

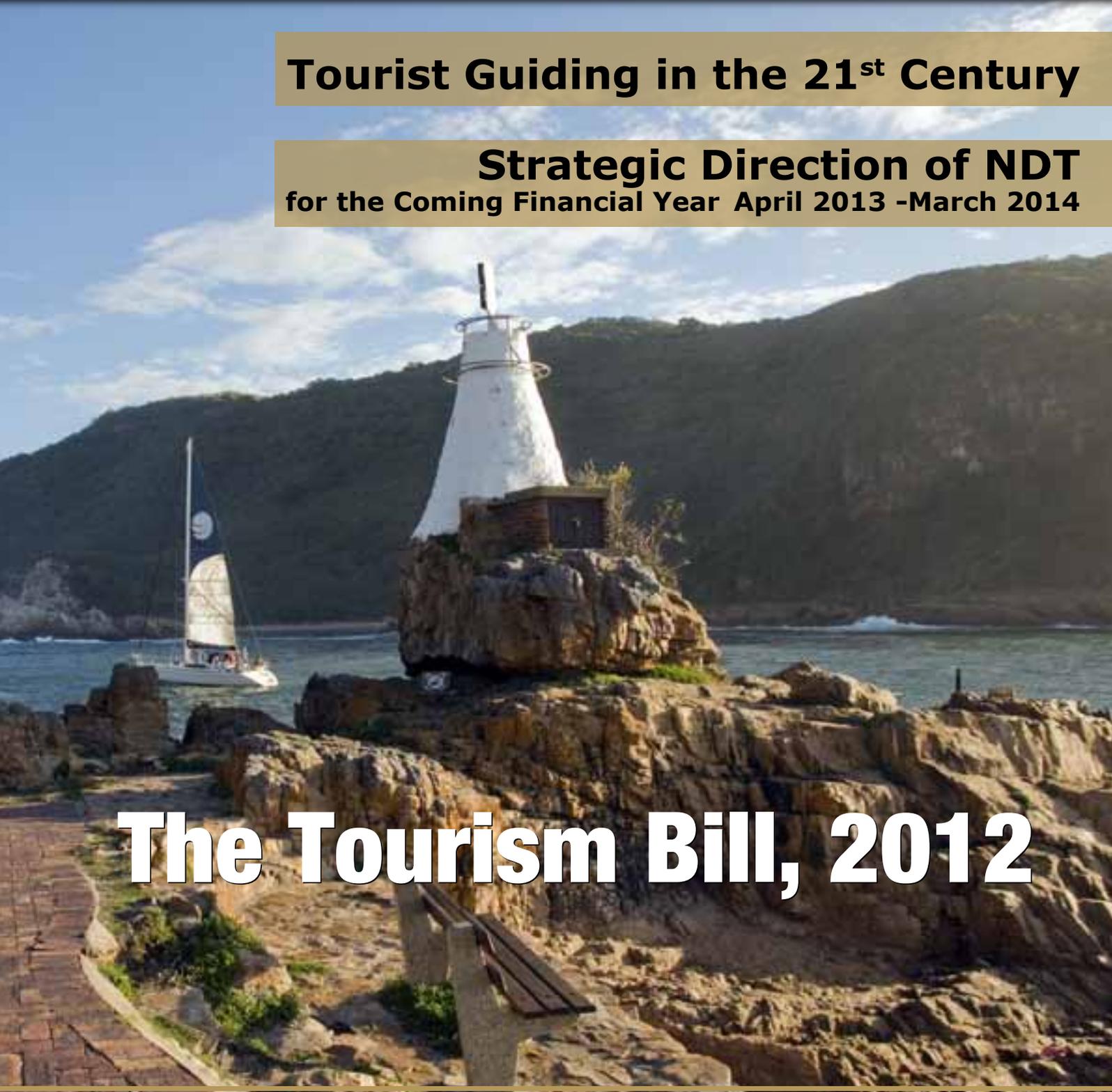
# Bojjanala

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

Edition 01 - January/February/March 2013

**Tourist Guiding in the 21<sup>st</sup> Century**

**Strategic Direction of NDT  
for the Coming Financial Year April 2013 -March 2014**



**The Tourism Bill, 2012**



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

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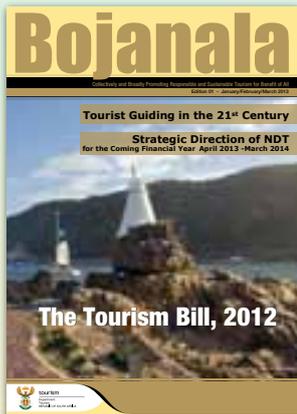
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## About the Cover



The cover shows the beautiful coastline in Knysna in the Garden Route of the Western Cape Province. Also appearing on the image are the marvellous rock formations along the coast. Image courtesy of South African Tourism.

# LETTER FROM THE EDITOR



## 2013 Greetings to Our Bojanala Readers!

The year 2013 is already in full swing, and the first quarter of the year has been extremely busy, with the Department getting together on a Lekgotla on the 22<sup>nd</sup> and 23<sup>rd</sup> February. During this session the Department interrogated its targets for the 2013-2014 performance year and carefully revisited its strategic direction in the coming performance cycle which was tabled for discussion before the Tourism Portfolio Committee in Parliament on Wednesday, 13 March 2013. The Lekgotla reinforced the Department's responsibility to create the much needed jobs for South Africa, and to that end areas of focus for job creation were identified. The Lekgotla has set a target to create 5173 full-time equivalent (FTE) jobs through the Department's Social Responsibility Initiatives. Projects that demonstrated huge successes in the past years, for example Young Chefs Programme will receive continued support this year. Furthermore, we shall continue on our transformation drive during this financial year, and we shall in this regard capacitate rural and historically disadvantaged enterprises through training on business skills, tourism opportunities and competitiveness.

The first quarter of the year also saw us present the long-awaited Tourism Bill to the Tourism Portfolio Committee of Parliament on the 12<sup>th</sup> of February 2013. The Tourism Bill, a well-crafted legislative piece, seeks to transform the tourism landscape of South Africa. The Tourism Bill was drafted upon realising that transformation was vital to ensure the sustainable growth and development of the tourism sector, and that inadequate, uncoordinated and fragmented planning and information provision was the most pervasive challenge facing development and growth of tourism in the country. We are heartened by the volume of responses that were received on the gazetted Tourism Bill from our range of stakeholders. The comments are currently being considered, and will be incorporated into the Bill, and we look forward to the enactment of the Bill.

We are also coming from a yet another chapter of the Local Government Tourism Conference during the beginning of this year. The conference was hailed by stakeholders from various tourism spheres as highly successful and attracted no less than 400 tourism participants from various local government sectors. Observations of reduced budgets for tourism at local government level have been reported during the conference, and municipalities have been encouraged to turn the corner, allocate reasonable budget towards tourism development, and take advantage of the huge potentials that the tourism sector has towards job creation at local government level.

We have also joined the rest of the world in celebrating the achievements of our tourist guides in a two-day national event hosted on the 20<sup>th</sup> and the 21<sup>st</sup> of February 2013 in Kimberly by the Northern Cape Province. The event was held with the view to amongst other things, showcase tourist guiding in South Africa by making the industry and the general public aware of the tourist guiding profession; honour and recognize tourist guides that have excelled in their profession; and provide a platform for tourist guides, tourism stakeholders, government departments and tourism authorities involved in tourist guiding to engage and share information on important developments and challenges in the tourist guiding sector. Indeed, tourist guiding play a pivotal role as a link between visitors and their experiences of South Africa and its many tourism attractions, and the need for celebrating these vital players of the industry and raising awareness on this section of the tourism sector cannot be over-emphasised.

As we move into the second quarter of the year, we look forward to more interesting tourism activities and events, for example the INDABA 2013, and the National Arts Festival, to mention but a few. We are excited about what lies in store for us this year, and we shall continue bringing you our readers all these as they unfold.

**Jay Singh**  
EDITOR

# MARKET ACCESS FOR MASHOVHELA LODGE



Mashovhela Lodge is situated on Morning Sun Nature Reserve, a registered National Heritage Site, in the Soutpansberg Mountains of the Limpopo Province of South Africa.

The lodge, which commenced operations in May 2008 and offers 10 en-suite chalets, a restaurant and conference centre, was built on the already degraded site of an abandoned Venda settlement in order to minimise the ecological footprint. A conscious decision was made not to connect to the public power grid, opting rather for renewable energy.

The call of bush babies, the hooting of Giant Eagle Owls and chirping of cicadas and frogs will break the silence of the night whilst you stretch out on our luxurious "king size" or twin beds. From your own private veranda surrounded by "magube" walls you can enjoy a cocktail under the African sun, whilst watching the Black Eagles returning to their nest.

Ingrid Hann, Operations Director, says: "Without the financial support from TEP to participate at a number of Indaba's, ITB Berlin (Mar 2012) and the Switzerland SIPPO Trade Mission (Oct 2012), we would not have been able to attend any of these shows which is vital for the growth of our small tourism business.

TEP and SIPPO hosted a marketing workshop with all participating products before the Trade Mission. This was a very successful and critically important workshop to ensure that we align our sales pitch to the European market. Our presentations were analysed and input was received on how to make it more effective. If our tourism industry wants to reach an international marketing standard, these types of workshops are critical for new entrants.





What was important is the repeat exposure to the European market. At ITB I made my first contact with several German and Dutch tour operators, who I again met during the SIPPO Trade Workshops and the TTW trade show in Zurich.

It is evident that these relationships could only be made due to my personal presence at the European shows and workshops. To sum it up, at ITB I met up with 12 tour-operators, at the Sippo workshops I personally met with 12 companies in Zurich, 24 companies in Munich and 6 companies in Vienna. This is a total of 54 potential tour operators with whom I will be building relationships over the next 3 years.

As the tourism industry is such a gigantic and competitive industry, I cannot imagine how I would have been able to start our business without the support from TEP. We have grown from having employed 11 people when we registered with TEP in 2010 to 22 this year (including temporary staff). Therefore it is evident how important a role any small business plays in creating job opportunities for this country.

Confidential examples of market access success include:

- Hauser Exkursionen.de program to feature Mashovhela Lodge (it is sold through their German magazine and is now one of our current biggest clients)
- TUI Nederland now sells the lodge in their green, fair-trade tours to South Africa.
- TUI Switzerland included the lodge in their green tour packages (due to the fact that TUI Nederland is already working with us)
- African Solutions (who work with Egoli Tours in South Africa) has become a major supplier of clients for us
- Discussions as underway with KUONI to become part of their packages as well

#### Additional Company Information:

Company Name	: Mashovhela Lodge
Location	: Morning Sun Reserve, N1, Makhado, Limpopo
HDE Status	: Non-HDE
Contact Person	: Ingrid Hahn
Tel/Cell	: 012 991 6930 / 082 628 7937
Email	: Ingrid@mashovhela.com
Website	: www.mashovhela.com
Turnover	: R48,000 monthly at registration (Apr '10), R 138,000 monthly (Dec '12)
Staff	: 11 Perm at Apr '10, 16 Perm and 1 Temp Staff at Dec '12

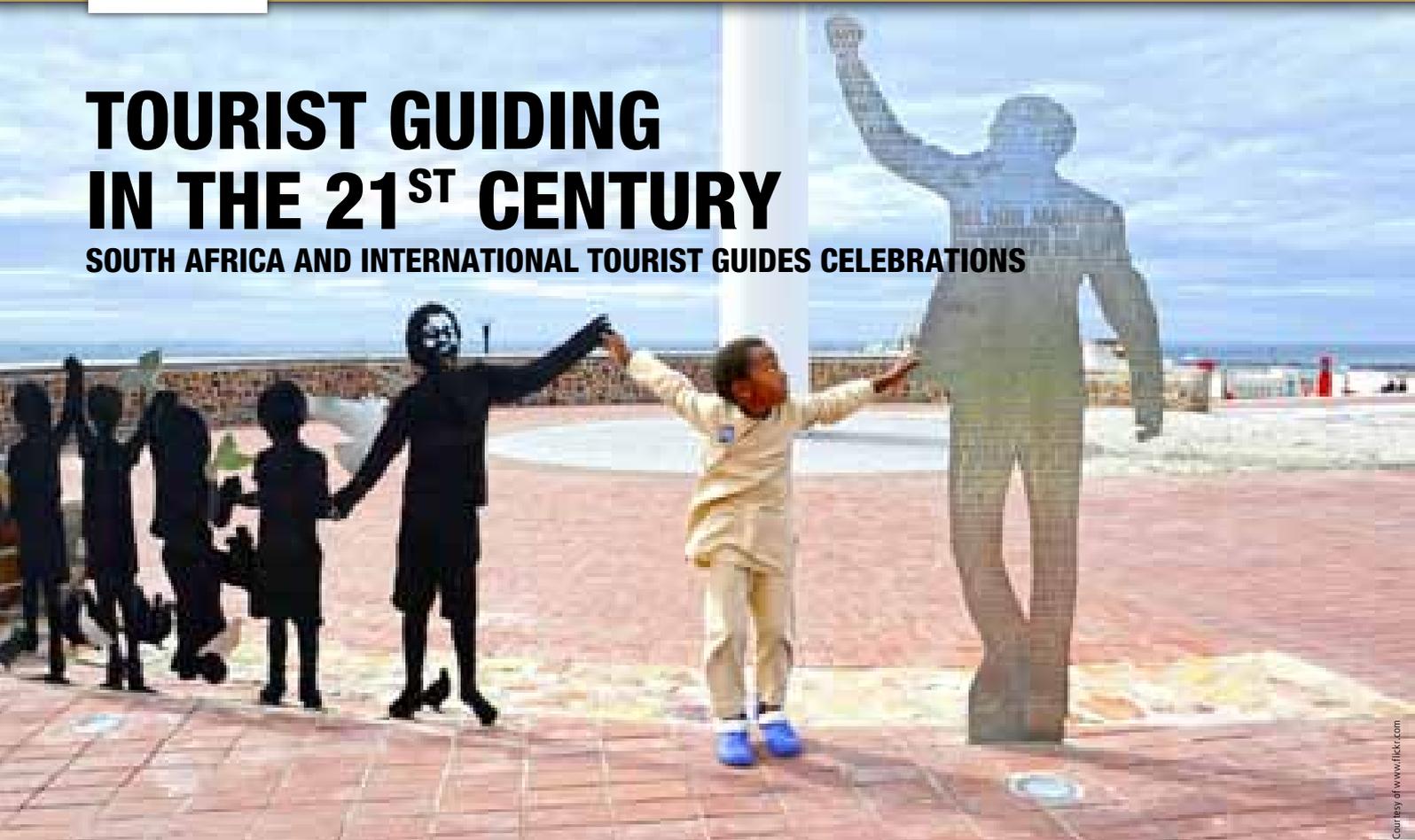
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# TOURIST GUIDING IN THE 21<sup>ST</sup> CENTURY

## SOUTH AFRICA AND INTERNATIONAL TOURIST GUIDES CELEBRATIONS



The year 1990 marked the first celebrations of the International Tourist Guide Day which is held on 21st February each year. The 1990 celebrations were held by the World Federation of Tourist Guide Associations (WFTGA) at which time only 15 countries around the world participated and jointly celebrated this special day. Awareness about this day has grown over the years, and over 70 nations now celebrate this event worldwide. South Africa also joins the rest of the world in these celebrations annually. In South Africa this day is celebrated with activities and programmes ranging from presentations, motivational talks, excursions and workshops. The National Department of Tourism (NDT) co-hosted the national event with the Northern Cape Department of Economic Development and Tourism. The 2-day event took place in Kimberly, Northern Cape on 20 – 21 February 2013.

The theme for the conference was “Tourist guiding in the 21st Century”. The event provided a platform to:

- ★ Showcase tourist guiding in South Africa by making the industry and the general public aware of tourist guiding profession;
- ★ Honour and recognize tourist guides that have excelled in their profession; and
- ★ Provide a platform for tourist guides, tourism stakeholders, government departments and tourism authorities involved

in tourist guiding to engage and share information on important developments and challenges in the tourist guiding sector.

Indeed, a wealth of information was shared by various stakeholders in the tourism industry. To that end, the Tourism Enterprise Partnership (TEP) – a non profit tourism enterprise development company that provides hands-on, step-by-step support and guidance and ultimately improves the tourism business’ product quality, operational efficiency and market reach – made a presentation during the ceremony highlighting the areas of focus of their organisation, that would in turn provide invaluable assistance to the up-and coming tourist guiding enterprise. The TEP, amongst others provide such assistance as business support, skills development and market access guidance to their participants. In their presentation, some pointers were also provided on funding opportunities for the tourist guide business.

Furthermore, information was shared by tourism business operators on the need to incorporate technology such as using social media in advertising tourist guiding services; and also some experiences were shared on how to be a successful tourism business. Information regarding establishment and all associated details on co-operatives was also shared during the celebrations with the view of encouraging participants to consider establishing their own tourist guiding co-operatives. Co-operatives are easier to start since the Department of Trade

and Industry provides a non-refundable incentive of about R350 000 towards the capitalisation of the co-operative.

The NDT's Deputy Director-General for Policy and Knowledge Services and National Registrar of Tourist Guides Mr Victor Tharage presented an opening address at the celebrations. Mr Tharage emphasised the need for the tourist guide industry to be formally acknowledged as a profession, with players having undergone training accredited through the Culture, Arts, Tourism, Hospitality, Sports Sector Education Training Authority (CATHSSETA). Professionalizing tourist guiding will go a long way in promoting tourism in the country through ensuring that tourist guides, their employers/or tour operators, and most importantly the tourist are all satisfied with the guided experience.

The Deputy Minister of the NDT, Ms. Thokozile Xasa delivered a key note address during the gala dinner hosted as part of the celebrations. In her address, Deputy Minister Xasa intimated that tourist guides were faced with challenges of having to ensure that they think 'out-of-the box' to provide tourist guide services second to none so that they remain competitive and relevant. Deputy Minister highlighted that technological advancements should be embraced and used as part of enhancing the tourist guiding industry. Ms. Xasa also challenged new entrants into the tourist guiding industry to "take up opportunities presented by cooperatives and work with tour operators to enhance market



Showing tourist attraction.

access". Deputy Minister concluded her address by calling upon emerging and established enterprises to work together sharing notes towards success and transformation of the tourism sector.

### Who is a Tourist Guide?

The Tourism Act No. 72 of 1993 defines a tourist guide as a "person who for reward, whether monetary or otherwise, accompanies any person who travels within the country or visits any place within the Republic and who furnishes such a person with information or comment with regard to any matter." (Source: Federation of South African Guide Associations).

### Training of Tourist Guides

Training of tourist guides is undertaken by accredited institutions. These training institutions are accredited by the Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority (CATHSSETA) previously the Tourism, Hospitality & Sport Education and Training Authority (THETA) - a body set up in 2000 to ensure that effective education and training occurs that meets the current and future needs of the tourism sector. This is in line with the South African Qualifications Authority (SAQA) Act 1995, which drives the National Qualifications Framework ((NQF).The NQF reflects the new approach to education and training in South Africa post-1994.

The tourist guide first successfully completes training and/or recognition of prior learning (RPL) with an accredited institution. Then the guide registers with the National Department of Tourism (NDT) through the provincial tourism authorities. This is



Some of South Africa's attractions that bring tourists to our shores.



Some of South Africa's attractions that bring tourists to our shores.

in terms of The Tourism Second Amendment Act No. 70 of 2000 ("the National Act") assented on 13 December 2000 (Gazette No. 21886) which commenced on 01 October 2001 as well as the Regulations of the Act in respect of Tourist Guides published in the Regulation Gazette No. 22563 on 17 August 2001.

For practising purposes, the Tour Guide is required to have the following:

- ★ Training and assessment as a competent guide;
- ★ A First Aid certificate;
- ★ A CATHSSETA certificate;
- ★ Valid PDP licence (Public Transit Permit) and have passed their exams including - a Doctors examination and eye test and have a Police Clearance exam which involves Finger-printing and investigating criminal records. Each driver must also have a valid SA Driving Licence;
- ★ Registration with relevant provincial tourism authority; and
- ★ Be at least 21 years.

In the event where somebody operates as a 'tourist guide' without meeting the above training, certification and registration requirements, then that person is in contravention of the Second Tourism Amendment Act of 2000, and is liable for prosecution, and fined up to R1000. Tourist operators found guilty of using illegal 'tourist guides' can be fined amounts up to R10 000.

Tourist guides in South Africa fall into three broad categories comprising nature, culture and adventure guides.

### Tour guides may specialise in the following areas:

- ★ Adventure Guide who requires guiding skills plus specialist recreational skills such as white water rafting, hiking or mountaineering
- ★ Bilingual Guide who offers interpretation of language as well as guiding skills
- ★ Guide Coordinator who is usually one who has had experience as a guide and now supervises, coordinates and trains guides
- ★ Indigenous Guide who conducts tours with a special cultural emphasis and which requires a deep understanding of their culture
- ★ Local Guide who specializes in a particular city or region
- ★ Nature-based and Eco-tour Guide who conducts day or extended tours and requires guiding skills and specialist environmental knowledge
- ★ Site Guide who may work, for example, in museums, cultural centres, theme parks and sporting facilities
- ★ Tour guides need to keep abreast of all new developments in the country; thus, constant reading and updating of knowledge is of vital importance.

The Federation of South African Guide Associations has the Tourist Guide Code of Conduct and Ethics. These bind all qualified practising Tourist Guides.



Tourist guide at Hluhluwe Game Reserve.

### The South African Tourist Guide Code of Conduct and Ethics

#### A Professional Tourist Guide SHALL:

- ★ Uphold the principles of the South African Constitution, especially chapters one and two;
- ★ At all times show willingness to provide optimum support and quality service to all tourists, and will give tourists an opportunity to enjoy, or visit a desired destination;



Tourist guide taking tourists for a game drive.

- ★ In no way discriminate in rendering service to any tourist on any basis, eg colour, gender, ethnicity, nationality, physical challenge, age, etc.;
- ★ Be impartial, unbiased and positive, and represent South Africa objectively;
- ★ Be suitably dressed and presentable at all times;
- ★ Be punctual, reliable, honest, conscientious and tactful at all times;
- ★ Be a responsible driver, when driving as a guide;
- ★ Carry out the programme / itinerary of a tour to his / her best abilities and be loyal to the company / organisation that he / she is representing;
- ★ Deal with conflict in a sensitive and responsible manner;
- ★ Report any incident of injury or death to a nearby tourist authority or police station;
- ★ Be knowledgeable and shall assist tourists and not provide them with misleading information;
- ★ In the event of not being familiar with, or being unable to provide information requested by a tourist, consult with the appropriate authorities for assistance;



Railway museum in Uitenhage, Eastern Cape, one of SA tourist attractions.

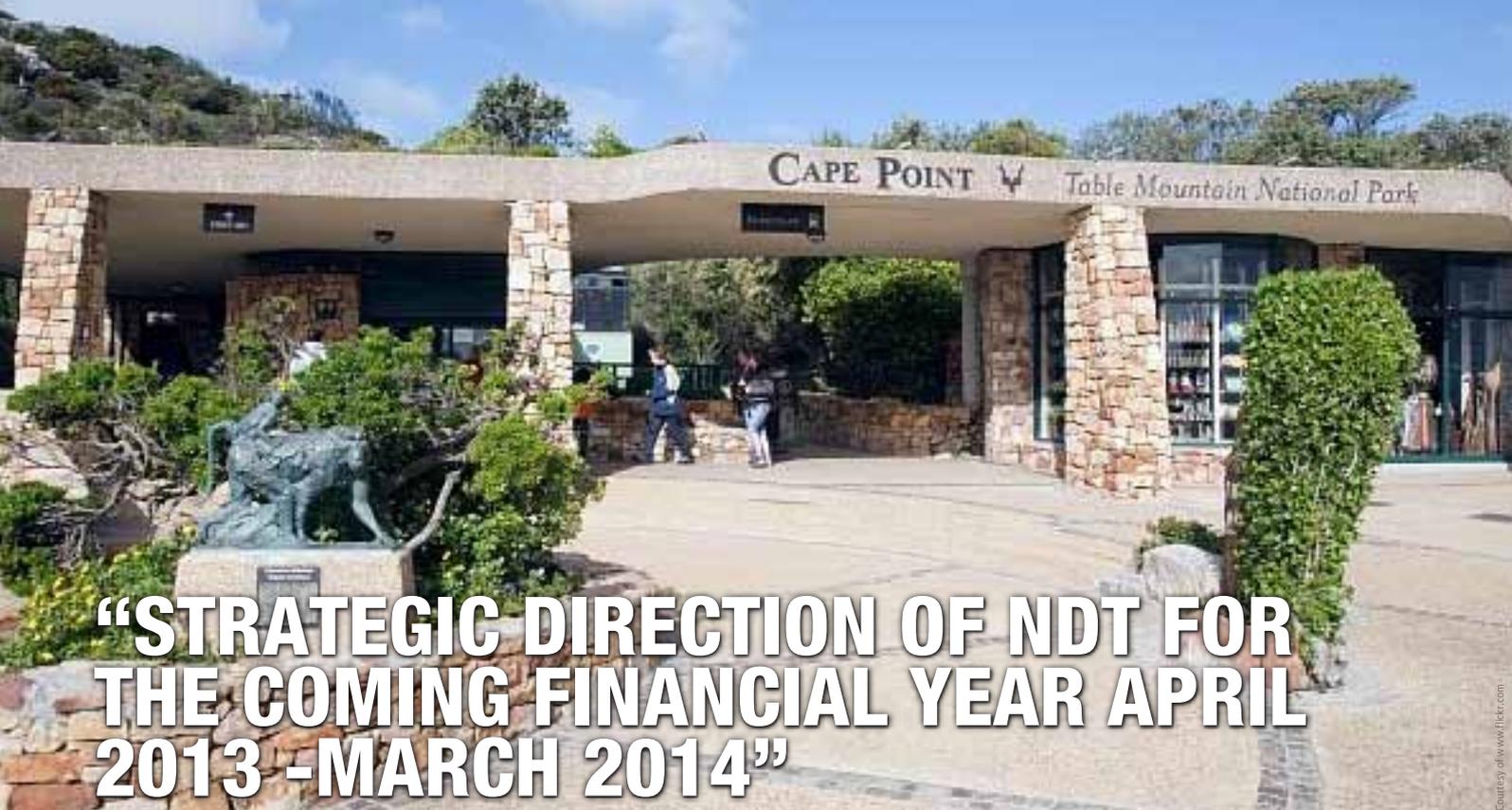
- ★ At no time be under the influence of alcohol or a narcotic substance, while on duty, and shall refrain from administering any medication to a client without proper medical consultation;
- ★ Never solicit for clients or gratuities;
- ★ Be concerned at all times for the safety of the tourist;
- ★ Wear the appropriate tourist guide badge and will carry his/ her registration card; and
- ★ Treat all people, cultures and the environment with respect.

It is clear from the above that tourist guiding is not only about providing tourists with information on the areas visited, but also has a lot to do with people skills. A good tourist guide is therefore one who will make the visitors feel safe around, entertained, well taken care of, respected, and most importantly feel that they got value for money.



Rural tourist guiding in action.

In summary, the knowledgeable and professional tourist guides have a critical role to play in developing and sustaining tourism in the country. These guides provide a vital link between visitors and their experiences of South Africa and its many tourism attractions. The NDT and its tourism stakeholders have put together a number of tourist guide support websites, providing details of registered professional tourist guides in various areas of the country, and this will go a long way in making visitor's South African experience a memorable one. Celebrating tourist guide day and sharing information and raising awareness about that is a step in the right direction towards an enhancing the tourist guide profession and work that the Department is engaging on to celebrate and encourage tour guides should therefore be commended.



# “STRATEGIC DIRECTION OF NDT FOR THE COMING FINANCIAL YEAR APRIL 2013 - MARCH 2014”

The National Department of Tourism held its February Lekgotla on 21 and 22 February 2013

During this session the department interrogated its targets for the 2013-2014 performance year and carefully revisited its strategic direction in the coming performance cycle which was tabled for discussion at the Tourism Portfolio Committee in Parliament on Wednesday, 13 March 2013

In this article we unpack the highlights for our readers

## Tourism Development in South Africa

Tourism is one of the fastest growing economic sectors in the world. It now plays a greater role than ever before, both on the global stage and in the lives of South Africans. The vision of the NDT is to be a catalyst for tourism growth and

development in South Africa, and is driven by a mission to create conducive conditions for growing and developing tourism through innovation, strategic partnerships and collaboration, providing information and knowledge management services and strengthening institutional capacity.

The mandate of the department is to make tourism a key economic growth pillar in South Africa as recognised by the National Development Plan and the New Growth Path. The National Tourism Sector Strategy (NTSS) remains the blue print for the sector. The department has since adopted the 2013/14 Strategic Plan and this will contribute in focusing on already identifies priorities for the next financial year.

## A drive on job creation

It is now clearly recognised that Tourism is a labour-intensive sector with a supply chain that cascades deep into our national economy and hence it is a sector with potential to create jobs. The Department will under its Social Responsibility Initiatives continue with the successful Young Chefs training programme and the Sommelier training programme. In the 2013/2014 financial year, 800 students will be trained under the Young Chefs programme and 200 students will be trained as sommeliers. The target set in our Strategic Plan for the 2013/2014 MTEF is to create 5173 full-time equivalent (FTE) jobs through all our SRI projects. The responsibility to create jobs will also lie with other industry players to create opportunities for young people to get experience and exposure essential for future employment.



Young Chefs Programme is amongst NDT's priorities for 2013/14 financial year.

## Refocus on Transformation

The Minister of Tourism, Mr Marthinus Van Schalkwyk on the Strategic plan has set a clear agenda to foster inclusive economic participation in the tourism sector. The department will focus on supporting rural enterprises; historically disadvantaged enterprises (HDE), and the training of enterprises on business skills, tourism opportunities and competitiveness, amongst others. The NDT has committed to support a total number of 969 rural enterprises, and further support 2 494 historically disadvantaged enterprises. The target is to create 4 000 full-time equivalent jobs through the department's Tourism Enterprise Partnership.

## Creating a better Policy framework for the industry

The NDT has already taken the Tourism Bill into Parliament, which will replace the Tourism Act of 1993. The key legislative objectives of the Bill is to provide for the effective marketing of South Africa, both domestically and internationally, to promote quality tourism products and services, to promote the growth and development of the sector, and to ensure the effective intergovernmental relations in developing and managing tourism. The new legislative framework, together with our National Tourism Sector Strategy will provide sufficient guidance on how best to achieve our strategic vision for the Department.

Besides the efforts towards improving the legislative framework of tourism in South Africa, the department remain seized with developing a range of other specific policy framework for the industry. The NDT will provide a framework for the implementation of responsible tourism and effective tourism



Superb South African beaches drive domestic and international tourism.

response to climate change. The National Responsible Tourism Strategy, the Tourism Universal Accessibility Action Plan and the National Minimum Standards for Responsible Tourism (NMSRT) Accreditation System for certification agencies will be implemented. Part of this programme will include the roll-out of tourism incentives to encourage promote responsible tourism.

The NDT will also create awareness on tourism for policy makers to promote tourism friendly policies at a local level.

## Relooking at the International Tourism drive

South Africa has experience growth of international tourist arrivals which has been exceeding international trends and this confirms South Africa is a leading and favourite destination on a global scale. The Strategy of the NDT is to provide new energy towards the growth International Tourism. The aim is to increase in the number of foreign tourist arrivals. To achieve this, the department will provide analysis to better understand all markets the department and intervene appropriately. A key strategy of the department will be to strengthen regional and international tourism collaboration and partnerships through bilateral and multilateral engagements.

## Targeting the Domestic Tourist

The department will continue to focus on Domestic Tourism that has potential to create a more sustainable tourism sector. The implementation of the Domestic Tourism Growth Strategy will allow for integrated planning and resourcing of identified projects as well as responding to the key government priorities. It will assist in creating awareness on the hidden treasures within the least visited provinces and to inculcate the culture of travel among South Africans. In order to improve the quality of people working in the tourism industry it is imperative to implement a strategy that will focus on people development and transformation.

## Collaboration is crucial

The department will focus on facilitating initiatives aimed at the reducing barriers to tourism growth and improving stakeholder engagement within the tourism sector. The National Department of Tourism will continue to work together with partner departments, agencies and industry to ensure that the South African tourism sector remains globally competitive. Some of the critical collaborations in this regard include travel facilitation, airlift strategy implementation and strengthening domestic tourism.



Image showing one of tourism attraction performances.

The Local government will remain a key partner for the development of the Tourism sector in South Africa. Local Government provides a critical link in the delivery chain for

growth and development of tourism. The department developed a Local Government Tourism Capacitation programme, which aims to transfer the necessary skills to effectively support tourism planning and management at officials' level across municipalities. The Local Government Tourism conference in February 2013 was a practical way of developing collaboration and partnerships within tourism sector of South Africa.

### Strategic Goals

The NDT has established clear priorities in tourism for South Africa. The Strategic Plan is realistic, and has set practical actions to achieve the goals of the department in the 2013/2014 financial year. It is designed to ensure that South Africa can continue to be a successful tourism destination. Below is table showing the goals of the department.

#### NDT ORGANISATION STRATEGIC GOALS

Strategic Outcome Oriented Goals	Goal Statements	Government Outcomes
1. Achieve good corporate and cooperative governance.	Provide comprehensive corporate support service to the department to ensure good governance	Outcome 12: An efficient, effective and development oriented public service and an empowered, fair and inclusive citizenship.
2. Improve impact of tourism on the livelihood of all South Africans.	To monitor and evaluate the implementation of tourism programmes, strategies and policies.	<b>Outcome 4:</b> Decent employment through inclusive economic growth.
3. Tourism priorities integrated within other sector departments, provincial and local government's planning	Render policy frameworks, stakeholder management and planning related support services at provincial and local government level by analysing and participating in their planning processes.	Outcome 12: An efficient, effective and development oriented public service and an empowered, fair and inclusive citizenship.
4. Improved Tourism Sector Research, Information and Knowledge Management.	To advance Research, Information and Knowledge Management within the tourism sector.	<b>Outcome 4:</b> Decent employment through inclusive economic growth.
5. Increased contribution of tourism sector to inclusive economic growth.	Facilitation of compliance to the gazetted tourism charter by identified tourism sub-sectors.	<b>Outcome 7:</b> Vibrant, equitable and sustainable rural communities and food security for all. <b>Outcome 4:</b> Decent employment through inclusive economic growth.
	To provide international tourism market (country and/or region) analysis to inform strategic interventions.	
	Profile regions and develop appropriate integrated support packages that respond to tourism development and growth needs.	
6. Improved levels of competitiveness and sustainability in the tourism sector.	To promote responsible tourism best practices to inculcate a culture of responsible tourism in South Africa.	<b>Outcome 4:</b> Decent employment through inclusive economic growth. <b>Outcome 10:</b> Environmental assets and natural resources that are well protected and continually enhanced.
7. Strengthened regional, Africa and international collaboration and partnerships.	Strengthen regional, Africa and international collaboration and partnerships through bilateral and multilateral engagements.	<b>Outcome 11:</b> Creating a better South Africa and contributing to a better and safer Africa in a better world



# THE TOURISM BILL, 2012

## “CHANGING THE LANDSCAPE OF TOURISM MANAGEMENT IN SOUTH AFRICA.....”

The Bojanala editorial team visited Ms. Mmaditlonki Setwaba, the person behind the Tourism Bill for discussion on the journey travelled. Ms Setwaba is Chief Director responsible for legal services in the National Department of tourism. An admitted Attorney with substantial in-house and private legal practice experience who specialises in legislative drafting, management of litigation, contract negotiations and drafting, drafting of international agreements, amongst others; Ms. Setwaba has been almost single-handedly responsible for the tourism legal review that culminated in the drafting of the Tourism Bill, 44 of 2012. The Bill was subsequently published in Government Gazette No. 35909 of 30 November 2012 for public comment. In her professional career, Ms. Setwaba has seen through a number legal review processes, including the review of the water resources management legislation.

“The tourism legal review process has been a long and lonesome one”, Ms. Setwaba reminisces. The process started in the second half of the year 2009, with the presentations to various tourism stakeholders with the view to solicit inputs from stakeholders on the focus areas of the tourism legal review process. “The consultation process was extremely successful, and we received overwhelming inputs from wide range of stakeholders, and we knew exactly which key areas to focus on to ensure we address the plight of the tourism stakeholder”, added Ms. Setwaba. Following the stakeholder consultation process, then the daunting task of analysing all stakeholder inputs unfolded and this guided the birth of the new Tourism Bill.

### The Need for Tourism Legal Review

The 1996 White Paper on the Development and Promotion of Tourism in South Africa described the tourism potential of South Africa as ‘phenomenal’. South Africa’s tourism attractiveness is due to diverse tourism offerings in the country. Amongst the features which make South Africa an incredibly attractive tourism proposition there are accessible wildlife, varied and impressive scenery, unspoiled wilderness areas, diverse cultures (in particular traditional and township African cultures), generally sunny and hot climate, no ‘jet lag’ from Europe, a well-developed infrastructure and virtually unlimited opportunities for special interest activities such as whale-watching, wild water rafting, hiking, bird-watching, bush survival, deep-sea fishing, hunting and diving. In addition, unique archaeological sites and



Tourism stakeholders at a workshop

battlefields, the availability of excellent conference and exhibition facilities, a wide range of sporting facilities, good communication and medical services, internationally known attractions (Table Mountain, Cape of Good Hope, Sun City, Kruger National Park, Garden Route, Maputaland) and unrivalled opportunities to visit other regional internationally known attractions (e.g. Victoria Falls and the Okavango Swamps) make South Africa an almost complete tourist destination.



Furthermore, the New Growth Path has identified tourism as one of the drivers of economic growth and job creation in South Africa. Tourism is expected to contribute to creation of no less than 225 000 jobs by 2015. Indeed, the tourism sector has potentials of contributing immensely to creating vast job opportunities that South Africa so much requires.

Notwithstanding all the above-mentioned advantages, potentials and targets, South Africa has not been able to realise its full potential in tourism. As such, the contribution of tourism to employment, small business development, income and foreign exchange earnings remains limited. This has been attributed to insufficient institutional, including legal provisions for tourism. Prior to drafting the Tourism Bill, South African tourism sector was governed by the Tourism Act (No. 72 of 1993), that could not sufficiently provide for all the new developments within the tourism sector.

### Tourism Bill Presented to the Parliament

On Tuesday the 12th of February 2012, the Tourism Bill was presented to the Tourism Portfolio Committee in Parliament. The elated Minister told the portfolio committee that the Bill when enacted will repeal the Tourism Act of 1993 and its subsequent amendments. The Tourism Act of 1993 has been dubbed as "inert and inflexible" and was said to have failed to provide an overarching national legislative framework for the management of tourism and did not support the implementation of the 1996 Tourism White Paper, and hence the new Tourism Bill. The Minister said that the Department embarked on drafting the Tourism Bill upon realising that transformation was vital to

ensure the sustainable growth and development of the tourism sector, and that inadequate, uncoordinated and fragmented planning and information provision was the most pervasive challenge facing development and growth of tourism in the country.

The Minister only focused his presentation on the providing the portfolio committee with the background and context upon which the Tourism Bill had been drafted, and left the presentation of the finer details of the Bill to the Director-General and senior managers of the Department.



### Overview of the Tourism Bill

The Bill is premised on the recognition that:

- Tourism in South Africa has grown considerably since the country's democratic election; and that
- inadequate, uncoordinated, inconsistent and fragmented tourism planning and information provision is the most pervasive challenge facing the development and growth of tourism in the Republic; and that
- transformation is vital to ensure the sustainable growth and development of the tourism sector; and therefore
- these challenges are best addressed through a concerted effort by all spheres of government and the private sector to work together to create an environment that is conducive to the sustainable growth, development and transformation of tourism.

The Bill has therefore been drafted "to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors; to provide for the continued



Image of the Big hole in Kimberly, Northern Cape.

existence of the South African Tourism Board; to provide for the establishment of the Tourism Grading Council; to regulate the tourist guide profession; to repeal certain laws; and to provide for matters connected therewith.”

The Bill is structured into seven chapters providing for the above aspects as follows:

### Chapter 1: Interpretation and Objects

This chapter outlines key definitions related to the tourism industry and provides an account on the objects of the Bill. The objects of the Bill are the following:

- promote the practising of responsible tourism, contemplated in subsection, for the benefit of the Republic and for the enjoyment of all its residents and foreign visitors;
- provide for the effective domestic and international marketing of South Africa as a tourist destination;
- promote quality tourism products and services;
- promote growth in and development of the tourism sector; and
- enhance cooperation and coordination between all spheres of government in developing and managing tourism.

### Chapter 2: National Tourism Sector Strategy, Norms and Standards, Codes of Good Practice

This chapter makes provision for the development and adoption of the National Tourism Sector Strategy as part of the legislative framework for the promotion, development and transformation of tourism. The Minister is obligated to adopt this National

Tourism Sector Strategy following consultation with all the relevant tourism stakeholders, and having published the notice in the government Gazette.

This chapter also provides for the Minister to establish a database in which tourism businesses would voluntarily provide information, including the business' name, the location of business, nature of services and products the business provides and various other information. It is noteworthy that provisioning of information into the database is voluntary, however, business are mandated to report truthfully when they choose to provide such information for the database. The chapter provides for issuing of incentives for businesses that choose to provide information for the tourism database.



Ms Amanda Kotze-Nhlapo is Executive Manager of the National Conventions Bureau.

The chapter also provides for the development of norms and standards as well as codes of good practice for handling certain tourism functions. The chapter obligates the Minister to follow due processes involving proper consultation with relevant tourism stakeholder in developing such norms and standards or code of good practice.

### Chapter 3: South African Tourism Board

In this chapter provision is made for the continued existence of the South African Tourism Board, as established under the Tourism Act of 1993. The chapter outlines in details what the functions of the Board will be, its powers, its composition, the term of office of the Board members, their remuneration, the committees of the Board, their meetings, funds of the Board, appointment of staff members of the Board, to mention but a few.

The Chapter also makes provision for the Board to establish a National Conventions Bureau that would facilitate the coordinated marketing of South Africa as a business tourism destination.

## Chapter 4: Grading System

This chapter makes provision for the Minister to develop a national grading system for tourism that will ensure enhancing and maintenance of standards and quality of tourism establishments, services and products. When developed the tourism grading system must be such that it promotes the objects of the act as well as the national tourism sector strategy developed in terms of the act.



South African Tourism CEO, Mr. Thulani Nzima addressing audience on Tourism Grading.

The Bill in this chapter also makes provisions for the establishment of the Tourism Grading Council of South Africa (TGCSA) as a statutory entity responsible for implementing and managing the tourism grading system. The bill also provides for the minister to determine a grading system and assign the oversight role and functions of the TGCSA to the National Department of Tourism, the board of South African Tourism, or any other suitable body in compliance with the Public Finance Management Act.

## Chapter 5: Tourism Protection

The Bill in this chapter makes provision for the appointment of a suitably qualified official of the department as a Tourism Protector who will receive and handle all the complaints regarding any tourism establishment, its products or services to ensure that they are effectively, efficiently and speedily resolved. The chapter further prescribes the process and procedure to be followed upon receiving tourism complaints by the Tourism Protector.

## Chapter 6: Tourist Guides

This chapter of the Bill provides for registration of tourist guides to ensure growth and development as well as improve and maintain standards in the tourist guiding sector. The Bill also

makes provision for the appointment of a suitably qualified Departmental official as the National Registrar of Tourist Guides, who will maintain a central database of all tourist guides in the country as well as establishing the code of conduct and ethics for all registered tourist guides. Appointments of Provincial Registrars of Tourist Guides for each of the country's provinces are also provided for in the chapter of the Bill.

This chapter also prescribes the procedures to be followed for registration as a tourist guide, outlines actions to be taken regarding disqualification of tourist guide in the event where the tourist guide stepped off the line.

## Chapter 7: General

This chapter makes provisions for the Minister to make regulations that will support the objects of the act. Offences and penalties are also covered in this chapter of the Bill. Upon enactment, this Bill will repeal the Tourism Act (Act No 72 of 1993), and all its amendments of 1996, and 2000.

## Stakeholder Comments on the Tourism Bill

Following gazetting, presentation of the Tourism Bill to Parliament and all the public hearings held, comments on the Bill have been received from diverse tourism industry stakeholders including other organs of state such as provincial tourism departments and the South African Local Government Association (SALGA), organised labour, tourism products owners, and the general public. The comments received were mainly focused on the issues regarding processes for registration of tourist guides, their qualifications, working conditions, remuneration matters, etc. Issues relating to provisioning of guidance on how transformation should be handled within the tourism sector have also been raised. Comments were also raised on the weaknesses that exist in the tourism grading system with specific reference to implementation and monitoring of the grading system and the penalties associated with the grading system, as well as optimising benefits associated with the grading system. On the whole, comments received suggest that generally the Bill is welcomed by the wide range of stakeholders, and it is believed it will provide the much desired direction towards the development and promotion of sustainable tourism for the benefits of the Republic, its residents and its visitors.

In conclusion, the Bill has been developed and presented to all various tourism stakeholders for inputs. Comments were received and they are currently been considered towards the revision and refinement and finalisation of the Tourism Bill. The Bill when enacted will surely provide appropriate framework for enhancing tourism sector performance.



## NDT SUCCESSFULLY HOSTS THE LOCAL GOVERNMENT TOURISM CONFERENCE

The National Department of Tourism successfully hosted the Local Government Tourism conference that took place in Sandton, Johannesburg, on 26 and 27 February 2013. The theme of the conference was, Tourism Development: "Why Local Government Matters". The main purpose of the local government tourism conference was to better streamline coordination and planning in order to boost this important economic sector that is now a cornerstone of the National Growth Plan.

More than 400 key role-players from municipalities and the private sector attended the conference. The conference was also attended by MECs, councillors, Mayors, traditional leaders, business people, officials from the South African Local Government Association (Salga) and officials from the Department of Tourism, led by Tourism Minister Marthinus van Schalkwyk and his deputy, Thokozile Xasa.

Local government crucial to tourism growth and community development

Speaking at the Conference, Minister Marthinus van Schalkwyk said "Local governments must work with public and private stakeholders in the tourism sector to ensure communities derive maximum economic and social benefit"s. This was the message from Minister of Tourism Marthinus van Schalkwyk in his opening address at the Local Government Tourism Conference. He told delegates that tourism had directly and indirectly contributed R250-billion to South Africa's GDP in 2011. 'The benefits of

tourism are felt in local communities. It attracts commercial investments beyond the tourism sector, creates employment opportunities, contributes to economic growth, and enhances the image of cities and towns,' he said.

The Minister called on municipalities to make tourism a priority in their budgets, saying it requires much less investment to create quality jobs in the tourism sector than it does in other economic sectors. 'Many municipalities with some of the best tourism offerings in the country have cut their tourism budgets or have no tourism budget at all. Yet local governments are



Registration desk at the Local Government Tourism Conference.



Minister Marthinus Van Schalkwyk with dignitaries at the local government conference.

- The Mukumbani Falls Project in Limpopo, which received R7,6-million in funding for the development of two picnic facilities at the Mukumbani waterfalls.

Van Schalkwyk said there is much to celebrate in the achievements to mainstream and integrate tourism into government policy, planning frameworks, and the economic and development agenda. 'For that reason, we've developed the Local Government Tourism Development and Growth Support Programme in partnership with the South African Local Government Association.



Minister Marthinus Van Schalkwyk with dignitaries at the local government conference.

obligated to deliver the basic infrastructure on which tourism is built. Reducing or having no tourism budget can have a negative impact on future economic growth and development in those municipalities, as tourism has the potential to create local jobs,' he explained.

He added that local governments will find the National Department of Tourism's Social Responsibility Implementation (SRI) programme a willing partner in making money available for concrete development plans.

He highlighted three examples of successfully implemented SRI projects:

- The Hector Pieterse Memorial Square in Soweto, which received R16-million-worth of funding in 2002 and attracts 25 000 visitors annually;
- The Zithabiseni Resort in Mpumalanga, which received funding of R28,5-million for renovations and has generated income of R5,2-million since the project was completed in December 2012; and

He added that the department is committed to working with local government to make tourism an integral part of planning and implementation in the local government sphere. The Minister committed to work with provinces and municipalities to ensure the integration of tourism priorities in provincial growth and development strategies and integrated development plans.



Presentations made during the local government tourism conference.

He pointed out that the implementation of the National Tourism Sector Strategy will require strong partnerships across the public and private sectors, and 'most importantly, appropriate structuring, capacity building, and resourcing in all spheres of government'.

### Legal context of Local government in Tourism

Local government has a critical role to play in the development of Tourism in South Africa. In terms of Section 153 of the Constitution, a municipality must structure and manage its administration, and budgeting and planning processes to give priority to the basic needs of the community, and to promote the social and economic development of the community.

### Employment creation through Tourism

Delegates at the conference discussed that tourism was one of the sectors that had great potential to create jobs. Gauteng MEC for Local Government and Housing Ntombi Mekgwe, told delegates that tourism was one of the sectors that had great potential to create jobs. "With the high levels of unemployment in our country, every creative means must be used to create employment across all sectors. As government, we have identified tourism as one of the keys to unlock the potential of job creation. This is the view we share with our municipalities. We are excited about this local government tourism conference and we are hopeful that deliberations here will lead to new



Performances entertaining local government conference delegates.

ideas on how to improve and grow our tourism sector, thereby increase much-needed revenue and create jobs", said Mekgwe.

### Success story

The Conference provided a platform for a dialogue of public and private sector stakeholders and leadership to engage, share information on challenges and tourism developments, building initiatives and best practices in tourism, as well as to commit to delivery of the tourism mandate at local government.



The team behind the successful local government tourism conference.

# UPCOMING TOURISM EVENTS

<b>Date</b>	<b>Event</b>	<b>Province\Location</b>
26 March 2013	National Tourism Sector Forum (NTSF)	Durban – Kwazulu Natal
25-27 March 2013	BRICS Summit	Durban ICC- Kwazulu Natal
28 March – 01 April 2013	Rand Easter Show	Johannesburg Expo Centre - Gauteng
03 – 06 April 2013	Cape Town International Jazz Festival	Cape Town - Western Cape
27 – 28 April 2013	Thabazimbi Game and Tourism Expo	Thabazimbi - Limpopo
02 – 05 May 2013	Africa Golf Indaba	ICC Cape Town - Western Cape
05 May 2013	Cederberg Art Festival	Cederberg – Western Cape
11 – 14 May 2013	INDABA, 2013	Durban ICC – Kwazulu Natal
25 May 2013	Darling Museum Open Day	Darling - Western Cape
02 June 2013	Comrades Marathon, 2013	Durban – Pietermaritzburg - Kwazulu Natal
07 - 08 June 2013	Hermanus Fyn Arts	Hermanus - Western Cape
27 June - 07 July 2013	National Arts Festival	Grahamstown - Eastern Cape

