

Bojanala

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

EDITION

January
February
March

2014

1

IN THIS ISSUE...

- South Africa celebrates 20 years of freedom
- Tourism Bill on way to become law
- NDT implements service excellence in tourism

*20 Years
of Freedom!*



tourism

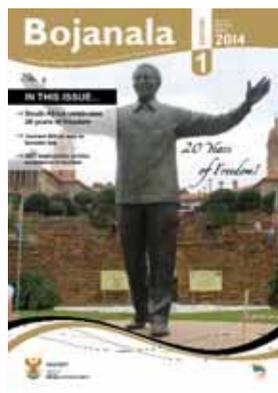
Department:
Tourism
REPUBLIC OF SOUTH AFRICA



INSIDE

- 2 20 Years of Freedom, 20 Years of Tourism Growth
- 4 National Rural Tourism Strategy: How NDT is helping small rural towns and communities with tourism capacity building
- 6 Journey to Service Excellence: NDT transforming tourism sector through quality service culture
- 7 Tourism Bill close to becoming law
- 8 Twenty years of freedom, Africa's number one sports tourism destination
- 10 Tourism is fulfilling its economic growth objectives
- 11 Minister van Schalkwyk opens Tourism office in West Africa
- 12 Combating human trafficking in tourism sector
- 13 Department of Tourism pilots a Food Safety Programme
- 14 Tourism benefits from Madiba legacy
- 16 Huge strides taken in developing women in tourism business

ABOUT THE COVER



As South Africa celebrates 20 years of freedom, Nelson Mandela's legacy continues to boost tourism in the country.

CREDITS

Editor in Chief

Jay Singh

Editor

Sello Molekwa

Assistant Editor

Shereen Gurannah

Contributors

Nozuko Ngozi
Mothepane Sesele

Writers

Nnosa Sentholang
Shereen Gurannah
Mmapula Makgamatha
Sello Molekwa

Photo credits

Government Communications and Information System
National Department of Tourism

Layout & Production

Talking Heads Design & Print

Disclaimer

While every reasonable effort is made to maintain current and accurate information on this publication, the National Department of Tourism accepts no responsibility for any errors or omissions in this magazine. The use of the content of this magazine is at the user's own risk. The user assumes full responsibility and risk of loss resulting from the use of the content of this magazine. The National Department of Tourism or any of the legal entities in respect of which information are contained in this publication, or employees of the National Department of Tourism or such entity, will not be liable for any special, indirect, incidental, consequential, or punitive damages or any other damages whatsoever, whether in an action of contract, statute, tort (including, without limitation, negligence), or otherwise, relating to the use of this document or information.



LETTER FROM THE EDITOR

South Africa's 20 years of freedom is indeed a major milestone in the country's history. This milestone certainly calls for us as a nation to look back on our challenges and achievements over the past two decades. We do exactly that as we look at how the South African tourism industry has grown over the past twenty years. As official statistics show us the tremendous growth of the sector since 1993, we are delighted and satisfied that numbers don't lie.

In his State of the Nation address President Jacob Zuma indicated that government had identified tourism amongst the country's key job drivers in the last 20 years. He confirmed that the tourism industry has grown dramatically in the last 20 years. In 1993, South Africa received a mere 3 million foreign visitors. By 2012, the figure had grown to 13 million visitors. The President stated that government "will continue to grow this industry, given it's a potential for job creation".

We have themed this edition around the 20 years freedom milestone and I encourage you to read through and have an eagle's eye view on how South Africa's tourism has grown in leaps and bounds from 1994 to 2014. As we all know, this 20 year milestone comes shortly

after the death of former president and world icon, Nelson Mandela, who is the founding father of our democracy. In this edition we carry an article that looks at how his death and legacy still continue to attract tourists from around the world to South Africa.

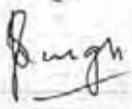
How the SA tourism industry has grown over the past 20 years

Tata Mandela continues to do the country a power of good as his passing has spurred interest locally and worldwide in heritage sites associated with his name. Read our article on Mandela's tourism legacy, as we pay tribute to the stalwart of our nation.

Between the months of January and February last year, South African sports tourism received a big boost as we hosted 15 African countries who arrived here for the continental football tournament, African Nations Cup, which we hosted from 19 January to 10 February 2013. It's almost ironic that during the same period this year, we just hosted another internationally recognised continental football tournament, the Orange African Championship tournament. This time, another fifteen countries from Africa visited our country

for the three-week long tournament. This is certainly another endorsement of South Africa as a destination of choice for sports tourism, and it speaks volumes of our country's ability to host international events, as well as the state of our resources. This edition of Bojanala takes a look at this positive development as we compare ourselves with the world's greatest tourist nations.

The Department of Tourism continues to fulfil its constitutional mandate of increasing tourism growth and development in South Africa through innovation and strategic partnerships. We give you an update into the roll-out of our National Rural Tourism Strategy and our journey to service excellence within the tourism industry. Government recognised tourism as one of the six core pillars of economic growth in the New Growth Path Framework, and as a department, we are working hard to ensure that tourism business operates in a conducive environment in order to achieve this economic growth. We are certainly moving in the right direction. Enjoy the read!



EDITOR



20 years of freedom, 20 years of tourism growth

CELEBRATING A NATION: In April South Africans will celebrate 20 years of freedom. (Picture: GCIS)

In April South Africa will be celebrating twenty years of freedom, and celebrations will bring to the spotlight many achievements, as well as challenges that still need to be urgently addressed. In the context of job creation and economic growth, one of the country's bright sparks has undoubtedly been the tourism industry, which has consistently continued to grow from strength to strength over the years and even rode the 2008 – 2009 recession storm. According to industry experts, since the transition to democracy in 1994, South Africa has steadily become the country with the highest influx of tourist arrivals in Sub-Saharan Africa. It also boasts one of the best tourism infrastructures in the region. Official statistics indicate that in 1993, South Africa received a mere 3.4 million foreign visitors. In 1994 - the year of the first democratic elections - the annual number of visitors stood at 3,7 million. However, by 2012, the number of visitors had significantly grown to 13.5 million visitors, an increase of more than 10 million people in 18 years.

The World Trade and Tourism Council (WTTC) reported that over the past twenty years, South Africa's tourism sector contributed approximately R102 billion to the country's economy and directly supported 620 000 jobs

in 2012 alone. This encouraged the government to identify tourism as one of the five priority economic sectors with potential to stimulate investment and facilitate growth in the economy. Tourism plays a meaningful role in contributing to the economic development of South Africa. Since 1994, tourism growth has been exceptional, and this seems to have continued with the 2008 performance indicators, which show that tourism contributed R210 billion to the country's Growth Domestic Product (GDP). According to the Department of Trade and Industry, the 2008 performance

indicators show that tourism expenditure was R78 billion, and that the industry created 437 000 direct jobs. South African tourist arrivals have grown eight-fold since 1990 and continue to out perform the global tourism growth of 6,1%. Undoubtedly, South Africa's hosting of global events, such as the 2010 FIFA Soccer World Cup, has provided the country with a platform to showcase its tourism offering.

This exceptional growth has been primarily driven by Africa land arrivals. During apartheid, travel restriction were imposed



The number of people visiting the country's seaside continues to increase every year, with Durban and Cape Town being number one favorite destinations. (Picture: GCIS)

and resulted in Black, Coloured and Indian people not allowed to visit some tourism destinations in the country. However, a study conducted by the Institute for Social and Economic Research at the University of Durban-Westville, reported that immediately after South Africa became a democratic state in the December 1994 holidays, about

creation. This was evident from the creation of a standalone National Department of Tourism, and the strengthening of the tourism portfolio. It is further supported by tourism's positioning as one of the six core pillars of growth in the country's New Growth Path Framework," Marthinus van Schalkwyk said that in addition to these, the Industrial Policy

Tourism Sector Strategy (NTSS), which aims to drive the economy, enhance visitor experiences, and position South Africa as a destination of choice. More focus will be on increasing the number of tourists visiting the country to 15 million in 2020, and also increasing domestic trips from 30, 9 million to 54 million by 2020. Indeed it has been



NATURAL BEAUTY: South Africa's nature and beautiful scenery have contributed to the country's tourism popularity. (Picture: GCIS)

80% of tourists were Blacks, Coloureds and Indians.

Minister of Tourism, Marthinus van Schalkwyk, said the tourism sector is an important component of the country's economic growth, "The South African government recognised the sector's potential to bring about economic growth and job

Action Plan 2 (IPAP2) has also identified the sector as one of the areas expected to contribute to the development of rural areas.

According to government magazine – Public Sector Manager (September 2012), the Tourism sector aims to contribute half a trillion rand into the South African economy and create about 225 000 jobs by the year 2020. The 2020 vision is contained in the National

20 years of democracy, and 20 years of tourism growth.

Sources of information:

Statistics South Africa; Department of Trade and Industry; World Trade and Tourism Council; Institute for Social and Economic Research; Public Sector Manager magazine; National Tourism Sector Strategy.



National Rural Tourism Strategy: How NDT is helping small rural towns and communities with tourism capacity building

Rural tourism needs to be strengthened and explored. (Picture: GCIS)

The National Department of Tourism (NDT) has developed a National Rural Tourism Strategy to ensure a developmental approach to the packaging of rural tourism products and opportunities in South Africa. This approach is also meant to prioritise spatial nodes that have the potential to stimulate growth of the rural tourism industry in South Africa. These are based on the areas prioritised by the Rural Tourism Development Strategy.

In order for NDT to maintain its principle for sustainability and responsible tourism, the strategy adopted a nodal developmental methodology to achieve higher sustainability. NDT identified a number of priority actions to be implemented. One of the actions is to implement projects that will enhance tourism development and capacity building in certain nodes within the identified high poverty rural nodes, namely uMkhanyakude, Bushbuckridge and Vhembe municipalities. NDT, together with the tourism provincial departments, district and local municipalities will work together to implement this initiative.

Strategic link to NTSS and related strategies

The link to the National Tourism Sector

Strategy (NTSS) approved in March 2011, can be found under cluster 2.2 – **Tourism Growth and Development – Supply**, which states that 'niche product development and rural tourism points to the poor quality, management and maintenance of cultural and heritage attractions. The action proposed in response to the strategic gap articulated, is the development of a spatial tourism product and experience strategy for niche markets.

The concept also finds linkages in the Domestic Tourism Growth Strategy implementation plan as proposed tactics for achieving **objective 3**, which is "To enhance measures and efforts aimed at addressing seasonality and equitable geographic spread". **Action:** Create special activities for less visited areas and low season. **Sub-action:** Develop and package linked experiences across the country e.g. capacity building.

Objectives of the initiative:

- Creating a platform to foster relations between the municipality, tourism product owners and other relevant stakeholders;
- To provide support to the existing tourism capacity building and training initiatives within the identified municipalities;

- To positively contribute to the interest and working groups that are set to address matters of mutual interest;
- To promote awareness of good tourism and environmental practices at municipalities and relevant stakeholders,

Expected results of the workshops

- Enhanced collaboration among the municipalities, tourism product owners and other stakeholders on tourism information and best practices;
- Local public sector and relevant stakeholders to be better equipped to manage and utilise the tourism information;
- Local public sector and communities to have greater awareness and practical knowledge on tourism products and opportunities within the selected municipality area; and
- Enhanced tourism and environmental awareness and improved resource management practices.

Capacity building workshops and its purpose

The Bushbuckridge capacity building workshop was held on 31 October until 1 November 2013 and it targeted 40

participants from the area. The workshop in uMkhanyakude, in north KwaZulu-Natal took place on 3-4 December 2013 and the Vhembe capacity building workshop was held on 30 and 31 January 2014. All three workshops were well attended and received in each area. The purpose of the workshops were to capacitate the representatives present at the workshops by bringing speakers to present and share information on how as a community they can stimulate growth in uMkhanyakude, Bushbuckridge and Vhembe and also package each area as a rural tourism product that can be sustained by the public sector, SMMEs and the community. Numerous presentations were held and information was distributed in the form of booklets and pamphlets at each workshop. In uMkhanyakude, there were presentations on Community Tourism Organisations, District economic development and growth, Community development initiatives and opportunities as well as CATHSETA tourism business support. In Bushbuckridge the presentation topics included Bushbuckridge Master Plan, Domestic Tourism Growth Strategy, Service Excellence, General management of tourism establishments and SMME support.

The three workshops were intended to address areas of focus such as issues of service excellence, which aims at entrenching a culture of excellent service and also to introduce the norms and standards developed by the South African Bureau of Standards (SABS), SANS 1197.

The workshops are aimed at capacitating the public sector, community representatives and SMMEs within uMkhanyakude, Bushbuckridge and Vhembe areas and also to outline stakeholder's engagements and information sharing initiatives. There was a need to capacitate councillors in tourism related matters and the potential tourism has in employment and poverty alleviation. Councillors would represent their communities

in the workshops as they are the ones who have a better chance of communicating and disseminating the outcomes of the workshop.

Some of the outcomes of the workshops

- Continuous training and workshops should be conducted to encourage stakeholders.
- The stakeholders still have a level of dissatisfaction and doubt on the service rendered to them by government offices. They indicated that the level of assistance received at the tourism information office or government offices is discouraging.
- Lack of consultation with local structures on projects.
- Lack of monitoring of funded projects and involvement of local municipalities.

In uMkhanyakude, there were presentations on community tourism organisations, district economic development and growth, and community development initiatives and opportunities.

- Non-attendance of local municipalities' forums and platforms.
- Roles and responsibilities of certain tourism offices were clarified and advice on how to share and distribute information was given, especially on the issues of business planning and funding.
- The partnership between the provincial and National Department of Tourism at the workshop was significant and added credibility to the workshop.
- Stakeholders are aware of Service Excellence and are beginning to understand it.
- Tourism establishment owners felt that there is still a racial divide in terms of support and cooperation in the sector.
- Lack of infrastructure (especially roads) maintenance has a negative impact on the tourism sector.
- Government does not seem to have deliberate programmes aimed at uplifting,

especially tourism SMMEs owned by the previously disadvantaged.

- Tourism SMMEs appreciated NDT bringing the workshop packed with relevant information, so close to them.
- Local councillors and traditional leaders appreciated being part of the workshops as this broadens their knowledge on tourism and its opportunities.

The objective of the capacity building workshops in uMkhanyakude, Bushbuckridge and Vhembe municipalities were achieved. NDT was thanked for embarking on such fruitful initiatives. For NDT it has been encouraging to work with responsive stakeholders. Tourism is a dynamic industry that is service oriented, which makes it crucial for an active industry participation to

address issues, challenges and to tackle them in unison in order to achieve common goals. This type of platform enables stakeholders to share information, develop skills and educate each other about the realities of the industry and identify remedial measures for the industry. Through the stakeholder engagement process – the workshops – NDT was able to strengthen working relationships with other government structures and the private sector through engagements at different levels. The engagement process encouraged full participation by all those involved to share ownership and feel more responsible for the outcome and sustainability of the development. If stakeholders are involved and share ownership in the process of development they will feel more responsible for the outcome and sustainability of the development.



Journey to Service Excellence: NDT transforming tourism sector through quality service culture

PILANESBURG AIRPORT: J2SE focuses on nominating a small town in the rural tourism nodes and assisting the town to develop a service excellence-orientated culture. (Picture: GCIS)

A 2009 Research on the Current Customer Service Delivery in South Africa revealed inconsistent service levels in the country's tourism value chain, ranging from poor to excellent services. The research also indicated that South Africans are not keen to complain about poor service, leaving service providers unaware that the quality of their services does not meet expected standards. As a remedy, the National Department of Tourism (NDT) developed the National Tourism Service Excellence Strategy in 2011 after consultation with tourism industry stakeholders, with an objective to build a service excellence culture in South Africa's tourism value chain.

The Strategy, which is based on the following five pillars - Research and information; Up-skilling service delivery; Public awareness; Measuring and monitoring service standards; and Consumer feedback systems – will gradually introduce a service-orientated culture and maintain it through various interventions in collaboration with various institutions within the tourism sector.

As part of achieving the vision of the National Tourism Service Excellence Strategy, NDT in partnership with the Service Excellence Forum, developed a campaign called Journey to Service Excellence (J2SE), which will ensure that different tourism related establishments are exposed to standards and practices of Service Excellence. J2SE is in line with Pillar 3 of the Service Excellence Strategy, which is Public Awareness, as its main objective is to create awareness and popularise service excellence. It focuses on nominating a small town in the rural tourism nodes and assisting the town to develop a service excellence-orientated culture. The focus is on organisations and different structures in the town and the campaign is meant to create strong media attention and focus during the activation.

J2SE also seeks to bring together restaurants, accommodation facilities, tourist attractions, police stations, banks, petrol stations, and other establishments, to be informed, trained and also experience the four components of the SANS 1197: 2012, which are: marketing, product quality and development, service

delivery and monitoring, evaluation and sustainable adaptation.

Other objectives of the J2SE are to share information about the Service Excellence Strategy and SANS 1197: 2012; to assist with creating a culture of service excellence in South Africa; to bring partners together under one roof to highlight the fact that service excellence is a cross cutting issue; and gather information and suggestions on how to improve service levels in the country.

The launch of the pilot implementation of J2SE - which was held on 15 November 2013 at the Protea Hotel in Upington - brought together 71 delegates from various tourism value chains in the Northern Cape province. Private and local government sectors dominated the attendance with 22 representatives from each sector, while there were additional 18 representatives from the provincial departments and five from the Association and Public Entity. The pilot launch was a partnership between NDT, the Northern Cape Provincial Government, and the Upington Municipality.



Tourism Bill is close to becoming law

The Tourism Bill will ensure the development and promotion of sustainable tourism in South Africa.

The Tourism Bill is awaiting President Jacob Zuma's signature to become law. The Bill was passed by the National Assembly and the National Council of Provinces (NCOP) on 27 February 2014, following its adoption by the Portfolio Committee on Tourism earlier this year.

"The Tourism Bill ushers in an era of undivided focus into tourism, hence a need to promulgate the new tourism legislation that caters for the new dispensation," said Mr Don Gumede, Chairperson of the Portfolio Committee. The National Development Plan (NDP) envisages that the tourism industry will contribute 225 000 new jobs and contribute R499 billion rand towards the GDP by 2020. A new legislation was therefore needed to ensure that the tourism industry is assisted in achieving the targets set for the sector in the NDP.

The Bill aims 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 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 Portfolio Committee on Tourism conducted public hearings on the Section 76 Bill and then processed it accordingly. The Bill was then debated in the National Assembly on 23 April 2013 and referred it to the National Council of Provinces (NCOP) for concurrence. The NCOP Select Committee on Trade and International Relations had a series of engagements and deliberations on the Bill with

stakeholders in the provinces. On 14 November last year, the NCOP voted in favour of the Bill with amendments. Seven provinces voted in favour of the Bill and the remaining two provinces could not vote due to technical issues in their final mandates but agreed to the Bill in principle. The NCOP then referred the Bill back to the National Assembly (NA). The Portfolio Committee on Tourism reconsidered the Bill on January 28 this year. In reconsidering the Bill, the Portfolio Committee used the following criteria, whether:

- (i) the amendments made by NCOP changed the objectives as adopted by NA;
- (ii) there were additions or omissions to the Bill as adopted by NA and if so whether those were material;
- (iii) any amendments or any change in implementation was envisaged by the NA;
- (iv) there were differences between the different parties or provinces or local governments;
- (v) the Department of Tourism believed there could be impediments as a result of the amendments;
- (vi) Anyone believed the intentions of the NA could be altered as a result of change.

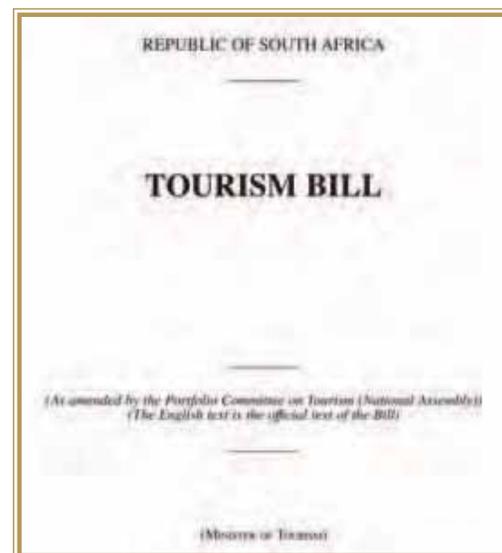
The following amendments were noted by the Portfolio Committee:

- (i) In chapter 1, there was an inclusion of the full definition of a "tourist guide".
- (ii) In clause 45, the designation of a "Tourism Protector" was changed to "Complaints Officer".
- (iii) In clause 50, there was an inclusion of "indigenous knowledge of an area" as a requirement for the registration of a person as a tourist guide.

The Portfolio Committee noted that there were no material changes and differences by the NCOP on the Bill. The Portfolio Committee then unanimously adopted the Tourism Bill and it has been sent to the National Assembly for passing and signing by the President into law. Mr Gumede said: "Tourism in South Africa has until now been regulated by the Tourism Act of 1993. Although effective, this Act fell short of some enabling provisions as it was passed just before the advent of democratic dispensation in 1994. It will be remembered that the tourism industry fell under the former Department of Environmental Affairs and Tourism and thus did not receive adequate attention it deserved." Tourism contributes significantly to the Gross Domestic Product (GDP) of the country and its labour intensiveness, the President established a standalone Tourism Department in 2009.

Source of information:

Parliamentary Communication Services





Twenty years of freedom, Africa's number one sports tourism destination

Sports always promotes unity in South Africa. (Picture: GCIS)

In the past twenty years of democracy and international re-admission for many of South Africa's sporting codes, South Africa has gradually grown to become the continent's number one sports destination. The growth of sports tourism in South Africa received yet another boost when the country recently hosted another

2013 African Nations Cup continental tournament, which was hosted in more than six cities across the country.

During the same period this year, the country also hosted the European tour of the Volvo Golf Championship in Durban, where more than twenty top Golf players from around the world competed over a period of three days. The Hilton Hotel in Durban – which was the official accommodation provider for the Golf event – provided over 500 rooms during the course of the tournament. "Durban boasts an array of spectacular golf courses, world class sporting facilities and tourist amenities and is ideally placed to cater for both the golfing community and the hundreds of spectators," said Jan van der Putten, vice president of operations for Hilton Worldwide. Having already hosted the 2010 Soccer World Cup (where South Africa received a record-breaking 8.1 million visitors), 2003 Cricket World Cup and the 1995 Rugby World Cup, South Africa has gained the reputation as Africa's favourite sporting destination.

pleasure while ensuring the smooth running of the tournament, the city of Cape Town deployed 600 volunteers who served as the public face of the tournament. Member of the mayoral committee for tourism, Grant Pascoe, said the skills the volunteers obtained will help them find permanent jobs in the tourism sector in the long term. The volunteers received daily stipend and liability insurance amongst other benefits. In Polokwane, tourism businesses cashed in on the tourists who stayed in the city to support their teams. The Polokwane



Bafana Bafana playing against Nigeria during the Chan 2014.

continental football tournament – the Orange African Nations Championship (Chan 2014) - which took place from 19 January to 10 February this year. The tournament brought 15 African nations to South Africa, and they were hosted in Cape Town, Polokwane and Mangaung. In exactly the same period in 2013, more than 30 African countries converged in South Africa yet again for the

The arrival of sports tourist brought with it positive economic results to the hosting cities and their citizens. To be able to deal with the number of visitors and make their stay a



Cape Town hosted the Chan 2014 games.



A nation in celebrations. (Picture: GCIS)

Chamber of Business spokesperson, Percy Mongalo, said the city's hospitality industry received a boost during the tournament, "We expected a boost because players and spectators from near and far would need overnight accommodation," Mongalo said.

According to SAInfo, world-class venues, supporting infrastructure, top international events, and the South Africans' passion for sport, combine to make the country a huge drawcard for sports fans. More than 10% of foreign tourists come to South Africa to watch or participate in sporting events, with spectators accounting for 60% to 80% of these arrivals. There are numerous world-class sporting events on South Africa's calendar every year, such as the Cape Argus Cycle Race and the 89 km Comrades Marathon, which all draw participants and spectators from around the world. The Department of Tourism's National Tourism Sector Strategy (NTSS), which was launched in 2011, aims to ensure the tourism sector realises its full potential in terms of job creation, social inclusion, services exports and foreign exchange earnings, fostering a better understanding between peoples and cultures, and green transformation.

Minister of Tourism Marthinus van Schalkwyk,

said government's aim is to increase tourism's contribution to the economy from the 2009 baseline of R189,4 billion (7.9% of GDP), to R499 billion by 2020. Sports Tourism is one of the fastest growing areas of the global travel and tourism industry, and to take advantage of this economic boom, South Africa has started to position itself as a recognized role player.

Ever since the dawn of democracy in 1994, South Africa has become the country with the highest number of inbound tourists in Sub-Saharan Africa.

In October this year, Durban will host the third annual Sports and Events Tourism Exchange (SETE 2014), which aims to outline the implementation of the Sport Tourism Strategy that was adopted in the 2012 conference. The SETE 2014 event will welcome pre-selected high caliber International Hosted Buyers, a larger scope of services and products specifically related to tourism and sport and also expose Africa's finest destinations to the Sporting and Event fraternity. South Africa is indeed Africa's number one sport tourism destination.

Sources of information:

Hilton Hotel Durban; City of Cape Town; Polokwane Chamber of Business; SA Info.



South African football fans celebrating in their national colours. (Picture: GCIS)

Tourism is fulfilling its economic growth objectives



The growth of tourism in South Africa has escalated job creation and resulted in new hotels and new stadiums being built, as international tourists continue to visit the country. (Picture: GCIS)

South Africa's tourism industry is living up to the country's expectations as one of the six core pillars of economic growth mentioned in the government's New Growth Path Framework, along with agriculture, manufacturing, mining, infrastructure, and green economy. Reports from Statistics South Africa and the Department of Trade and Industry continue to prove that the tourism sector is growing and has contributed to new jobs in recent years. The New Growth Path Framework recognises tourism as a sector capable of creating economic growth through industrial success and job creation. In addition, the Tourism Industrial Action Plan 2 (IPAP2) identified the sector as one of the areas expected to contribute to the development of rural areas and the heritage and culture industries, amongst others. The IPAP2 seeks to strengthen measures to expand the tourism infrastructure and services, promote targeted marketing campaigns, manage costs, quality assurance and logistics, improve training and

identity employment and entrepreneurial opportunities for the youth. In fulfilment of these economic strategic goals, the local tourism sector is proving to be a success.

Ever since the dawn of democracy in 1994, South Africa has become the country with the highest number of inbound tourists in Sub-Saharan Africa. From the early years of a depressed tourism sector with negative outlook, South Africa's tourism sector has seen remarkable growth to new proportions, which has placed the country as a preferred location for hosting global entertainment and sporting events. "South Africa's hosting of global events, such as the 2010 FIFA World Cup, has provided the country with a platform to showcase its tourism offering," said Michelle de Witt of Howarth HTL. The local tourism sector is also starting to see the benefits of the country's inclusion in Brics (Brazil, Russia, India, China and South Africa) group, which happened in 2010. In September 2012, the South African Reserve Bank reported that travel receipts had increased by R5 billion in the second quarter of that year.

In January this year, Cape Town was voted by the UK's Guardian newspaper and the US' New York Times as the top holiday destination for 2014. The New York Times article "52 Places to go in 2014" noted former president Nelson Mandela's association with the city, its rich history, and the fact that it was chosen as this year's World Design Capital. Also in January this year, the Table Mountain Cableway received its 23rd million visitor after 85 years of business. Elsewhere, the city of Durban raked in R25 billion from more than 400 000 tourists who visited the town during the 2013 – 2014 festive season. According to

the World Trade and Tourism Council, South Africa's travel and tourism sector is estimated to have contributed approximately R102 billion (\$10.4 billion) to the country's economy and directly supported an estimated 620 000 jobs in 2012, which is a direct fulfillment of government's confidence in the sector as a potential job creating market.

Minister of Tourism, Marthinus van Schalkwyk, said tourism was made one of the six core pillars of economic growth because government has a positive vision about the sector, "This collective vision, namely, to make South Africa one of the top 20 global tourism destination by 2020, will carry the tourism sector into the future. It aims to inspire and accelerate the responsible growth of tourism for the next ten years," he said in 2013. The Minister said the strategy is premised on three themes, which define the new way of doing things for our sector. "These themes are to grow the tourism economy, to enhance visitor experiences, and to strive for sustainability and good governance," he said. In 2009, tourism's overall contribution to the country's Growth Domestic Product (GDP) was R210 billion (8,7%). The World Travel and Tourism Council reported that in addition to the increasing contribution to the country's GDP, there has also been a 6% increase in total employment in the tourism sector since 2007. For 2008, total employment in tourism stood at approximately one million, with 438 500 being direct jobs.

Sources of information:

Department of Trade and Industry; Statistics South Africa; Howarth HTL; World Trade and Tourism Council.



Minister of Tourism, Marthinus van Schalkwyk (Right) said the key to creating economic vibrancy and resilience is working together to develop tourism industries that have the potential to contribute meaningfully to job creation.

Minister van Schalkwyk opens Tourism office in West Africa

Minister of Tourism Marthinus van Schalkwyk.



Minister of Tourism, Marthinus van Schalkwyk, accompanied by Nigeria's Tourism, Culture and National Orientation Minister, Chief Edem Duke, officially opened the very first South African Tourism regional marketing office on the African continent in Lagos, Nigeria last month. Addressing the West African travel trade and guests in attendance, Minister van Schalkwyk said: "On behalf of my fellow South Africans here with me, I wish to express my heartfelt gratitude for the very warm reception afforded to us since our arrival in this beautiful and vibrant city of Lagos.

"We are here to officially open the first South African Tourism regional marketing office on the continent. It's a momentous occasion for us. South African Tourism's new home in Lagos demonstrates and confirms the resolve between our two countries to strengthen our relations for the mutual benefit of our peoples and, indeed, the long-term gain of the African continent," the Minister said, and further added that South Africa's presence in West Africa serves to confirm the country's support for increased economic co-operation between the southern Africa and western Africa regions. "As a nation, we see the special and longstanding relationship between Nigeria and South Africa as pivotal towards building an Africa that is economically vibrant and resilient. Key to creating economic vibrancy

and resilience is working together to develop tourism industries that have the potential to contribute meaningfully to GDPs and to job creation on the African continent. Tourism is certainly one such industry. Investing in our tourism network on the continent is not only indicative of our commitment to African co-operation; it makes business sense, too".

The Minister said growth in African arrivals has been driving the growth of the continent's tourism industry for many years. "Growth in African arrivals is what shielded our tourism industry from the worst of the recent economic downturn and is what we believe is going to keep our continent's tourism industry on a sustainable growth path going forward. This office will serve as a tourism hub from which we will look to grow our presence in West Africa. Yes, we mark an important milestone here today, but it is exactly this, a milestone, along a road we have long been walking with the travel trade of this region. During this time we've invested heavily in understanding the needs of the West African traveler so as to ensure that your holiday experience is as rewarding or memorable to you as it is to us".

South African tourism has experienced positive growth figures out of West Africa in recent years. A total of 73 282 Nigerian tourists visited South Africa last year, representing a 13.8% increase from 2011.

At the end of June 2013 that figure had grown to 15.9%. Likewise, the number of tourists from Ghana to South Africa grew by 23.8% in 2012 with South Africa welcoming 22,953 Ghanaians. By mid 2013, arrivals from Ghana increased by 27.3%. "It is our intention to continue to grow arrivals from the west African region to South Africa and as such, we are truly overjoyed today to take our place here as part of the larger regional travel community. Global interest in visiting Africa is at an all-time high; and it is also our intention to do our bit to convert this interest into increased arrivals across the continent. South African Tourism has thus officially extended an invitation to the rest of Africa to showcase the continent by exhibiting together at the annual Tourism Indaba taking place from the 10th to the 12th May in Durban this year" Minister van Schalkwyk added.

Arrivals in South Africa from the continent grew by 4.8% in 2013. Land markets grew by 4.4% in the first six months of 2013 whilst air markets grew by 11.4%. Tourism's contribution to the South African economy remains a key driver of growth and employment. Tourism injected R35.3 billion into the economy from January to June 2013. Compared to other economic sectors, this was more than the R32.6 billion that gold exports contributed during the same period.



Combating human trafficking within tourism

The tourism sector is putting up measures to curb international human trafficking through tourism establishments. At a meeting held in April 2012 between the United Nations Office on Drugs and Crime (UNODC) and the United Nations World Tourism Organisation (UNWTO) - which explored the subject of "Human Trafficking in the Context of Tourism" – it was agreed that while victims of human trafficking are most often enslaved for sexual purposes, there are also those found working in the kitchens of restaurants, or cleaning guesthouses. The South African Bill on the Prevention and Combating of Trafficking in Persons, describes trafficking in persons as the delivery, recruitment, transportation, transferring, harbouring, or selling of another person within or across the borders of the Republic. It has been discovered that some of these activities happen within the tourism sector through the use of tourism infrastructure.

UNWTO Secretary-General, Mr Taleb Rifai said it is appalling to see tourism infrastructure being used by traffickers to victimise the vulnerable. "Our sector is firmly committed to reclaim this same infrastructure and use it to raise awareness in the fight against

trafficking." The signing of the Prevention and Combating of Trafficking in Persons Bill in South Africa in 2013 has been regarded as a huge step in addressing human trafficking. Many countries around the world are already in the forefront of fighting and combating the effects human trafficking has in the tourism sector. The Ministry of Tourism in India, the UNODC, the private sector and the Save the Children have jointly developed and adopted a national Code of Conduct for Safe and Honourable Tourism. The World Tourism Network on Child Protection convened for its 28th meeting in March 2013 with a view towards exchanging information, experiences and best practices in the protection of children in tourism. The Network operates as a global platform of the sector's key-players, drawing together governments, the tourism industry, international organisations, non-governmental organisations and media associations in the fight against human trafficking. The Centre for International Policy's Global Financial Integrity Programme estimated last year that global human trafficking accounted for R230 million of illicit trade, only one third behind drugs and counterfeit goods.

The signing into law of the Prevention and Combating of Trafficking in Persons, has

given the country for the first time, a statute dealing specifically with human trafficking. It carries a maximum penalty of R100 million or life imprisonment, or both, if convicted. South Africa is a signatory to the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children. As a signatory, South Africa is required to address human trafficking as a crime and make it punishable by law.

Sources of information:

United Nations World Tourism Organisation; United Nations Office on Drugs and Crime; World Tourism Network on Child Protection.



In 2013, South Africa passed the Bill for the Prevention and Combating of Trafficking in Persons.



Department of Tourism pilots a Food Safety Programme

Food safety is a priority



A large significant part of the tourism value chain is comprised of the hospitality sector, which broadly provides services that includes lodging, restaurants, events, etc. The sector also includes major industry segments such as hotels and guest houses. A large part of the service offerings of these segments is the provision of food and beverages at varying scales. Food not produced and prepared in the right manner can transmit diseases from one person to the other, as well as serve as a growth medium for bacteria that can cause food poisoning. It is for these reasons that the National Department of Tourism (NDT) has identified a gap in the hospitality sector for food safety capacity building. The need to ensure food safety standards across South Africa's hospitality sector was also identified during the planning stages of the 2010 Soccer World Cup.

Food safety is a scientific discipline aimed at handling, preparing, and storing food in ways that prevent food borne illnesses. This includes a number of precautions and routines that should be followed to avoid potentially severe health hazards. According to NDT's 2013/14 Business Plan, provision has been made for capacity building of 100 Further Education and Training (FET) college students on food safety.

For the pilot phase, students have been recruited from the prioritised three provinces, namely Mpumalanga, KwaZulu-Natal (KZN) and Limpopo. Through the Food Safety Apprenticeship Programme, 100 graduates from FET colleges will be placed at hotels for ten months as Food Safety Assurers. During that time graduates will assess and monitor food safety issues in their respective hospitality establishments, and NDT and the Federated Hospitality Association of Southern Africa (FEDHASA) will pay them a stipend.

Through the Food Safety Apprenticeship Programme, 100 graduates from FET colleges will be placed at hotels for ten months as Food Safety Assurers

Each of the students shall be assigned a mentor that shall guide them through the placement period. On completion of the programme, it is NDT's expectation that the students will have an opportunity to be permanently employed within the establishments where they were placed, or will qualify for employment in other

establishments. NDT has formed a partnership with FEDHASA to embark on this programme to address youth unemployment and position South Africa as one of the top food safe destinations in the world. NDT has committed a seed funding to this project and FEDHASA through its establishments, will provide space for the learning opportunity.

Recruitment

The 100 students will be divided amongst the provinces as follows, KZN (40), Mpumalanga (30) and Limpopo (30). A vigorous recruitment and selection process took place in all provinces over a period of three days to ensure that the selected persons meet the grades for the placement. FEDHASA is taking responsibility in ensuring that all those selected will be placed in establishments. A Project Advisory Committee has been set up to ensure proper reporting and monitoring of the project. The committee will convene on a quarterly basis and is comprised of NDT, FEDHASA and representatives from the three participating provinces. The success of this pilot project will influence the decision of NDT to expand the Food Safety Programme to other provinces in future.



Tourism benefits from Madiba legacy

Nelson Mandela's statue - Union Buildings, Pretoria. (Picture: NDT)

Nelson Mandela's legacy continues to put South Africa in a positive light, even after the former statesman's passing away. Tourism is one of the sectors that are largely benefiting from Mandela's legacy and popularity as his death spurred renewed interest in South Africa from around the world. Since the death of Mandela, heritage sites associated with his legacy have received increased numbers of interested visitors from local and abroad. In December last year, the *New Age* newspaper reported that visits to the Nelson Mandela Museum in Qunu village in the Eastern Cape, have spiked and that unofficial Mandela locations, such as the sliding stone in Qunu, where Mandela used to play as a young boy, had suddenly become extremely popular following his death as international visitors flocked there. Fumanekile Wisani, spokesperson for the Museum, said the museum usually receives about 100 visitors a day, but since Mandela's death, the daily number had doubled daily.

In Pretoria, President Jacob Zuma unveiled the statue of Mandela at the Union Buildings in December, and since then, local and international visitors have visited the site each day. Many visitors are known to have travelled from overseas solely for Mandela. The Nelson

Mandela Museum said the number of tour groups they usually received on a daily basis, doubled shortly after the passing of Mandela as visitors arrive to learn about his childhood and early life. The Museum operates in the authentic landscape of Mandela's growth, with sites in Mthatha and Qunu. The Museum's Footprints Trail extends from its physical facilities, through the schools and churches once attended by Mr Mandela, through the playground of his childhood, through the villages that nurtured him, to the towns and cities beyond.

"The entire Mthatha area is hallowed ground anointed by the presence of uTata. It was in these hills and valleys, these villages, where the long walk began. It was this environment, these hills and rondavels and traditions and customs that honed his regal Abathembu bearing, his understanding of leadership and his love of this land and its people," said the Museum's Chief Executive Officer (CEO), Mr Bayanda Nyengule. The Museum offers visitors an inspiring journey through the life of the man who the world has come to admire for his role in forging a new democratic South Africa. Mandela had insisted that the museum should not be a tribute dedicated to him, but should rather serve as a catalyst for the upliftment and development of the local community.

CEO of SA Tourism, Mr Thulani Nzima, said that Nelson Mandela single-handedly put the country on the international map, "Travel anywhere and say you are from South Africa and without a doubt the first word people will utter is 'Mandela,'" chief he said. "This is because he is not only a hero for all South Africans, forever changing the course of our combined history, but also because his incredible leadership ability, compassion, and vision made him a hero for the whole world, earning him iconic status in every country on earth." Nzima added.

According to SA News, three historical sites form part of the project that is the culmination of an idea born in 1996. The sites are at Mvezo, near Coffee Bay, where Mandela was born, the village of Qunu about 30 Km outside Umtata and the Bunga Building on Nelson Mandela Drive in central Mthatha, where the story of the life and times of one of South Africa's greatest leaders is depicted. Mandela died as the nation he led to freedom, prepared to enter its 20th year of democracy.

Sources of information:

Nelson Mandela Museum; SA Tourism; SA News; New Age Newspaper.



Tourists visiting the Mandela sliding stone in the Eastern Cape.



Promoting gender equality in tourism businesses

Lindiwe Sangweni-Soddi is the founder and manager of the Soweto Hotel.

The International Labour Organisation (ILO) estimates that women entrepreneurs now account for a quarter to a third of all businesses in the formal economy worldwide. Women in tourism businesses are however disproportionately represented in lower skills and lower paid jobs, notably housekeeping and some contact areas. Men are usually employed as bartenders, porters, gardeners and maintenance, and tend to earn more for work of equal value. Informal work is quite common in this sector, especially for female workers. The organisation further adds that many tourism companies are small and family enterprises, so the line separating paid and unpaid work for women is often unclear. This statement is echoed in a report released by the business environment specialist, the SPB. The report titled, *Understanding Women Entrepreneurs*, released in 2013, states that while the numbers of women entrepreneurs have risen rapidly in recent years, their businesses tend to be concentrated in specific sectors such as retail and services. The report also reveals that firms owned by women in the manufacturing and tourism sectors employ considerably fewer people than their male counterparts.

In July 2013, a new women's network called *Equality in Tourism* - dedicated to ensuring that women have an equal voice in tourism and equal share in its benefits - was launched. A report titled *Sun, Sand and Ceilings: Women in the Boardroom* was released to coincide with the launch. The report revealed that although women make up the majority of the tourism workforce in most countries, they are still underrepresented at executive levels of large tourism establishments. *Equality in Tourism* believes that questions of gender discrimination have been largely omitted from the theory and practice of tourism and that greater gender equality is an essential component of a thriving and sustainable tourism industry.

South Africa has taken a few but noticeable strides in ensuring gender equality in the tourism business and the sector as whole. South African Tourism (SAT) established an organisation called the National Convention Bureau (NCB), which is headed by Ms Amanda Kotze-Nhlapo. Established in November 2011, the NCB is expected to add considerable value to the country's business tourism industry sector in general. Another woman who is making a difference

in the tourism industry, is Ms Nyeleti Mushwana, who is also the first black woman to own a hotel in Tzaneen, Limpopo, which employs more than 130 staff members. Mushwana won the Shoprite Checkers Women of the Year Award and the National Emerging Tourism Entrepreneurship of the Year Award (ETEYA) 2012 and 2004 respectively.

SAT recognised the business skill of another woman, Ms Khanyi Dhlomo, when they appointed her to head SAT offices in Paris, France. She was tasked with marketing and selling South Africa at a time when the country was still finding its feet as democratic state. Making serious inroads in the hospitality sector is another woman - Lindiwe Sangweni-Siddo - who provides the operational and management functions at The Soweto Hotel and Conference Centre. As the General Manager of the hotel, Lindiwe offers an expansive knowledge of the hospitality industry spanning 20 years and has been a senior manager and general manager for major international hotel groups prior to leading the development and operational activities of The Soweto Hotel & Conference Centre.

UPCOMING TOURISM EVENTS

| Date | Event | Province/Location |
|------------|----------------------------------|--------------------------|
| 05 March | International Tourism Bourse | Berlin, Germany |
| 09 March | Afrenco Tourism Exchange Expo | Soweto, Gauteng Province |
| 13 March | Tourism Research Seminar | Gauteng Province |
| 31 March | Annual Ubuntu Tourism Awards | New York, USA |
| 28 April | Africa Travel Week | Cape Town, Western Cape |
| 10 May | Tourism Indaba | Durban, KwaZulu-Natal |
| 22 October | Sports & Events Tourism Exchange | Durban, KwaZulu-Natal |

Bavianskloof Mountains.

PHYSICAL ADDRESS

17 Trevenna Street
Tourism House
Sunnyside
Pretoria, 0002

POSTAL ADDRESS

Private Bag X424
Pretoria, 0001

CONTACT INFORMATION

Call Centre : +27 (0) 860 121 929
Call Centre E-mail : callcentre@tourism.gov.za
Switch Board Number : +27 (0) 12 444 6000
Switch Board Fax : +27 (0) 12 444 7000

