

Bojanala

broadening horizons

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The Augrabies Fall

With its breath-taking and attractiveness, Augrabies is littered with stupendous and beautiful rocks where the mighty Orange river is at its most remarkable as it thunders its way through a ravine and cascades into a pool. Offering visitors 50 000ha of unique riverine glance at the dramatic landscape that unfolds below, Augrabies is located in the Northern Cape and stands approximately 480ft high from the base to the top. The fall's landscape along with its serenity attract many tourists to visit.

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Letter from the Editor

Lulama Duma

Welcome to our last edition of Bojanala for 2017/18 financial year as we cross over to the new year 18/19.

To usher in the commencement of our first quarter in the year 2018, we take you through some of the breathtaking articles which showcase the work done by the department and the sector as a whole. It is in light of this year being declared the centenary of former President Nelson Mandela, that we present you an article on the celebration of the diplomatic ties between South Africa and China which took place at Nelson Mandela Square under the theme “lighting up the great spirit of Nelson Mandela and also the strong friendship between the two countries.” As South Africa continues to grow its ties with China, there is hope that the friendship between the two countries who are also partners in BRICS, will continue to flourish and bare good fruits.

This issue also includes an article about the launch of the ‘Release Mandela Historic Memories’ which took place in Umtata to commemorate the 28th anniversary of the release of the former president. The Department also unveiled its Mandela Centenary programme at this event.

Furthermore, readers will also learn about the East3Route seminar hosted by Mpumalanga Tourism and Parks Agency with the purpose of showcasing trade and investment opportunities which featured Mpumalanga, KwaZulu-Natal, Mozambique, Swaziland and Seychelles.

It is also our pleasure to take you along our celebration of the National Tourism Sector Strategy (NTSS) which was approved by cabinet in 2017. The strategy is well placed to support the sector reach its development and transformation objectives.

As one of the objectives of NTSS is to be a catalyst in driving transformation in the tourism industry, we present to you inspiring stories as the Department continues to empower women in the tourism sector through a one-year Executive Development Programme aimed at providing skills, expertise and leadership qualities.

This issues also includes an article on the Enterprise Development



and Incubation Programme which is currently being rolled out in different provinces as part of an initiative by the department to provide training as well as financial and non-financial support to small businesses.

We’ve also written about the Best Practice workshop which was attended by representatives from 14 countries and were held in Mpumalanga province. The Department exchanged and shared knowledge and best practices on, amongst others, tourism statistics, policy and strategies.

A handwritten signature in blue ink, appearing to be 'Lulama Duma'.

Enjoy your read!

Deputy Minister launches the Tourism Incubators programme and Enterprise Development Awareness Campaign in Phalaborwa

Article by Elizabeth Mpetsi

The Department of Tourism in a partnership with the Limpopo Department of Economic Development, Environment and Tourism (LEDET), Mopani District Municipality and Ba-Phalaborwa Local Municipality launched the Tourism Business Incubators and Enterprise Development Awareness workshop on 2 March 2018 at Cajori Hotel, Phalaborwa.

The tourism business incubators programme aims to facilitate the provision of business support interventions to tourism enterprises clustered along a thriving tourism node.

According to the Bureau by economic research in 2015 and a Small, Medium and Micro-sized Enterprises (SMMEs) survey which was conducted, there is poor access to market by SMMEs, lack of access to information, regulatory compliance, unviable business operations and inefficient government bureaucracy. Based on the findings of the research, the department established programmes that will assist small businesses to remain sustainable.

The well attended event was divided into three sessions, the Tourism Incubators Programme launch, Enterprise Development and Tourism Human Resources Development Strategy awareness drive. The programmes were implemented with the purpose of ensuring the viability and sustainability of SMMEs in the Ba-Phalaborwa Local Municipality.



DDG for Tourism Sector Support Strategy, Ms Morongoe Ramphele, running the programme during the event.



Deputy Minister, Elizabeth Thabethe delivering a keynote address.

Delivering the keynote address at the event, Deputy Minister of Tourism, Elizabeth Thabethe emphasised the importance of SMMEs in delivering an excellent service to strengthen the ability to make visitors and customers happy because excellent service is a key component of sustainability in the tourism sector. "Poverty and unemployment affects everyone; therefore, opportunities offered by the department are focused on job creation and sustainability to make the market accessible, businesses to grow and create jobs," Deputy Minister said.

The incubation is focused on developing small businesses as they also contribute to the success of our country and also contribute to the economic growth. The department is developing systems that will assist businesses to be sustainable. For example, R50 million was allocated to be spent in Phalaborwa, with the purpose of creating more jobs and providing opportunities for incubatees to grow. Programmes such as Women in Tourism Executive Development Programme which are meant to empower women in the tourism industry, Youth Training Programmes, Tourism Monitors and Chefs programme are amongst programmes administered by the department to create jobs.

Deputy Director-General for Tourism Sector Support Services, Morongoe Ramphele highlighted the significance of commitment of the local businesses to remain sustainable and dedicated to the mentorships provided by the department.

A total of 50 incubatees who were invited to the event, participated in the discussion on the programme's aim and services that are available to them. The incubatees engaged with the Deputy Minister and the entities that were present which included Small Enterprise Financial Agency (SEFA), Tourism Grading Council of South Africa (TGCSA), South African Revenue Service (SARS), including the two leading financial service providers, ABSA and Nedbank.

The Phalaborwa incubator is one of the programmes that are being rolled across the country which is in line with the greater objective of the revised National Tourism Sector Strategy (NTSS) 2016-2026 to ensure sustainable growth and development of the industry.

In addition, the National Development Plan (NDP) seeks to reduce unemployment rate from 27% in 2011 to 14% by 2020 and 6% by 2030, which would require creation of 11 million jobs, and 5.4% annual Gross Domestic Product (GDP) growth rate. Amongst the actions to be undertaken to grow the economy and create jobs would be the removal of most pressing constraints to growth, job creation and investment.

Therefore, energy distribution, urban planning and regulatory constraints, telecommunications and logistics, institutional and

policy barriers to competitiveness become critical issues for consideration.

The Ba-Phalaborwa Mayor, Councillor Pule Shayi said that opportunities are being created which seeks to develop and support local upcoming businesses and they look forward to contributing by prioritising local spaces where small businesses can be assisted to achieve growth in a long run. "Our focus should be shifted to ensure that jobs are created and productivity is raised through the incubation programmes which offer mentorships and training to the small businesses." Said Cllr Shayi.

The incubatees and people who attended the event were also entertained through a fashion show organised by the exhibitors as part of the Marula Annual festival. The exhibitors together with the fashion designers entertained stakeholders that attended the event. More than 50 exhibitors attended the event showcasing their talent through different products which most were created using local and natural materials.

The Tourism Enterprise Development and Support Programme which has been in existence for 15 years is an initiative of the Department of Tourism that provides training and support for emerging and existing tourism businesses to ensure their viability and sustainability in the sector.



Deputy Minister, Elizabeth Thabethe and Acting Executive Mayor, Christina Mohale visiting stalls during the exhibition.

South Africa and China Celebrate Diplomatic Ties

Article by Annah Mashile

The Republic of South Africa and the People's Republic of China reached an important milestone on 01 January 2018 as they celebrated 20 years of formal diplomatic relations. This comes after the two countries formally established ties on 01 January 1998, which assisted them to achieve a significant level of bilateral cooperation agreements in areas of trade, investment, economic and people-to-people relations.

"Today we mark this historical ground-breaking event which celebrates our friendship with China and the significant value our friendship has brought to our respective country men and women since we share special political and economic bondages," said former Minister of Tourism Tokozile Xasa.

Minister Xasa was speaking at the Chinese Lighting Ceremony, held at the Nelson Mandela Square in Sandton on 13 February 2018. The event also marked the 2018 Chinese New Year.

Xasa said, "This year marks the year of the dog in the Chinese New Year calendar; and as we are all aware, the characteristics of a dog are loyalty, safety, companionship and reliability. These attributes speak to the qualities of the relationship between China and South Africa.

Over the years, China has been South Africa's strategic and leading trade partner. This country continues to ensure that there is stability in our economy in terms of trade because tourism continues to be the bedrock for both our economies in terms of domestic and international travelling."

The Department signed an agreement regarding cooperation in the field of tourism with the People's Republic of China in October 2013. The agreement made provision to facilitate tourism capacity building in order to support the development and empowerment of people within the sector. Thus far, the Department has trained 20 South African students in Mandarin and also ensured that South Africa's tour guiding companies include Mandarin speaking guides in their tours and translate their promotional materials into Mandarin.



Delegates during the opening of the event.



Former Minister of Tourism, Tokozile Xasa and Ambassador of the Peoples Republic of China, Lin Songtian walking to the Nelson Mandela square in Sandton where the celebration was held.

The theme for the celebration was: 'lighting up the great spirit of Nelson Mandela and lighting up the friendship and cooperation between China and South Africa.' Taking the podium, Ambassador Lin Songtian of the People's Republic of China said, "Nelson Mandela devoted his entire life for the freedom of the lives of South African people. It was through his spirit, commitment and compassion that South Africans built a new rainbow nation, a beautiful life of freedom, democracy, equality and dignity. It was his spirit that led people of the world to break the shackles of segregation."

Xasa also reflected on and acknowledged the drought in Cape Town, but indicated that the country still has much more love to give to travellers in order for them to enjoy their visit. She urged Chinese travellers in particular to continue visiting Cape Town and the Eastern Cape as the current situation provides lessons in preserving the little water that exists.

South Africa aims to increase relations with China's binational commission, while also looking at making sure that their second South Africa-China high level people-to-people exchange mechanism grows even more. The two countries will also have their joint working group, ministerial meeting, and their third summit on the forum of China/Africa cooperation; where they will share best practice methods.

Both South Africa and China are members of BRICS, which also includes Brazil, Russia and India. South Africa has taken over the chairmanship from China and will host the 10th BRICS Summit from 25 – 27 July 2018.

"This is only the beginning of a great year of celebrating the 20 years of diplomatic relations between our countries. We hope as part of our celebrations to invite you to an event to experience our local heritage as a way of putting a spotlight on township tourism during this year," Xasa said.

Mandela Centenary Celebrations: off to a remarkable start

Article by Johannes Mokou

The Department of Tourism, in collaboration with South African Tourism and the National Heritage Council, has kicked-off the Nelson Mandela Centenary celebrations at an event held at the Nelson Mandela Museum in Mthata, Eastern Cape, on 10 February 2018.

This august event also coincided with the Release Mandela 28th Anniversary - a day 28 years ago in which South Africa and the world stood still, eagerly awaiting Nelson Mandela's release from Victor Verster Prison. Mandela and other struggle heroes were released on 11 February 1990 to a rapturous crowd of ordinary community members as well as activists who played crucial roles during South Africa's darkest days.

Also present during the commemorative event were some of the Release Mandela Committee Members, who safeguarded Mandela's transition by playing pivotal, yet challenging roles while standing side by side with him on that day. Those present at the event included amongst others, Bulelani Ngcuka, Rose Sonto, Whitey Jacobs, Dali Mpofu, Ben Sizane and Saki Macozoma.

The committee members took turns in reflecting on the day by sharing some of their experiences while also indicating some of the challenges faced.

Former Minister of Tourism, Tokozile Xasa hailed the late Nelson Mandela as an international icon whose life should be shared with the entire world. The Minister also used the occasion to launch the Department's upcoming Nelson Mandela Centenary activities. The Department will work with partners such as the Nelson Mandela Foundation and government departments to host programmes to celebrate Madiba's birthday.

Minister Xasa said, "In line with celebrating 100 years of Mandela, South African Tourism will launch a tourism initiative called "What's your 100 Madiba experiences?" to promote travel and tourism through Mandela's legacy. This initiative will promote travel and tourism through Mandela's Legacy. A hundred sites across the country and in all 9 provinces that relate or connect to Nelson Mandela's legacy will be identified. These will become "must visit" sites during the course of 2018 both for domestic and international visitors."

It is anticipated that this initiative will encourage people to "Do Tourism" by visiting many of the 100 places and/or experiences that Mandela touched. During their visits, they will be asked to use an App developed by SAT to share how, by exploring the country, each place and activity can be showcased in remembrance and celebration of Mandela's legacy. The campaign will support and promote the already existing campaign created by the Nelson Mandela Foundation known as #BeTheLegacy.

Had he lived, Mandela would have been 100 years old this year; and in his challenge to the attendees, Mr Bonke Tyhulu, Chief Executive Officer of Nelson Mandela Museum urged each audience member to play their part by bringing 100 tourists to

the museum in order get the museum going, but most importantly, "to allow the legacy of Mandela to live on."

National Heritage Council Chairperson, Dr JT Mbuli told the locals that they have no reason to be underprivileged in a district where notable icons such as Walter Sisulu, Albertina Sisulu, Nelson Mandela and the likes, were born. Dr Mbuli said that the locals could make use of the legacies of such icons to attract tourists which will in turn create much needed job opportunities. He added that the agency was happy to form part of the event and will continue to support heritage initiatives.

Other activities earmarked by the Department of Tourism for the centenary include the linking of activities and projects to the department's nodal approach. The approach targets strategically identified geographic areas or nodes with a concentration of clearly defined tourism potential or attractiveness for tourism growth and development.

The planned activities in these nodes will support the department's strategic objectives to promote inclusive tourism growth and development by demonstrating a bias towards benefiting unemployed youth, women, people with disabilities, SMMEs and cooperatives located in townships and rural areas.



Former Minister of Tourism, Tokozile Xasa.

Mpumalanga Hosts the East3Route Investment Seminar

Article by Kholofelo Nkambule



The Mpumalanga Tourism and Parks Agency (MTPA) recently hosted the East3Route Investment Seminar and Expedition at Emnotweni Arena in Mbombela. The East3Route is an economic and tourism development initiative, featuring Mpumalanga, KwaZulu-Natal, Mozambique, Swaziland and Seychelles. It was launched in 2011 and Mpumalanga was included in 2015.

The major part of this initiative is tourism excursion involving three countries and providing both the tourism industry and private investors an opportunity to explore the offerings in each country. The expedition has continued for the past four years with an introduction of an Investment Seminar which has enhanced this initiative and has played a significant role in the delivery of tangible results around economic development within the route. This further encourages cross-border partnerships and investment. Mozambique, Swaziland and KwaZulu-Natal have hosted this investment seminar and were later joined by Seychelles in hosting this prestigious event.

“The main objectives for hosting this investment seminar is to showcase investment and trade opportunities in each of the five partner regions, promote and accelerate cross-border economic activity, provide a platform for engagements on tourism and related economic activities, and create a dialogue between economic role players in the public and private sector on investment opportunities. The seminar further provides a better understanding of doing business from each country thus enabling debate on the key issues facing development in the cross-border regions,” explained Nobunga.

The seminar included presentations on investment opportunities from various entities, including Mpumalanga Economic Growth



Minister of Tourism and Environmental Affairs from Swaziland, Honourable Gumede with delegates on the excursion at Three Rondavels.

Agency, Swaziland Investment Promotion Agency, Mozambique Tourism Authority (INATUR), Kruger National Park and Transfrontier Conservation Areas.

Delegates attending the East3Route Investment seminar were on the last day of the conference treated to an expedition to various sites in the province. These include God's Window, Bourke's Luck Potholes and Three Rondavels where MTPA has tourism development plans underway. Other areas include the site allocated for the development of the Mpumalanga International Convention Centre as well as the Mpumalanga Fresh Produce Market.



Minister of Tourism and Environmental Affairs from Swaziland, Honourable Gumede with delegates on the excursion at Bourkesluck Potholes.

Nobunga indicated that the province is delighted to have hosted the seminar as it presents an opportunity for them to provide investors with a clear indication of investment opportunities available in the province.

He added that they will in due course share progress on some of the projects, like the skywalk and cable car at Blyde River Canyon Nature Reserve which were prioritised in terms of tourism development in Mpumalanga.

The East3Route Investment Seminar was held against the backdrop of the Sharing Tourism Best Practices Workshop organized by the Department of Tourism. This saw a total of fourteen (14) African countries presenting tourism best practices from their respective countries.

South Africa remains open to travelers despite local water shortage

Article by South African Tourism



SOUTH AFRICAN TOURISM

The water shortage currently being experienced in the Western, Eastern and Northern Cape in South Africa has provided the country with an opportunity to position itself as a global benchmark for how world-class cities respond to future climate threats.

“Climate change and drought conditions are a global issue not only isolated to South Africa. The country’s tourism industry, establishments and attractions are open for business. We are encouraging visitors not to cancel their trips to South Africa as water is available. Its use is currently restricted in drought areas such as Cape Town and everyone is encouraged to use this precious resource with caution,” said Sisa Ntshona, Chief Executive Officer of South African Tourism.

“An important point is that countries around the world are experiencing water shortages. It isn’t a developing world problem, but rather a worldwide concern that affects one out of three people globally. Furthermore, other prominent international cities such as Los Angeles and Tokyo have had water restrictions in place for many years, so the current water shortage represents the new normal for sustainable tourism in South Africa,” continued Ntshona.

Since 1996, the World Health Organization has recommended that the international community adopts a quota of 50 litres per capita per day as a basic water requirement for domestic supply - a comfortable allocation which meets all consumption and hygiene requirements. Limiting water intake is not a new phenomenon for Cape Town or any other part of the country. The city has already cut its usage mandate by half over the past three years, from 1200 megalitres per day in 2015, to 540 megalitres per day currently.

“Staying away from South Africa is not part of the solution. Instead, it’s putting strain on an economy that depends heavily on tourism. According to World Travel and Tourism, the local sector

employed 716 500 people (4,6% of all employment) nationally in 2016 while contributing R402 billion to the national economy (9,3% of the entire economy). Holistically, tourism presents nearly R1 in every R10 for the nation’s gross domestic product. We remain open for business and are ready to welcome travelers from around the world to one of the most beautiful countries on earth,” concluded Ntshona.

South African Tourism is making a plea to all South Africans, Africans from other parts of the continent and the entire global community to work together and be part of the solution. For the tourism industry specifically, it is necessary to demonstrate how to meet the future now and how to create the “new normal”.

As part of this plea, South African Tourism has begun a global, multi-disciplinary communications and marketing campaign that reinforces and directs a narrative highlighting that South Africa is open for business, underpinned by the mandate of #WaterWiseTourism across the country.

Join the conversation on social media by using the line South Africa does #WaterWiseTourism. Together we can take up the water conservation challenge and create global best-practices along with the tourism industry.

About South Africa

South Africa is a destination that offers a wide variety of experiences in close proximity to one another. From wildlife safaris in 22 national parks, to breathtaking scenic outdoor spaces, vibrant modern designer cities and 2,700 km of diverse coastline with Blue Flag beaches. Follow inspiring heritage and cultural journeys to freedom and include active or adventure activities to suit any budget. South Africa welcomes 10 million visitors annually from around the world. Find out more about travel to South Africa at www.southafrica.net



Department of Tourism empowers women in tourism

Article by Annah Mashile

Women in the tourism sector remain under-represented. The participation of black women in South Africa's tourism sector is below the gazetted Broad Black Based Economic Empowerment (B-BBEE) targets. The prescribed target is 30% female participation in ownership, board representation and executive management positions.

In order to realise this goal, forty women from the sector have been enrolled in the one-year Executive Development Programme (EDP) NQF Level 8 with the University of South Africa's School of Business Leadership (UNISA SBL).

This programme is aimed at building strong business skills and leadership qualities in order to ensure that the sector has strategic leaders, entrepreneurs and industrialists.

Welcoming the EDP students, Minister Tokozile Xasa said that the Department of Tourism hopes to train one hundred women in five years in this programme. The minister also encouraged the students to continue to inspire and empower each other so as to unleash their potential.

This initiative articulates the Women in Tourism (WiT) objective of achieving 30% representation of women in leadership and ownership levels in the next five years. WiT advocates for respect and recognition of women for the meaningful role they play in the tourism sector, as well as encourages representation in economic activities and leadership.

Echoing the Minister's sentiments, CEO of the UNISA SBL, Dr Renosi Mokate, said that the business school is ideally suited



Executive Director and CEO of UNISA SBL, Dr Renosi Mokate.



Former Minister of Tourism, Tokozile Xasa.

in order to ensure that public and private sector management structures reflect the diversity of our country. She added that the role of the UNISA SBL is to turn people's dreams and aspirations into reality.

The first tourism specific student intake to the EDP graduated in October 2017. To date twenty women have graduated from the programme and some of them have been promoted to senior management positions in their organisations. The programme is fully funded by the Department of Tourism.



2018 EDP for Women in Tourism participants with Minister Tokozile Xasa at the breakfast session.

Tourism Enterprise Development Programme to enhance sustainability of SMMEs in the sector

Article by Elizabeth Mpetsi

The tourism needs analysis findings conducted by the Department of Tourism in 2015 have highlighted that tourism enterprises tend to perform very poorly due to lack of funding, inadequate access to regional and international markets and lack of information.

It is for this reason that the Department, in partnership with the City of Ekurhuleni, hosted a business expo in Gauteng, which was subsequently extended to areas such as Phalaborwa, Mafikeng and Bloemfontein to showcase the services and initiatives provided for SMMEs and to address the challenges faced by SMMEs.

The Gauteng expo was held at Emperor's Palace and it is the first of a number of similar events to be rolled out throughout the country. These information campaigns began in February and ended in March 2018.

Through the Tourism Enterprise Development and Support Programme, the Department provides training and support for emerging and existing tourism businesses to ensure their viability and sustainability in the sector.

The Programme forms part of the objectives of the revised National Tourism Sector Strategy (NTSS) that seeks to harness sustainable development and growth of tourism enterprises so that they can promote social cohesion, job creation and contribute to the competitiveness of tourism destinations.

Addressing delegates at the expo, Deputy Director-General Lulama Duma said that the Tourism Enterprise Programme is



Deputy Director General, Lulama Duma addressing attendees and SMME's during the event.

aimed at facilitating transformation in the sector by making it inclusive and accessible to new entrants, especially businesses owned and managed by women and young people.

The programme is divided into four focus areas, namely: Tourism Enterprise Development, Tourism Incubator Programme, Online Tourism Information Portal and SME Financial and non-Financial Support. The department has also collaborated with the Department of Small Business Development, the National Empowerment Fund, the Industrial Development Corporation, various banks and other entities to ensure that SMMEs are linked to institutions that will provide resources needed for the sustainability of these enterprises.



Some of the speakers during the question and answer session.

Marula Umthayi Festival, a Catalyst for Place Marketing

Article by Soza Simango

It can only be through the ingenuity of human beings that the natural richness of the Marula tree which carries beer-producing fruit and provides numerous by-products in Southern Africa could be transformed into a popular cultural festival that has for over 10 years played a key role in driving domestic tourists to the otherwise unknown little town of Phalaborwa, Limpopo and the remote and rural region of Kwangwanase in Northern Kwa Zulu Natal.

The Marula tree (*Sclerocarya birrea*), is widely distributed in many parts of Southern Africa, including countries such as Zimbabwe, South Africa, Malawi, Angola, Zambia, Swaziland, Botswana, Namibia and Mozambique. Over centuries, various ethnic communities have relied on the tree for shelter, food, religious worship and other household uses. The use of the tree for religious worship brings vivid childhood memories of growing up in Giyani where my family (old and young) would gather for ancestral worship and libation around the Marula tree (which still stands today), grown at the centre of our household compound.

Perhaps the most widely practiced cultural beneficiation from the Marula tree is the brewing of sweet and sour beer from its juicy fruit during the summer harvesting and brewing season. This is evident whilst driving along regional roads in the North West, Limpopo and Mpumalanga where street traders sell this beer bottled in 2L cool drink plastic bottles. Communities have on the basis of the beer initiated cultural customs relating



Deputy Minister of Tourism, Elizabeth Thabethe addresses guests attending the Marula Festival Gala Dinner.

to the harvesting of the fruit, including brewing and formal announcement of the drinking season (Ku luma nguva) by the royal community leader, amongst other customs.

The greatest highlight in the cultural evolution of the Marula tree is perhaps the creation of the Marula Festival over 10 years ago by the Limpopo Economic Development, Environment and Tourism Department and the 6 year old Umthayi Marula Festival launched by the Tembe Traditional Authority in Northern KZN. Benchmarked on Oktoberfest, the world's largest Volksfest (beer festival and travelling funfair) held annually in Germany, the Marula and Umthayi Festivals are hinged on the celebration of the Marula fruit, the beer and the livelihood uses of the fruit.

In summary, the two festivals are an embodiment of cultural celebrations, heritage and economic beneficiation, music and entertainment and seek to bring the peoples of South Africa together for a drink at a single point, using the same calabash.

Over the years, the festivals have grown and attracted various public and private sector partners that assist with the Marula fruit beneficiation, tourism service excellence at host towns, music and entertainment, trade exhibition for a wide range of Marula by-products, event planning and the general destination marketing and promotion of the events. At the 2018 Limpopo Marula Festival Gala Dinner in Ba-Phalaborwa Municipality, Deputy Minister of Tourism, Elizabeth Thabete acknowledged the role of the event in promoting tourism in rural communities such as the town of Phalaborwa. Every year during the Marula Festival, Phalaborwa's various accommodation offerings are fully booked and there is an overflow of bookings to the surrounding



Deputy Minister Thabethe participates in the marula-making process.



A student asks questions at the exhibition session.



Deputy Minister Elizabeth Thabethe, with her delegation, visit marula-making facilities in Phalaborwa.

towns of Hoedspruit, Tzaneen and Giyani. The festival attracts over 30 000 domestic visitors and injects about R30.7 million into the local economy. There are also long-term financial benefits for the Ba-Phalaborwa Municipality, Mopani District and the province.

It is hoped that through increased investment and promotion of these events, Phalaborwa and Kwangwanase will increasingly become the Marula capitals of South Africa, drawing hundreds of local and international visitors to these rural locations.

National Tourism Sector Strategy approved and ready to roll

In December 2017, Cabinet approved the National Tourism Sector Strategy (NTSS) 2016 - 2026, paving a smooth pathway for the sector to begin performing in a targeted manner.

The NTSS is a sector wide strategy designed to enhance and harness the potential contribution of tourism to the national development objectives and the aspirations of the country as espoused in the National Development Plan (NDP). The first NTSS was published in 2011, as a ten-year strategy aimed at increasing tourism's direct contribution to the economy and creating jobs in the sector.

The Department of Tourism commissioned the review of the NTSS in 2015 to ensure that the strategy remains relevant in a rapidly changing global environment, as well as to align it to the NDP and the Tourism Act 3 of 2014. The process culminated in the second iteration of the NTSS as the NTSS 2016 - 2026.

Following Cabinet approval, former Minister of Tourism, Tokozile Xasa, said: "This approval comes at a particularly exciting time for tourism globally and in South Africa. Tourism is a growing sector and generator of jobs, and tourism destinations need to position themselves to take advantage of this sector's growth trajectory. The NTSS is therefore well placed to respond to the country's development imperatives and transformation agenda."

"Through the strategy, we aim to further increase the direct contribution of tourism to the economy through partnerships, research based collaborative planning, and the implementation of agreed priority actions underpinned by Responsible Tourism," added Minister Xasa.

The NTSS is reinforced by five strategic pillars: Effective Marketing, Facilitating Ease of Access, Visitor Experience, Destination Management and Broad Based Benefits. The strategy also outlines comprehensive action plans for implementation by various stakeholders within the tourism value chain.

"The NTSS has set clear targets in respect of increasing the direct contribution of tourism to the GDP from R118 billion in 2015 to R302 billion in 2026, while increasing direct jobs supported by the sector from 702 824 to 1 million," said Minister Xasa.

The Department will lead, support, monitor and evaluate the implementation of the NTSS. In addition, the strategy provides for institutional arrangements and structures for public and private sector participation to ensure coordinated implementation efforts.

The Minister conveyed her gratitude to the Panel of Experts that oversaw the process, as well as the public and private sector stakeholders who took part in the revision of the NTSS.

2018 Sharing of Tourism Best Practice Workshop

Article by Annah Mashile

South Africa hosted the 5th Tourism Best Practices workshop for 13 African countries (Brazil, Malawi, Tanzania, Mali, Swaziland, Tunisia, Ethiopia, Sri Lanka, Mauritius, Mozambique, Zimbabwe, Congo and Equatorial Guinea) in Mpumalanga from 19 to 22 February 2018. The objective of the workshop was to exchange and share knowledge and best practices on tourism statistics, tourism policy and strategy, promotion of tourism along the heritage and cultural sites, grading and classifications, sustainable tourism and social media in tourism.

Addressing delegates at the workshop, Deputy Director-General Aneme Malan encouraged everyone to share best practices and knowledge on how to develop tourism strategies, promote tourism heritage and culture, develop better methodologies to develop the Tourism Satellite Account (TSA) and create better understanding of quality assurance.

Delegates were exposed to South Africa's methodologies in collating data of tourism statistics, management of parks and the grading and classification of tourism systems.

The Sharing of Best Practices workshop is an annual event. The first one was held in 2014 when countries that signed agreements with South Africa showed interest in programmes and initiatives that South Africa implements in developing and growing tourism.

"Tourism is a growth sector and as the African continent, tourism provides potential to diversify our economies and generate the jobs that we require. We are still in the development stage of tourism but moving towards a greener and positive direction," said Sibongumusa Ngidi from the Department of Tourism while highlighting the National Tourism Sector Strategy to delegates.

The workshop was concluded with an excursion to Mpumalanga's best attractions such as Gods Window, Three Rondawels and Bourke's Luck Potholes.



Mpumalanga potholes.



Mpumalanga three rondawels.



Delegates attending the 2018 Sharing of Tourism Best Practice Workshop.

2018 International Tourist Guides Day Celebration

Article by Annah Mashile

Tourist guides from across the country gathered at the Rhino Convention Centre in Hoedspruit, Limpopo, from 15 to 16 March 2018 to celebrate the International Tourist Guides' day under the theme **"Travel Enjoy and Respect."** The theme encourages tourists and guides to make the sector a catalyst for positive change.

United Nations World Travel Organisation (UNWTO) Secretary-General, Mr Taleb Rifai was quoted as having said "Whenever you travel, wherever you travel, remember to respect nature, culture and your host. You can be the change you want to see in the world. You can be an ambassador for a better future. **TRAVEL, ENJOY AND RESPECT."**

Delivering his keynote address, Minister Derek Hanekom urged tourist guides to commit to the three "Ps" which are passion, pride and professionalism. "Tour guides are critical to the success and sustainability of our industry. This success prides itself on memorable experiences shaped by tourist guides as they usher local and international visitors through our beautiful country".

The Minister emphasised that tourism growth could be achieved through innovative tourism offerings, and a transformed and inclusive sector that caters for all South Africans. "We must address the regulatory barriers (visas and airlift issues) and make our country accessible, provide affordable holiday options for all tourists because tourism benefits and improves people's lives.

The tourist guiding profession in South Africa has grown steadily over the years with close to 12 000 registered guides. Through the



Minister of Tourism, Derek Hanekom



Tour guide business owner from Mpumalanga, Goodman Nkosi



Minister of Tourism, Derek Hanekom and Limpopo MEC for Economic Development, Environment and Tourism, Seaparo Sekoati handing over certificate to one of the learners who qualified as tour guides

revised National Tourism Sector Strategy (NTSS) 2016-2026, the Department of Tourism seeks to ensure sustainable development and growth of the profession in a manner that facilitates inclusive participation and employment creation.

Tour guide from Mpumalanga, Mr, Goodman Nkosi motivated and encouraged guides to take pride in their work. He started as a transfer driver before registering his company, Nkosi Tours. He said it is not about being smart or intelligent to make it in the guiding business industry, but it's about perseverance.

The Eyes of an African Chef - Winner of Gourmand Awards

Article by Johannes Mokou

What is your name?

Nompumelelo Mqwebu

Where did you grow up and what was your upbringing like?

I was born on the North Coast of KwaZulu-Natal. I grew up and spent most of my life at uMlazi and later lived in Port Shepstone. It was a pleasant childhood amidst the painful chaos of the 80s with great pain and losses. I have a love for people and the beach. Raised by entrepreneurs all round (grandmother to parents). I suffered the early loss of two precious people who shaped who I am today – my grandmother and father. I grew up with an abundance of home-grown good food, excellent cooks and friends.

Did you grow up wanting to be a chef or is this is a decision you took later, when you were an adult?

It was not on the map until later. Cooking and eating good food was something I enjoyed – I enjoy creating stuff. I guess on the back of having a grandmother who owned what is now called a diner (a family restaurant) and a father who cooked to his heart's content as a young cook travelling on ships, I was set for culinary adventures.

What inspired you to become a chef and how did you end up writing books?

I grew up around good cooks, fresh ingredients and good food. I loved creating dishes that were different or trying new ingredients and I entertained friends and those close to me. My dad often had pickled chili or vegetables in the fridge as he tried this soup or that new sauce. My grandfather had a fruit and vegetable garden, so I was always unconsciously connected to sustainable ways of cooking. Eventually, when I wanted out of commodities logistics, I decided to follow my passion professionally in 2005.

The cookbook, Phew!-Seeing the lack of indigenous recipes in our food establishments and the lack of professional cookbooks of that sort, I felt I had to document the recipes I had grown up with as well as those I have created myself over time. Some of the recipes came from my travels that made me appreciate the importance of food indicative of my identity being well represented to the world. There is a need to train South African chefs on how to cook indigenous South African Cuisine. This education did not exist in 2005 when I attended a private cooking school in Morningside, Durban and it barely exists today.

Who do you see as your source of inspiration (within the industry or even outside of the industry)?

In the industry today, I adore Darina Allen. She is the reason I packed my bags and spent time at her Ballymaloe Organic



Nompumelelo Mqwebu.

Farm and Cookery School. Her ethos around eating and living sustainably plus walking the talk impressed me.

Outside of the industry, I draw a lot of strength from my late grandmother uMaGaqa and late father, Thamsanqa Mqwebu's (after travel-cooking, he ended up as a businessman) teachings as well as what they imprinted on me. They were entrepreneurs in the thick of Apartheid and invoked that social entrepreneur spirit in me.

Tell us about the books you have written?

My book captures my culinary identity through the cultures that make up who I am through my own eyes. It touches on our food history and what we are yet to discover and share as a nation. A bit about what we have lost in methods of old which were very sustainable, some have come back as "trends" such as organic methods of farming. The need to support small farmers who are assisting us to revive the use of some produce indigenous to the land, those which are sturdier in facing climate change. Growing the African food value chain and training chefs with a knowledge of where their food comes from, which is a reduction of food waste.

What inspired you to write?

I was inspired by the need to document cuisine from this region of Africa.

Where can one access these books?

My books are available at:

Tintfo le Tinhle - signed copies, Jan Smuts avenue

JHB Culinary & Pastry School - Maboneng

Exclusive Books:

OR Tambo Domestic & International

Ballito Junction

Brooklyn, Pretoria

Dainfern Square

Greenstone

Hyde Park

Rosebank Mall

Sandton City

Mall of the South

Bargain Books:

Fourways Crossing

Mall of the South

The Glen

Springs Mall

Clarke's Bookshop:

Cape Town

Wordsworth,

Somerset West

Online book store: (courier service)

www.throughtheeyesbook.com

Since you are a chef, what is your favourite meal?

I don't really have a favourite meal, it would depend on where I am and how I feel. However, my favourite ingredients to cook with are amadumbe, imbuya, imifino yezintanga nezigabe and various fresh herbs.

What awards are you nominated for and what are the chances of you winning?

I won the International Gourmand Awards 2018 for South Africa in two categories: First Book and Self Published. I have been invited to China for the global awards as I have been nominated for the same awards globally. The feedback on the book has been overwhelmingly great, from the uniqueness of the recipes, the photography, the layout and thus the overall quality of the book.

Where are the awards held and when are you going there?

The awards will be held in China, on my birthday: 26 May!

What are some of the challenges you faced as you grew into being a chef?

Wow – where do I start and end. Many times the lack of my culinary identity in our professional kitchens made me feel so out of place. The lack of acknowledgement and knowledge of African

Cuisine indigenous to our country. Then the painful permanent symbols of our country: violent racism in the kitchens, gender inequality and gatekeeping, outrageous pay gaps of Executive Chefs as compared to other brigades, foreign domination of our “culinary custodians” positions, the disjuncture between where our food comes from and our kitchens (some chefs cannot identify a fish they cook as it never comes complete). All this meant I had to teach myself A LOT, hence I started to also travel and see what other chefs were doing. I still believe that next to agriculture; the hospitality industry is one of the most untransformed industries in terms of race and gender in our country.

What advice can you give to an aspiring, upcoming chef or any young person who may want to be like you?

Never discount education! Calling yourself a chef is your prerogative but back it up with professional culinary training. Explore ingredients, create your own food identity through your culture and bring it into your cooking space where possible. I know these suggestions may not be welcome to some Head Chefs: Save them, that's where I developed my amadumbe gnocchi recipe. Research culinary roles, don't be fixed on restaurant kitchen brigades (egos are not the be all and end all). Finally, I implore some of our junior chefs to venture into food anthropology and gastronomic science. We need to develop our cuisine further in order for it to grow.

What can you say to the youth in general?

You can be granted all the opportunities in the world, but no one can live your life for you. Even when life is unfair to you, don't give up on yourself – keep pushing. As you go through life keep reminding yourself that this is not a dress rehearsal – this is it!

What are your goals? where do you see yourself in 5 years?

This week we start our South African food experiences project that will bring the book to life and our first booking is for 13 prominent business people. This is an opportunity for guests to explore our culinary gifts from various regions of South Africa: “travel South Africa on a plate”. There are various collaborations happening within our African chefs' space that will be rolled out this year including professional training in African Cuisine. And, in good time, another book.

Who do you currently work for?

I have been an entrepreneur chef for over 10 years now at Africa Meets Europe Cuisine.

www.africameetseurope.com

Any other information you want to share?

South Africans need to realise that only our unique food heritage will make us stand out in the food world. We need to develop as a culinary destination and it will not be through the copy and pasting of other countries' cuisines, a place where tourists can travel to and have authentic experiences. We need to develop what is our own and respect it.

Frequently asked questions and answers relating to water shortage in South Africa



SOUTH AFRICAN TOURISM

Article by South African Tourism

Is water available in Western, Eastern and Northern Cape for travellers?

Yes – citizens and travellers alike are requested to abide by the water restrictions set in the area they are visiting. For instance, in line with World Health Organization basic standards, travellers to Cape Town are requested to use 50 litres per day, per person and to conserve this precious resource as much as possible. Individuals will therefore still shower; boil water for food, practice basic hygiene, and drink the recommended amounts of water.

Will I have to queue for water?

No – water is available through the regular sanitary and hygiene systems, including taps, showers and toilets.

50 litres per day isn't much. What can I do with that?

With 50 litres of water you can use 18 litres to wash laundry, take a 90-second shower with 15 litres, use nine litres to flush a toilet, use three litres for daily hygiene, use two litres for cooking if in a self-catering establishment, and drink two litres of water.

Are swimming pools still filled up?

Establishments are being encouraged to use grey water to fill their swimming pools; contact your travel agent or establishment owner to ascertain usage and availability.

Are tourist attractions still operational?

All major tourism attractions have operational water, as well as restaurants, bars and other entertainment spots.

Why should I inconvenience myself by following the water restrictions set when I can visit another country where water restrictions are not in place?

Water conservation due to shortage is a worldwide problem. The World Health Organization has recommended that the international community adopt a figure of 50 litres per person, per day. Climate change and drought conditions are a global issue and are not isolated only to the Western, Eastern and Northern Cape in South Africa. This is an opportunity for travellers to be mindful of both the need to conserve water and their impact on the planet.

Must I cancel my trip to South Africa due to the water shortage?

No - staying away from the Western, Eastern and Northern Cape is not part of the solution. Cancelling a trip will place strain on regions that depend heavily on tourism. As an example, Cape Town has over 1.2 million visitors annually, spending approximately

R40 billion, and creating over 300 000 jobs, which contributes over 7.5% to the city's total annual GDP. This spending helps significantly to fund the ongoing water saving projects being implemented; decreasing this input will create further challenges and financial strain.

Won't I contribute to the water shortage if I travel to South Africa on holiday or business?

No – be part of the solution and uphold your travel bookings as water is still available. According to World Travel and Tourism the sector employed 716 500 people (4,6% of all employment) nationally in 2016 while contributing R402 billion to the national economy (9,3% of the entire economy). Holistically, tourism accounts for nearly R1 of every R10 of the nation's gross domestic product.

How can I support South Africa during this crisis?

Uphold your travel bookings and be united in our statement to the world by getting behind the movement #WaterWiseTourism which embraces the new normal of sustainable tourism and encourages all travellers and citizens to use water wisely.

In all your communication, please continue to tell people that:

- I do #WaterWiseTourism
- We do #WaterWiseTourism
- South Africa does #WaterWiseTourism

Integrate the hashtag into your email signature and use it in all your communication where appropriate.

Please refer to the full communications pack, "How to Do #WaterWiseTourism" for all collateral you may need.

Together we can take up the water conservation challenge and create global best-practices along with the tourism industry.

What is the tourism industry doing collectively to conserve water?

South African Tourism is collaborating and coordinating with various partners, including Wesgro, to further the reach of all communications to travellers.

Since 2010 one of our largest tourist attractions, the V&A Waterfront in Cape Town, has already cut water use by 53% prior to the drought through a mixture of innovative and creative methods, including the use of borehole and grey water for toilets and irrigation, installing water-efficient fittings and proactive pressure management, along with aggressive leak detection.

This is a trend we've witnessed across the industry as establishments, travellers and citizens rally behind this cause to conserve as much water as possible.



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