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EDITION

02

Bolanala



INSIDE THIS EDITION

- Hotel kitchen participates in Mandela Day cook-a-thon
- Tourist guide goes digital in a post-Covid world
- Industry say goodbye to the National Registrar



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



INSIDE THIS EDITION

- 1 Covid-19 alert level 2 tourism sector directions
- 4 Deputy Minister's 67 minutes
- 5 Hotel kitchen participates in Mandela Day cook-a-thon
- 6 Tourism industry steps in to prevent millions lost in daily revenue
- 7 Tourist guide goes digital in a post-Covid world
- 8 It's time to turn on the taps (and fill the tourism bath)
- 9 Domestic tourism is the key to recovery
- 10 Greater need for faster transformation in the tourism sector
- 11 South Africa's travel safe protocol to be approved soon
- 12 African Tourism Board calls for EU support
- 13 Parliament continues in virtual format
- 14 Tourism's extraordinary effort to survive Covid-19
- 16 Laying the groundwork for future travel
- 17 Tourism month 2020
- 18 UNWTO calls on solidarity during pandemic
- 19 Partnerships are critical to post Covid-19 recovery
- 20 Tourism Green Coast youth graduate into the tourism economy
- 21 Ramaphosa signs Border Management Bill into law
- 22 Reflections with the outgoing DDG Ramphele
- 23 Western Cape launches tourism development fund
- 24 Hospitality: what price?
- 25 Break the stigma surrounding Covid-19
- 26 TBCSA protocols to navigate the tourism industry during the pandemic
- 27 Tourism career hopes need to be reignited
- 28 Kgalagadi Transfrontier Park celebrates a milestone
- 30 V&A Waterfront adopts global safety standards
- 31 Rangers rescue orphaned rhino
- 32 Economic boost for WC through boat building



ABOUT THE COVER

The Square Kilometre Project in South Africa (SKA SA) is the largest radio telescope ever built and will produce science that changes our understanding of the universe. The SKA will be collocated in Australia and in Africa. In Africa the SKA will be built in South Africa and eight other African Countries. The SKA SA could act as a catalyst for science, technology and engineering business opportunities, jobs and innovation, and has the potential to put Africa on the map as a world Big data and analytics hub. It is also one of the biggest-ever scientific projects and multinational collaborations in the name of science.

Photo Credit: South African Radio Astronomy Observatory

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*Minister of Tourism
Mmamoloko Kubayi-Ngubane*

EDITORIAL

COVID-19 ALERT LEVEL 2 TOURISM SECTOR DIRECTIONS

The pandemic has undeniably been devastating for the tourism sector resulting in many businesses not being able to keep their doors open or battling to survive as their revenue and sales continued to shrink, leading to forced staff reduction or retrenchments.

As we pick up, not from where we have left, but rather in a new environment, we are putting together the pieces of a new path towards recovery as many people in our sector return to work to provide for their families following months of hardship as we traverse through one of the most difficult periods in the history of our country and indeed the world.

Our road to recovery as a sector has begun, we will in the coming weeks consolidated inputs received on the Tourism Sector Recovery Strategy before we will submit our plan to Cabinet. Our intention is to start as soon as possible with the implementation of the recovery plan. We are mindful that this is critical as tourism is one of the pillars for the broader South African economic recovery and growth.

We are appreciative of the role played by various organisations in all sub-sectors, small businesses in townships, rural communities, the Women in Tourism, the Youth in Tourism and other individuals who have reached out to make submissions as we move to rebuild our sector. Heightened cooperation and partnerships amongst all sector players are essential as we implement our response plan and lay a foundation for a healthier, more resilient and competitive future.

Our analysis of the global trends is that today and tomorrow's traveller is looking for a destination that offers diversity, they will be still cautious to move from one country to the other during their tours and therefore are looking for countries that offer more experiences. South Africa as a destination offers variety and diversity attractions, products and activities with world class experiences giving us competitive and comparative advantage amongst other destinations for this new global traveller.

We will continue to do this analysis and rebuilt our marketing proposition of destination South Africa, this as we move One Step at a time.

We are highly encouraged by the interest we are seeing from both domestic and international investors, looking for opportunities in the tourism sector. This gives hope that the supply side of the tourism sector will not only recover, but has the potential to surpass where we were as a sector prior to the pandemic. Our responsibility is to ensure that as we recover and grow, we bring along the previously disadvantaged groups,

thereby ensuring inclusivity, transformation and sustainability of our tourism sector. We will use our Tourism Equity Fund as a mechanism to support this transformation imperative in the sector.

The announcement by President Ramaphosa to move to Alert Level 2 of the COVID-19 risk adjusted strategy as from Tuesday, 18 August 2020 marked a significant leap and milestone for the tourism sector. The move will reignite business activities, save jobs and the many livelihoods that facing difficulties due to the pandemic.

We therefore welcome the decision by Cabinet to permit tourism services for the categories as stated in the gazetted Regulations. We have developed directions for the tourism sector to provide further clarity on the existing regulations issued to limit the spread of the virus - and in a manner that they can be adaptable in a rapidly changing context.

As we open up the sector, we are therefore confident that measures have been put in place to protect employees, suppliers, tourists and all those who are involved with the sector. As government, we remain committed to work in a coordinated manner to ensure recovery that meets the national development objectives. Our main goal is to ensure that no tourism facility becomes a source of the spread of the pandemic and we are encouraged that since the beginning of the opening and bringing activities back, we are still doing well. Let us keep this up and also hold one another accountable against this commitment for the sake of our people and our industry.

I will now highlight the areas that have been opened up under Level 2: ● **Permitted** ● **Permitted with Restrictions**



ACCOMODATION

- **Domestic leisure travel between provinces is now permitted.** This means Hotels and accommodation facilities may reopen or accept bookings for inter-provincial leisure, subject to strict adherence with health protocols.
- Accommodation facilities are expected to ensure that their breakfast and reception area keep to **50% of occupancy space.**



RESTAURANTS

- The **onsite consumption of alcohol is permitted** at licensed restaurants and bars **every day until 10pm**, with strict adherence to protocol.
- The number of people remains **limited to a maximum of 50** and subject to strict adherence to guidelines and protocols



PLACES OF ATTRACTIONS

- **Places of attractions are also open.** These include, but are not limited to theme parks, amusement parks, water parks, family entertainment centres, zoos, aquariums, science centres, nature and game reserves, national parks and other entertainment and cultural attractions.

- Tourism attractions must **ensure social distancing** and marking floors where tourists must stand. We further encourage **online bookings** were possible, to allow managing of the numbers.
- Ensure that tourists and tourist guides **wear their masks and sanitise regularly**.
- Provide sanitisation**, where attractions have touch screens and touch buttons.
- For all activities such water, quad bikes, hot air balloon etc, ensure **proper sanitisation** after every use.



SELF DRIVE EXCURSIONS

- Self drive excursions must be done **subject to health & safety protocols**.



GUIDED TOURS

- Tourist Guides to ensure **social distancing** (e.g. marking seat or standing areas), sanitise, and wear masks at all times during the tours.
- Tourist guides to **keep records** of their group tours and make them available when required by relevant authorities.



FUNCTION VENUES

- Events held at function venues must comply with the requirement of a **maximum of 50 people**.
- They must further ensure **compliance to health and safety protocols**.



INTERPROVINCIAL TRAVEL

- Interprovincial travel is allowed** for domestic flights and ground transport.

I will be embarking on site visits as part of leading from the front as we encourage South Africans to not only support the tourism sector to preserve the business and the jobs but also to enjoy their beautiful country after months of being in their homes. We request you to do this responsibly and comply with all the protocols, as we travel again we must travel safely.

We will invite the media to join us for the launch of Tourism Month as part of our Domestic Tourism Campaign.

COVID-19 surely impacted our operations, but certainly not our sense of hospitality. The sector stands ready to host you. Whether it is a visit to the local botanical garden, restaurant or an overnight trip to another province – go and enjoy yourself and don't forget to share your experiences as we strive for excellence, resilience and competitiveness.

DEPUTY MINISTER'S 67 MINUTES

The spirit of giving back to the needy, as advocated by the former statesman, Nelson Mandela, was displayed in many ways on 18 July 2020. In this instance, organisations and individuals went all the way in various respects to give back to the community.

This emanates from the Mandela Day initiative, which was initially celebrated in 2009 in South Africa and the world at large.

As part of his contribution to the initiative, Deputy Minister of Tourism, Fish Mahlalela spent his 67 minutes at Empuluzi, Gert Sibande District in Mpumalanga. The Deputy Minister donated blankets and

groceries to needy families as well as building materials for a family whose home burnt down.

Deputy Minister Mahlalela reiterated the importance of giving back to the community, especially during the current trying times, when the pandemic has taken bread away from many families and households.

He indicated that the spirit of Mandela should be imbedded in all of us, where those more fortunate should look after those less fortunate.

Mandela became South Africa's first democratically elected president in 1994.

As a champion of reconciliation, he was instrumental in the Truth and Reconciliation Commission, which was set up by South Africa's Government of National Unity to help deal with the atrocities of apartheid.

Nelson Mandela Foundation stated, "We are facing the Covid-19 pandemic that has led to many countries instituting lockdowns that have prevented people from engaging in income-generating activity. We have also seen global anti-racist protests, sparked by events in the US, and, closer to home, gender-based violence continues to rock the nation."

Staff Reporter

School children pose with the Deputy Minister after receiving gifts



Some of the children who received donations



Deputy Minister Mahlalela poses for a picture with local councillors during the handing over of the donations



Deputy Minister of Tourism Fish Mahlalela addresses the attendees at the Mandela Day ceremony in Mpumalanga



Table Bay Hotel's Executive Chef, Kashun Rambarun (right), assists with the weighing of 2 000 litres of soup. Photographed by Alfonso Stoffel

HOTEL KITCHEN PARTICIPATES IN MANDELA DAY COOK-A-THON

Sun International's Table Bay Hotel in Cape Town reopened its kitchen to prepare 2 000 litres of soup for communities in need, in honour of Mandela Day (Saturday, 18 July).

Despite the hotel still being in lockdown, the kitchens reopened as part of the South African Chefs challenge to participate in a cook-a-thon. The initiative aimed to make 67 000 litres of soup in professional kitchens across the country.

Over 300 chefs nationwide stepped up to the stove plate, including those at the International Hotel School and at Melrose Arch in Johannesburg.

GM of the Table Bay Hotel, Joanne Selby, and her management team, took to their kitchen stations, appropriately masked

and practising physical distancing, to prepare a white bean and vegetable soup, under the guidance of Executive Chef, Keshan Rambarun.

The ingredients have all been selected for their nutritional value. Beans especially, are a good source of vegetarian protein and the vegetables obviously offer great healthy nutrients.

"The ingredients have all been selected for their nutritional value. Beans especially, are a good source of vegetarian protein and the vegetables obviously offer great healthy nutrients," said Rambarun, explaining the choice of soup.

"Every single one of us is affected by this pandemic and for my team of chefs and our management team, Mandela Day is a strong reminder about how important it is to take action, to inspire change, and make every day a Mandela Day," said Rambarun.

The Table Bay Hotel exceeded its goal of 2 000 litres of soup and the nationwide SAC initiative collected a total of 77 455 litres.

Tourism Update



CEO of the Tourism Business Council of South Africa, Tshifhiwa Tshivhengwa

TOURISM INDUSTRY STEPS IN TO **PREVENT MILLIONS LOST IN DAILY REVENUE**

The tourism industry is “considering its options” to stop the R748 million loss of tourism expenditure per day, as well as the further permanent loss of “much-needed jobs”.

“This is after various attempts to convince Government to allow a phased reopening of the tourism sector, especially the use of leisure accommodation under lockdown Level 3,” said CEO of the Tourism

Business Council of South Africa (TBCSA) **Tshifhiwa Tshivhengwa.**

His statement comes after the board held an urgent meeting earlier in the month to discuss the way forward for the sector following President **Cyril Ramaphosa’s** address to the nation.

Tshivhengwa outlined some of the actions by Government, which have caused intense frustration and confusion within the industry, with business owners uncertain of what to do next.

“We have tried appealing to Government since the Level 3 lockdown was announced; however our appeals were not adequately considered. As a result, we have no choice but to weigh our options on the relief measures that will protect and save businesses within the sector as well as the value-chain of tourism and hospitality. Otherwise the industry is facing permanent closure,” said Tshivhengwa.

He added that TBCSA had presented a comprehensive tourism recovery plan to Ramaphosa – which was backed by health protocols developed by the industry to mitigate the spread of Covid-19.

“The plan is based on a phased approach starting with domestic travel and then the opening of international inbound travel by at least September 2020 in order to take advantage of the inbound summer high season which runs from September to April, and represents 60% of South Africa’s international tourism annual revenue,” Tshivhengwa pointed out.

“We believe that the protocols we developed, which are already being used for business and essential travel and accommodation, are adequate for leisure travellers as well. Our protocols are as stringent as other sectors that are already operational like mining, beauty and care, transport, retail, and many more,” he added.

The latest regulations issued, do not permit people to use hotels for leisure purposes. “This further means that the employees are left with no hope and no date of when the tourism industry will be opening. Many of these employees are citizens, mothers, fathers, sons, and daughters who support more people within their communities,” Tshivhengwa commented.

The tourism industry has been pegged as one that has the potential to create much-needed jobs in South Africa and the banning of leisure accommodation and domestic travel at lockdown level 3 goes against job creation.

“Our industry has been operating safely and has assisted Government by providing quarantine sites, isolation spaces, as well as serving business and essential travellers,” Tshivhengwa highlighted, noting that the same principles and protocols should apply for a leisure traveller, intra-provincial travel, inter-provincial travel “or anyone wanting to check into accommodation for personal reasons”.

WHAT’S AT STAKE?

According to Stats SA’s Tourism Satellite Account, in 2018, total tourism spend in South Africa was R273,2 billion.

Domestic tourism accounted for 56% of total spend and 44% was international inbound travel. This translates roughly to R22,7 billion per month and R748 million per day in tourism expenditure that has been lost. Tourism in South Africa supports 1,5 million jobs and contributes 8,6% to the GDP.

Over 600 000 employees within the tourism value chain applied for the Unemployment Insurance Fund’s Temporary Employee Relief Scheme (TERS) and this programme came to an end in June. The end of this programme means that employees will not receive any income from this month onwards.

Tourism Update

Through lockdown, Western Cape tourist guide, **George Meyer**, found a way to continue his passion for guiding by creating virtual tours on YouTube.

Just over five years ago, Meyer went through a massive career change when he left corporate banking and found his passion for guiding. "I had friends who were in the guiding industry and I always used to gravitate toward them at braais because they had the most interesting stories," he said.

Meyer put himself through guide school and guided his first trip in Cape Town in December 2014. It was a few hours into this first trip when a guest from America told him, "I can see you've been doing this for years," confirming to Meyer that he was in the right career.

At the end of that first tour, he confessed to his guests that they had been his first group and thought they would be horrified. After leaving his guests on the last day, Meyer reached into his pockets and found bundles of cash – his guests had left an overjoyed Meyer with around R5 000 in gratuities. "I hadn't earned a salary in months, I couldn't believe it."

With nothing to do during South Africa's lockdown, Meyer took to the Internet and started his YouTube channel. Finding it impossible to sit down and do nothing, he learned to edit and create his videos on his mobile phone. "That's the part that most people can't believe."

Having no previous editing experience, he is completely self-taught and gets better with every episode of his virtual tours. "I absolutely love this; I could definitely see myself doing this in the future," he said, explaining that creating the videos had become a real hobby.

As well as having fun working on his YouTube channel, he is also looking at ways to monetise his content. "At the moment I'm

ADORED AROUND THE WORLD.



TOURIST GUIDE GOES **DIGITAL** IN A POST-COVID WORLD

doing everything gratis, featuring a certain accommodation as a favour." As his channel grows, he would like to charge an advertising fee and make an income from it. "The past three months with no income have been tough, and I'd like to find a way around it."

Meyer has garnered support for the channel from his clients around the world – even one from San Francisco who was on his first tour in Cape Town. With this support, he has been able to link his channel to a crowd-funding campaign through which he is able to provide his own family with food and help other families in his community.

He is looking forward to touring again – and maybe producing video content on the road. "It really doesn't feel like a job; that's how much I love it," he said. "The places I get to visit are places I used to think I could only dream of."

Click on the link below to see Meyer's most recent YouTube video, a tour through the Overberg region in the Western Cape.



https://www.youtube.com/watch?v=FdLE_h6poCA&feature=youtu.be

By Erin Cusack



IT'S TIME TO TURN ON THE TAPS (AND FILL THE TOURISM BATH)

Several people have asked this ancient innkeeper for his views on what the future looks like for the hospitality industry. As Mark Twain said in *Following the Equator*: "Prophecy is a good line of business, but it is full of risks."

I cannot claim to predict the future, but my years of experience in the hospitality industry have taught me a few things about managing uncertainty by leveraging what we know for sure and bringing highly complex situations back to the basics.

We all know that tourism is our beautiful country's greatest asset. Not only is it of increasing appeal to international travellers; it's a key driver of our local economy, employing vast numbers of people across the employment spectrum.

The well-known phenomenon of the tourism multiplier effect sees whatever is spent on accommodation increase tenfold as others benefit downstream. It is conservatively estimated that we employ 1,5 million people across the hospitality and tourism sectors.

I firmly believe in the power of breaking down complex thoughts into simple ideas, so allow me to put forward a basic scenario to you: Imagine a bathtub, with water flowing in through the tap and out via a plughole.

Assume now that this bath, when full, represents 100% of the rooms at all the

tourist accommodation establishments in South Africa. In our scenario, tourists (be they local, regional or international) flow in through the tap.

When they leave, they do so via the plughole, but the bath is usually 50%-75% full of tourists at any one time. In mid-February 2020, the tub is approximately 70% full of tourists. By March, a catastrophic event occurs, and the plug is removed with a single, unprecedented yanking. All the water drains from the bath in a devastating blink of the eye.

Usually, the water would be replaced by the tap simply being turned on through an array of brand awareness and strategic price and product promotions, stimulating the flow of more water into the tub.

I cannot claim to predict the future, but my years of experience in the hospitality industry have taught me a few things about managing uncertainty by leveraging what we know for sure and bringing highly complex situations back to the basics

As a result of Covid-19, the tap was welded shut – and remains so until today. The bath is now completely empty of water. As a result, people across our country, but particularly in our industry, are retrenched, debts are not settled and many hospitality businesses – and their suppliers – are facing insolvency.

Exacerbating the problem are the inevitable drastic price cuts we are about to see, limiting these establishments' ability to recover lost revenue and sustain renewed overheads. Whilst the owners of hospitality establishments agree on an intellectual level that slashing prices is financial suicide, many are understandably so desperate that they will do absolutely anything to attract potential guests.

A positive of this is that local and regional tourists will have a once-in-a-lifetime opportunity to enjoy the many wonders that South Africa has to offer for a fraction of what it would normally cost. With this in mind, it is my fervent hope that the Government will recognise the willingness of the hospitality industry to implement the health and safety measures required to turn on the taps and welcome local tourists to their establishments immediately.

This is the first step towards re-filling our proverbial bathtub, stimulating income for this key sector of our economy and allowing our accommodation establishments to

recoup lost income, helping prices to stabilise to sustainable levels.

It is imperative that we commence discussions on how to practically open our borders to international travellers. We already have enough of a challenge trying to persuade potential tourists to visit South Africa because of fears both rational and imagined.

Having our global competitors operate when we are closed is just another – avoidable – nail in our tourism coffin. It's time to open the taps. Colleagues across the hospitality industry join me in our steadfast commitment to implementing the requisite health and safety measures necessary to protect our guests to the very best of our ability.

My plea to our President is to open local air travel and borders immediately and work with leaders across the hospitality and tourism industry to implement the infrastructure required to welcome our international guests back imminently.

The future of our industry and the livelihoods of the millions of its hard-working employees lies in our ability to reopen our doors to travellers as quickly, safely and collaboratively as possible. I for one am ready and waiting to turn on the taps, wrench and heart in hand.

Arthur Gillis's career in the hospitality industry started at the coalface. He qualified at the South African Hotel School and worked his way up in just 10 years from assistant purchaser at a Cape Town hotel to CEO of Protea Hotels. Arthur has been active in all facets of the hotel industry, which itself makes a massive contribution to the South African economy. On April 1, 2014, Marriott International purchased Protea Hospitality Holdings' three brands and management company, which had 130 hotels in eight African countries, and had 16 000 associates. Gillis is now CEO of Platinum Hospitality Holdings, a hotel owning company.

By Arthur Gillis



DOMESTIC TOURISM IS THE KEY TO RECOVERY

South Africa, we have paused and taken a breath. We have recalibrated and we are now ready to resume play. As we carefully navigate the path to recovery, we should pay particular attention to our domestic market. Domestic tourism is the backbone of the industry. As traditional source markets have been hit the worst with this pandemic, we therefore have to focus on targeting the domestic market with renewed vigour once we are able to resume activities. South African Tourism has embarked on a vigorous campaign to promote domestic tourism post Covid-19, encouraging people to stay home now while they could travel later.

The focus on domestic tourism will entail emphasis on product diversification, developing authentic value-for-money products, activation of niche markets like heritage tourism and festivals, use of local events to address seasonality and geographic spread, activation of school and sports tourism, creating tourism products linked to our icons, leveraging on community-led savings clubs and stokvels, community beneficiation and further entrenching a culture of tourism amongst South Africans. We encourage all South Africans to rediscover South Africa

As we rebuild this sector, partnerships within the industry are critical to its success. We as an industry, remain committed to meaningfully contributing to Government's objectives of inclusive economic growth and sustainable job creation. When this is all over, South Africa will be waiting for you.

Tourism Update



GREATER NEED FOR FASTER TRANSFORMATION IN THE TOURISM SECTOR



The Parliamentary Portfolio Committee on Tourism has called for the public to make submissions on ways to expedite transformation in the tourism sector in South Africa.

The Committee pointed out that the pace of transformation in the tourism sector was too slow and it had subsequently adopted an oversight approach that sought to promote tourism development in the country's villages, townships and 'dorpies' (small towns).

"To achieve this, the Committee has adopted a working philosophy based on the 3Rs, namely, Rebranding, Repositioning and Renewal of the tourism sector in the South African economy," said the Committee spokesperson.

According to Director-General of the Department of Tourism, **Victor Tharage**, the Department welcomed the process by parliament and agreed that the pace of transformation in the sector was indeed too slow.

"The State of Transformation Report released in 2018 to assess the state of transformation in SA's tourism sector, found that nearly 80% of qualifying small and

large enterprises failed to meet the targets for ownership, management control, employment equity, enterprise and skills development," said Tharage.

"It picked up a number of barriers to transformation, such as a lack of innovative infrastructure support for business operations and lack of partnership and collaboration between enterprises and key stakeholders to promote procurement opportunities for SMMEs and entrepreneurs."

Tharage explained that for the sector to transform more quickly, collaborative efforts from both private and public interventions were needed. He said successful transformation of the sector in the next few years required intensive monitoring efforts, awareness programmes and the promotion of black empowerment in the existing private sector.

He added that for "focused monitoring", stakeholders in the industry needed to conduct regular studies to monitor the state of transformation in the tourism sector and introduce a B-BBEE reporting tool and development of concession guidelines. The Department has developed a Tourism B-BBEE portal; an online system that creates

easier access for black suppliers into the market, to address the low procurement spend by large enterprises from black-owned suppliers.

"We should also commend the large enterprises for investing in skills development for black employees. This investment will see more blacks in the sector moving on to senior echelons in the sector," said Tharage.

He added that, although transformation was slow, there had been achievements that could be attributed to strong partnerships between the public and private sectors. "The Department signed an agreement with the University of South Africa to enrol women managers to a one-year, NQF level 8 Executive Development Programme."

Tharage pointed out that, to date, 60 women had been enrolled in the programme since its inception in 2016, with some in senior positions in their organisations. "This financial year will see 20 women enrol for the programme. It is gratifying to realise all these milestones aimed at improving the lives of our people," he said.

Tourism Update

SOUTH AFRICA'S TRAVEL SAFE PROTOCOL **TO BE APPROVED SOON**

The South African Government is working on a 'unified system of protocols' before submitting them to the World Travel and Tourism Council (WTTC) for a Safe Travel Stamp.

This was highlighted by the Minister of Tourism, **Mmamoloko Kubayi-Ngubane**, during a recent Global Travel and Tourism Resilience Council (GTTRC) virtual summit that explored how destinations around the world were dealing with the new challenges and opportunities they faced as a result of Covid-19.

She said the comprehensive Tourism Recovery Strategy – developed by South African Tourism and the Tourism Business Council South Africa, in conjunction with a number of industry associations – was currently being considered by Cabinet.

"Once it is adopted, we see our growth starting from the domestic market, like

many other African countries," said Kubayi-Ngubane. "We are asking the sector to reposition their product offerings to domestic and regional markets in case there is a delay in international tourism reopening and that they will get long-term value in domestic and regional markets."

The Minister said during the summit that there were certain protocols not yet adopted by the Cabinet that were slowing the process of submitting to the WTTC.

"There are two or three areas still outstanding – such as international flight protocols – which we are working on in collaboration with the Ministries of Home Affairs and Transport. Once those are adopted by Cabinet, we will go to the WTTC and other global communities. We are hoping to catch up soon with our counterparts in Kenya."

Kubayi-Ngubane said airlines such as SAA, Kenya Airways and Ethiopian Airlines,

worked very well in coordinating cargo flights in the delivery of PPEs. "We could draw lessons from this with a view to increasing intra-African travel."

While South Africa experiences delays, Kenya is the second East African country to receive the World Travel and Tourism Council (WTTC) Safe Travel Stamp.

Moderator of the GTTRC virtual summit and CEO of Victoria Falls Regional Tourism Association, **Jillian Blackbeard**, said bilateral work was important to ensure countries got the approval, and reopened, at least for regional tourism.

"Even if countries are resilient now, there is no access to many of them. There is a big role to play for wonderful countries like South Africa and Kenya in the reopening of the industry in the continent," said Blackbeard.

By Boitumelo Masihleho



AFRICAN TOURISM BOARD CALLS FOR EU SUPPORT



African Tourism Board (ATB) Task Force members and tourism experts aired their views, seeking the European Union's assistance to support Africa with tourism recovery and development plans in the post-Covid-19 pandemic timeframe.

In their virtual meeting (webinar) held on Tuesday evening, May 19, 2020, ATB senior executives, members, and tourism experts called for support from the EU for African countries with tourism recovery and development stemming from the Covid-19 pandemic that has largely annihilated tourism on the continent.

ATB Patron and conference moderator, Dr Taleb Rifai, along with Patron, Alaine St. Ange, called for EU support for Africa on the post-Covid-19 road to tourism recovery.

Dr Rifai said that Africa needed financial back-up and other support for tourism recovery as well as for development programmes during and after the Covid-19 pandemic, in light of the fact that EU members comprise the leading tourism market sources for Africa.

Conference panellists and participants discussed issues pertinent to Africa's tourism development, ranging from safety and security to health and education.

Dr Peter Tarlow spoke about domestic and regional tourism development in Africa, pegging the context of Tanzania which ATB Ambassador, Mary Kalikawe had forwarded for discussion.

Dr Tarlow also spoke about security and the role of Public Private Partnerships (PPPs) in development of domestic and regional tourism bases in Africa.

"People should visit and enjoy their own tourism. Africans should strive to visit their own continent before opting to travel outside the continent, which is very expensive," Dr Tarlow said.

He said that tourism stakeholders should carry a "Message of Tourism as a Message of Hope." Integrated efforts, training, and security are crucial in ensuring Africa's tourism development during and after the Covid-19 pandemic.

Initial post-Covid-19 travels are expected in such areas as families, friends, and sports, Dr Tarlow added during his webinar conference discussion.

Participants also discussed the need to bring Africa's rich history onto the tourism docket with support from UNESCO, which can also bolster tourism recovery in African national parks and islands under a resilience project.

Key issues discussed, among others, included a need to develop "Tourism Resilience Zones" in Africa, pegging at tourist attractions and products available in each zone.

Egypt and Jordan were cited as good examples of single tourist zones in the Mediterranean, taking into account their ancient civilizations which are tourist attractions in North Africa and the Middle East.

The Vanilla Islands in the Indian Ocean were also suggested as being included on a list of Covid-19 Free Zones to attract tourists for the time being.

ATB Senior Member, Dr Walter Mzembi, said that Africa's source markets should recover first so as to open doors for Africa's post-Covid-19 recovery.

A good number of issues were brought before the panel for discussion during the exciting 90-minute webinar conference, which attracted both ATB Ambassadors in Africa and abroad.

Several projects aimed at developing tourism in Africa were discussed, with feedback provided by ATB supervisors and executives.

The African Tourism Board is an association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from, and within the African region.

By African Tourism Board

PARLIAMENT CONTINUES IN **VIRTUAL FORMAT**

The global Covid-19 pandemic has led to the emergence of a new normal. One of the new ways of doing things is through virtual parliamentary sittings.

In line with the nationwide lockdown, Parliament suspended the programmes of its two Houses. This decision was taken a few days before the start of the constituency programme of Parliament. It was a precautionary measure to drastically limit the number of people at the parliamentary precinct in Cape Town as well as at the off-site parliamentary activities. It was agreed that the remaining house sittings for 18 and 19 March would only consider time-bound matters.

Members of Parliament fall under the category of essential services in terms of the lockdown regulations. So despite the suspension of the programme until further notice, Members of Parliament continued to work in the communities

that they represented, from 23 March to 23 April.

The Presiding Officers used this time to assess how Parliament could best resume its business after the constituency period and to benchmark best practices by other legislatures around the world in the fight against Covid-19. It was decided that the business of Parliament should resume with immediate effect following the constituency period on 13 April. Subsequently, the leave period for MPs, which was scheduled from 28 April to 4 May, was cancelled.

The Constitution requires Parliament to scrutinise and oversee Executive action, to pass legislation and to provide a forum for public consideration of issues and other processes. The role of Parliament therefore remains indispensable during this period of national lockdown. The current period calls for an adjustment to the normal way

of functioning. For Parliament, there has never been a more important time to work in an extraordinary manner and intensify its technological capabilities for the transition to e-Parliament. This is to ensure that the execution of its constitutional capabilities continues uninterrupted.

Parliament has put in place the necessary information and communications technology to ensure its readiness for virtual meetings and the Presiding Officers have framed rules to make provision for these virtual House sittings.

Virtual sittings of the National Assembly and the National Council of Provinces will deal with legislation and other matters needing approval or consideration from the Houses. Parliament remains committed to the uninterrupted execution of its constitutional responsibilities.

Tourism Update



TOURISM'S EXTRAORDINARY EFFORT **TO** **SURVIVE** **COVID-19**

"To emerge from this [Covid-19] crisis will require an extraordinary effort." President Cyril Ramaphosa.



The tourism industry we love is not in a good space. As we enter the peak period of the pandemic we are, at the same time, well into the fourth month of little or no business. TERS is ending, borders are not open, insurers are not paying, we cannot travel for leisure between provinces and we are challenged by seeming inconsistencies in what activities can and can't happen.

And amongst all this we need, together, to mobilise the extraordinary effort it will require to survive in order to sustain as many as possible of the 1,5 million jobs that rely on us, and all the businesses that rely on tourism; the few large, and the 49 000-odd small and medium businesses, across the country, in small and large towns, in rural areas and in cities. This is the lifeblood of this special industry, which welcomes and entertains travellers and the beating heart of communities where this happens – literally putting bread on the table for millions of South Africans.

We have developed amazing protocols and we can operate across our value chain, mitigating all of the Covid-19 risks. We need to celebrate all of the businesses and their employees out there who are learning and implementing these new ways of operating in order to welcome our visitors, guests and passengers. You are to be saluted.

We need to continue to lobby and work together with our Ministry for the essential easing that will enable us to survive and revive:

- We need to ask for the next step – opening up inter-provincial travel for leisure.
- We need to plan for how to open up our borders as soon as it can be done safely and motivate for this.
- We need more support for employees and businesses: TERS extensions, pressure on insurance companies, and additional funds effectively disbursed.

This is the time to support the associations and the people working tirelessly to address the above. Our Minister also supports this – her first words in the speech last week were: "In line with the President's announcement last week, we are continuing with the effort to reactivate the tourism sector so that we can save businesses and jobs in the sector."

Moreover – and crucially – we need to move on from any misunderstandings there may be and we need to have confidence in what the regulations say.

The regulations are clear: accommodation (excluding unaccredited and unlicensed accommodation, i.e. private home sharing/letting) can operate with no limits or exclusions as to who can stay in it. Other clauses permit travel for leisure, but do not permit travel between provinces. So, within a province, people may travel for leisure and stay in permitted accommodation facilities – FULL STOP!

The regulations are only issued by COGTA, and the Ministry or Department of Tourism cannot change the regulations – only COGTA can. Anyone can say anything, but statements do not change the law.

We can welcome the latest Ministry of Tourism directions, which cover, as expected, the 'how' of operating within the regulations, just as the Ministry of Transport directions cover the 'how' of travel that is allowed (i.e. which airports, what capacity for vehicles). The COGTA State of Disaster Regulations enabled Ministers to make directions, but not regulations. We can also welcome our Minister's official speech last week which also elaborated on the 'what' and the 'how'. It did not include any restriction on travelling and staying in accommodation for leisure.

Then, we must just get on and start to do what we do best – welcoming tourists, giving people amazing experiences, helping people who have been locked down for months to re-vitalise and enjoy space, nature, scenery and wildlife. We are allowed to enjoy our public and private game parks and the scenery of the Berg, the coast, the Lowveld, the Panorama Route and so on: let's help all South Africans enjoy this now, when they need it more than ever.

Finally, let's motivate to enable more of this to happen safely – our next big ask is inter-provincial travel. Mpumalanga, Limpopo, North West, Free State, and much of SANParks rely on Gauteng for their markets. Seventy percent of Gauteng domestic travel is to other provinces. The tourism businesses and jobs in these provinces are at risk as long as inter-provincial travel – which is no less safe than intra-provincial travel – is not allowed.

So for now, let's pat ourselves on the back: it's been incredibly tough, and it still is a fight for survival. And going forward, let's just use our extraordinary efforts and resilience to continue, and spur ourselves on to deliver experiences for our business and leisure guests, as safely as possible in the Covid-era.

WHY ARE THE REGULATIONS CLEAR?

1. Under Alert level three, effective from the beginning of June, Regulation 39 (2) f) stated that premises that are closed to the public include:

"Hotels, lodges, bed and breakfasts, timeshare facilities and resorts and guest houses, except to the extent that these facilities are required for accommodation by the remaining tourist confined to such facilities, persons for work purposes and persons in quarantine or isolation."

This clearly did not allow leisure travellers to stay in accommodation, but **all types of accommodation listed could operate for business guests and other stipulated guests**. No leisure travel was enabled in any other regulations (except private self-drive excursions), and the stipulations for allowed inter-provincial travel included business travel but not leisure travel.

2. In his speech of 17 June, the President said, *"This pandemic has also been a global economic crisis of ever-increasing proportion"*. He went on to say that some businesses have had no revenue, and people have had no income for 80 days, and that even with Government's various support packages, there is a limit to how long these businesses can remain closed. He then stated: *"Cabinet has decided to ease restrictions on certain other economic activities."* The first two economic activities listed were:

- Restaurants for 'sit-down' meals.
- Accredited and licensed accommodation, with the exception of home-sharing accommodation like Airbnb.

Obviously, easing of restrictions on accredited and licensed accommodation to support people and businesses requires a change to the status quo of only business and other stipulated guests being allowed to stay in accommodation.

3. Under enhanced Level 3 Regulations from June 25, this was given effect in that the entire Regulation 39 (2) is replaced, and now the new 39 (2) e) states that premises that are closed to the public include:

"Accommodation establishments not formally accredited and licensed, such as private homes for paid leisure accommodation"

Clearly, all accommodation that is accredited and licensed is not closed to the public. Moreover, neither here nor anywhere else do the regulations prohibit leisure guests from staying in accommodation that can operate, nor limit which types of guests can stay in accommodation that can operate. Finally, in Regulation 33 h) travel for leisure purposes is allowed, but the stipulations for allowed inter-provincial travel still only include business travel, and not leisure travel.

IN SUMMARY: all types of guests can stay in all types of licensed and accredited accommodation but they may not have travelled inter-provincially to reach that accommodation.

From April 2018 to May 2019 Gillian was Special Advisor to the then Tourism Minister; Minister Derek Hanekom. Prior to that, until mid-2018 she was Deputy CEO of Audit Tax and Advisory Firm, Grant Thornton in Johannesburg, and head of their Advisory Services in South Africa. Gillian's client facing expertise while at Grant Thornton was consulting to the hospitality, tourism and leisure industries and she has a long track record, of more than 30 years in her specialist area. In 2012 Gillian was appointed Global Sector Leader, Hotels and Tourism for Grant Thornton and she led a team of experts in various fields related to the industry for over 25 countries.

By Gillian Saunders

LAYING THE GROUNDWORK FOR FUTURE TRAVEL

With countries around the world easing lockdown measures, it's only a matter of time before international borders reopen and travellers can explore their destinations of choice.

As domestic, regional and international travel is set to resume in different stages, it is likely that we will see the emergence of certain trends, which the tourism sector will have to embrace and adapt to accordingly.

It, therefore, becomes important to consider what post-Covid-19 travel will look like. What is going to drive, influence and motivate travel decision-making post-Covid-19? These are important questions to tackle because it is only a matter of time before the restrictions end and we can discover new destinations.

South Africa is implementing various lockdown measures through a risk-adjusted strategy aimed at easing restrictions over five alert levels. When the risk-adjusted strategy was initially introduced in April, the tourism sector was placed at alert level 1 with some operations permissible at alert level 2.

Following industry-wide engagements, the sector's phased reopening commenced at Level 3 on June 1. Therefore, domestic tourism has opened for business travel and other limited activities, with partial domestic air travel for business purposes allowed.

This move is largely thanks to the sector's proactive initiatives to de-risk itself. In this regard, the sector is taking the necessary steps to embed standardised and evidence-

based health and safety measures at all touchpoints in the tourism value chain. This will go a long way to lay a foundation for a stronger and sustainable tourism sector.

As the South African Government implements a phased reopening of the economy, tourism sub-sectors are taking practical steps to ensure that, as travel and tourism activities resume gradually, travellers feel safe and secure.

It goes without saying that health and safety will be top of mind, whether we are visiting a local park, attending a conference going on vacation, boarding a flight or staying at a hotel. The need for such reassurance underpins the case for sector-wide health and safety protocols and standards in order to boost traveller confidence.

The Travel and Tourism Industry Standard Protocols for Covid-19 Operations, which the sector has developed through the Tourism Business Council of South Africa, go a long way to assure Government, travellers and staff that tourism can operate safely as Covid-19 restrictions are eased. These protocols will ensure that standard safety measures are employed across all tourism subsectors.

In these protocols the sector has proposed a number of measures to minimise the spread of the virus. These include the designation of Covid-19 health and safety officers and team leaders, requiring guests, visitors, passengers and clients to complete medical and travel declarations, compulsory temperature monitoring and standard physical distancing and capacity controls.

South African
Tourism CEO,
Sisa Ntshona



As South Africa works tirelessly preparing to welcome tourists back to our shores, the tourism sector is mindful of evolving customer preferences. We allow ourselves to be driven by what the traveller wants as that gives us leverage to pre-empt preferences in the interest of seamless traveller experiences, with safety at the forefront.

While no one has definitive answers about the future of travel, there are some dominant trends emerging from the conversations that the sector is having with clients about their concerns, expectations and aspirations when travel resumes.

These conversations give us insight into what travellers expect in South Africa, with many preferring to spend time outdoors in nature, away from crowded spaces. The traveller of the future is likely to prefer staycations and guest houses instead of hotels.

With our open spaces, parks, nature reserves and pure unspoiled nature, South Africa remains a destination of choice.

By Sisa Ntshona

TOURISM MONTH 2020

The sector is now opened, so go on and travel your country, after all, September is Tourism Month!

**2020 TOURISM MONTH WILL BE HOSTED
UNDER THE WORLD TOURISM DAY THEME,
"RURAL DEVELOPMENT AND TOURISM."**

World Tourism Day is a United Nations World Tourism Organisation (UNWTO) initiative, celebrated every year on 27 September. Locally, the World Tourism Day celebration is held under the Domestic Tourism campaign. This year it aims to foster awareness about domestic travel among communities with a special focus this year on travel to rural areas, villages, dorpias and small towns.

World Tourism Day also has an objective to promote the importance of tourism towards achieving the Sustainable Development Goals through its social, cultural, political and economic value. Since World Tourism Day is celebrated in September, the month is also known as Tourism Month in South Africa and different activations are done as informed by the UNWTO theme for the year. South Africa has adapted the UNWTO theme, and remain confident that tourism will contribute to our country turning to positive economic growth desired by our government and also contribute to more jobs to its maximum potential.





UNWTO CALLS ON **SOLIDARITY** DURING PANDEMIC

The UNWTO has called on solidarity and unity in the face of this unprecedented challenge, and has emphasised tourism's proven resilience by standing ready to support recovery.

The global pandemic has brought the world as we know it to a standstill and tourism suffered a staggering blow, being the worst affected of all major economic sectors.

Against this backdrop of uncertainty, the situation is also constantly evolving. Tourism will return and we must make sure that as the sector grows, its benefits are felt throughout society, where it is needed most.

We have formed the Global Tourism Crisis Committee which enjoys high level support from across the sector. It also includes UN agencies among its members. This committee sees collaborations to minimise the impact this crisis has on lives and livelihoods.

The UNWTO has since released its Recommendations for Recovery to guide this sector as it navigates its way to wellness. We are looking to the future, united and determined.

MESSAGE FROM THE SECRETARY-GENERAL

It is imperative that we get the world moving again – once it is safe to do so.

We are monitoring the introduction of travel restrictions around the world. Our latest data shows 100% of all destinations have restrictions in place.

Depending on when and where travel restrictions are lifted, international tourist numbers could fall between 60 and 80% this year.

The global tourism decline has already taken a toll on national economies, people's

livelihoods, and on our efforts to achieve the Sustainable Development Goals. Without a strong and vital tourism sector, millions of jobs and small businesses are at risk.

UNWTO has been calling for concrete steps which put words of support into action. This week, we have been encouraged by the action plan set out by the European Union to relaunch tourism in a timely, responsible and coordinated manner.

The lifting of travel restrictions, first within nations and then across international borders, will allow the many social and economic benefits tourism brings to return; not just in Europe, but around the world.

The EU plan, which includes much to the work of Commissioner Breton, is an example for the rest of the world to follow.

The coordinated rolling out of new health and safety protocols for every part of the tourism value chain – including travel, accommodation, food and leisure – will make it safer to travel.

Trust is the new currency of our 'new normal'. And tourism is ideally positioned to be the vehicle to channel trust.

If people trust in governments and in the tourism sector to keep them safe from harm, they will indeed travel tomorrow.

As the ultimate person-to-person sector, and one that promotes solidarity and friendship, tourism will play a key role in spreading trust more widely, with benefits traveling far beyond tourism itself. This is the only way in which we can drive our economies back towards growth and start rebuilding our societies.

Thank you.

Zurab Pololikashvili
UNWTO Secretary-General



PARTNERSHIPS ARE CRITICAL TO POST COVID-19 RECOVERY

Tourism will only be likely to operate fully on level one of the Covid-19 framework for the risk adjusted strategy with international travel only likely to resume towards the end of 2020.

The risk adjusted approach gives us the parameters within which we can carve our path towards recovery of the sector. The involvement of all stakeholders is therefore very important and industry solidarity is an absolute must. We are working with various stakeholders to see which sectors of the industry can operate in the different levels of the framework and we are guided by the Department of Health in this analysis.

This means utilising all the existing platforms within the industry to facilitate this dialogue. Through industry collectives, we are driving engagement with industry to look at post Covid-19 protocols to ensure the fastest possible recovery for the sector. South African Tourism, together with industry associations like Tourism

Business Council of South Africa and the South African Tourism Services Association, have held a series of webinars to consult with its members on some of the protocol recommendations.

Critical to the recovery of the sector, is the voice of the consumer. We need to engage with existing markets as well as new markets and listen to their needs as the post Covid-19 landscape for travel might be different.

Critical to the recovery of the sector, is the voice of the consumer. We need to engage with existing markets as well as new markets and listen to their needs as the post Covid-19 landscape for travel might be different. As a result of the lockdown, travellers might want more family-orientated and outdoor activities. We need to listen and we need to act accordingly.

Sector collaboration goes beyond our borders. Going forward, we are also having global and continental discussions to develop a recovery strategy. Countries need to develop a coordinated approach to support the sector.

The tourism sector will never be the same again. But what rises from the ashes depends entirely on us. As we reinvent this industry, we embrace our new normal with the same determination that we have sustained the old, shoulder to shoulder and hand in hand.

Tourism Update

TOURISM GREEN COAST YOUTH **GRADUATE INTO** **THE TOURISM ECONOMY**

Four successive graduation ceremonies were held on the Wild Coast, Eastern Cape between 15 and 24 July 2020, during which 118 youth from the Eastern Cape graduated from the Tourism Green Coast (TGC) Learnership Programme.

This youth development programme is funded via the Expanded Public Works Programme (EPWP) by the Department of Tourism (DT) and implemented by the Wildlife and Environment Society of South Africa (WESSA).

Tourism Green Coast is a youth learnership and skills-training programme which has been implemented in 21 Wild Coast communities in the Eastern Cape over the past two years. The TGC Learnership is a component of the NDT 'Working for Tourism' Programmes.

Tourism Green Coast created 120 learnership opportunities in the environmental and sustainable tourism sectors for unemployed, previously disadvantaged youth between the ages of 18 and 35 living in Wild Coast communities.

The Green Coast stewards have been hosted by a range of tourism businesses and organisations during the two-year programme. This enabled them to apply their newly acquired knowledge and skills in the workplace, while being mentored by experienced industry professionals.

The comprehensive training programme includes the accredited Tourism Guiding qualification as well as practical modules covering ecological monitoring, environmental education, child protection in the travel and tourism industry,

Aviwe Pitoyi fom Morgan Bay proudly recieves her Toursim Guiding certificate



Amanda Madikane, one of the Toursim Green Coast graduates



Nokupiwa Sonjani and Lundi Situbene recieve prizes for winning a Bioblitz competition



Stewards from all around the Wild Coast graduate with a Toursim Guidng qualification



Ncali zinzani Mselana, TGC Project Coordinator presents Tourism Guiding certificate to TGC Learners

entrepreneurship development and professional development. The programme is designed to increase the employability of youth wishing to enter the tourism economy and to stimulate the development of youth-owned community-based tourism enterprises at Green Coast pilot sites.

Together with our Green Coast Stewards, it is WESSA's hope that the outcomes of this programme will have positive and far-reaching impacts, despite current challenges facing the tourism sector due to the Covid-19 pandemic.

The programme commenced in May 2018 and 118 participants have now graduated after two years of being placed with a local tourism host organisation, gaining marketable skills and work experience.

Hosts included: Imonti Tours, Lucolo Palace, Areena Riverside Resort, Buccaneers Lodge and Backpackers, Emerald Vale Brewery, Haga Haga Hotel, Great Kei Local Municipality, Morgan Bay Hotel, Mitford Hotel, Yellowwood Forest, Kei Mouth Guesthouse, Kei Mouth Golf Course, Neptune's Cove, Kei Mouth Revival, Trennerys Hotel, Mazeppa Bay Hotel, Nqabara Eco-Lodge, Dwesa Reserve, Bulungula Lodge, Wild Lubanzi, Hole in the Wall Hotel, White Clay Resort, Coffee Shack Backpackers, Friends Backpackers, Coram Deo, Ocean View Hotel, Mdumbi Backpackers, Freedom O Clock, Hluleka Reserve, Silaka Reserve, Port St John's Tourism Info Centre, Pholela Lodge, Spotted Grunter, Amapondo Backpackers, Bamba Lodge, Outspan Inn and Mbotyi River Lodge.

Thanks to the inception of the TGC learnership, two years ago, learnership participants are now proud recipients of their graduation certificates of competency.

With the high youth unemployment rate in South Africa, which is escalating as a result of the impact of the Covid-19 pandemic, and limited access to skills training, these youth are poised and ready to contribute significantly to the reopening and rebuilding of the Tourism sector in South Africa.

WESSA is proud to implement this highly impactful youth development programme together with our stakeholders, DT, municipalities, and our partnering host institutions.

This is a programme which supports the Operation Phakisa Coastal and Marine Tourism initiative which together with the Tourism Blue Flag project has created opportunities for 420 learners since 2016 and is deeply aligned towards sustainable development and upliftment of communities.

Tourism Update



RAMAPHOSA SIGNS BORDER MANAGEMENT BILL INTO LAW

President **Cyril Ramaphosa** recently signed the Border Management Authority Bill of 2020 into law. This legislation addresses a need identified by Government and diverse stakeholders in the economy (including tourism), for an integrated and coordinated border management service.

This will ensure the security of the country, the integrity and ease of trade, and the general movement of people and goods in and out of the country in accordance with the South African Constitution and international and domestic law.

The new Border Management Authority will replace the current challenge of different agencies and organs of government all playing different roles in managing aspects of border control.

"The integrated authority will contribute to the socio-economic development of South Africa and ensure effective and efficient border law enforcement functions at ports of entry and borders," said a spokesperson for The Presidency.

The new law provides for the establishment, organisation, regulation, functions and control of the Border Management Authority, and the appointment of its Commissioner and Deputy Commissioners and officials.

It furthermore provides for the establishment of an Inter-Ministerial Consultative Committee, Border Technical Committee and advisory committees, for the review or appeal of decisions of officers, and the definition of certain offences and the levying of penalties.

Tourism Update



REFLECTIONS WITH THE OUTGOING DDG RAMPHELE

Deputy Director-General Morongoe Ramphele has dedicated her entire career to a life of serving others. She joined the public service in 1985 where she commenced her career as a social worker with the Department of Health and Welfare. This comes as no surprise as everything she did was underpinned by kindness and compassion. Through her life, she traversed all spheres of government

She entered the corporate world as an Assistant Director in the Department of Water Affairs and Forestry, Limpopo in 1999. Spreading her wings, she became an Executive Director in Strategy and Development at the Greater Tzaneen Municipality in 2002. Thereafter, she joined the Limpopo Department of Local Government and Housing as a Senior Manager in Local Government and Administration in 2005 and later in the same Department, she became Chief Director: Municipal Capacity Development in 2007. The Department of Public Works in Limpopo became her next home in 2009 where she served as Head of the Department. Her continued success saw her moving to the Office of the Premier as Deputy Director-General in 2011.

She joined the Department of Tourism as DDG for Tourism Sector Support Services Branch, previously known as Domestic Tourism, in 2011 after being head-hunted. She was instrumental in the development of many departmental and sector strategies and her contribution to the department and the sector at large, is immeasurable.

We spent a few minutes with her as she reflected on her time with our Department

Q1. What was the highlight of your time with Tourism?

DDG: Nothing was more satisfying than doing outreach work in provinces together with our principals. I really felt so at home and felt immense satisfaction in doing that. It gave me an opportunity to interact with people on the ground and reminded me that even though you are in a leadership position, you are first and foremost a member of the community. I fondly remember when we visited the North West and attended the community meeting at Madikwe. Issues about land claims were raised and although this fell outside of our ambit, we had to ensure that the matter is taken to the then Department of Rural Development and Land Reform through the Ministry. The same applied to all the provinces that we visited. As Government representatives, we listened to what the people had to say.

Q2. In terms of training, what is your message for young people about our training programmes?

DDG: I struggled to understand why we have dropouts in our training programmes, especially due to pregnancy. For the youth to be granted this opportunity meant that they had to forgo all else and prioritise the training. This is an opportunity of a lifetime and when you drop out, you are taking away the opportunity from someone who could have used it to the fullest. My

message to the youth: don't be selfish, make sure when you are granted an opportunity from Government or anyone, you take it with both hands and give it your all because there are many out there who wish to be in your space but are not granted that opportunity. There is a song by Josh Groban entitled "Granted" I would like all of us to listen to it, young and old. The core message is "Don't take a single breath for granted, if you have dreams chase them, the story is yours; write it, our days are counted on this planet" Therefore don't waste time and don't let opportunities pass you by.

Q3. As a public servant, what has been your most rewarding experience?

DDG: To serve my country and its people for the past 35 years in a professional and I hope to continue do it informally as a senior citizen.

Q4. What would you say to women to encourage them to grow in the tourism space?

DDG: In Sepedi there is an African idiom which says, "Mmago ngwana o tshwara thipa ka bogaleng". Loosely translated, it means, "Mother of a child holds a knife at its sharp end". That means if there is danger, the mother will do anything to ensure that her children are protected. My message is to all women and not only those in the tourism sector. We are experiencing the ravaging effects of Covid-19 and while we are experiencing it differently, it's nonetheless harsh. What has torn my heart recently is

to see a mother who had to be quarantined and had nobody to look after her children who had tested negative. She had no choice but to take them along with her. And I asked myself, was nobody there to help her? Before we are women in our various businesses, we are mothers, daughters, sisters, grandmothers, sisters-in-law and makotis. The common denominator is we are women and for me, the spirit of UBUNTU should prevail, now more than ever as we find ourselves in the grips of a pandemic. Let us walk a mile in the other's shoes and the world will be a better place to live in. If our hearts and minds are in the right place, then it becomes easy for the various businesses to thrive.

We know and have experienced the DDG as a woman of wisdom and strength, shrouded in humility as evidenced through her interactions with all. We will take with us the lessons we have learnt from you. Enjoy your retirement and may you continue to touch lives in your golden years.

Staff Reporter

Farewell to DDG Ramphele bid as she takes a well deserved rest after 35 year of good service to the country



WESTERN CAPE LAUNCHES **TOURISM DEVELOPMENT FUND**

The Western Cape has launched the Tourism Product Development Fund, which commits R5 million to support new or existing tourism experiences in the province.

"The Tourism Product Development Fund is one of the many ways we are working hard to support the tourism sector, which has been hard-hit by the Covid-19 pandemic and is facing significant job losses in the Western Cape," said Western Cape Minister of Finance and Economic Opportunities, **David Maynier**.

He said product and market diversification were of great importance now as tourism businesses tried to build resilience, adding that offering tourism experiences that differentiate the Western Cape from other destinations would be important to economic recovery.

Tourism is a large contributor to the province's economy and studies by Cape Town Tourism have shown that, while South African consumers have a desire to travel domestically, they may not have the means.

A survey sample of 5 485 South Africans revealed that only 24% of respondents had disposable income, with most planning to use this money on necessities, and only 5% planning on spending money on leisure travel in the near future.

"Now, more than ever, we need a smart approach, not only to how we market Cape Town as a great local and international destination, but also in how we manage the destination," said the City's Mayoral Committee Member for Economic Opportunities and Asset Management, **James Vos**.

"The Tourism Product Development Fund aims to support those products and experiences that are most unique, such as cultural and heritage experiences or hyperlocal food and dining attractions (small-scale community operations) that can only be experienced in the Western Cape," said Maynier.

By Erin Cusack



City Lodge Hotel Group COO, Lindiwe Sangweni-Siddo

HOSPITALITY: WHAT PRICE?

Post-Covid-19, hospitality pricing will need to be given a great deal of thought by all players in the industry, says City Lodge Hotel Group COO, **Lindiwe Sangweni-Siddo**.

Sangweni-Siddo said during the period of quarantine and isolation (lockdown levels one and two) the Minister of Tourism had released a Gazette allowing players in the industry, especially hospitality providers, to collaborate about pricing. "It is not something we would normally do because we would be in contravention of the Competition Act, but in this particular space we could."

"We have now all gone back to the competitive space with the understanding that we all need to bring our businesses back online and survive. The big question is: what is that price going to be?"

Sangweni-Siddo said pricing needed to be considered competitively, remembering that everybody had been affected, and discretionary spend was not going to be what it was in the past. "If we are expecting leisure business of any form, we need to remember that the man and woman on the ground have a much thinner wallet, and less spend. So as we open up, pricing of our product is going to be very important. We don't want to be in a situation where we enter price wars. This is a wonderful opportunity for players at the table to start looking at packaging. Packaging of hotels, restaurants and travel of all forms will make it attractive to come out, shake off the cabin fever, and start travelling and rediscovering our country."

She added: "Corporates are already asking for a reprieve, and for us to go gentle on them with pricing. A lot of us recognise that there will be very few price increases, but with a delicate balance. Remember, if I don't give you a price increase, how do I manage my business through all the inflationary aspects out there?"

Sangweni-Siddo believes that although there will be some casualties along the way, the industry does have the ability to recover. "We shouldn't take focus off regional travel. If we can stimulate that movement, we can focus on some sort of growth and demand. Going forward we need to look at the whole continent. Not only the region, but the entire African continent will be very important in our recovery phase."

By Michelle Ramiah



BREAK THE STIGMA SURROUNDING COVID-19

Commonly stigma takes the form of physical violence, gossip, social rejection, and denial of services. If someone has already been diagnosed with Covid-19, she or he may develop conditions such as depression, anxiety or stress. Social stigma could elevate these, making it even more difficult to cope.

FIGHTING COVID-19 SOCIAL STIGMA

These are three things you can do to address social stigma:

1. DON'T USE LABELS

- To avoid stigma, if you know people who have been affected by Covid-19, it is important that you separate their identity from the illness. Here are some guidelines:
- Do not refer to people with the condition as Covid-19 victims.
 - Do not refer to the family of an infected person as a Covid-19 family.
 - When you are referring to anyone with the condition, refer to them as 'someone who has Covid-19' or 'someone recovering from Covid-19'.
 - Do not make assumptions. For instance, if you see someone you know at the hospital, don't assume they are there to be tested for Covid-19. In addition, don't share your assumption with others.

Spreading unconfirmed information could result in a person being stigmatised.

2. STICK TO THE FACTS

- Knowing the facts can help you prevent the spread of fake information and thus prevent stigma. The fact is, Covid-19 mainly spreads via respiratory droplets, which are produced when an infected person coughs, sneezes or exhales. This is why the majority of cases occur when there is close physical contact between people. The World Health Organisation (WHO) suggests that people should practise the following preventative measures:
- Wash both hands with warm water and soap.
 - Use hand sanitizer with at least 70% alcohol if you don't have access to soap and water.
 - Practise physical distancing and stand 1,5 to 2 metres away from others when you are out getting essentials.
 - Cover your mouth and nose by coughing or sneezing into the crook of your elbow or a tissue, which you must dispose of immediately.
 - Get accurate Covid-19 information based on scientific data, from reputable sources, such as visiting the website of the Department of Health, the World Health Organisation (WHO), and National Institute of Communicable Diseases (NICD).

- Don't repeat or share unconfirmed information.
- Avoid using language that could spread fear, such as 'plague', apocalypse, etc.

3. DON'T REINFORCE STIGMA

- Maintain the privacy of those who have tested positive for Covid-19, including that of their family.
- Speak out against stigma (online or in person), for example if someone is sharing negative statements about groups of people or specific individuals.
- Interrogate information and its sources before you share it.
- Continue to treat all people with dignity.
- Share positive news about Covid-19, such as the number of recoveries in the country. This assists in reducing fear and if people are less fearful, stigma is less likely to surface.

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By ???



TBCSA PROTOCOLS TO NAVIGATE THE TOURISM INDUSTRY DURING THE PANDEMIC

The Tourism Business Council of South Africa (TBCSA) has developed industry protocols for the operation of all types of tourism businesses or facilities during the Covid-19 pandemic. These protocols are aligned with the WHO, NICD and the Department of Health guidelines. They cover customer information, PPE, physical distancing and sanitation and hygiene practices for staff and customers. These protocols address all the acknowledged risk areas and will be reviewed periodically.

Areas of concern for Government are addressed through these protocols, being:

SPECIAL MEASURES FOR PERSONS WITH HIGHER RISK

Persons aged 60 and over, as well as persons with high-risk health issues, may be asked not to travel and visit hotels, lodges and B&Bs. Self-catering establishments can operate for high-risk categories of guests travelling by private car or hired vehicle. High-risk staff will be allocated to

smaller shifts, lower risk areas and will work remotely where possible.

LIMIT RISK OF TRANSMISSION AS A RESULT OF STAFF TRAVELLING BY PUBLIC TRANSPORT

Establishments will facilitate staff living on-site as far as possible. Where this is not possible, the use of private transport is encouraged. All establishments will reduce as far as possible, the use of public transport by staff.

LIMIT THE RISK OF TRANSMISSION AS A RESULT OF TRAVEL BETWEEN PROVINCES AND DISTRICTS

To travel from home, and to and from an accommodation establishment, proof of booking must accompany the person travelling. It is also recommended that the traveller in question has directions or a map of the route. Customers are only to stop to purchase fuel or other items at petrol stations or permitted retail operations en

route. Only people visiting accommodation establishments in private vehicles or a hired car may cross provincial borders.

TRACE CONTACTS IN THE EVENT OF SOMEONE TESTING POSITIVE

All operating businesses will obtain and keep visitor details including recent and planned travel information. Staff contact details should be kept up to date and all details of staff on all shifts will be meticulously recorded.

COMMITMENT TO THE PROTOCOLS

All owners, directors and managers of businesses, premises or transport services will sign a pledge to adhere to industry protocols. These protocols represent a critical step towards enabling travel and tourism to operate safely. It is important to note that all these protocols should be exercised for business travel only as leisure travel is still prohibited.

Tourism Update



*University of Johannesburg
School of Hospitality and Tourism
students are exposed to work
experience at a university event.*

*Source: University of
Johannesburg photo gallery*

To attract new entrants to the tourism and hospitality sector, the approach to higher education needs to change to ensure ongoing trust in the sector and fuel the hope that it is still a viable career.

This was highlighted during a webinar hosted by the University of Johannesburg's School of Tourism and Hospitality (UJSTH).

"Trust has been dented and we have some bruised young people who have anticipated an exciting career in the industry," said Professor of Tourism Employment from the University of Strathclyde, **Tom Baum**.

Having worked directly with young people pursuing careers in tourism and hospitality, Baum pointed out that learners needed to be reassured that there would be jobs available at the end of their studies.

The tourism sector has faced huge job losses as a result of Covid-19. "Particularly, part-time workers and any students that companies may have had on their books, who would have been the first people to bear the brunt of the job losses," said COO of City Lodge Hotel Group, **Lindiwe Sangweni-Siddo**.

Work Integrated Learning Coordinator at UJSTH, **Tracy Daniels**, touched on the way work-integrated learning modules had been reshaped to suit the strange learning circumstances of the 2020 academic year.

She said learners benefited hugely from the work-integrated learning experiences and were expecting meaningful experiences that would provide them with real insight to their possible future in the industry. "These aren't the interns that you can give menial tasks to like making coffee; they want to actively participate." She said now, more than ever, the industry was obliged to offer relevant learning opportunities for youths.

"If we don't use this time to reshape the future of tourism, especially through higher education, we will have missed the biggest opportunity of our lives," said **Anita Mendiratta**, Founder and President of Anita Mendiratta & Associates and Special Adviser to UNWTO.

By Erin Cusack

TOURISM CAREER HOPES NEED TO BE REIGNITED



KGALAGADI TRANSFRONTIER PARK CELEBRATES A MILESTONE

The Kgalagadi (#kgalagadi2020) virtual celebration of 20 years of transfrontier conservation in SADC brings together conservation and tourism partners in Botswana, South Africa and the region in support of a collaborative, cost-effective, carbon-neutral campaign. These are key principles that can guide a collective response in the Southern African Transfrontier Conservation Areas to the Covid-19 pandemic.

Over 20 days from 12-31 May 2020, a social media campaign is to be structured around three themes that reflect the key attributes of the Kgalagadi Transfrontier Park: Nature and Landscapes; Adventures and Experiences; Heritage and Community. Partners will post on their social media platforms, reaching more than 600 000 Facebook and 340 000 Instagram followers. The public will be encouraged to share their experiences and could win prizes including travel guides, locally produced craft and holiday experiences based on the three themes.

The national TFCA focal points of Botswana and South Africa will be supported by the Boundless Southern Africa unit to coordinate a task team of partners of the

#kgalagadi2020 campaign. The SADC TFCA Network, International Cooperating Partners, tourism operators, former and future visitors to the Kgalagadi Transfrontier Park and the general public are invited to support this virtual celebration.

Support is also being provided to the campaign by Northern Cape Tourism Authority, Kgalagadi Sightings Facebook Group, Botswana Tourism Organisation and SANParks. A number of other partners are amplifying the posts on their platforms, in line with their respective social media content plans for May. The #traveltomorrow campaign of the United Nations World Tourism Organisation (UNWTO) will also be used, as this campaign is an embodiment of the call to: 'foster collaboration between nations and between the public and private sectors'. The UNWTO is working to ensure that the sense of cooperation and human spirit that has characterised the response to the challenge of Covid-19 will be carried forward into the recovery phase.

The Kgalagadi Transfrontier Park comprises the Kalahari Gemsbok National Park (established in 1931) in South Africa and the Gemsbok National Park (proclaimed

in 1938) in Botswana. In 1948 an informal verbal agreement was made between the then-Bechuanaland Protectorate and the Union of South Africa to set up a conservation area in the adjacent areas of the two countries. In June 1992, representatives from the South African National Parks Board (now SANParks) and the Department of Wildlife and National Parks (DWNP) of Botswana set up a joint management committee to manage the area as a single ecological unit.

A management plan was drafted, reviewed, and approved in 1997. The parties agreed to cooperate in tourism and share equally in park entrance fees. On 7 April 1999, Botswana and South Africa signed a historic bilateral agreement whereby both countries undertook to manage their neighbouring national parks as a single ecological unit. On 12 May 2000, President Festus Mogae of Botswana and President Thabo Mbeki of South Africa, formally launched Southern Africa's first peace park, the Kgalagadi Transfrontier Park.

This vast wilderness spanning 35 551 km² is a protected area where the boundary between the two countries has no physical

barriers. This allows for free movement of animals along ancient migration routes that is so necessary for the survival in the harsh desert environment.

This is the only Transfrontier Park to date that is open in the true sense of the word for tourism movement – as tourists can move freely across the international border within the boundaries of the park. The boundary between the two parks has no physical barriers, although it is also the international border between the two countries. Passports are not required for entry, unless departure is planned through a different gate into another country, in which case a two-day stay in the park is compulsory.

CELEBRATING 20 YEARS OF TRANSFRONTIER CONSERVATION IN SOUTHERN AFRICA

The establishment of Transfrontier Conservation Areas (TFCA's) as a means

of jointly managing natural resources across political boundaries is one of the greatest conservation success stories within the Southern African Development Community (SADC). Since the establishment of Africa's first TFCA, the Kgalagadi Transfrontier Park (KTP), Heads of State in the region have signed a number of treaties, protocols and Memoranda of Understanding (MoU) to further expand the network of TFCAs. The most recent is the Iona-Skeleton Coast Transfrontier Park between Angola and Namibia. The SADC region has 18 TFCAs in both terrestrial and marine environments; all in various stages of development.

With the endorsement of the SADC TFCA Programme in 2013, Member States recognised that TFCAs are "shared assets with the potential to meaningfully contribute to conservation of biodiversity and the socio-economic development of rural communities". This emphasises

how TFCAs enable people, countries and institutions to work together, to improve livelihoods for local communities and to promote peace and stability across the region.

The 12th of May 2020 provides an opportunity for the region to celebrate the establishment of the Kgalagadi Transfrontier Park 20 years ago, as well as the transfrontier conservation strides that have been made in the Southern African region in the last two decades. The advent of the Covid-19 pandemic has radically changed how we are able to celebrate such a milestone. It has also had severe socio-economic impacts, with jobs and livelihoods in the travel and tourism sector being particularly hard-hit. Revenues from tourism operations are a vital contribution to the sustainable operation of our Protected Areas.

Tourism Update





V&A WATERFRONT ADOPTS GLOBAL SAFETY STANDARDS

The V&A Waterfront in Cape Town has been awarded the World Travel and Tourism Council's (WTTC) Safe Travels stamp.

The stamp is the first global safety and hygiene stamp for travel and tourism and has also been awarded to the Western Cape town of Stellenbosch. The WTTC has awarded the stamp to 80 travel destinations and 1 200 companies around the world where comprehensive measures to safeguard guests and employees have been implemented.

The global protocols were developed in collaboration with the WTTC members, leading industry associations and international organisations. They consider the current guidelines of the World Health Organization and the Centers for Disease Control and Prevention. The initiative is also backed by the United Nations World Tourism Organization.

"We've noted best practice from all over the world with a view to setting a benchmark, and we will continue to modify these measures as our understanding of the coronavirus evolves. As a member of the WTTC, we have the most up-to-date information on the most effective, scientifically supported measures available and the V&A will continue to take the lead in implementing them," said V&A Waterfront CEO, **David Green**.

The stamp is the first global safety and hygiene stamp for travel and tourism and has also been awarded to the Western Cape town of Stellenbosch

The V&A Waterfront has intensified cleaning and sanitising regimes in its public areas. Visitors are required to wear masks at all times and the number of visitors in stores is limited. Natural ventilation has been increased where possible and creative use is being made of open spaces to facilitate social distancing.

Technology is also being used as a means to enable the safe resumption of retail, hospitality and leisure activities including contactless payment for parking and click-and-collect drive-through shopping solutions.

"We are working with our tenants to ensure strict compliance to the WTTC protocols throughout the V&A Waterfront so that visitors can be assured that it is safe to enjoy the many attractions and leisure activities on offer," said Green.

Tourism Update



RANGERS RESCUE **ORPHANED RHINO**

An orphaned rhino calf was rescued in the southern part of the Kruger National Park on Sunday, 5 July. The calf had faced poachers, angry elephants and even lions before finally being saved.

The male calf, who is estimated to be between six and eight months old, was spotted by a member of the Jock Safari Lodge's Environmental Monitoring Unit (JEMU).

Clearly in distress, he was found wandering near a main tourist road. As rhino mothers very rarely leave their calves it was assumed that the mother was likely already dead. The KNP's regional ranger was alerted and instantly assembled a reaction team.

Not wanting to lose the calf in the bush, the JEMU member who had originally spotted him began to track him. The calf came into contact with a herd of about 15 elephants

who were aggressive and charged towards it but the JEMU member and a KNP official distracted the herd by shouting and clapping hands.

The young rhino was then found next to the carcass of his mother, who had been killed by poachers and her horns removed. Several lions were spotted near the carcass, advancing to the calf. The team retreated to a large termite mound where they communicated GPS coordinates to the reaction team and watched the calf until the helicopter arrived.

The exhausted baby gave one last chase with the arrival of the helicopter but was successfully tranquilised. Vital first aid was performed on the calf and a drip was inserted to treat his dehydration. He was then safely transferred to the Care for Wild Rhino Sanctuary in the greater Barberton Nature Reserve, where the team were on standby.

The rhino was admitted to ICU for monitoring and to receive vital fluids. He was assessed for wounds, but apart from scratch marks from the lions, he seemed to have escaped relatively unscathed. He was very traumatised after his ordeal and the sanctuary team spent the first night with him in the enclosure to monitor his progress.

A recent update reports that the calf has accepted the bottle of specially formulated milk and is drinking about 16 litres a day. He remains in a small enclosure and is still on a drip.

Having survived all that he has, the calf has been named Nhlanhla which means 'the lucky one'. Below is a video of Nhlanhla eagerly slurping milk from his bottle at Care for Wild Rhino Sanctuary.

Tourism Update

ECONOMIC BOOST FOR WC THROUGH BOAT BUILDING

Statement by Alderman James Vos, in his capacity as Mayoral Committee Member for Economic Opportunities at the City of Cape Town



Photo Credit: City of Cape Town



Photo Credit: Invest Cape Town



Photo Credit: City of Cape Town

BOAT BUILDING SECTOR BRINGS WAVES OF BENEFITS FOR CAPE TOWN'S ECONOMIC READINESS AND RECOVERY

My priority as Mayoral Committee Member for Economic Opportunities and Asset Management is to facilitate investment that will lead to job creation and skills development in Cape Town. Now more than ever, my team and I are working hard and implementing action plans to minimise the economic impact of the Covid-19 pandemic.

I have long recognised the potential for the boat building industry to be a catalytic sector which can create jobs for our residents and bring in more investment for our economy. Since 2014, the boat building industry, including commercial and ocean sports, has secured investments worth over R25 billion and created over 4 500 direct jobs and 7 000 indirect jobs.

My team in the City's Enterprise and Investment Department works closely with and supports this industry for this very reason.

To actively seek out opportunities to grow our economy by attracting investment, the City provides funding to, and collaborates with Strategic Business Partners (SBPs).

I am very excited to have recently announced the formation and partnership with a new SBP, Blue Cape. Blue Cape has been established to ensure economic growth, job creation and social upliftment by investing in skills development and policy advocacy in the oceans economy.

This SBP, with funding support from the City, will focus on marine manufacturing including boat building, superyachts and ocean sports. Specifically, Blue Cape will manage a database of vetted superyacht suppliers and will develop training materials

and career pathways, facilitate internships and job creation.

We have engaged with the sector on various initiatives, have joined them to celebrate their success stories, and helped to cut red tape to facilitate ease of doing business.

Robertson and Caine is the largest builder of catamarans in the Southern Hemisphere and the third-largest in the world. Despite Covid-19's wide-ranging impact on the global economy, the Cape Town-based boat manufacturer has proven its resilience and ability to rapidly adapt to the changes wrought by the global pandemic.

I recently had the pleasure of attending the launch of two state-of-the-art Leopard 53 power catamarans worth R22 million and which are destined for international markets. There are currently 50 boats in the production process at this impressive company, with another 107 boats worth R1,35 billion in the pipeline for this year, if restrictions are lifted.

The emergence of Cape Town as a cost effective supplier to international markets has also created a demand for people with the skills to build yachts and boats as well as to perform support functions in a boat building process.

These processes include laminating, marine joinery, boat design and construction, metalwork, complying with international boat building standards, installing and maintaining marine electrical systems and inflatable boat technology.

Cape Town has so much to offer and by working with our SBPs, including Blue Cape, to grow the ocean economy in Cape Town. We are ready to attract more investment that will create jobs and training opportunities for the residents of our city.





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