ceremony,

On the day 16 Certificate learners graduated, along with 10 Pastry Learners who were also awarded their Patisserie Certificates.

The event was honoured by the following dignitaries and officials from the National Department of Tourism/ SA Chefs and the Academy:

- Francois Ferreira (Francois Ferreira-Founder/Principal)
- Denise Lindley (François Ferreira- Principal)
- Patience Molokoza(National Department of Tourism -Director SRI)
- Portia Rakoma (National Department of Tourism Director SRI
- Mr Hudson Masondo (SACA NYCTP-Project coordinator)
- Alma Oosthuizen (Francois Ferreira –Lecturer)
- Amorreen Barnes (François Ferreira Administrator)
- Maria Maile (SACA NYCTP Administrator)
- Elizabeth Theron (François Ferreira Lecturer)
- Lydia Barrett (Francois Ferreira Lecturer)

The Cape Town Graduations on 22 August 2017 were held at the Park Inn by Raddison Blu Hotel

This second ministerial graduation was held in Cape Town, with 50 learners graduating with Certificates, Diplomas and Patisserie levels from the 3 Schools that participated in Phase 4B of the NYCTP Programme. These were the International Hotel School, Ikusasa School of Cookery and the Silwood School of Cookery.

The event was honoured by the following dignitaries:

- Deputy Minister of the National Department of Tourism: Elizabeth Thabethe
- The Founder of the Silwood Cookery School: Alicia Wilkinson
- Doctor (Hospitality studies) Cape Peninsula University of Technology: Mandisa Patani
- Vice President of the SA Chef: Allister Esau
- Tsebo Holdings Executive Chef: Neil Clem

Info Chef 2017 (The First National Youth Chefs **Training Programme Plating Competition)**

Info Chef Africa is the South African Chefs Association's biggest annual conference, which attracts over 1200 delegates to Gauteng. This event is the Association's primary social and educational event and is one which has enormous potential for growth and exposure for SA Chefs sponsors and partners.

The objective of Info Chef Africa is to provide High School and Culinary students as well as Chefs (Chefs in training and qualified chefs) and Food & Beverage professionals with a day of interactive, informative learning and networking.

This year Info Chef Africa held the very Ist National Youth Chefs Training Programme Plating Competition on the 10th of August 2017.

Five National Youth Chefs Programme graduates were invited to compete by preparing a "cold main dish presentation". The following graduates showcased their dishes:



- Skhumbuzo Thwala
- Bongani Ngwenya
- · Kabelo Tabane

- Thobi Skosana
- · Shaun Moreki

The finalists won the following amounts:

Name	Surname	Finalist	Prize
Thobi	Skosana	I	R 10 250.00
Kabelo	Tabane	2	R 5 250.00
Skhumbuzo	Thwala	3	R 2 750.00
Bongani	Ngwenya	4	R 250.00
Shaun	Moreki	5	R 250.00

They were judged by renowned chefs from the South African Chef Association



Thobi Skhosana (Ist Prize Winner)



Kabelo Tabane (2nd Prize Winner)



Sikhumbuzo Thwala (3rd Prize Winner).

Preparations are underway for the 2018 intake of the National Youth Chefs Training Programme.

We have received thousands of applications from eager, young South Africans who aspire to becoming future chefs.

We are extremely excited and look forward to changing more lives.

For more information about the programme, contact: National Youth Chefs Training Programme Department on recruitment@saca.co.za or 011 482 7250.

Minister Xasa consults with industry on the National Tourism Sector Strategy

Article by Lerato Mogorosi | Pictures by Charles Mnisi

The Minister of Tourism, Tokozile Xasa consulted with the tourism industry on the Draft National Tourism Sector Strategy (NTSS). Hosted in Johannesburg on 7 August 2017, the consultative session was aimed at soliciting inputs, as well as stimulating the public and private sectors to ensure alignment and sharing of resources in the implementation of NTSS after approval by Cabinet.

The NTSS is a tourism development framework approved by Cabinet in 2011, envisioning South Africa to be a top 20 tourist destination in the world by 2020, and serves as a guiding document for economic growth and job creation in the tourism sector. The Department of Tourism commissioned a review of the NTSS in 2015 in order to ensure alignment to the National Development Plan (NDP) as well as the Tourism Act 3 of 2014.

"The NTSS is a long term framework which responds to the country's development imperatives. We want to align ourselves to the NDP and contribute to the national agenda on inclusive growth by creating jobs and growing the economy. As we finalise



Minister Xasa engages with stakeholders.



Industry stakeholders in consultation with the Minister.



Deputy Minister Thabethe, Minister Xasa and DG Tharage.



Minister during media interviews.

reviewing of the strategy, we want to ensure that we contribute directly to the economy of the country. Key among our targets is to achieve an increase of direct jobs to one million by 2026," said Minister Xasa.

"We hope to have interactions with all stakeholders, including those outside our sector because tourism takes place in these spaces too, and in order for our strategy to be realisable and realistic, these interactions are critical," said Minister Xasa.

On challenges facing the sector due to innovations such as the shared economy, the Minister said that the tourism industry is not immune to the fourth industrial revolution. "There will be shockers due to such technological innovations, but we remain a labour intensive sector," concluded the Minister.

Women of Value South Africa

Article and Pictures by Annah Mashile

Women of Value South Africa (WOVSA) held their second annual International Women Entrepreneur Indaba from 9 to 11 August 2017 at the Maslow Hotel at Sandton Convention Centre. WOVSA is a social initiative with the mission to develop and empower women and youth through enterprise development. The Indaba kicked off with a round table discussion themed "Building partnerships towards economic transformation through enterprise and supplier development."

Issues discussed include establishing and strengthening partnerships within the region, skills transfer; exchange programmes; and creating a platform for inter-trade.

One of the speakers, Ms Angela Martha from Angola, explained how difficult it is for a woman to empower herself in Angola, as there are no policies, no connection between the government and the community and women suffer to achieve positions in leadership. Martha said, "Without the structure and government policies there is no progress or growth for women in Angola; however, we have associations related to agriculture, arts, education and religion. We are facing challenges and still need to work closer with government to come down and work closely with the community and listen to their real problems on the ground."

The Minister of Tourism Ms Tokozile Xasa, sent a video message to the Women's Indaba. She highlighted how women's issues should not be overlooked and should be improved. Xasa said, "There should be fundamental radical socio economic transformation, which means change in structure, leadership systems and patterns of ownership, management and control of the economy in favour of all South Africans,"

She further emphasized the urgency to implement programmes of economic emancipation to ensure that the majority of people share in the wealth of the country as enshrined in the freedom charter. Women's participation in various sectors in our country is very important, including in the tourism sector. Our continent is gradually moving towards archieving the vision of the African Union which is to see women fully represented in the various levels of sectors because the participation of women in South Africa is below the gazetted broad based black economic empowerment target. The vision is to achieve 30% representation of women in leadership levels in the next five years. Hence a women's dialogue called Women in Tourism, led by Minister Xasa, was formed to campaign for the respect and recognition of women for the meaningful roles they play in the tourism sector, representation in economic activities and leadership.

In conclusion, the Minister said that women should make sure that they differentiate them selfs in whatever they do because if they are different they will stand out.

On the second day of the Indaba, Gauteng Premier David Makhura payed tribute to women pioneers who fought for freedom in our



Minister of Tourism, Tokozile Xasa, delivers the keynote message through a pre-recorded video.



Premier of Gauteng, David Makhura, gives a message of support to those in attendance.



Panelists participating during a debate.

country. Makhura emphasised that government needs to insure that banks and sponsors open up and support women. "African women are not invisible - they try to be in every part of the country's issues to get ahead in life. We are not doing women a favour by empowering them but if you empower one woman you empower the whole community," said Mr Makhura.

Zimbabwean Deputy Minister of Tourism, Ms Anastancia Ndhlovu, Gauteng Tourism Authority Executive Head, Ms Noni Kubeka and Mr Skhumbuzo Malwela, SADC Youth in Tourism Minister, tackled issues such as creating a platform for cooperatives and small medium enterprises (SMEs), opportunities within the tourism value chain and embracing different sectors. Women where inspired to go and grasp opportunities available out there.

Women heads of SMEs attended the event to showcase the creative business services that they offer and how they can be supported and empowered. The Indaba ended on the third day with case studies on the state of cooperatives in Africa and the role of transformation, gender equality, women empowerment and economic transformation being outlined by women from Nigeria, Angola, Botswana, Swaziland, Namibia, Zimbabwe, Malawi and South Africa.

Since the foundation of WOVSA in 2012 by a woman who identified the need to respond to poverty issues, Ms Dimakatso Malwela, women have participated in, among others, TV documentaries, Letlotlo women of value magazine, WOVSA academy school of entrepreneurship and the dignity pack schools programme. In the future, WOVSA would like to see women have more skills development and transfer programmes; access to markets; entrepreneur and supplier development; and access to funding and broad based economic empowerment initiatives with various companies.

The Indaba empowered and inspired women in business to overcome challenges and equip them with the tools needed to enhance their leadership skills and management styles while focusing on being future leaders.

The 2018 conference will be held in Zimbabwe.

Women have a lot to offer the tourism industry

Article by Phatisa Ntlonze | Pictures by Annah Mashile

"We made a conscious decision as the Department of Tourism to champion the recognition of women who are pushing boundaries and making a difference in the tourism industry," said Minister Tokozile Xasa during the Women in Tourism (WiT) Networking Session held at The Cullinan Hotel in Cape Town on 24 August 2017. The WiT breakfast is held annually to acknowledge and celebrate women and their contribution in the tourism economy.

The breakfast sessions were held simultaneously in five provinces namely, the Eastern Cape (Port Elizabeth), Gauteng (Johannesburg), KwaZulu-Natal (Durban) and North West (Brits), in order to mobilise women nationally in the sector, raise awareness and facilitate networking to strengthen women's networks in tourism.

The WiT was established in 2014 as a platform to drive programmes to support the development and empowerment of women in the tourism sector and provide networking opportunities. The programme is driven by Respect, Recognition, Representation and Reward of women in the sector.

"The reason we are here as women is to encourage young women in the industry to hold on and strive for the best. As a woman in the industry I do not want young people to face the same problems I did when I entered the sector, hence we need to have constant engagements," stated Ms Ingrid Jones from Mikateko Media.

With the majority of employees in the sector being women, an empowered women talent pool can serve only to strengthen the sector's global competitiveness.

Various studies have shown that the leadership style that women bring to organisations tends to create responsible organisations that achieve sustained growth over time. Through the WiT organisations in the sector we will have access to the most talented women to grow the sector.



Minister of Tourism delivers a keynote address at the networking breakfast.



Minister of Tourism arriving with senior tourism officials at the networking breakfast.



Women in tourism attending the networking breakfast.

"We want to give women in the industry much needed training which is why we came up with the Executive Development Programme. We cannot allow obstacles such as education and training to keep women from growing. It is important to note that women are ready to challenge the obstacles in the industry. If we talk about inclusive participation we are dealing with diverse issues such as support, funding and networking," said Minister Xasa.

In providing feedback on the progress made thus far, Minister Xasa indicated that WiT is in the process of establishing an Advisory Council for Women in Tourism. The Council will advise the Minister on how to attain tangible results within the next five years, given the projected economic performance of the sector against the transformation compliance levels related to participation of women in the sector. Council Members will be a focused group of women with distinguished track records on women empowerment issues and thought leaders, who are willing to spare time for the Women in Tourism programmes in an advisory capacity to the Minister.

Chefs graduates to enter tourism industry

Article by Sindisiwe Zwane | Pictures by Annah Mashile

"Education is the key to unlocking your potential, and Tourism has opened the door for you to new opportunities. Celebrate your achievement today, and prepare to make a meaningful contribution to our exciting sector," said Minister Tokozile Xasa.

More than three hundred learners from Gauteng, Mpumalanga, Limpopo, North West and the Free State Provinces graduated from the Department's National Youth Chefs Training Programme (NYCTP), which is funded through the Expanded Public Works Programme (EPWP).

Speaking at the graduation ceremony held in Soweto at Uncle Tom's Community Hall on 25 July 2017, the Minister encouraged the young chefs to look beyond being employed and consider a path as entrepreneurs. "Our skills development programmes have capacitated more than 2500 young South Africans, and has created 60% employment opportunities for them domestically and abroad."

"Not only does our sector make provision for those who seek to be employed, but it also provides an amicable environment for young people to become entrepreneurs."

"I urge you to visit the National Tourism Careers Expo in the Free State Province from 28 to 30 September 2017, and present your business ideas to the Youth Business Zone.

"Take advantage of the assistance offered by organisations such as the National Youth Development Agency (NYDA), Industrial Development Corporation (IDC) and the Department of Trade and Industry to tap into the resources that have been made available to emerging entrepreneurs.

"It is through entrepreneurial initiatives that we can achieve radical economic transformation within our sector, and our country," added Minister Xasa.



Western Cape Chefs graduation ceremony.



Graduating Chefs.

The NYCTP is implemented by the South African Chefs Association (SACA). Learners took part in a programme that entails 30% theory and 70% practical in service training. Graduates received internationally recognised level 01 - 03 Certificates and Diplomas in Professional Food Preparation and Pastry accredited by City and Guilds.

"We are extremely proud of the learners who are graduating today. The selection process for the Chefs training programme is a rigorous one, and we are confident that we are releasing competent world-class chefs into the industry," said Stephen Billingham – President of SACA.

The National Youth Chef Training Programme commenced in 2011 and has been implemented in the eight provinces. Collaborative partnerships with industry stakeholders offering in-house practical training for learners has contributed to the success of the initiative.

"Our partnership with industry stakeholders has played a critical role in the success of this training programme."

"Your support has afforded graduates such as Mantwa Moeng -Sous Chef at Estate Private Hotel in Northern Cape Province; Thobi Skhosana - Chef de Partie at the Tourism School, University of Johannesburg; Nhlalwenhle Xolo, known as Chef Basil - Chef de Partie- P&O Cruises, and Thulile Blou - Chef de Partie - Emperors Palace an opportunity to fine-tune their culinary skills that have landed them top jobs in our industry."

"We thank the industry for rallying behind the NYCTP initiative, and shaping the tourism ambassadors that are graduating today.

"It is only through such partnerships that we can grow tourism, empower our communities and eradicate poverty," concluded Minister Xasa.

Mountain Zebra National Park turns 80

Article by Fayroush Ludick, SANParks



It's not every day that one of the country's national parks celebrates 80 years of existence. In fact, Mountain Zebra National Park's (MZNP) recent milestone on 4 July 2017 was only the fifth time — after Kruger, Addo Elephant, Bontebok and Kgalagadi Transfrontier National Parks. MZNP is situated outside the town of Cradock in the Eastern Cape, about three hours from Port Elizabeth. A number of highlights for them were the opening of new accommodation units; celebrating the recent removal of the Cape Mountain Zebra from the endangered species list and the proclamation of the Mountain Zebra Camdeboo Protected Environment.

To commemorate the occasion on 31 July, the Eastern Cape MEC for Economic Development, Environmental Affairs and Tourism, Sakhumzi Somyo, cut the ribbon to open eight new accommodation units in the Park which include six two-sleeper cottages and two more luxurious four-sleeper rock chalets. These additions were necessitated by the fact that MZNP currently runs at an 85% occupancy rate. This will adds to the product offering of the Park which include camping and caravan sites, family cottages, mountain cottages and a guest house. The investment in the construction of the units, and the upgrading of bulk infrastructure services in the Park, was valued at R13.5 million. Speaking at the event, Somyo said: "The opening of the new units increased the Park's permanent employment by 20%, not to mention the increase in casual work opportunities and extra stimulation of the local economy that will follow."

Included in the day's festivities was a community event, in which hundreds of people from the nearby towns of Cradock and Middelburg were bussed into the Park to participate in the celebrations. The day also marked World Ranger Day, with the MEC paying tribute to the rangers from national parks throughout the region who had gathered as well as game rangers around the country who have dedicated their lives to working to protect South Africa's wildlife and natural heritage. "These are the men and women on the frontline — the people who keep our precious natural resources safe. They put their lives on the line every day to keep our flora and fauna safe. On behalf of all South Africans I want to thank each and every one of them for their dedication and passion for conservation," he said.

MZNP is in itself a success story in conservation as it was proclaimed 80 years ago to protect the remnant population of II Cape mountain zebra on a I 712 ha property, with fewer than 100 estimated to be left in South Africa at the time. Today, the Park (28 386ha) is home to over I 100 of these animals. Over the years many Cape mountain zebra have been translocated to create breeding populations in other national parks and game reserves, both public and privately-owned.

Finally, the proclamation of the Mountain Zebra Camdeboo Protected Environment last year was also celebrated – involving 66 landowners and spanning an area of 286 343ha.

The Protected Environment is situated between Graaff-Reinet,

Nieu-Bethesda, Cradock and Pearston. Its purpose is to maintain the landscape in terms of its scenic, biodiversity and landscape value through collective action by the private landowners and to protect the area from detrimental developments.



SANParks CEO,
Fundisile Mketeni,
speaking at the
anniversary celebrations
of Mountain Zebra
National Park about
the importance of
connecting and having
a close working
relationship with
the surrounding
communities of national
parks.



The Buyambo Cultural Group, based in Qamata in Cofimvaba near Queenstown provided entertainment at the 80th celebrations.



Family cottages – One of a variety of accommodation options available in Mountain Zebra National Park.

Western Cape National Youth Chefs Training Programme graduation ceremony

Article and Pictures by Annah Mashile

The Department of Tourism and the South African Chefs Association (SACA) held a graduation ceremony in Park Inn at the Radisson Hotel in Cape Town to honour students who were part of the Western Cape Youth Chefs Training Programme funded by the Department. The graduates were recognised for completing the requirements of the course and committing themselves to being qualified and skilled chefs.

According to the Deputy Minister of Tourism, Ms Elizabeth Thabethe, skills development remains important as South Africa continues to refine its capacity as an industrial country. Various training and development initiatives undertaken by the Department continue to enhance and develop skills among young people and enable them to acquire knowledge which allows them to become productive participants in the country's economy.

"The department and SACA are thrilled to report that the class of 2016/17 has achieved a 90% pass rate on all three levels of study and 62% are currently employed and are 20% continuing with their studies," said Thabethe.

For 14 years the South African Chefs Association (SACA) has catered for the interests of those who serve the appetite of the nation such as chefs and caterers at all levels across the restaurants in the hospitality industry. The purpose is setting and maintaining the highest standard of professionalism and expertise in culinary arts by sharing knowledge, and transferring skills, uplifting and empowering their members.

Deputy Minister of Tourism delivers the keynote address at the ceremony.

One of the graduates, Ms Stefni Pedro, said; "It was not easy to complete the course, it was hard and painful as I had to hitch hike to school, but today I am proud as I reap the rewards because of all the support and encouragement I received."

To be a great chef or master in culinary arts takes a wide range of practical skills, creative imagination, relentless energy and hard work, paying attention to detail, the ability to function swiftly and, most importantly, it takes years and years of learning, practice and dedication. Students spend 30% of their time on theory and 70% on practical training.



One of the graduating chefs gives a testimony on the programme.



Bulelwa Seti, Chief Director Tourism Sector HR Development, officiating the ceremony.

Physical address

17 Trevenna Street
Tourism House
Sunnyside
Pretoria, 0002

Contact information

Call centre: +27 (0) 860 121 929
Call centre e-mail: callcentre@tourism.gov.za
Switchboard number: +27 (0) 12 444 6000
Switchboard fax: +27 (0) 12 444 7000

Postal address

Private Bag X424 Pretoria, 000 I

Website

www.tourism.gov.za

Twitter

@Tourism_gov_za

Facebook

Department of Tourism