

Bojanala

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

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Minister of Tourism Derek Hanekom recently handed over the Amended Tourism Broad-Based Black Economic Empowerment Sector Code to the Tourism Business Council of South Africa. The gesture marked the start of an intergrated industry process which is aimed at transforming the sector.

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LETTER FROM THE EDITOR-IN-CHIEF

This edition of Bojanala offers a multiplicity of exciting tourism and related news which should meet the need for most of us. This edition takes you through a journey of a number of thought-provoking stories from the handing over of the amended Tourism Broad-Based Black Empowerment Sector Code to the Tourism Business Council.

Another important step forward on the road towards transformation was taken when the Deputy Minister Tokozile Xasa recently launched the Executive Development Programme black women managers in the tourism sector. The programme is aimed at building strong business skills and leadership capabilities amongst black women in the tourism sector, empowering them to lead key parts of tourism businesses and form a pool of future top leadership, entrepreneurs and industrialists in the sector.

The India-Brazil-South Africa (IBSA) workshop took place in Mpumalanga recently. The workshop was hosted in line with the IBSA Tourism Agreement was signed in New Dehli on 15 October 2008 under the former Department of Environmental Affairs and Tourism. The workshop was aimed at sharing information and best practices in the

management of South African national parks and eco-tourism.

In another collaborative venture the Department partnered with South African National Parks and the Mpumalanga Tourism and Parks Agency to celebrate the International Tourist Guides Day. The event included the activities and programmes ranging from presentations, motivational talks, excursions and workshops.

The lives of the Kwalindile Community in Mthatha have changed for the better after the launch of Mthatha Gateway by the Deputy Minister of Tourism, Tokozile Xasa. The center will boost the Shell Ultra-City since it is adjacent to it and it will sustain itself as it is operational currently and is used by Busses.

On a lighter note, the Marula Festival launched more than 10 years ago by the Limpopo Economic Development, Environment and Tourism Department went on smoothly and as always, was able to attract a number of people to the province and by extension adding to the economy of the province.

Turning to international matters, Minister of Tourism, Derek Hanekom held bilateral meetings with Prince Sultan bin Salman: President of the Saudi Commission for

Tourism and National Heritage in Saudi Arabia. The visit provided a unique opportunity for bilateral discussions between the Minister and his counterpart in order to develop the relationship between South Africa and Saudi Arabia in the field of tourism.

Meetings Africa, the premier business events trade show hosted by South African Tourism has once again attracted the best minds in the industry for its eleventh edition which took place in Sandton Convention Centre in February.

Last but not least this edition also contains a survey questionnaire on the review of the Magazine, which we humbly request that you as our valued stakeholders and consumers will spare some time to participate in and respond.

The 2015-16 financial year has ended and we have begun a new journey. All the best and enjoy.

Trevor Bloem

EDITOR-IN-CHIEF



Minister of Tourism Derek Hanekom is flanked by stakeholders during the handing over of the Amended Tourism Broad Based Black Economic Empowerment Sector Code to the Tourism Business Council of South Africa.

New codes to transform Tourism

By Praveen Naidoo

Minister of Tourism Derek Hanekom today handed over the Amended Tourism Broad-Based Black Economic Empowerment Sector Code to the Tourism Business Council of South Africa.

The handover to the business sector marks the start of an integrated industry-wide process to transform the tourism sector.

The new code came into effect when it was gazetted on 25 November last year and is binding on all businesses operating in the tourism sector. It aims to accelerate transformation in tourism by changing patterns of ownership, management and procurement.

Revised targets and scorecard measurements are designed to be more inclusive of all South Africans at ownership and management levels, improve procurement from small Black businesses, and enhance the development of skills needed across the tourism value chain.

The amended code was drawn up by the Tourism B-BBEE Charter Council chaired by Mr Monwabisi Fandeso, and included representatives from the public and private sectors, labour and civil society, following widespread consultations with stakeholders in the sector.

Minister Hanekom said that the collaboration between the public and private sector in

drafting the new codes boded well for their implementation.

“Transformation remains a major challenge facing tourism, and many other sectors of our economy. It is encouraging that there is widespread recognition of the need for transformation, and growing commitment to transform, among the full range of stakeholders in the sector,” said Minister Hanekom.

Despite many Government interventions aimed at overcoming economic disparities, entrenched inequalities continue to stifle growth, economic development, job creation and poverty eradication.

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A recent study found that about one in four large enterprises were owned by Black people in 2010. About 12% of large enterprises had attained 50% Black representation as board members, directors and management. Only 4% of large enterprises achieved the target of ensuring that 25% of their directors were Black females. About one in five large enterprises had succeeded in procuring 50% of their goods and services from Black or women-owned enterprises.

The Amended Code seeks to accelerate transformation of the tourism sector by significantly increasing the number of Black people who own, control and manage tourism enterprises.

New annual turnover thresholds have been introduced for Exempted Micro Enterprises (less than R5 million), Qualifying Small Enterprises (between R5 million and R45 million) and Large Enterprises (over R45 million). These thresholds are unique to the tourism sector, and are designed to include many more enterprises in transformation initiatives.

The Amended Code specifies new targets for ownership, management control, skills development, enterprise and supplier development and socio economic development. The Black ownership target was set at 30% to fast track transfer of economic assets to Black people. The target for supplier development was set at 3% of Net Profit After Tax to create more opportunities for emerging Black owned enterprises. More points are allocated for procurement from suppliers that are at least 51% Black-owned.

The Department of Tourism is implementing several projects to support transformation. An internet portal is being created to accelerate the participation of SMMEs in the tourism economy. The department is also providing incentives to support tourism businesses, with a focus on small Black-owned businesses, and starting an Executive Development

Programme (EDP) to equip women managers for senior positions in the sector.

"The role of tourism in the national economy is growing in significance," said Minister Hanekom. "The tourism value-chain already provides 9% of our national GDP and supports 1.4 million jobs. Government recognises the potential for contributing even further to GDP and social and economic development."

"Transformation of the sector is essential to extract the full potential of tourism. The handover of the amended code to business will reinforce the partnership between government and the private sector to take transformation to the next level," said Minister Hanekom.

ADDITIONAL INFORMATION:

The amended code applies to all enterprises within the tourism sector:

- **Accommodation** - hotels, resorts, timeshare properties, B&Bs, guest houses, game lodges, backpackers and hostels.
- **Hospitality and related** - restaurants, conference venues, professional catering, attractions, casinos, consulting and professional services companies.
- **Travel and related** - tour wholesalers, tour operators, travel agents, tourist guides, car rental companies and coach operators.



Historic moment: Tourism Minister Derek Hanekom hands over new BBBEE code to TBCSA Chair Mavuso Msimang

Tourism launches training programme to empower black women

By Mathibela Mankge

On 15 March 2016, the Deputy Minister of Tourism Ms Tokozile Xasa, in partnership with the University of South Africa Graduate School of Business Leadership (UNISA-SBL) launched the Executive Development Programme (EDP) for Black women managers in the tourism sector.

This occasion was graced by some of the revered women leaders and pioneers in tourism and other sectors such as Ms Lindiwe Sangweni-Siddo, Divisional Director for Operations at the City Lodge Hotel Group; Ms Mmatšatši Ramawela, Chief Executive Officer of the Tourism Business Council of South Africa (TBCSA); Ms Bunny Bhoola, Managing Director for African Link; Ms Riah Phiyega from the International Women's Forum (IWFS)

and Dr. Renosi Mokate, Executive Director and Chief Executive Officer: UNISA-SBL. These women and many others in leadership continue to serve as an example and bring much needed hope to the young women that it is possible to be a woman, a mother and a leader in South Africa today.

The programme is aimed at building strong business skills and leadership capabilities amongst Black women in the tourism sector to lead key parts of tourism businesses and form a pool of future top leadership, entrepreneurs and industrialists in the sector. The programme will provide in-depth training at the core of running a successful tourism business. The need for the EDP course and training arose from the independent study

commissioned by the Department of Tourism in 2011 to assess the state of transformation in the tourism sector. The study found, inter alia, that there was a low percentage of women at board and executive management levels of large enterprises in the tourism sector. The low percentage was attributed mainly to the unavailability of Black women managers in the sector with the required qualifications, skills profile and experience for promotion to the executive management and board positions. "The majority of workers in the tourism sector are women and women remain the backbone of the sector. Yet many of these women are still relegated to the kitchens, cleaning departments and front desks of many of our tourism establishments", said Deputy Minister Xasa.



Deputy Minister Xasa, Riah Phiyega from the International Women's Forum and DDG for Domestic Tourism Ms Morongoe Ramphele arrive at the UNISA-SBL to attend the launch of the EDP for Black women managers in the tourism sector.

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Deputy Minister of Tourism Tokozile Xasa delivers a speech at UNISA-SBL in Midrand during the launch of the EDP for Black women managers in the tourism sector.



From second left to right: Nonkqubela Silulwane DDG (Acting) for Policy & Knowledge Services, Bunny Bhoola and Heather Prinsloo who are members of Tourism B-BBEE Charter Council, Tony Balabanoff Divisional Director Operations and Shereen Snyman Group Training Manager both from City Lodge Hotel Group, and some of the delegates attending the launch of the EDP for Black women managers in the tourism sector.

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To address the slow progression of Black women in the mainstream-tourism sector, the training programme is targeted at Black women employees who are at junior or middle management levels. The programme will cover, amongst others, modules such as **strategic financial management**, global business environment, managing organisational performance, contemporary leadership, advanced destination and strategic marketing, advanced strategic tourism management, the executive tourism project, etc.

The pilot for the programme will run for a period of 12 months starting with an intake of 20 Black women in July 2016. Tuition fee and other study materials for the EDP will be covered 100% by the department. Upon successful completion of this programme, graduates will be conferred with a **National Qualification Framework (NQF) level 8 qualification**. Participants will be allowed to proceed to further post graduate studies such as the Post Graduate Diploma in Tourism Management, or a Bachelor (Honours) Degree in the Field of Tourism or entry into a related Bachelor's Degree to allow for further specialisation in this field.

The Deputy Minister said that the tourism sector is highly recognised as it continues to be resilient even at times when many other sectors are under pressure. Figures in the previous year indicated that the sector represents more than 9% of our country's gross domestic product and an estimated 1.4 million job opportunities. Both tourism and transformation are key priorities of government.

She further indicated that the role of private sector businesses is also very important in building critical skills for the economy. She appealed to the private sector businesses in the tourism sector to join hands with government to make more resources available to train more women. "As the tourism family, we believe that we have strong industry players that will also do their part in providing similar training to give **women more power and freedom, confidence and know-how** to support and grow the tourism sector", said Deputy Minister Xasa.

The tourism sector has already shown that it is serious about economic transformation. Since 1994, government embarked upon a comprehensive programme to provide a legislative framework for the transformation of our economy and laying the foundation for Broad-Based Black Economic Empowerment (B-BBEE). **The Tourism sector became the first to have its Sector B-BBEE Codes published ahead of other industries in May 2009** – as a Section 9 (1) Code, in terms of the B-BBEE Act No. 53 of 2003, by the Minister of the Department of Trade and Industry (the dti), giving it the same legal status as the dti's Generic B-BBEE Codes of Good Practice. In August 2012, the Minister of Tourism established the new Tourism B-BBEE Charter Council to monitor and advice on the implementation of the gazetted Tourism B-BBEE Code.

Following the amendment of the dti's Generic Codes, from 2014 to 2015, the Council embarked on a process to develop the draft Amended Tourism B-BBEE Sector Code in consultation with the Line Ministry and both private and public stakeholders in the tourism

sector. On 20 November 2015, the Minister of Trade and Industry gazetted the Amended Tourism B-BBEE Sector Code in terms of Section 9 (1) of the B-BBEE Amendment Act No. 46 of 2013. Thus making tourism again the **first sector in the whole economy of South Africa to develop and align a B-BBEE sector code**.

In essence, the Amended Tourism B-BBEE Code is meant to tackle the two main challenges in the tourism sector: the need to become more globally competitive and the need to include Black people in the tourism sector. The Code expresses the commitment of all stakeholders in the tourism sector to the transformation of the sector and its commitment to working collectively to ensure that the **opportunities and benefits of the tourism sector are extended to Black South Africans as well**. It is an obvious attempt to address the socially or legally engineered socio-economic imbalances of the past.

"It is through investments in skills development and training by the private sector businesses and government alike that we'll begin to see a **solid base of young, well qualified Black people, and women in particular** who will be equipped with the necessary skills to both advance into management positions, and to be better prepared to be the business partners, business owners and entrepreneurs of the future. I am confident that all the qualifying candidates for the EDP will work hard to complete the programme on time. As they burn the midnight oil to empower themselves, the programme will ultimately help advance the course of transformation in the tourism sector", concluded Deputy Minister Xasa.



Marula Umthayi Festival, a catalyst for place marketing

By Soza Simango

The local women in KwaNgwanase bringing the Marula beer to Inkosi Mabhudu Tembe II during the Umthayi Marula Festival

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

The Marula tree (*Sclerocarya birrea*), is widely distributed in many parts of the Southern African 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 to date) grown at the centre of our household compound.

Perhaps the most widely practised 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 2 Litre cool drink plastics. Communities have on the bases of the beer initiated cultural customs relating to the harvesting of the fruit, brewing and formal announcement of the drinking season (*Ku luma nguva*) by royal community leader amongst other customs.

The greatest highlight in the cultural evolution of the Marula tree is perhaps

1. The tourism value of the Marula Festival



Marula tree



Ready to eat Marula Fruit



The three phases of the Marula Fruit, from fresh fruit to the nut.

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Marula products, made by different cooperatives in Mopani District Municipality, Limpopo

the creation of the Marula Festival over ten years ago by the Limpopo Economic Development, Environment and Tourism Department and the six 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 Munich, Bavaria, Germany, 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 for a drink at a single point by 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. In the 2013 Limpopo Marula Festival Gala Dinner in Baphalaborwa, Deputy Minister of Tourism Xasa acknowledged the role of events in promoting tourism in rural communities such as the town of Phalaborwa. Every year during the Marula Festival, Phalaborwa is fully booked and there is an overflow of bookings to surrounding towns of Hoedspruit, Tzaneen and Giyani. The festival attracts over 30 000

domestic visitors and injects about R30.7 million into the local economy which excludes the long term financial benefits for the Baphalaborwa 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. In 2015/16, the Department of Tourism has introduced the Umthayi Festival to the Department of Arts and Culture which has since contributed financially in the 2016 launch under its Mzansi Golden Economy instrument for events support.

2. The cultural heritage of the Marula Festival

3. Marula and music



Swaziland delegation, from the Swazi Royal family

Tshepo Tshola performing



Thomas Chauke performance



The crowd in Phalaborwa, Limpopo





South African delegation with representatives from India's Ministry of Tourism and Brazil's Ministry of Tourism, Ministry of Environment, and the Brazilian Tourism Board (EMBRATUR)

India-Brazil-South Africa (IBSA) Workshop on South African National Parks and Eco-Tourism

By Lerato Maaga

The IBSA partnership was established as a coordinating mechanism amongst three emerging countries, three multi ethnic and multicultural democracies. IBSA was formalised and launched as a dialogue forum through the adoption of the "Brasilia Declaration" on 6 June 2003. The IBSA Dialogue Forum brings together three large pluralistic, multicultural and multiracial societies from three continents as a purely South-South grouping of like-minded countries, committed to inclusive sustainable development, in pursuit of the well-being for their peoples and those of the developing world. The principles, norms and values underpinning the IBSA Dialogue Forum are participatory democracy, respect for human rights and the Rule of Law and the strengthening of multilateralism.

In South Africa, IBSA is coordinated by the Department of International Relations and Cooperation (DIRCO) through the IBSA Dialogue Forum, and divided into working groups. The IBSA countries had identified tourism aspects from which all three countries could benefit from one another. The Department of Tourism participates in the IBSA Tourism Working Group, which is currently merged with the IBSA Trade and Investment Working Group. The workshop delivered positive progress in resuscitating the IBSA Tourism Working Group.

The International Tourism Management (ITM) branch of the Department of Tourism hosted the IBSA Workshop on South African national parks and eco-tourism in collaboration with the Department of Environmental Affairs (DEA) and

the South African National Parks (SANParks) at the Berg-en-Dal camp, Kruger National Park from 2-5 March 2016. The workshop was arranged by the Chief Directorate: Asia, Australasia and Eastern Europe in partnership with the Chief Directorate: Americas and Western Europe.

The hosting of the workshop was in line with the IBSA Tourism Agreement that was signed in New Delhi on 15 October 2008 under the former Department of Environmental Affairs and Tourism (DEAT), and the draft Action Plan. The purpose of the workshop was to share information and best practices in the management of South African national parks and eco-tourism. The programme was divided in three themes, that is, Governance, Tourism and protected areas, as well as Wild life crimes.

By hosting the workshop the ITM branch also addressed the implementation of the Memorandum of Understanding (MoU) on cooperation in the field of tourism between South Africa and Brazil signed on 24 September 2014 by Minister Hanekom and his Brazilian counterpart, Mr Vinicus Nobre Lages, in Sao Paulo-Brazil. The MoU seeks to coordinate efforts for sustainable development promotion of tourism including the promotion of socially responsible tourism and the development and expansion of tourism relations between the two countries.

The South African delegation consisted of officials from the Department of Tourism, DEA, SANParks and the South African National Biodiversity Institute (SANBI). Both Ministries

of Tourism of India and Brazil delegated officials to attend the two-day workshop, qualifying the gathering as an IBSA engagement. India was represented by one official from India Tourism, while Brazil was represented by officials of the Ministry of Tourism, Ministry of Environment, and the Brazilian Tourism Board.

When negotiating the draft Action Plan for the signed IBSA Agreement the three countries had to identify areas that would mutually benefit the socio-economic requirements of the three countries. South Africa was perceived to be the best amongst the three countries with regards to eco-tourism and the management of national parks. In Brazil it is the beach tourism aspect. With over 7000 miles (11265.41km) of coastline, Brazil is considered to have some of the world's most stunning tropical beaches that are well managed. While India has been perceived to have a well-developed rural tourism programme where rural life, art, culture and heritage are showcased at rural locations and in villages, with the core competence in art and crafts, handloom, and textiles are also an asset base in the natural environment.

It is consequently projected that there are patent economic benefits for the Department of Tourism to engage in IBSA. This is due to the fact that the department has identified rural tourism as one of the areas to be prioritised for development therefore, the IBSA engagement will assist in the expansion of the tourism sector, to grow rural tourism. South Africa may also benefit from lessons to be learned in the management of the beaches in Brazil.

Ernest and Mark: The faces behind the Drakensberg's new hiking trail

By Claire Allison

The Drakensberg Mountains have long been a popular tourist attraction with thousands of people from near and far visiting this UNESCO World Heritage Site each year. Not only do these mountains boast incredible rock art and cultural history, but they are also a wilderness for adventure travellers to explore and now, there is a new activity that ties the traditional Zulu culture and expansive wilderness together.

An overnight hiking trail was developed in early 2015 by a group of local youth along the Drakensberg Experience Route as part of a programme run by non-profit organisation, Open Africa. This three-kilometre hike lies in the area between Weenen and Colenso where visitors spend a night at a traditional homestay in the village of Mankandane and are treated to a traditional meal and local hospitality in a rural Zulu village.

Ernest Miya, who manages the homestay experience, is originally from the village of Mankandane and this project is close to his heart. 'By adopting this initiative the community now has something to offer. The hike is not too long, nor too short or technical, making it ideal for all fitness levels.'

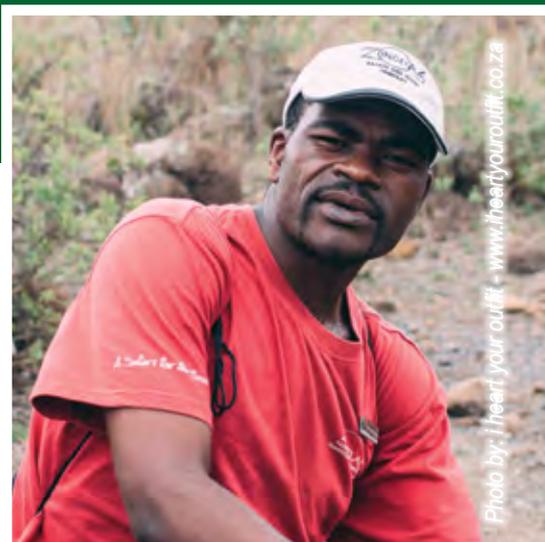
Ernest accompanies travellers into the village and oversees their stay. He met Mark Calverly, owner of nearby Zingela Safari and River Company, and the two partnered up to develop the concept. Zingela also plays a prominent role in marketing the initiative as it offers their guests an authentic unique Zulu cultural experience.

'When I initially suggested the idea to a group of international tourists I was met with a stone wall,' says Mark. 'I added a co-incidental walk through the area on to their agenda and briefed Ernest who excelled himself with the full and enthusiastic support of the community. What started as a "tea break" on their hike soon turned into a firm booking for 120 people for 2016. The problem was people's perceptions. Once they'd seen and experienced the traditional rural Zulu hospitality they were blown away.'

Mark encourages his visitors to break out of their comfort zones and take the hike to nearby Mankandane to see the hospitality, the welcoming smiles and the extent to which the people will bend over backwards to look after any guests they receive. 'This is our biggest obstacle,' says Mark. 'Fear of the unknown.' The overnight hike is very popular with international travellers and even the British Cadets have expressed an interest in the experience. The addition of a successful dance team and a Sangoma visit have gone down very well with overseas groups.

For Ernest, the impact it's had on the village is noteworthy. 'It's added an income-generating model for home-owners while at the same time showing the community that these sorts of things are possible, provided everyone is on board. It has also received the blessing of the local chief and his Indunas, making it something the people of Mankandane can be proud of.'

The overnight hike has been called a once-in-a-lifetime experience by visitors and the



Ernest Miya



Mark Calverly

opportunity to benefit a local community in such an innovative way is appealing to travellers. According to Mark, 'People don't want staged shows. People want authentic experiences and interaction with locals.'

For more information contact Mark and Linda Calverley at The Zingela Safari and River Company on (036) 354 7005.

International tourist guiding - a celebration of a successful and sustainable sector

By *Thapelo Mohale*



Ms Nonkqubela Siluwane, National Registrar for Tourist Guides gives an overview on the current state of tourist guiding and setting scene for the workshop.



Mr Glenn Phillips, Managing Executive SANParks officially opened the 2016 Tourist Guide Workshop.



Mr Morne Marais, the Programme Director at the 2016 Tourist Guide Workshop welcoming all delegates.

The Department of Tourism in partnership with SANParks and the Mpumalanga Tourism and Parks Agency (MTPA) celebrated the International Tourist Guides Day celebrations from 18 – 19 February 2016 in Skukuza, Kruger National Park - Mpumalanga.

The two-day event included activities and programmes ranging from presentations, motivational talks, excursions and workshops. The theme for this year's celebrations is "Building a Successful and Sustainable Tourist Guiding Sector" with the aim to capacitate tourist guides on sustainable tourism trends within the adventure, nature and cultural sub-sectors of guiding. The theme also emphasize the opportunities for integration across these sub-sectors which could contribute to a more self-sustainable guiding sector.

The Deputy Director General, Ms Morongoe Ramphela on behalf of the Deputy Minister of Tourism, said that as we celebrate International Tourist Guides Day, we need to continue being the biggest proponents of our brand in order to move South Africa forward. That in turn will of

course bring more tourists to our country and boost our economy.

"We would also like to commend the significant growth that Tourist Guiding has shown in the past few years. "It is worth noting that the number of registered tourist guides increased over the years from 8 657 in 2009/2010 to 11 367 by the end of 2013/2014 financial year which represents a 31% increase".

"We would also like to commend the significant growth that Tourist Guiding has shown in the past few years" said Ms Morongoe Ramphela

"The steady improvement in terms of transformation in the tourist guiding profession is notable given that the proportion of registered tourist guides from previously disadvantaged backgrounds increased from 2 502 in the 2009/2010 financial year to 3 875 guides by the end of the 2014/2015 financial

year. This represents an increase of 55% during the said period" said Ramphela.

Ramphela noted that it is essential that efforts are made by government and other tourism partners to enhance the levels and quality of tourist guiding that are offered across the country, not only will this ensure integrity of the tourism sector but it will also result in higher levels of tourist satisfaction whilst ensuring the sustainability.

In terms of the legislative programme of the Department, draft Regulations has been developed and will be published for public comments during February 2016. Planned consultations will be held in each province to solicit as much inputs from the guiding sector as possible. Tourist guides were encouraged to participate in these consultation process.

"Tourist Guides form a pivotal part of the value chain and the Department of Tourism is committed to fulfilling its mandate by extending further opportunities to increase market access and employment opportunities", Ramphela concluded.

Deputy Minister launches Tourism Gateway for Mthatha

By *Thembinkosi Gasa*

The lives of Kwalindile Community in Mthatha will change for good and better. This comes after a successful launch of Mthatha Visitors' Information Centre by the Deputy Minister of Tourism, Ms Tokozile Xasa on 03 December. The community braved Mthatha chilly conditions to be part of a fruitful and enlightening launch by the affable Deputy Minister. The Deputy Minister was accompanied by Deputy Minister of Communications, Ms Stella Ndabeni-Abrams, King Sabata Dalindyebo (KSD) Municipality Speaker, Dumani Zozo, other dignitaries and stakeholders.

The centre will boost the Shell Ultra-City since it is adjacent to it and it will sustain itself as it has begun its operations and it is used by various bus companies in the country. It will provide tourists' information to the visitors who tour the place and other areas locally. The launch also heeds President Jacob Zuma's call to action for everyone to move South Africa forward. The centre is amongst the 229 centres that have been built around the country.

The project was funded in 2010 by the Department of Tourism at an amount of R13, 059 000.00 under its Social Responsibility Implementation Programme. The centre created 28,786 job opportunities. It will be operated by KSD Municipality on behalf of Kwalindile Community. The project deliverables were as follows: information centre, reception area, boardroom, exhibition area, offices, booking centre, furniture, ablution facilities, ICT equipment and systems, parking, electricity and water connection. KSD Municipality also signed a Memorandum of Understanding that the Information Centre Wing will be occupied by KSD and OR Tambo Tourism Department officials and the commercial wing will be leased out by Bus companies and a Curio Shop.

In her speech, the Deputy Minister emphasised the importance of having a one stop shop for tourism in Mthatha since the area has great history and many opportunities for tourism. Moreover, she requested the beneficiaries that were trained on accredited training for plumbing to use their skills and certificates for job opportunities and business.

"We need the youth to be part of entertainment that is drug free and crime free. We need a responsible youth". She appealed to the youth to contribute with their innovation and skills to assist the Tourism industry in the area. She further indicated that the internet café which will be operational must be used to access information

and skills development for the young people. "Kwalindile community will have 60% benefit on the centre which is good for the community." She further urged the community not to direct their focus on revenue but to look at reinvesting the revenue for future programmes developments for the youth in community". She said that the Department funds so many programmes to develop the tourism industry and to benefit the youth, which include the Tourism buddies, Chef programme and many more the Municipality must take advantage of such programmes for the area". She concluded by saying that the business community in Mthatha must find ways to work together to find one common goal in the Tourism sector.



Deputy Minister of Tourism, Tokozile Xasa, launches the Tourism Gateway for Mthatha.

South Africa seeks closer tourism ties with Saudi Arabia

By Cassim Nakkooda



Bilateral meeting between Minister Hanekom and Prince Sultan bin Salman: President of the Saudi Commission for Tourism and National Heritage.

The total inbound tourist arrivals from the Gulf Corporation Council (GCC) region into South Africa (SA) has shown steady growth since 2010, with Saudi Arabia making up 63% of the total GCC tourists visiting South Africa in 2014. The GCC countries have significant potential but require consistent marketing and visibility by South Africa.

The number of Saudi tourists to SA have increased steadily over the past few years and is currently standing at approximately 6 000 tourists per annum. Saudi tourists travel throughout the year but peak periods are in their hot summer vacation months of June, July and August. This is normally the period in which tourism arrivals into South Africa are at their lowest, especially in June.

The Saudi tourism market is a very lucrative one with tourism spending estimated at more than USD8 billion annually, of which SA receives less than 2%. SA Tourism has classified the Saudi market amongst its Strategic Importance markets.

The promotion of tourism and the implementation of the Memorandum of Understanding (MoU) on Co-operation in the Field of Tourism with Saudi Arabia are key priorities for South Africa in the Kingdom of Saudi Arabia. The two aspects of SA's tourism objectives are interrelated, and the deepening of bilateral relations through the visit by Minister of Tourism, Derek Hanekom to the Kingdom of Saudi Arabia has positive spin-offs for South Africa in terms of the number of Saudi tourists visiting South Africa.

The visit provided a unique opportunity for bilateral discussions between Minister Hanekom and his counterpart Prince Sultan bin Salman bin Abdulaziz, President of Saudi Commission for Tourism and National Heritage (SCTH) in order to develop the relationship between South Africa and Saudi Arabia in the field of tourism. The visit was also aimed at facilitating the implementation of the MoU on Tourism between the two countries that was signed in 2014.

In addition to bilateral discussions the visit also provided the South African delegation with the opportunity to create awareness of South Africa as a tourism destination by engaging the Saudi tourism trade through a seminar and one to one business meetings.

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Minister Hanekom interacting with the trade during the Tourism Seminar.

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Minister Hanekom visited Riyadh on 13 December 2015. During the meeting with Prince Salman, it was agreed that the exchange of expertise and experiences in the field of tourism was an area identified for cooperation between the two countries. Saudi Arabia is looking to South Africa for assistance in developing unique tourism experiences related to heritage sites and game parks. This includes areas such as route development, desert camps development and management as well as the development of culture and heritage tourism.

During his visit to Riyadh, Minister Hanekom also had the opportunity to visit the UNESCO World Heritage Site of the At-Turaif District in ad-Diriyah which was the first capital of the Saudi Kingdom that was founded in the 15th Century and was the temporal power of the House of Saud and the spread of the Islamic reform movement in Arabia. Minister Hanekom also visited the National Museum in Riyadh, which gives the visitor an overview of the development of Saudi Arabia's culture and history over time. The Minister was also a guest of honour at the awards evening for the Colors of Saudi Arabia Forum 2015, which is an exhibition related to the photography and short films of Saudi tourism sites and the awarding of prizes for the best photos and films in different categories.

Minister Hanekom travelled to Jeddah on 14 December 2015 and addressed a South African Tourism Trade seminar. In his remarks Minister Hanekom, touched on the significant

role played by travel agents in promoting Destination South Africa. He also spoke of the various tourism opportunities available to tourists in South Africa and highlighted the fact that the country is a better value for money destination in comparison to other countries. The seminar was attended by 17 companies and 23 media houses.

He also spoke of the important role the tourism sector plays in contributing towards economic growth in South Africa, and urged the travel agents to familiarise themselves with the products that they are selling. Minister Hanekom also addressed issues raised by the audience. A representative from South African Tourism made a presentation on Tourism in South Africa and was on hand to engage the trade during the seminar.

In addition to the seminar, Minister Hanekom had one to one meetings with various

businesses to address in more detail the opportunity to promote South Africa as a tourism destination and also to gain an insight into the mind-set of Saudi tourists. These engagements were aimed at promoting South Africa and also obtaining insights on the Saudi tourism sector and how South Africa could take advantage of the outbound tourism trade. On 15 December 2015, Minister Hanekom visited the UNESCO World Heritage Site known as Historic Jeddah that was established as a major port for Indian Ocean trade routes channelling goods to Mecca. It was also the gateway for Muslim pilgrims to Mecca who arrived by sea.

Before departing Minister Hanekom had lunch with a few South Africans living in Jeddah and discussed their role in being ambassadors in promoting South Africa as a destination for tourists.

The visit was regarded as a strategic political intervention at the level of the Minister of Tourism that would assist in unlocking the tourism potential of this region and allow the accompanying delegation to meet with key government officials, travel agencies, tour operators, major airline representatives as well as the local media to develop relations and promote South Africa's tourism offerings with a view to entrenching South Africa as a viable tourist destination for the GCC region.

The next step in engaging this market would be to organise for business to business engagements that would allow South Africa's tour operators to make contact with their counterparts in order to sell products into the market and increase tourism into South Africa in future.



Minister Hanekom and the delegation visiting the National Museum in Riyadh.



Minister of Tourism, Derek Hanekom and Deputy Minister of Tourism, Tokozile Xasa welcome The Seychelles Island Minister of Tourism and Culture, Alain St Ange to the Meetings Africa event.

Meetings Africa attracts the best in global business events industry

By Thandiwe Mathibela - South African Tourism

Meetings Africa, the premier business events trade show hosted annually by South African Tourism, has, this year, attracted the best minds in the global business events industry for its eleventh edition took place at the Sandton Convention Centre from the 22nd to the 24th February.

The business events industry cuts across the Meetings, Incentives, Conferences and Events (MICE) sectors. Positioned as, *Advancing Africa Together*, Meetings Africa is the perfect platform hosted by the South Africa National Convention Bureau (SANCB), a unit of South African Tourism. The trade show is designed to contribute to the growth of Africa's potential as the world's fastest growing and most sought-after business events destination.

"The business events industry is a great driver of economic development and South Africa's business events strategy is focused on building and accelerating its knowledge. South Africa is leading from the front in continental collaboration and partnerships to grow our own industry and contribute towards growing continental capacity and ultimately spearhead profound transformation in Africa," says Acting Chief Executive Officer at South African Tourism, Ms Sthembiso Dlamini.

The SANCB has over the past few years, increased and continued its investment in utilising Meetings Africa as a strategic vehicle to unearth opportunities for the country and the rest of the continent.

A new and exciting element at this year's Meetings Africa was the addition of the

European Cities Market (ECM) Summer School scheduled to take place just ahead of Meetings Africa from the 19th to the 21st of February. Keenly anticipated, this was the first time that this initiative happens in South Africa. Usually hosted only in Europe, the Summer School in Johannesburg is a tailor-made course for partner organisations in the business events industry such as convention bureaux, hotels, DMC's and convention centres. It covered topics and subjects aimed at improving South Africa's global competitiveness and will showcase the most up-to-date trends in the Meetings Industry. Speakers include:

- Jonathan Cohen, owner of the destination marketing specialist company Azimuth Marketing Communications in the United Kingdom (UK);

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- Barbara Jamison, Head of Business Development at the London Convention Bureau;
- Mark Spivey, Director of International Sales at Maritim Hotels in the UK;
- AnjaLoetscher, Director of the Geneva Convention Bureau in Switzerland;
- Anne WallinRodven, Convention Director of Oslo Promotion – Visitors and Convention Bureau in Norway;
- Italy's Pier Paolo Mariotti, Meeting manager at EURAC Research and managing director of the EURAC and TIS Convention Centre.

"With knowledge economy and innovation top on the agenda, Meetings Africa 2016 also boasts a high number of international and regional buyers under one roof. We are very thrilled by this. By learning from our global partners, we can gain great insights into the structure and functioning of our industry, and advance the global competitiveness of the Africa continent as a whole," says Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at the SANCB.

On Sunday, February 21, the **African Society of Association Executives (AfSAE)**, which was launched at Meetings Africa last year, will officially open its Johannesburg office in a ribbon-cutting ceremony with hosted buyers and stakeholders. This is one of the many ground-breaking and innovative developments at this year's show because through this association, we will be able to encourage meetings to be held and rotated across our own continent and thus benefitting our African economy.

The first official day of the actual trade show (22 February) also known as **BONDay (Business Opportunities Networking Day)** will be held and features a variety of global, regional and local speakers imparting knowledge on an array of topics affecting the business events industry. BONDAY is designed to equip the industry, providing educational sessions for them to learn news trends and therefore further their business. BONDay is also about networking.

Other events on BONDay include:

- **IMEX-MPI-MCI Future Leader Forum Africa**, encouraging the best performing

students in travel and tourism to make a career in business events, find mentors and untap their innovation, enthusiasm and passion for the benefit of the industry. It is important to mention here that last year's winner of this title then went on to win the international title at IMEX Frankfurt in Germany. She really did us proud and once again, showed that Africa is more than capable of hosting big events.

- **AIPC Africa Summit.** AIPC, AIPC represents a global network of more than 175 leading convention centres in 57 countries with the active involvement of more than 900 management-level professionals. This is the second AIPC Africa Summit taking place in collaboration with Meetings Africa. The AIPC Africa Summit at Meetings Africa is structured as a one-day event featuring a combination of formats to address key topics of interest to this rapidly developing region in a global context, drawing on the knowledge and expertise that will be participating in Meetings Africa supplemented by specialist presenters.

- At the **Business Events Associations Joint Conference** we will be Advancing Africa Together by inspiring an industry. This full day workshop is a collaboration between EXSA, EGF, IFEA Africa and SAACI bringing together top international and local speakers offering a new and exciting glimpse in on their field of interest and expertise. This is the second year that the business events associations have joined forces to offer the industry a unified BONDayprogramme. The theme for 2016 is inspiring an industry, together with representation off all the associations our speakers line-up includes five international speakers and four local speakers covering topics such as the important of delivering a "wow" site inspection to using your branding correct all with a strong entrepreneurial focus.

- Aimed at Professional Conference Organisers Convention Bureau's, Convention Centres and large Conference Hotels the **IAPCO Bespoke Seminar International.** IAPCO, deliverers of industry

training worldwide, present a Seminar on Winning Tactics with speakers representing IAPCO and PCMA.

- **Event Greening Forum AGM.** The Event Greening Forum (EGF) is hosting their annual general meeting during BONDAY at Meetings Africa 2016. As Meetings Africa we would like to set an example and show our commitment to educating and transforming the business event industry to contribute towards greening and sustainability.
- **Corporate Business to Business Speed Marketing Sessions** - Meetings Africa will host yet another meaningful opportunity for exhibitors to participate in the VIP Local Corporate "B2B" Session at the 2016 edition. We have again partnered with Unique Speaker Bureau to host local corporate buyers at the 2016 show targeting 45 VIP Local Corporate Hosted Buyers to meet up with 45 participating exhibitors. Each participating exhibitor will have an opportunity to meet with each Local Corporate VIP in one day at Meetings Africa 2016.
- **Local Corporate Buyer Event** - this Unique Speaker Bureau's flagship event at Meeting Africa 2016, will showcase exciting new local talent as well as International speakers who are today's thought leaders. In addition, Unique Speaker Bureau will be leading the speaking industry by launching exciting new emerging speakers.

On Tuesday, February 23, **Tourism Minister Derek Hanekom** will officially open the show, and in his address will set the tone for what Meetings Africa 2016 hopes to achieve. This will be followed by a panel discussion where the impact of a country's image on its business events industry will be discussed.

The final day of Meetings Africa features the **Green Stand Awards** ceremony for the top green stands at Meetings Africa.

Meetings Africa 2016 is expected to attract over 600 international, local and regional buyers looking for venues to host everything from high-level exhibitions and conferences to small corporate meetings.

Bojanala survey questions



COMPLETE THE FORM BELOW, CUT OUT AND SEND BY 29 APRIL VIA DETAILS BELOW:

Please direct your feedback to the following – E-mail: bojanalasurvey@tourism.gov.za or

hand in at reception: 17 Trevenna Street, Tourism House, Sunnyside, Pretoria 0002 or via post: Private Bag X424, Pretoria 0001

CONTENT:

- 1. Do you know Bojanala Stakeholder Magazine? YES NO
- 2. Do you read this Stakeholder Magazine? YES NO
- 3. Do you find the information in this Stakeholder Magazine useful and relevant? YES NO
- 4. If no, what do you think should change?

- 5. If you find the information relevant and useful, what do you use it for?

- 6. What other information (areas) should this Stakeholder Magazine include/ focus on?

- 7. Do you think the Stakeholder Magazine offers a two opportunity between you as the reader and the Editor? YES NO
- 8. Do you think the Magazine should offer this opportunity and how?

FORMAT:

- 1. Do you prefer the current print format of the magazine? YES NO
- 2. Would an electronic (web) version Magazine on the Magazine be more suitable instead of the print format? YES NO
- 3. A once off-free subscription will be required for you to receive the Magazine. Would you participate in this regard? YES NO

SNIPPETS

By Maseapehi Mofokeng

TOURISM MONTH 2016

Annually the month of September is dedicated to the promotion of domestic tourism with specific focus on the less visited provinces of Mpumalanga, North West, Limpopo, Eastern Cape, Free State and Northern Cape. The reason for this focus on less visited provinces is aimed at addressing the ongoing challenge of the lack of geographic spread by driving the domestic tourism traffic to these provinces, especially in September leading to the festive season.

The month also hosts the United Nations World Tourism Organization's (UNWTOs) World Tourism Day that is celebrated globally

on 27 September and South Africa as a member country of the UNWTO duly marks the day with the official celebrations hosted by the Minister of Tourism.

The Free State Province is hosting Tourism Month for 2016 and the international theme is "Tourism for all – promoting universal accessibility".

NTCE 2016

The National Tourism Careers Expo (NTCE) 2016 is a continuation of an initiative that is aligned to the National Skills Development Strategy as outlined by the Department of Higher Education and Training and aims to

deliver a careers exhibition/ expo for the youth of the country focusing on the travel, tourism and hospitality sectors.

The expo's primary objective is to create a platform for the youth, especially young learners in high schools, tertiary students and unemployed graduates, where they can interact with education institutions, prospective employers as well as specialists in the tourism sector.

The Free State Province is the current host, and will be hosting for the next two years in Bloemfontein from 29 September to 01 October 2016. The theme for 2016 is "Tourism, alive with responsibilities".

UPCOMING TOURISM EVENTS

APRIL - DECEMBER 2016

DATE	EVENT	PROVINCE/ OCATION
27 April	Freedom Day - Madiba Inspired Attractions Mobile App Event	Western Cape, Robben Island
07 - 09 May	Tourism Indaba	KwaZulu-Natal, Durban International Convention Centre
03 May	Minister's Budget Vote	Cape Town
16 June	National Youth Day - Madiba Inspired Attractions Mobile App Event	Hector Petersen Monument
18 July	Madiba Inspired Attractions Mobile App Event	Gauteng, Constitution Hill
09 August	Madiba Inspired Attractions Mobile App Event	Nelson Mandela Capture site
27 September	World Tourism Day Celebrations	Free State
29 September - 01 October	National Tourism Careers Expo	Free State, Bloemfontein
05 December	Madiba Inspired Attractions Mobile App Event	Apartheid Museum

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