

Bojanala

broadening horizons

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INSIDE

- 03** Letter from the Editor
- 04** Tourism Transformation Summit 2017
- 06** South Africans urged to travel locally in a safe manner
- 06** Deputy Minister Thabethe pilots the OR Tambo Youth Exchange Programme
- 07** Minister Xasa engages the community of Uitenhage on the “We Do Tourism” campaign
- 08** Traveller anxiety? Here’s what you can do about it!
- 09** Mpumalanga Tourism’s Festive Season Campaign launched for the domestic market
- 09** Tourism Photo Competition 2017
- 10** SA Tourism’s star grading system makes government procurement simple
- 10** New incentive to promote energy efficiency in tourism
- 11** Robben Island goes green
- 12** 2017 National Tourism Career Expo creates opportunities for youth
- 14** SA Tourist Guides Directory Mobile App wins in The New Generation Social & Digital Media Awards 2017
- 15** Minister Tokozile Xasa launches the National Tourism Monitors Programme in Gauteng
- 16** Minister Xasa congratulates Blue Flag Beaches
- 17** Women in Tourism graduate from Executive Development Programme
- 18** Tourism in a dry season
- 19** Training for young, aspiring tourist guides commences in Taung

ABOUT THE COVER

Valley of Desolation, Graaf-Reinet, Eastern Cape

This image depicts the breath-taking sight of the Valley of Desolation in the Eastern Cape, which is one of the few South African geological phenomena. On this valley lies a sheer cliff and precariously balanced columns of Dolerite which rises over 100 metres from the valley floor. It is found against the timeless backdrop of the vast plains of the Camdeboo National Park and is the product of volcanic and erosive forces of nature which took place over 100 million years ago.

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Letter from the Editor

Lulama Duma

Season's greetings and welcome to our last edition for the 2017 calendar year. In this edition, most of our stories are aligned to the mood and atmosphere of the festive season, which is already upon us. As we enter into the holiday season, we are encouraged by the new vibrancy in the tourism sector– the “We Do Tourism Campaign”, which seeks to encourage people to do domestic tourism in order to boost our local economy. This could not have come at a perfect time of the year as travelling locally comes with greater returns for our country.

This edition of Bojanala comes at the back of yet another successful hosting of tourism mega events, the 2017 NTCE in Free State, Tourism Month Celebrations in Mpumalanga, as well as the National Tourism Transformation Summit in Gauteng, in partnership with our stakeholders in the industry. Our relationship with sector stakeholders once again came to the fore when together we hosted the inaugural OR Tambo Youth Exchange Programme. We bring you the stories that speak volume about these eventful initiatives by the department.

Staying in Gauteng, in October Minister Tokozile Xasa launched the National Tourism Monitors Programme on Vilakazi street in Soweto. You will read about this programme which is aimed at enhancing the visitor experience as well as improving the safety of tourists.

As the “We Do Tourism Campaign” continues to swing forward, the Minister held an Imbizo with the community of Kwa Nobuhle in Uitenhage, Eastern Cape. This edition tells you more about the Imbizo which provided a platform for dialogue on topical issues aimed at growing tourism within the area. Also in this edition, we draw your attention to the efforts made by the department and the sector in the North West Province to enhance the fight against youth unemployment in villages and townships.

We take a look at the latest development in Robben Island where a solar photovoltaic power plant was launched. This is part of the department's mandate to support sustainable and inclusive tourism development. Robben Island is going green. Talking about going green, this department in collaboration with the Industrial Development Corporation has recently introduced an incentive programme to encourage privately-owned enterprises to move towards cleaner energy sources and more energy efficient operations.

We turn our focus on a success story. Here we tell you about our very own award winning mobile App, The South African Tourist Guides Directory Mobile App, which scooped a bronze medal at the 2017 New Generation Social and Digital Media Award.

In other articles, government officials will be pleased to learn that



they now have the convenience of choosing from more than 5 000 star graded establishments across the country when procuring and booking accommodation for government related business– all thanks to the star grading system administered by the Tourism Grading Council of South Africa. The CEO for ASATA, also has his say in a story that gives you an insight on corporate travel. Be informed about the measures of saving water during the dry season in Cape Town as CEO of Cape Town Tourism provides all the information in his article.

You will also learn how Mpumalanga Tourism and Parks Agency recently launched a Festive Campaign aimed at encouraging domestic tourists to visit Mpumalanga during the busiest periods of December and January. Read more on this.

Lastly, as we step into the festive mood, let us celebrate responsibly while also ensuring that we continue supporting the “We Do Tourism campaign” by travelling and consuming local tourism products, now and beyond. This we should do with the understanding that tourism is the new gold.

A handwritten signature in black ink, appearing to read 'Lulama Duma', written in a cursive style.

Happy reading!

Tourism Transformation Summit 2017

Article by Charles Mnisi



Minister Tokozile Xasa speaking at the Transformation Summit.

This October the Department of Tourism hosted the National Tourism Transformation Summit at Kopanong Hotel in Benoni, Gauteng. More than 350 delegates attended the summit which was poised to not only set the tone for transformation but also promote business linkages, share transformative investment opportunities and provide information on how tourism SMMEs and black owned entities can access funding mechanisms to succeed in the sector.

The summit delegates were drawn from large and small tourism businesses in all three tourism subsectors and included officials from government and state owned entities as well as development finance institutions.

The summit took place over two days, from 30 to 31 October 2017. The dates were strategically selected to build in the tourism month hype which held in September. Under the theme: "Tourism for All: Radically Transform, Grow and Sustain," the summit offered the sector a platform to reflect and engage on the current state of transformation in the tourism sector, with a view to finding solutions that will promote its advancement.

The guests included, amongst others, a variety of stakeholders from tourism associations, as well as provincial, national and local government, together with chief executive officers and decision-makers of the tourism industry and associations, procurement managers, human resource executives and academics from institutions of higher learning.

Minister Tokozile Xasa shared the findings of the State of Sector Transformation Report and launched the Tourism B-BBEE Portal and Tourism Transformation Fund. The portal is intended to promote radical economic transformation of the sector. It is a matchmaking platform whereby large enterprises can identify, reach, compare, shortlist and finally procure goods and services from 100% Black owned suppliers. The main aim of the portal is to assist large enterprises to meet the Enterprise and Supplier Development targets of the Amended Tourism B-BBEE Sector Code.

Delivering a keynote address, Minister Xasa emphasised inclusive participation from both the public and private sectors, including communities, in order to achieve the all-important Radical Economic Transformation.

“With ourselves as part of the leadership of this sector, we want to have this conversation on radical economic transformation, popular or unpopular, in order to translate our discussions into practical action to achieve socio-economic transformation”, she said.

In 2005, the Tourism B-BBEE Charter was signed as a commitment by tourism stakeholders to further transformation and Black Economic Empowerment in the tourism sector. Arising from the Charter, the Tourism B-BBEE Sector Code was gazetted in 2009. The purpose of the Code is to promote the achievement of the constitutional right to equality, increased broad-based and effective participation of black people in the economy and promote a higher growth rate, increased employment and more equitable income distribution in the tourism sector.

Since the first Tourism B-BBEE Sector Code was gazetted, various successes have been recorded including the establishment of the Tourism B-BBEE Charter Council as well as the gazetting of the Amended Tourism B-BBEE Sector Code in November 2015. The National Department of Tourism (NDT) and the Council have worked hard to publicise the Codes for implementation by tourism businesses, government and public entities.

In the 2016/17 financial year the Department together with the Tourism B-BBEE Council embarked on a new baseline study project to establish the current state of transformation in the tourism sector. The findings of the study show that generally the tourism sector, whilst making strides, is still performing poorly on transformation, particularly around the priority elements such as Ownership, Skills Development and Enterprise and Supplier Development of the Tourism B-BBEE Codes. The report highlights that the majority of tourism enterprises do not comply with the set ownership targets. The study further indicates that the accommodation and travel-related sub-sectors still have a lot of work to do to meet the targets. It further indicates that there are some encouraging signs of progress in the hospitality sub-sector, as there is roughly 50% representation in the voting rights and the economic interest indicators.

It is against this background that the NDT in collaboration with the Council organised the Tourism Transformation Summit to create a platform for a robust and frank debate on how black people could also derive meaningful benefits out of the tourism sector. The outcome of the conference provided action orientated transformation programmes going forward, innovative ways and new initiatives to speed up inclusive growth and transformation in the tourism sector.



High level delegation in attendance of the Summit.

South Africans urged to travel locally in a safe manner

Article from the Ministry of Tourism Desk

In the midst of the 2017 December holiday season, the Ministry of Tourism takes this opportunity to encourage South Africans to travel domestically and do so in a safe and responsible manner. This is at the back of the “We Do Tourism Campaign” which was officially launched by President J G Zuma at the 2017 Indaba in Durban and is well under way.

The campaign forms part of the Domestic Tourism Growth Strategy which focuses on domestic tourism’s contribution to a sustainable tourism economy. This strategy is aimed at encouraging South Africans to travel locally, as this contributes to the national priorities of economic growth, job creation and poverty alleviation.

It is common knowledge that holiday periods in South Africa are marked by an increase in road accidents, drownings, injuries and deaths. These periods are also marred by an increase in incidents of misconduct, domestic violence and child neglect which are

often caused by alcohol and other substance abuse. Furthermore, according to the Department of Transport, the 2016 December holiday period recorded 1,714 fatalities which was a 5% increase on the year. The highest number of fatalities were recorded in KwaZulu-Natal, the Eastern Cape, Gauteng and Limpopo, which made up 61% of the total deaths.

In light of the above background, the Ministry of Tourism encourages holidaymakers to be responsible tourists who do not drink and drive and put the safety of their family and friends first.

Although safety is the focal point during this holiday season campaign, the Ministry of Tourism also encourages South Africans to use this opportunity to travel and be brand ambassadors of the tourism brand. Travellers are encouraged to stop regularly while travelling to explore the breath-taking scenery of the country as they enjoy their year-end holidays.

Deputy Minister Thabethe pilots the OR Tambo Youth Exchange Programme

Article by Thapelo Mohale

In a partnership of the Department of Tourism, OR Tambo District Municipality and Ekurhuleni Metro, Tourism Deputy Minister Elizabeth Thabethe launched the inaugural OR Tambo Youth Exchange Programme at the OR Tambo Cultural Precinct in Gauteng on 2 October 2017.

This initiative seeks to address the gaps identified in the Domestic Tourism Growth Strategy which, among others, include seasonality and uneven geographic spread.

The exchange programme allowed 200 learners from OR Tambo District Municipality to visit Gauteng attractions, including the OR Tambo Cultural Precinct, with the same number from Ekurhuleni visiting the birthplace of OR Tambo in Mbizana Local Municipality in the Eastern Cape.

“Government has declared 2017 the Year of OR Tambo and as such, we named this programme after Oliver Tambo, a renowned leader who travelled around many parts of the world mobilising societies to fight the injustices of the apartheid government. This programme allows school children to explore and learn more about Oliver Tambo with the aim of fostering future tourism ambassadors and travellers who can sustain our history, heritage and legacy of OR Tambo as well as South Africa,” said Thabethe.

The Deputy Minister also urged the stakeholders to work towards greater inclusivity and transformation through practical programmes like the OR Tambo Youth Exchange Programme.

“The majority of the previously disadvantaged communities cannot afford to travel due to financial constraints and unavailability of packages for social tourism. It is against this background that

there is a need to promote social tourism objectives through awareness and educational trips for schools in order to promote the benefits of social tourism products and social cohesion,” the Deputy Minister.

The Gauteng learners were delighted to be part of the programme as many of them had never travelled as tourists before. They explored and learned more about the history of Oliver Tambo, shared their experiences and vowed to do more social tourism.

Social tourism speaks to programmes, events, and activities that enable all population groups – and particularly youth, families, retirees, individuals with modest incomes, and individuals with restricted physical ability – to enjoy tourism, while also becoming aware of the quality of relations between visitor and host.



Deputy Minister Thabethe delivers the keynote address during the event.



Learners listen attentively to the presentations during the event.

Minister Xasa engages the community of Uitenhage on the “We Do Tourism” campaign

Article by Thapelo Mohale

Tourism Minister Tokozile Xasa held an Imbizo in the community of KwaNobuhle Uitenhage, Eastern Cape on 3 November, as the “We Do Tourism” campaign takes full swing. The Imbizo took place following a partnership between the Department of Tourism and Nelson Mandela Bay Municipality.

It provided a platform for dialogue, where government and the community of KwaNobuhle engaged on topical tourism issues aimed at growing tourism within the area.

“We decided to come to Uitenhage as a gesture of hope for women in tourism, tourism product owners, tourism entrepreneurs, aspiring youth in tourism, tourism students and the community in the tourism value chain to engage on tourism matters within the community,” said the Minister.

The Minister encouraged the local youth to take an interest in tourism. She also stated that local institutions and training entities should develop curricula that offer tourism, as a response to the socio-economic issues in the area.

“For young people interested in getting into tourism, we reiterate that the Department of Tourism offers learnership programmes that are accredited and approved nationally and internationally by the tourism and hospitality SETA (CATHSSETA). These programmes allow us to touch communities and to address poverty, by ensuring that we create opportunities for young people, including those unable to take up opportunities of employment in other sectors,” added Xasa.

The Minister also shared various departmental programmes and opportunities that seek to uplift the disadvantaged communities and involve them in the mainstream economy.

“Through the Tourism Incentive Programme of the Department



Minister Tokozile Xasa receives a warm welcome during the “We Do Tourism” Imbizo in Uitenhage.

of Tourism, we are empowering remarkable small businesses to reach their full potential. We are opening up markets and giving them access to international travel buyers, through trade shows and other platforms. This is proof that excellent tourism products just need the right opportunities to shine,” said Minister Xasa.

She also addressed concerns raised by stakeholders over issues related to support for small businesses, lack of infrastructure and availability of tourism information. The Minister highlighted departmental programmes which aim at building strong business skills, entrepreneurs and industrialists, such as the B-BBEE Tourism Portal and the Executive Development Programme for women managers.

“We are all in this together. Tourism can only end poverty if South Africans take the advantage of the opportunities that government makes available. If We all Do Tourism, then the sky will not even be the limit,” concluded the Minister.



Members of the community give an attentive ear to the Minister’s address at the Uitenhage Imbizo.



Traveller anxiety? Here's what you can do about it!

Article by Otto de Vries CEO, ASATA



Corporate travel has always been a source of stress. Away from home and often travelling to destinations they're not familiar with, travellers are catapulted out of their comfort zones and can feel anxious and stressed.

Travellers today are also enduring a never-before witnessed barrage of concerns caused by the threat of terrorism and general political and economic uncertainty, which has further heightened their levels of anxiety when travelling for business. So much so, that business travel anxiety has been given a new name – permanxiety.

This permanxiety is exacerbated by our 'always-on' society. Bad news travels across the world in a matter of seconds and it's rare that a day goes by without some incident capturing the attention of the public.

Travel research firm Skift explains that the world has always been an uncertain place, but this has only become apparent most recently due to the pervasive influence of smartphones and digital media.

Our hyper-connected mentality has heightened our anxiety about the world around us, making it seem as if everything is just one 'tweet' away from completely unravelling.

Just think about a flight delay or cancellation: years ago, travellers would complain to their co-passengers. Today, an extended airline delay brings about a social media frenzy, fuelling anger, frustration and fear.

The role of social media in creating and compounding travel anxiety is also addressed in the AIG study 'How Global Voices Shape Travel Choices.' The study explains that the duration of anxiety is longer and directly related to the size of the media coverage.

One example of this is the recent Ebola crisis in Africa. At the time of the crisis, travellers visiting Africa reported that they were concerned about Ebola, which killed 11 000 people, but only a small minority mentioned anxiety about malaria, which kills over a million people per year.

News alerts and social media are not the only culprits that contribute to increasing levels of traveller anxiety. Airport security checks have become more arduous, resulting in travellers feeling out of control, according to Jenni Blackford, a US-based associate professor of psychiatry and behavioural sciences.

She explains, "These days, things that are uncertain or ambiguous and can cause the same sense of fear that a sabre-toothed tiger would have caused in the past."

For business travellers, there's the added concern of management pressure to excel and continue to be productive, all the while dealing with the discomfort of shrinking airline seats, crowded airports and unfamiliar surroundings.

Not everyone is well equipped to deal with these challenges, as not all business travellers are 'road warriors'. They are people with families, mortgages, school tuition, and car payments. They are people whose offices happen to be the world, as highlighted by

an ACTE study, 'How global events are driving change in business travel.'

According to the ACTE study, an overwhelming majority (67%) of travellers feel there is a psychological effect on them or their families when travelling to a region where they may not feel safe. Feelings of anxiety can be brought about by the threat of terrorism, but also by simpler factors such as being stranded in a security lockdown and the threat of medical health risks.

How can travellers overcome these feelings of anxiety?

Forewarned is forearmed. Reliable information is the best remedy to combat traveller anxiety. With never-ending news coverage, 'fake' news sites and social media noise, it is important that travellers can turn to a reliable source of information, a travel expert like a travel management company (TMC) or travel consultant that is a member of the Association of Southern African Travel Agents (ASATA).

Find out the truth about the situation on the ground and benefit from reliable advice on how to conduct business travel in a destination by entrusting your business travel to the hands of a travel professional.

ASATA members start by understanding the potential pain points of any business traveller and the requirements of the department, then leverage their destination and supplier knowledge and relationships to ensure that travel for your business travellers is as free from anxiety as possible, and even pleasant.

Travel consultants are in a unique position to pre-empt travel issues before they arise and resolve them if they do, including making alternative travel arrangements. This can reduce the traveller's levels of uncertainty and feelings of helplessness considerably.

Technology employed by your TMC can also help to ease business traveller anxiety. Mobile tools provide such functionalities as traveller tracking, notifications, expense management and even online booking and changes, giving the traveller the power to make travel decisions easily and safely.

An ASATA-accredited TMC provides advice on and access to travel technology that streamlines the department's travel experience. The TMC is also on hand to assist with your duty of care obligations, informing crisis response plans and implementing these when a traveller needs to be assisted. It is reassuring for the traveller to know that if disaster strikes, there is a clear plan and process in place and that they can reach out to their trusted travel advisor at any time.

"Feelings of anxiety are closely connected to an inability to handle uncertainty. What might make human beings less anxious, it seems, is having a firmer sense of what in the world is happening and what's likely to happen next," says Michel Dugas, a psychologist at the University of Quebec.

There's no quick fix for solving the anxiety that travellers feel in today's world, but entrusting your travel in the hands of a member of ASATA mitigates that uncertainty and ensures that your business travellers can travel with peace of mind.

Mpumalanga Tourism's Festive Season Campaign launched for the domestic market



Article by Kholofelo Nkambule

The Mpumalanga Tourism and Parks Agency (MTPA) launched a Festive Season Campaign aimed at encouraging domestic tourists to visit Mpumalanga during the busiest period in December and January.

“With the 29% decline in domestic trips to Mpumalanga from 2.2million trips in 2015 to 1.7million trips in 2016, the campaign aims to showcase the affordability of travelling to the Province and further targets domestic tourists through the use of various e-marketing and media platforms which will run from 1 November 2017 to 31 January 2018, explained Mr Xolani Mthethwa, Head of Tourism at MTPA.

“The decline in domestic trips has not only affected Mpumalanga province but the country as a whole, although Mpumalanga was hit the most and this is mainly due to the economic conditions experienced”, explained Mthethwa.

“We will utilise various social media platforms as well as radio and print media to encourage the domestic market to visit Mpumalanga during this season. A number of affordable packages to choose from will be available on our website”, said Mthethwa.

Over and above the Festive Season Campaign, the MTPA has other planned tourism initiatives to be implemented during the year, aimed at attracting domestic tourists. The initiatives include the Easter campaign in which we intend working together with other departments such as Road and Transport to promote safe travel.

“As MTPA we are excited to be implementing these initiatives aimed at encouraging tourists to travel to our province and explore the unparalleled wonders on offer. We would like to encourage people to visit our website and follow us on all our social media networks”, concluded Mthethwa.

Tourism Photo Competition 2017

The Tourism Photo Competition is a concept initiated by the Department of Tourism and runs prior to and during Tourism Month to promote domestic tourism among Tourism staff. The competition supports and promotes the Department's Domestic Tourism Strategy as it seeks to encourage all South Africans, including departmental employees to become tourism ambassadors.

As a way of encouraging the staff members to enter the competition and continue to travel within their country, the department partners with organisations that are able to assist with sponsorships. These would normally be a weekend stay or even a mid-week stay in any of the tourism establishments, which further encourages them to travel domestically.

The competition has been well received by employees since its inception in 2014 and promises to grow even bigger. The winning photos are identified through an adjudication process, consisting of the previous competition winners.

The 2017 Photo Competition received fifteen entries with different types of pictures representing different tourist attractions and destinations. Out of this number, the panel chose three winners namely:

Ms Andisiwe Mthatyana (First price),
Ms Nice Baloi (Second price) and
Ms Lumka Mfecane (Third price).



Ms Andisiwe Mthatyana

This is the number one winning picture of the 2017 Photo Competition. The picture was taken on top of the Table Mountain in Cape Town.



Ms Nice Baloi

This is the second winning picture for the competition. It was taken at the Krandle of Humankind and reflects on the story of Homo Naledi fossil, discovered in 2016.



Ms Lumka Mfecane

This is the third winning picture of the competition. The picture was taken at Oudtshoorn Ostrich Farm.

SA Tourism's star grading system makes government procurement simple

Graded establishments offer accommodation within reliable price and quality parameters

Article by Mpho Mfenyana



SOUTH AFRICAN TOURISM

Government officials now have the convenience of choosing from more than 5 000 star-graded establishments across the country when procuring and booking accommodation for government-related business.

This follows the National Treasury issuing its fourth instruction of 2017/2018, which provides guidelines on the permissible expenditure on accommodation services by public servants and outlines the benefits of using star-graded establishments.

Thanks to the star grading system administered by the Tourism Grading Council of South Africa, a business unit of South African Tourism, government officials can now have peace of mind when planning and budgeting for accommodation, events and conferences.

Star-graded establishments offer predictable and reliable standards of quality and service according to stringent grading criteria, allowing for smooth supply chain processes when sourcing facilities for accommodation or meetings.

This system provides the quality assurance that is increasingly being sought by tourism businesses seeking to amplify their offerings. The grading criteria are internationally recognised and globally benchmarked against the world's leading quality standards for hospitality establishments.

Star grading also increases consumer confidence in South Africa's accommodation and conferencing offering, enhancing the country's international competitiveness as a tourism destination of choice, said South African Tourism's Chief Executive Officer, Sisa Ntshona.

Ntshona said the National Treasury guidelines on using quality-assured accommodation were an endorsement of the tourism industry's ongoing efforts to benchmark and entrench excellence. "It's encouraging to see that our stakeholders in government remain dedicated to working with us to grow South Africa's economy through a sustainable tourism industry," said Ntshona.

"As South African government officials, we are contributing to the industry's improvement and prosperity every time we choose to stay at a star-graded establishment. Our collective use of these establishments rewards the owners for their efforts to deliver outstanding service, and encourages the industry to continue positioning South Africa as a quality-assured destination for both local and international travellers."

To find out more information about graded establishments in South Africa, visit www.southafrica.net or www.tourismgrading.co.za, or email feedback@tourismgrading.co.za.

New incentive to promote energy efficiency in tourism

Article by Cassim Nakkooda

The Department of Tourism, in collaboration with the Industrial Development Corporation (IDC), has recently introduced an incentive programme to encourage privately-owned tourism enterprises to move towards cleaner energy sources and more energy efficient operations.

The launch of the Green Tourism Incentive Programme (GTIP), which supports the Department's mandate of sustainable and inclusive tourism development, follows the recent handover of a solar photovoltaic mini-grid at Robben Island Museum by the Minister of Tourism, Tokozile Xasa. Managed and administered by the IDC, the programme will provide grant funding on a sliding scale from 30% to 90% (capped at R1 million) to qualifying small and micro tourism enterprises to implement interventions that

will improve energy efficiency and reduce operational costs.

Minister Xasa indicated that the programme will support several energy saving solutions, adding that "the renewable energy generating systems should be more accessible to all within the sector."

"For this reason we have introduced the Green Tourism Incentive Programme, developed in partnership with the Industrial Development Corporation. The aim of the Programme is to encourage small and micro tourism enterprises through a cost-sharing grant to retrofit their facilities with energy efficiency systems," Said Minister Xasa.

“Responsible tourism is everyone’s business, with an immense potential to increase our country’s global competitiveness. I urge the industry to embrace the Green Tourism Incentive Programme and help us build a sustainable and inclusive tourism sector,” concluded Xasa.

The Department and IDC will work closely with the National Cleaner Production Centre of South Africa to conduct energy efficiency audits and determine the best possible solutions to be implemented.

The IDC’s head of Development Funds Department, Christine Engelbrecht, says one of the Programme’s fundamental criteria is transformation. “Transformation and ownership is a critical dimension of IDC’s mandate. Enterprises with high levels of

compliance in terms of the Tourism B-BBEE Scorecard will be awarded a larger grant,” says Engelbrecht.

She added that only exempt micro enterprises with the total annual turnover of below R5 million and qualifying small enterprises with the total annual revenue of between R5 million and R45 million respectively will be considered.

The first two-month application window will be open from 1 November 2017 to 31 December 2017, calling for prospective applicants to submit applications for the GTIP. Information, application forms and guidelines are obtainable on the IDC website at www.idc.co.za and enquiries can be directed to gtip@idc.co.za.

Robben Island goes green

Article by Sindisiwe Zwane

Minister Tokozile Xasa launched and handed over a solar photovoltaic (PV) power plant to the Robben Island Museum (RIM) on 19 October, as part of the department’s mandate to support sustainable and inclusive tourism growth.

The solar PV mini-grid on Robben Island is part of a broader departmental pilot initiative implemented in collaboration with the management authorities of government-owned tourism attractions to retrofit facilities with solar energy generating systems.

“Preserving our environment and reducing our carbon footprint is critical to the sustainability of the tourism industry. The construction of the solar PV mini-grid on Robben Island is a shining example of what can be achieved when government structures work together to preserve our ecological and cultural tourism assets for future generations.”

“This collaborative initiative not only affirms our country’s capability to engineer sustainable energy solutions, but it inspires hope that the business of tourism can be conducted in a sustainable manner,” said Minister Tokozile Xasa. The solar PV mini-grid has the capacity of generating 666.4 kWp (kilo Watt peak) of clean energy, reducing the site’s reliance on the diesel generating system. The integrated system carries the entire daytime electricity load and prioritises solar PV energy generation, which is supported by an 837 kWh (kilo Watt hours) battery storage bank—enabling the utilisation of solar generated energy on cloudy days and at night.

Chief Executive Officer for RIM, Mr Mava Dada, thanked the Department for the solar PV mini-grid and stated that the initiative was an incredible advancement for Robben Island.

“Prior to the construction of the solar plant, we relied solely on expensive diesel generators to provide electricity on the Island. This transition will see the island largely powered by the solar plant. This will not only reduce the Island’s carbon emissions by

almost 940 tons per year, but will bring about a monetary saving of around R 4 million per annum,” said Mr Mava Dada.

The United Nations General Assembly adopted 2017 as the International Year of Sustainable Tourism for Development – allowing for a dedicated focus on tourism’s ability to contribute to economic growth, social inclusion, cultural and environmental preservation as well as peace and mutual understanding. Building on the United Nations theme, and the overall government mandate to advance radical socio-economic transformation, Minister Xasa made a pronouncement on the establishment of a new financial support mechanism to encourage greater energy efficient operations in the tourism sector.

“Renewable energy generating systems, such as the one we have installed on Robben Island and other technologies to improve energy efficiency, should be more accessible to all within the sector. As a department, the next phase of our work in this area is the introduction of the Green Tourism Incentive Programme (GTIP) developed in partnership with the Industrial Development Corporation (IDC). The aim of the programme is to encourage small tourism enterprises, through a cost-sharing grant, to retrofit their facilities with energy efficiency systems.”

The results of an energy efficiency audit, together with the information on the transformation status and size of an eligible applicant, will be considered to inform the extent of grant funding that the applicant can qualify for. The grant funding component will typically range between 30% and 90% of the cost of approved solutions to achieve the projected energy efficiency. More information will be published on the websites of the IDC and the department.

“Responsible tourism is everyone’s business, with an immense potential to increase our country’s global competitiveness. I urge the industry to embrace the Green Tourism Incentive Programme and help us build a sustainable and inclusive tourism sector,” concluded Xasa.

2017 National Tourism Career Expo creates opportunities for youth

Article by Annah Mashile

The Department of Tourism in partnership with Department of Economic, Small Business Development, Tourism and Environment Affairs in the Free State (DESTEA) and the Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority (CATHSSETA), held the third and final National Tourism Career Expo (NTCE) event in Free State province at the Sand Du Plessis Centre (PACOFs) from 28 to 30 September 2017.

The expo is an interactive opportunity between tourism curricula experts, tourism educators, learners and stakeholders to discuss diverse careers available in the sector. It is designed to empower thousands of learners across the country with information on tourism as a career of choice through funding opportunities such as learnerships, internships, bursaries and life skills programmes.

During her welcome address to a vast number of students, teachers and exhibitors, Deputy Minister of Tourism Elizabeth Thabethe said, "September is an important month for the tourism sector in South Africa and the world. The celebration of the Tourism Month through an event such as the NTCE puts a cherry on top in the tourism sector calendar."

Under the theme "Tourism alive with Opportunities," the



Deputy Minister of Tourism Elizabeth Thabethe, and MEC for Tourism in North West, Desbo Mohono at the Consumer Studies exhibition stand.

NTCE aims to promote tourism as a career and profession of choice, encourage interaction between students and industry role players, ensure the facilitation and coordination of final year students' placement for experiential learning, absorb unemployed graduates into the industry by providing them with employment



Project Manager Hudson Masondo, Deputy Minister of Tourism Elizabeth Thabethe, Chef Kabelo Segone, MEC for Tourism Desbo Mohono and Chef Basetsana Mphelo during the NTCE exhibition.

opportunities, and promote improved quality of teaching and learning in tourism schools.

More than 9000 learners descended into the Free State from all over the country to interact with industry players as their potential employers. Among the exhibitors was a Hospitality Corner led by the Hilton Hotel Worldwide Group and a vibrant Chefs Corners managed by the South African Chefs Association. Also available was the Department's Expanded Public Works Programme, which trains young people in various professions within the tourism and hospitality sector. These are done under programmes such as the National Youth Chefs Training Programme, Tourism Monitors, Hospitality Youth Training Programme, Wine Service Training Programme, the Food Safety Training Programme, Tourism Blue Flag Programme (Beach Stewards) as well as bursary and internship programmes.

One of the exhibitors from the Department of Tourism Human's Resources Utilization and Capacity Development Directorate, Gregory Moroke, explained that young people should be exposed



Departmental staff in attendance.



Department of Tourism Human Resource Utilization and Capacity Development exhibitor Gregory Moroke explaining the opportunities learners can obtain from the Department.



MEC and Deputy Minister walk through the Basotho cultural village exhibition stand.



Deputy Minister Thabethe, MEC Mohono and delegates at the closing gala dinner.

to existing opportunities in the sector and be encouraged to apply for them on the spot, adding that they should also be coached and guided on how to handle job interviews. "We want to empower young people with knowledge and skills to properly brand themselves when looking for jobs," said Moroke.

The Deputy Minister expressed her gratitude to the project implementing partners—CATHSSETA, DESTEA and other key stakeholders for the continued support of the Programme over the years. "We are on a drive to expose young people from high schools, Further Education and Training (FET) Colleges and universities to existing professions and exciting career opportunities within the tourism industry in order to drive South Africa's National Tourism Sector Strategy's goal of creating 225 000 tourism job opportunities by 2030," said Thabethe.

Speaking at the NTCE closing gala dinner held at Leopard and Lace Lodge, Thabethe announced that the adjudication panel is busy with the bidding processes to decide on the next hosting province, with the outcome to be announced shortly.

SA Tourist Guides Directory Mobile App wins in The New Generation Social & Digital Media Awards 2017

Article by Tshepo Mothoagae



The South African Tourist Guides Directory Mobile Application developed by the Department of Tourism and Flow Communications won the Bronze Medal at the 2017 New Generation Social and Digital Media Awards. This was awarded at an event held on Thursday, 28 September 2017 at Montecasino, Johannesburg. The Awards honour South African creative teams

and individuals for their innovative use of social and digital media, and technology which help to promote organisations and brands in ground-breaking ways.

The mobile application is downloadable on various mobile devices as part of the Department's Knowledge Management initiatives. It is intended to promote the tourist guiding sector by improving access for tourists to the central database of registered tourist guides in the country. The application also allows users to search for a tourist guide per province of operation, by specialisation, name, category and using the tourism guide registration number. The development of this application also provides further information on an array of initiatives implemented by the Department, ensuring that the tourist guiding sector opens up more inclusive economic growth opportunities while enhancing the overall visitor experience.

The category for which the Department received an award recognises outstanding and pioneering innovation in the field of app development, as well as recognising apps that offer extensive functionality and enable efficient use of various web applications. The app must also be able to connect to business data and display it in a meaningful manner to users, be user friendly, have a quick loading time and be user-centric.



FLTR: Mr Siviwe Bala (DD: KM & Project Lead for the Mobile App), Mr Percival Maila (intern), Mr Tshepo Mothoagae (Director: KM), Mr Lucky Manaswe (ASD: KM), Mr Mkhululi Lose (ASD: KM), Mr Richard Frank (Head of Digital: Flow SA), Ms Nomzamo Mdediswa (intern), Mr Sharief Starke (DD: KM)

Minister Tokozile Xasa launches the National Tourism Monitors Programme in Gauteng

Article by Lerato Mogorosi

“Tourism is not only an economic activity, but an essential vehicle that promotes mutual understanding between a tourist and a host community. The visitor experience is a key priority of the National Tourism Sector Strategy and specifically puts an emphasis on the enhancement of local destination sites, and this is why we saw the need to pilot the National Tourism Monitors Programme”, said the Minister of Tourism, Tokozile Xasa during the launch of this programme in Soweto.

The National Tourism Monitors programme is aimed at enhancing the visitor experience as well as improving the safety of tourists. It will create employment for 200 unemployed youth aged 18 to 35 years, who will be trained, mentored and placed as monitors at various Gauteng tourist sites for a 36-month period. Each participant will receive a stipend and uniform in line with the Expanded Public Works Programme.

Recruitment started in June 2017 for youth who have matriculated, possess good communication skills, have the ability to speak English and two African Languages, and are prepared to work shifts. The Monitors will receive accredited and non-accredited training, mentorship, and gain practical work experience. Their duties will include providing tourist information to visitors at tourist sites, patrolling within the identified areas, and reporting crime incidents to SAPS and other relevant enforcement agencies.

“The Tourism Monitors Programme is part of a long term strategy to enhance tourism destinations through safety and the development of vibrant precincts and sites. In partnership with the Gauteng Department of Economic Development and facilitated by the Gauteng Tourism Agency, the pilot programme



Minister Xasa being interviewed by Penny Lebyane of Sunrise on the Tourism Monitors Programme Launch.

is part of government’s Expanded Public Works Programme,” highlighted the Minister.

In his welcoming address, the MEC for Economic Development, Lebogang Maile, said that in ensuring that destinations are safe, the National Tourism Monitors Programme will play a meaningful role in growing Gauteng and ensuring that the province continues making memorable experiences for tourists.

The launch was followed by a community engagement where the Minister interacted with various tourism stakeholders of Orlando West. Key among the issues raised was the security of small businesses as well as that of tourists around all tourist sites. Following the fatal shooting of a manager of a popular restaurant Sakhumzi in Vilakazi Street, the Department of Tourism had a meeting with stakeholders within the Vilakazi precinct to address safety concerns. The outcome of these engagements culminated in the conception of the National Tourism Monitors Programme.



Minister Tokozile Xasa, MEC Lebogang Maile with Miss Soweto 2016 and Tourism Monitors at the launch.

Minister Xasa congratulates Blue Flag Beaches

Article by Annah Mashile

Minister of Tourism Tokozile Xasa applauded the 44 beaches that have obtained full Blue Flag status along with 11 sustainable boats and seven marinas during a beach certification programme held at Dolphin Beach, Jeffreys Bay on 4 October 2017. The Blue Flag programme has been in operation since 1987 and according to the United Nations World Tourism Organisation, is the most well-known eco-label of its kind.

It is an international annual award which focuses on the environmental management of our coastline and coastal waters to help tourism growth and development. Although it is a voluntary eco-label, it has become an international symbol of quality for beaches, boats and marinas that meet a standard of excellence in the areas of safety, amenities, cleanliness, environmental information and environmental management.



Executive Mayor of Kouga Municipality, Cllr Elza van Lingen during her opening address.

“We are re-awarding Blue Flag status to some of the beaches that lost their Blue Flag status in the 2016/17 season. I would like to attribute this achievement to the Department’s Blue Flag Beach Steward project, which places young people on these beaches to maintain their Blue Flag standards,” said Minister Xasa.



Blue Flag certificate awarded to Dolphin Beach at Kouga Municipality.



Some of the Blue Flag Beach stewards during the launch.



The Department of Tourism in partnership with Wildlife and Environment Society of South Africa (WESSA), launched the Blue Flag Beach Steward project in October 2016. It is a 28-month long initiative aimed at training 200 youth from low-income, coastal households in the National Certificate in Environmental Education Training and Development Practices NQF 5 specialising in Tourism.

The beach stewards provide local member municipalities with adequate infrastructural support to maintain the required high standards of safety, environmental management, water quality and environmental education at Blue Flag sites, as well as assist other beaches attain this prestigious status.

The Blue Flag Beach Steward programme is part of the Coastal and Marine Tourism Implementation Plan which is a focus area of Operation Phakisa’s Oceans Economy. The plan envisions building a world class sustainable coastal and marine tourism destination that leverages South Africa’s competitive advantage in nature, culture and heritage.

“The coastal and marine tourism sector will contribute about R21.4 billion to the GDP and create about 116 000 direct jobs by 2026, thus reducing poverty, inequality and unemployment, while contributing to sustainable livelihoods and development. These estimates are conservative as they are growing from a low 2015 base of R 11.9 billion direct contribution to GDP and 64 400 direct jobs,” concluded the Minister.

Women in Tourism graduate from Executive Development Programme

Article by Thamie Mthembu

Minister of Tourism Tokozile Xasa, accompanied by Deputy Minister of Telecommunications Stella Ndabeni-Abrahams, officiated at the graduation ceremony of 16 women who completed the Executive Development Programme (EDP) through UNISA Graduate School for Business Leadership (UNISA SBL) in Pretoria recently.

The Executive Development Programme for Women in Tourism is an initiative of the Department of Tourism in partnership with UNISA to empower women and build an inclusive, highly competitive and sustainable tourism sector.

“Women make up nearly 70% of the workforce within the industry. However there is a marked underrepresentation of women in senior positions, with women holding less than 40% of all managerial positions, less than 20% of general management roles and between 5-8% of board positions.”

“Women in Ghana contribute almost 56% to the GDP, whilst South Africa is at about 30%. Among priorities no longer negotiable in the country are the economic empowerment of women, the 50/50 representation beyond 2030,” said Minister Xasa.

The Executive Development Programme is a response to research indicating that there is a low percentage of women at board and executive management levels due to the unavailability of women managers with the required profile within the tourism industry.

The aim of the Department of Tourism is to capacitate women and redress the skewed socio-economic landscape of the tourism industry. The participation of women at decision-making level in tourism is incredibly low, especially considering the high participation levels at lower and entry levels.

“Our Women in Tourism Programme is anchored on the pillars of representation, recognition, reward and respect. The promotion of gender equality and women’s empowerment is central to government’s efforts to combat poverty and stimulate sustainable development,” said Minister Xasa.

The programme has yielded visible outcomes, as five of the women received promotions to senior management positions at their respective companies since being part of the programme.

Through UNISA, graduates participating in the Executive Development Programme are equipped with management skills to have the confidence to start and grow their own tourism businesses and create a pool of black industrialists for the future.

The programme was launched in 2016 and in the recruitment of its first intake, attracted hundreds of eligible women from around the country. After recruitment, twenty women were selected to partake in this programme.

“The Department of Tourism will give support to Higher Education Institutions as well as private providers who seek to add value in building the capacity by women. We must endeavour to be in line with the 2063 agenda for African Women, the Sustainability Development Goals. Hence we need to ensure our agenda as women in tourism is on par.”

“Many of the skills development programmes offered by the Department, especially through the Social Responsibility Implementation funding remain open for women in Tourism to tap into. We encourage women to look into funding options available that target women in tourism like the National Empowerment Fund and many others,” concluded Xasa.



Some of the women who participated in the Executive Development Programme in Unisa.



Some of the women who participated in the Executive Development Programme in Unisa.



Tourism in a dry season

Article by Enver Duminy
CEO, Cape Town Tourism



Of all of the shifting challenges faced by the tourism industry, none have had such a direct impact on the sector in the Western Cape as the current drought. While much needs to be done across all sectors to conserve what's left of this most valuable life-giving resource—water, the response from businesses in the tourism industry has been visible and innovative. Sustainable Tourism may have been the theme for 2017 according to the United Nations World Tourism Organisation, but it's a lifetime call to all of us in tourism.

Sustainability made visible

The question that has been levelled at the sector in the lead-up to our high season is that, surely, with so many visitors coming into the city, our water reserves will be consumed by tourists, potentially leaving locals at a disadvantage, and yet this is not entirely the case. As highlighted by City of Cape Town's Executive Mayor, Patricia de Lille, the local outflow of people over the festive season and the closure of some businesses and industry, such as the construction industry, mostly balances the inflow of local and foreign tourists. In other words, consumption will continue largely as is.

Save like a local

The City will rely heavily on the tourism sector to spread awareness with a "Save Like a Local" campaign that will include airport billboards in multiple international languages and branded flags in the CBD and Waterfront areas. Mobile billboards on beaches and at tourist centres will also be used to amplify the message that Cape Town is a water-scarce region which is experiencing its worst drought in recorded history. This will be used to drive awareness about the severity of the drought crisis, especially among visitors. Tourism and related businesses have been called on to consider adding contextual digital adverts to their website homepages and booking technology to drive awareness.

Much-needed injection to the economy

Direct tourism contributed 18% to the Western Cape economy in Quarter One of 2017. The bigger picture is that in South Africa, during the same period, direct tourism contributed 3% to the country's GDP and, indirectly, a further 3%. Besides those figures, tourism employs 4.5% of the country's workforce.

For Cape Town, tourism is an essential driver of our economy, and is one that leaves room for growth. The tourism sector should not be viewed in isolation when almost every other sector is impacted by tourism, including food production, agriculture, construction, education: all sectors are influenced by the needs created by visitors in the form of international and domestic tourism.

Recognition of the key role tourism plays has translated to businesses introducing innovative means of saving water:

everywhere you look in Cape Town you will notice signage that wasn't there previously encouraging locals and visitors to use water sparingly. There are funny signs, clever signs and serious signs – the point is, we are all becoming more aware that we all play a role in water conservation. Some establishments have adopted an "only flush when necessary" strategy in their restrooms, or have installed waterless urinals. Many residents and local businesses have introduced a partial grey-water irrigation system to use where possible to water plants or perform other uses when tap water can be replaced.

Some restaurants have shifted to supplying bottled tap water in recyclable glass bottles rather than plastic bottled water. It's not just about the actual water shortage, but all-round sustainability. So our perspective must take into account all aspects of our natural and built environment.

Hotels lead in water-savings charge

It should be noted that hotels are keenly attuned to the challenges brought about by the water shortage and different hospitality chains and properties are taking measures to reduce water usage.

For example, among other measures, the Vineyard Hotel has spent R5 million on water-saving initiatives over the past 5 years, devoted 654 hours to clearing alien vegetation in 2016, fitted taps with aerators, implemented the use of paper towels instead of hand towels to reduce the laundry load and is recycling laundry water. They collect all unfinished bottled water for use in floor washing and only use borehole water for irrigation of gardens and swimming pools.

Tsogo Sun, meanwhile, has removed bath plugs and installed water restrictors on all shower heads. All guests are issued with water-saving tips on check-in and signage reminding them to save is visible in all public areas.

Hotels may be leading the charge, but it's up to every single one of us to adapt how we use water and to share information with visitors. It's critical to alert travellers to the fact that certain facilities such as swimming pools or steam rooms may not be operating as normal, and to encourage them to join us locals in this challenge we're facing.

Water is merely one aspect to sustainability in tourism. It's imperative that we maintain a balanced focus on all areas where we can reduce the impact humans have on the environment and remember that our actions now will ensure an ongoing opportunity for future generations.

Responsible tourism has never been so visible, in my opinion, and while this a serious situation, it's good to see that the tourism sector is playing its part when it comes to managing efforts in looking after our water supply. Sustainability in tourism is part of a business strategy and a lifestyle.

Training for young, aspiring tourist guides commences in Taung

Article by Kamogelo Poee



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

In its endeavor to create a conducive environment for youth entrepreneurship and create methods which will enhance the fight against unemployment within the tourism sector in villages, townships and small dorpias, the Department of Tourism and the North West Provincial Department of Tourism will for the next three months give ten young people an opportunity to become qualified and registered tourist guides.

This will be done through a three months NQF level 2 certificate in culture site guide training, which recently commenced at the Taung Hotel and Convention Centre in the Dr. Ruth Segomotsi Mompoti District.

Deputy Director for Tourist Guiding, Growth and Development at the Department of Tourism, Bakang Makolomakwe, said the purpose of the training is to ensure that new entrants were brought into the tourist guiding subsector. We need young people to play a meaningful part in tourist guiding and assist in dealing with the scourge of poverty and unemployment in this country.

“This is an NQF level 2 certificate which upon completion will afford these young people an opportunity to better their lives. We want to create employment and entrepreneurship opportunities for the youth even though we know the challenges that are faced by our country with regards to unemployment in general. This is a qualification that is acquired to assist the tourist guides to become legally compliant and professionally recognized in the subsector,” said Makolomakwe. She added that the Department of Tourism will continue assisting provinces in capacitating tourist guides and contributing towards the growth and development of the sector.

“Going forward in terms of the next financial year planning, we are hoping to come up with some new innovative ways of improving. We will look at other methods outside just providing training or capacity building initiatives to tourist guides. In the meantime, we maintain that this training will help aspiring guides because they will now be accredited and registered tourist guides, which means that when opportunities arise, they will be able to compete and participate within the subsector. We hope that all relevant stakeholders within this subsector will be willing to work together and ensure that where there are opportunities they take our tourist guides and utilise them, as we will not recognise anybody as a tourist guide until they have a qualification and they are registered with both the provincial and national registrar,” she added.

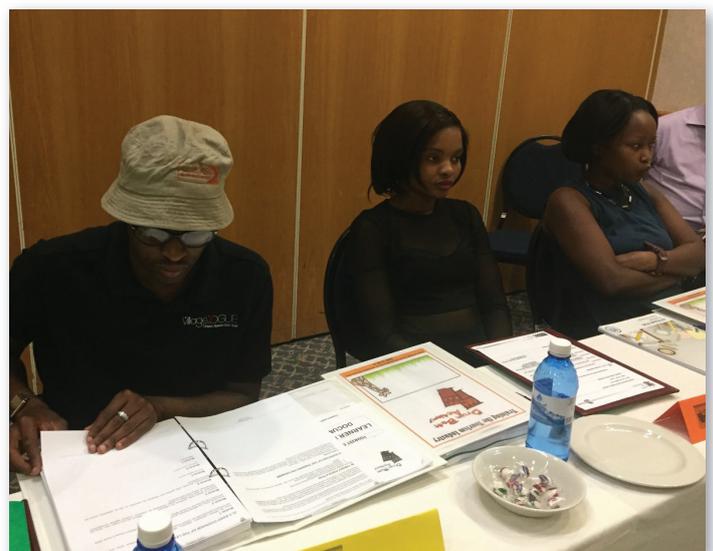
Supporting the course and assisting in ensuring the realisation of this course, Manager for Local Economic Development at Greater Taung Local Municipality, Tshepang Baloyi, said that this training was the result of a good working relationship between the provincial department of Tourism, the district municipality and the local municipality. She said they work closely in capacitating local unemployed youth in relevant skills programmes.

“This is the reason why the Department has deemed fit to bring this training to Taung. We need to capacitate our youth in tourist guiding. In this area there is a dire need for such training because this area is rich in tourism and we have products and projects which need to be packaged, and we don't have enough young people to assume responsibilities of qualified and registered tourist guides. As the municipality, we appreciate this kind of training. These young people will now be qualified and registered tourist guides and when there are employment opportunities within the municipality in this subsector they will be the first to be considered,” Baloyi said.

The participants are from various areas across District. One such participant is Mothusi Maine of Bloemhof near Christian, who said he was hopeful that the training will be able to equip them with the necessary tools to be able to actively participate within the subsector.

“I am hoping to turn my life around. I hope that this will inspire me to start my own tourism business. We are really grateful for the opportunity as we are from the most rural villages of this province where nothing ever happens. Information about opportunities such as this one is very scarce and I'm grateful that I was able to apply, got interviewed and now I'm part of the ten aspiring tourist guides in this district,” said Maine.

The training will run in phases for at least three months and upon completion, as part of their assessment for competency, trainees will be expected to create a route for a guided tour. They will conduct this tour under supervision of a training facilitator.



Students from Taung who will be trained in Tourist Guide NQF level 2 in Culture Guide.

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