

Bojanala

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

EDITION

July
August
September

2014

2

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- Minister Derek Hanekom shares his vision
- Tourism Act paves the way for promotion of responsible tourism
- Reflecting on the past 20 years of tourism growth



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Vision

A catalyst for tourism growth and development in South Africa.

Mission

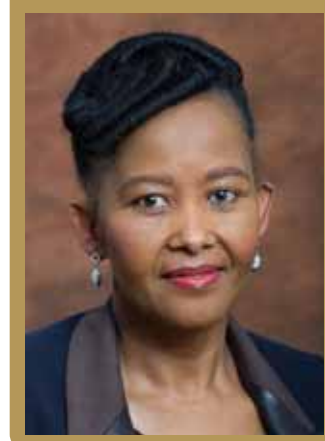
As a strategy focused department, we are committed to creating a conducive environment for growing and developing tourism through:-

- Innovation;
- Strategic partnerships and collaboration;
- Providing information and knowledge management services; and
- Strengthening institutional capacity.

MINISTRY



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Mr Derek Hanekom



Deputy Minister of Tourism
Ms Tokozile Xasa

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ABOUT THE COVER



Minister Derek Hanekom is the new Minister of Tourism who brings extensive government and leadership experience to the department. He shares his vision with us in this edition.

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LETTER FROM THE EDITOR

Welcome to our first edition of the new government administration. This time of the year marks several milestones for the Department of Tourism. At present the department is working under the new leadership of Minister Derek Hanekom, it is marking five years as a standalone organisation since its separation from the former Department of Environmental Affairs and Tourism and along with the rest of government, we are celebrating and observing 20 years of freedom in South Africa.

In this edition, we give an overview of the growth and development of the tourism sector over the past 20 years, courtesy of a special report compiled by our Policy and Knowledge Services branch in the department. The report is an excellent piece of work that gives insight into the spectacular growth of the tourism sector – from a small industry benefiting only the privileged few in 1994 to a multi-million sector that is contributing immensely to job creation and economic growth in the country. Minister Derek Hanekom took over the reins last month and has immediately welcomed the challenge of continuing the work to ensure consistent growth of the sector. The

Minister has identified transformation in the sector, and economic development as the two priority areas where more effort should be applied.

We extend our warm welcome to Minister Hanekom to the tourism portfolio, and also take this opportunity to wish former Minister Marthinus van Schalkwyk well in his future endeavours.

“The vision of the NTSE is to build a service excellence culture in the tourism value chain in South Africa”.

The department has piloted the Journey to Service Excellence (J2SE) campaign in the Northern Cape Province since last year, and this year during Tourism Month the process will culminate in an official launch of the national campaign. This will be in fulfilment of the objectives of the 2011 National Tourism Service Excellence Strategy, which was developed in consultation with industry wide stakeholders. The processes were informed by the outcomes of an extensive research done by Disney Institute as well as recommendations

made by all nine provinces consulted on the content of the National Tourism Service Excellency.

The vision of the National Tourism Service Excellency is to build a service excellence culture in the tourism value chain in South Africa. This is just one of the main interventions government has applied in the effective development and transformation of the tourism sector. This effective development was confirmed in May by a recent statistical report by Statistics South Africa (StatsSA), which indicates that international arrivals to South Africa reached its highest levels ever, namely 14 860 216 in 2013. South Africa welcomed a total of 9 616 964 tourists in 2013, up from the 9 188 368 tourists that visited South Africa in 2012. We look forward to more positive milestones in the tourism sector in the next five years.

EDITOR



Minister of Tourism, Derek Hanekom

Minister Derek Hanekom shares his vision

Tourism is a sector that already contributes significantly to economic growth, development and job creation. It is one of the world's largest and fastest growing industries and it is one of the core pillars for inclusive economic growth in South Africa. Due to a value chain that cascades deep into our national economy and virtually every community, travel and tourism holds vast potential to make an even greater contribution to sustainable, more rapid and shared growth.

This year, South Africa celebrates twenty years of democracy. As much as we take stock and celebrate, we are also putting in place strategies and plans for the next two decades. We have experienced 300% growth in international arrivals in 20 years. This is no mean feat! Indeed, South Africa has changed profoundly in the past two decades. Looking to the future, and working with our private sector partners, we will continue to position and energise our destination by diversifying the supply side, by improving the experiences at the heart of our offering, and by creating heartfelt connections with domestic and international tourists alike. Our scenic beauty, the activities undertaken by

tourists and our warm and welcoming people are all at the heart of this brand promise.

We measure success not only in visitor numbers, but in the experiences we create, the new opportunities we create for meaningful employment and growth, and the understanding that is fostered between people from different backgrounds and different corners of the world. By building South Africa into one of the top tourism destinations in the world, we will be contributing to one of the greatest economic, developmental and social success stories ever.

Profile of Minister Derek Hanekom

Mr Derek Hanekom was appointed as the Minister of Tourism in the South African Government on 26 May 2014, after serving as the Minister of Science and Technology since October 2012. He was appointed Minister of Agriculture and Land Affairs from 1994-1999, piloting various reform bills through Parliament, which aimed to redress the injustices and inequities caused by apartheid laws and the 1913 Land Act. Much of the South African

land reform legislation was initiated, drafted and enacted during his term. This legislation laid the foundation for land reform in the post-apartheid era.

During the period 1999-2004 he served as a Member of Parliament on various Parliamentary Committees until his appointment as the Deputy Minister of Science and Technology in April 2004. During October 2012 he was promoted to Minister of Science and Technology where he served his term until 25 May 2014. Minister Hanekom was born in Cape Town, South Africa on 13 January 1953. He did his schooling in Cape Town and matriculated from Jan van Riebeeck Secondary school in 1970.

Minister Hanekom is a member of the ANC's

- National Executive Committee since 1994;
- National Working Committee;
- Chairperson of the National Disciplinary Committee; and
- NEC Convener of the Western Cape.

He also serves as the Deputy Chairperson of the Board of the Ahmed Kathrada Foundation.

African Tourism Ministers gearing to create Tourism Brand Africa



Chairperson of the AUC,
Dr. Nkosazana Dlamini-Zuma

In the inaugural Ministerial Session at the 2014 Tourism Indaba hosted in Durban, the African Union Commission (AUC) and Tourism Ministers from various African countries committed to the African Agenda 2063, which aims to create "Tourism Brand Africa", in order to make the continent a preferred tourism destination of choice.

Chairperson of the AUC, Dr. Nkosazana Dlamini-Zuma – who delivered the key note address at the Ministerial Session – said the AUC has prioritised tourism among the socio-economic sectors in defining the targets and strategies for the Africa Agenda 2063. "AUC acknowledges the potential and contribution that tourism could make in improving the economic and social status of Africans," she said.

African Tourism Ministers were invited to the Indaba 2014 Inaugural Ministerial Session, which was held on 09 May.

Fourteen African Tourism Ministers attended the Ministerial Session, which was a platform for the Ministers to discuss and debate the current state of Tourism in Africa, and collectively devise solutions to the existing barriers, whilst charting a path towards progressive growth of the sector in the continent. The panel debated issues relating to airlift in Africa; improving intra-African travel; Visa and travel facilitation as well as travel advisories.

Dr. Dlamini-Zuma, said she was excited when she heard that South Africa decided to extend the Tourism Indaba to the rest of the continent. She said that Africa needs to focus on joint marketing of tourism attractions across the borders. She also pointed out the importance of developing the domestic African tourism market and tourism infrastructure. The Annual Tourism Indaba, a three day travel and trade show that has been in existence since 1984 has continued to attract large numbers of delegates, international buyers, exhibitors, international and local media.

Until recently, only Southern African Development Community (SADC)

countries exhibited at Indaba. In his welcoming address, former Minister of Tourism Marthinus van Schalkwyk, stated that the Indaba is a suitable platform to take full advantage of showcasing the continent and demonstrating solidarity in the tourism sector. Indaba is poised to become a pan-African trade show that will contribute to the continent's attractiveness as a preferred tourist destination.

Dr. Dlamini-Zuma reassured Tourism Ministers about the commitment of the AUC in working with and strengthening Regional Economic Communities, and working with the United Nations World Tourism Organization (UNWTO) in ensuring that the tourism sector makes the expected contribution to the aspirations of Africa and its people, as enshrined in the African Agenda 2063. The Ministers also discussed the critical role of Heads of States in prioritising and supporting the Tourism sector. Lack of consideration of tourism benefits and coordination between the tourism and aviation sectors, producing sub-optimal air transport and tourism policies, infrastructure limitation, unsuitable taxation and restrictive visa policies, were identified as the main factors hampering the development of tourism in Africa.



20 years of changing lives: Tourism Enterprise Partnership celebrates success stories

Since 2000, TEP has developed skills for 26 460 young people in the tourism sector

The dawn of April 1994 saw Sertorio Mshothola in exile in Mozambique lecturing and consulting. Today Sertorio is the proud owner of Ntwanano Tours and Travel based in White River, Mpumalanga. Thanks to funding from government and the private sector, made available for enterprise development through the Tourism Enterprise Partnership (TEP), Sertorio says that his company's turnover has doubled since 2005 and the increased and continued exposure has made his business a known and respected local and international brand.

Sertorio's story on the impact of freedom, government initiatives and economic development on the people of South Africa, and many others just like his, are the stories that TEP is celebrating during South Africa's 20 years of freedom. TEP selected 20 tourism small businesses and 20 key milestones in the organisation's 13 years of existence, to demonstrate its impact on job creation, skills development, broadened ownership by historically disadvantaged groups, and empowerment of youth, women and rural businesses.

Since its establishment in 2000, TEP has granted funding assistance to over 6 500 projects, developed skills for 26 462 individuals in the tourism sector, mentored 476 enterprises to accelerate growth, and provided just under 4 000 with market access assistance. This has led to over 75 000 job opportunities and R6,4 billion in increased revenue being facilitated. TEP is proud to say that it has achieved 13 years of unqualified audit reports on its financials by Pricewaterhouse Coopers (currently) and its target delivery by SizweNtsalubaGobodo. Strong performance like this demonstrates the benefits of a solid partnership between Government (Department of Tourism) and the private sector (Business Trust and others).

Former Minister of Tourism Marthinus van Schalkwyk, said TEP was a key implementing partner in ensuring to achieve the planned growth and sustainability for micro, small and medium tourism businesses. TEP's Chief Executive Dr. Salifou Siddo, believes that for enterprise development programmes such as TEP to continue delivering exceptional

results, increased funding and stronger partnerships between the public and private sectors are critical. "TEP believes that tourism is about job creation and therefore changing the lives of fellow South Africans, and uplifting the communities in which we live," he said. "We look forward to continuing our work together and as we celebrate 20 years of freedom and 20 years of tourism, we also lay the foundation for another 20 years of growth and development opportunities," Siddo added.

A non-profit company, TEP is one of the longest standing and most successful public private partnerships in South Africa. Initiated in July 2000, TEP's core focus is on enterprise development with key strategic objectives of job creation, sustainability, and transformation. TEP is funded by both, the government through the Department of Tourism, and the private sector through the Business Trust and other corporate companies.

To obtain a copy of the TEP booklet detailing the top twenty, visit www.tep.co.za

Tourism Act paves the way for the development and promotion of responsible tourism

Responsible tourism includes preservation and protection of natural environments



The Tourism Act No. 3 of 2014 came into operation on 16 June 2014. The framework for the majority of the regulations and notices, like the National Tourism Sector Strategy (NTSS), which will be adopted to form part of the Act is already in place. The Act provides for sufficient transitional measures and as such, there will be no vacuum with regards to transitioning from the Act of 1993 to the 2014 one.

On 4 April 2014 President Jacob Zuma assented the Tourism Bill into Tourism Act 2014 (Act No. 3 of 2014), and the Act was gazetted on 7 April 2014. The proclamation has been signed to bring provisions of the Act into operations, according to section 54 of the same Act. The new Act paves the way for the Department of Tourism to develop and promote responsible tourism for the benefit of South Africa and for the enjoyment of all its citizens and foreign visitors.

The Act will also enable the effective domestic and international marketing

of South Africa as a tourist destination; promote quality tourism products and services; ensure growth and development of the tourism sector; and enhance cooperation, and coordination between all spheres of government in developing and managing tourism.

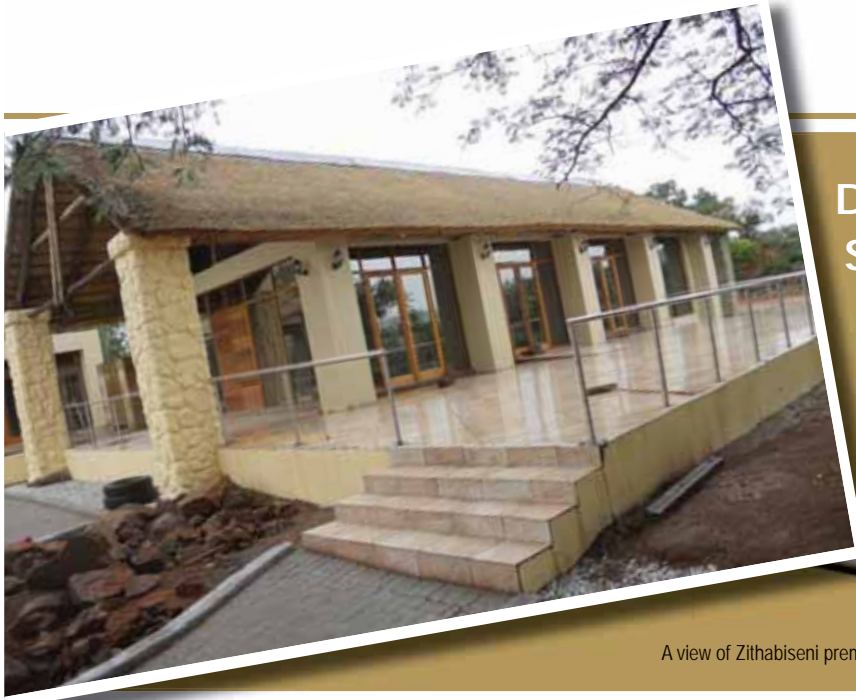
The proclamation has been signed to bring provisions of the Act into operations, according to section 54 of the same Act.

The Tourism Draft Bill was first introduced by the Minister of Tourism to Parliament on 5 July 2012 in terms of Joint Rule 159. The Bill was debated in the National Assembly and the National Council of Provinces (NCOP), and was passed by the National Assembly on 27 February 2014.

Tourism Act 2014 (Act No. 3 of 2014) also promotes the recognition of tourism as one of six core economic drivers in the country's New Growth Path.

The overarching aim of the Tourism Act is to provide for the development and promotion of responsible tourism for the social, economic and environmental benefit of South African citizens. The Act embraces the NTSS as part of the legislative framework for the management and development of tourism.

Amongst other benefits, the new Act will enable a legal framework for the development and management of tourism; promote quality tourism products and services; introduce the designation of a Tourism Complaints Officer and a complaints management mechanism.



A view of Zithabiseni premises from the outside

Department of Tourism's SRI projects help in community-based job creation

The Department of Tourism is funding and managing the implementation of tourism infrastructure and training projects through its Expanded Public Works Programme (EPWP), called the Social Responsibility Implementation (SRI) programme. EPWP funding, which is allocated by National Treasury, is exclusively appropriated for job creation and has conditions and requirements to be complied with. The purpose of the SRI programme is poverty alleviation and job creation at community level through tourism development. The following are some of the active SRI projects that the department has successfully implemented for the benefit of local communities. These projects are in the Eastern Cape, Mpumalanga, Free State and Western Cape Provinces, but the department has also implemented projects in all other provinces.

Project: Mthatha Airport Information Centre, Eastern Cape

This is the construction of a visitors' Information Centre in Mthatha for the King Sabata Dalindyebo Local Municipality. The centre comprises of a reception/information centre, dining area/coffee shop, kitchen, toilets, exhibition area,

visitors' lounge, booking centre, general support office, and a Call Centre.

Project: Zithabiseni, Mpumalanga

The work done in this project includes renovation of 80 chalets; kitchen; and the dining hall, as well as construction of a new office building; new blution facilities at the entrance; and a new reception area. There were also the paving of walkways; drilling of boreholes; upgrading of a 7km access road; replacement of kitchen machinery, and furniture installation in chalets and other new buildings. A total of 127 job opportunities were created during the work, and 92 830 training days achieved. The facility is currently managed by the Provincial Department of Economic Development and Tourism, but in the process of being transferred to the Mpumalanga Tourism and Parks Agency. There are 119 people permanently employed by the resort.

Project: Witsieshoek Mountain Lodge, Free State

Total upgrades of the Witsieshoek hotel and sewer treatment plant were successfully completed. The old buildings were also demolished and four medium size chalets upgraded. One manager's house was constructed. Two sentinel buildings, a central heating system, staff accommodation, a gate house and all electrical wiring in the building were upgraded. A total of 16 people have been permanently employed. The Transfrontier Parks Destination (TFPD) is operating the facility on behalf of the Batlokwa traditional council and although the project is 80% complete, it has almost 90% occupancy rate whilst implementation is in progress. Local businesses such as women's cooperatives, are already benefiting from the project.

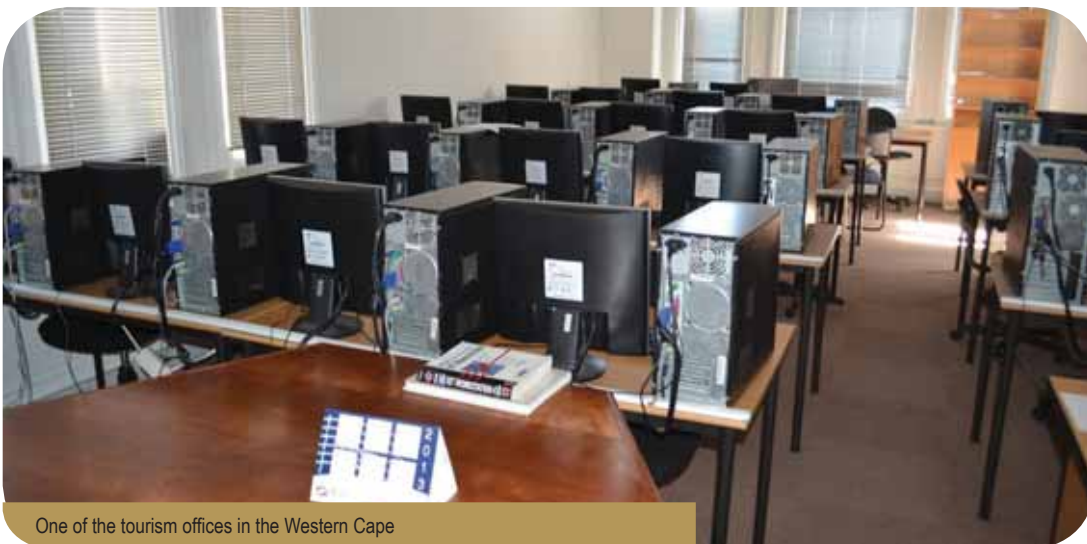
(Phase 2), Western Cape

The main tourism office was upgraded and refurbished, while two satellite tourism offices were constructed in Pacaltsdorp and Thembalethu with landscaping, fencing, and paving. Required site works were done at both sites. The three tourism offices have been equipped with tourism IT infrastructure and development of a Township Tourism Trail in the George area. Two permanent staff members have been employed, one at Pacaltsdorp and the other at Thembalethu. The facilities are mainly used by tourists, students and the local community. The Thembalethu Information Centre was built in a township and has kick-started tourism development in that area. The buildings are of an incredibly high standard and the work is of excellent quality.

Project: George Tourism Information Centre



George Tourism Information Centre



One of the tourism offices in the Western Cape



Reflecting on the past 20 years of tourism growth

"Coming a long way," the tourism sector in South Africa has come a long way over the past 20 years of freedom
(Image: South African Tourism)

*Article By Bernhard Meyer,
Chief Director: Research and
Knowledge Management,
Department of Tourism*

The previous edition of Bojanala reported on South Africa's dramatic tourism growth performance since the country's first democratic elections in 1994. Over this period, the country's tourism sector has evolved from a relatively small and exclusive safari holiday destination for an elite international and domestic market, to a dynamic and modern destination with a competitive and diverse tourism offering for a broader global and domestic market.

In line with the growth and development of the tourism sector over the past two decades, the structures in which the private sector was organised as well as the role of government transformed dramatically. The private sector saw a significant change with a highly fragmented industry that became more coordinated and structured through specific sub-sector associations and more unified through the establishment of the Tourism Business Council of South Africa (TBCSA) in 1996. From a government perspective, the tourism function, which at the time comprised

two staff members in the Department of Trade and Industry moved to the then Department of Environmental Affairs and Tourism (DEAT).

The sector also emerged as an important economic sector for the country through its contributions to foreign exchange earnings, Gross Domestic Product (GDP) growth and job creation.

Over the past 20 years, the industry liaison role played in 1994 by a relatively under-resourced Tourism Directorate in the DEAT developed into the progressive and multi-disciplinary Department of Tourism that exists today. During the same period the former SATOUR (government's promotion arm), was reconfigured to form South African Tourism (SAT), as one of the world's foremost Destination Marketing Organisations (DMO).

From a legislative perspective, the promulgation of the Tourism Act of 1993, (Act No. 72 of 1993) paved the way for a new approach in policy direction for the tourism sector as it repealed a total of five previous tourism related laws (and their amendments)

dating back to 1947. Amongst others, the 1993 Act made provision for the establishment and functioning of the South African Tourism Board (known as SATOUR at the time), the introduction of measures to maintain and enhance the standards of tourism products and services, as well as the registration and regulation of tourist guides.

With the future promise that came with the advent of a new government after the first democratic elections in 1994 also came a period of change and adaptation. The Reconstruction and Development Plan (RDP) provided a new policy direction to rebuild South Africa. In terms of Tourism, the RDP acknowledged the sector's ability to generate foreign exchange earnings and to improve the socio-economic situation for rural communities.

In recognising the importance of tourism, the tourism function in the DEAT was elevated through the establishment of a Chief Directorate, which later became a fully-fledged branch of the department.

To guide the development of the tourism sector and to strengthen South Africa's competitive position as an international tourism destination, the Minister appointed an Interim Tourism Task Team (ITTT) in October 1994 to commence the process to alter the policy direction for tourism. The work of the ITTT started with a discussion paper (Green Paper) on the future national tourism policy, but quickly expanded to an extensive and wider consultative process that culminated in a comprehensive policy framework - The White Paper on the Development and Promotion of Tourism in South Africa was tabled in Parliament in 1996.

Recognising key challenges and opportunities to tourism growth and development, the 1996 White Paper set a developmental vision for the sector based on the principles of Responsible Tourism. It also clarified the roles and responsibilities of all stakeholders and made clear distinctions between the roles of departments and their statutory bodies on all three levels of government. This was in line with schedule four of the Constitution of the Republic of South Africa, which lists tourism as one of

the functional areas of concurrent national and provincial legislative competence, and over which local government has executive authority. Despite slight directional changes and some refinement over the years, the principles and key themes of the 1996 White Paper remain relevant today as do the broad structures and roles of government in tourism. The fundamental focus areas for tourism growth identified in the White Paper further provided the foundation upon which the 2011 National Tourism Sector Strategy (NTSS) is built.

The White Paper also prompted a variety of initiatives, programmes and strategic interventions over the years. The structured development and growth of tourism ultimately led to the recognition of the sector in South Africa's overarching economic policy (the New Growth Path) as one of the six pillars of future economic growth, as well as the establishment of the Department of Tourism as a stand-alone department. The newly established department embarked on an intense consultative process to develop the National Tourism Sector Strategy (NTSS) in 2010/11, which after the 1996 White Paper on the Development

and Promotion of Tourism in South Africa is the most significant and comprehensive policy development in the country's tourism history.

The NTSS is co-owned by government and private sector and sets out a clear vision for the growth of the sector by 2020.

The NTSS further signalled the start of a new era in tourism for South Africa, and prompted a major restructuring and capacitation of the department to drive implementation. Another milestone in the past five years is the development and introduction of the Tourism Act 2014 (Act No. 3 of 2014), signed into law on 7 April 2014.

Looking back, it is worth noting the significant progress that has been made from a policy and governance perspective. Looking forward, it is worth quoting the last line in the former Minister's address at the Opening Ceremony of the 2014 Tourism Indaba: "Now, let us embark on the next 20 years of our journey, together".



Department of Tourism aims to strengthen South Africa's competitive position as an international tourism destination



Apprenticeship programme boosts young graduates with workplace skills

Nasreen Johnson, a Research Intern at Gauteng Tourism Authority

The Department of Tourism piloted the Tourism Accelerated Apprenticeship Programme (TAAP), a programme that benefited a total of 37 Further Education Training (FET) College graduates, with the first group of interns graduating in 2012/13 and the second group in 2013/14. It was a 12 months programme and interns received a monthly stipend of R2 500 for the duration of the programme.

The purpose of TAAP was to provide third year tourism FET students with practical workplace training, exposure, and skills development, educate graduates about the tourism sector in general, and generate tourism talent to facilitate and accelerate recruitment opportunities. TAAP also intended for the Public Private Partnership to unlock job creation and contribute to transformation in the tourism sector. Students were identified from Central Johannesburg and Tshwane North FET Colleges. They were then placed at different host employers, including Gauteng Tourism Authority (GTA), Freedom Park, Ditsong Museums of South Africa (DMSA) and Kagiso Tourism Association (KTA).

TAAP provided experiential learning in the areas which have been identified

in the National Tourism Sector Strategy (NTSS) as critical in the development and growth of tourism in the country, with specific focus on Domestic Tourism. The interns were assigned mentors who monitored their development on a regular basis. Their key performance areas included welcoming visitors, product knowledge management, administration of reservations, assisting in presenting programmes to school groups, assisting in marketing and sales programmes, customer care, effective written and oral communication, effective use of the telephone, use of the computer systems, general office administration, handling enquiries, participation in outreach programmes, basic research, translation of education programmes into other languages, compilation of reports, organising meetings, minute taking, and Public Relations functions.

All the interns received good feedback from the host employers and were all certified competent at the end of the programme. Host employers said they were impressed with the performance of the interns and were grateful for the valuable contributions that the students made to their work and business operations. "The interns made a

valuable contribution to our work and services. Through their contribution of labour, skills and enthusiasm, the time needed to complete projects was reduced, and staff members were able to devote more time and attention to tasks requiring their specialised knowledge," said Ms Tebogo Kgari from Ditsong Museums of South Africa.

Two of the interns secured permanent posts at their host employers (one at Ditsong Museums of South Africa and the other at Africa Zovet), and five other interns are now employed on a part-time basis. Freedom Park has, since the end of the training programme, employed its interns on temporary assignments using a rotation programme and remunerates them on the temporary employee rate. The programme has given the learners an opportunity to put their academic knowledge into practice and has empowered them with valuable workplace skills, which puts them in a better position to be employed in future. The initiative was a success and the host employers are looking forward to a continued partnership with the department to assist more young graduates in future.

Nasreen Johnson, Research Intern: Corporate Services, Gauteng Tourism Authority

Nasreen Johnson was part of the second group of interns to participate in the Tourism Accelerated Apprenticeship Programme, and in April 2013 was placed at the Gauteng Tourism Authority (GTA) by the Department of Tourism. She was in the Research Unit and was initially anxious due to her lack of qualifications in research, "However, I was blessed as I had not one, but two managers specialising in this field who were willing to teach me everything I needed to know and were always eager to assist where needed," Nasreen said.

This experience, coupled with the skills she already had, boosted her knowledge and within a few months Nasreen said she felt like she could take on the research world with her eyes closed, "I fell in love with research and had much to show for it. I attended meetings, was taught and shown things that I never thought possible."

At the end of the programme Nasreen Johnson was offered a one year contract with the GTA. She is now a Research Intern in Corporate Services within the Research and Strategy Unit. "I plan to continue working hard and learn new things. I wish to further my studies in research and methodology," she added. She also extended her gratitude to the Department of Tourism for opening this door of opportunity to her.

Sibusiso Ndlovu, Educational Assistant: Ditsong Museums of South Africa

Through the TAAP, graduate Sibusiso Ndlovu was placed at Ditsong Museums of South Africa where he had the opportunity to gain experience and develop his skills and knowledge in tourism. According to Sibusiso, this programme is a notable highlight of his career.

Within a short period into the programme Sibusiso was exposed to Tour guiding, implementation of outreach programmes and night tours. He assisted with the launch of

National Museum Week and National Science Week, where he represented the museum at malls on a week-long outreach programme, "I am grateful to my superiors for trusting me to carry out the tasks I was given. It was a great learning curve."

Three months into the programme Sibusiso was called for an interview and after a further three months waiting period, he was appointed as Educational Assistant within Ditsong museums in September. Sibusiso said "I am glad that I was part of the TAAP as it was a stepping stone for my career, it helped me obtain my first permanent employment".



Sibusiso Ndlovu, an Educational Assistant at Ditsong Museums of South Africa



Music band Mafikizolo entertains the audience at the opening ceremony

Music band Mafikizolo entertains the audience at the opening ceremony



Deputy Minister Tokozile Xasa at NTCE Stakeholder Breakfast Meeting



Tourism Director-General Makhubela and Frank Kilbourn, Chairperson of the SAT Board at the Ministerial Inaugural Meeting



Deputy Minister Tokozile Xasa during the walk about



Lilizela Tourism Awards to recognise more businesses for excellence and competitiveness



The second instalment of the Lilizela Tourism Awards is set to proceed this year, after a successful inaugural event last year. The Awards programme is led by the Department of Tourism and managed by South African Tourism (SAT). These premier travel and tourism awards recognise and celebrate tourism businesses for excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution to the Growth Domestic Product (GDP) and job creation. The Lilizela Tourism Awards also honour and celebrate those who make a remarkable impact on tourism in South Africa. Recognition also goes to tourism players and businesses who work passionately and with pride to deliver a world class product and service, and whose delivery grows South Africa's global destination competitiveness. The programme has the following six categories:

The Minister's Award:

The Minister's Award cannot be entered by any business or individual. This Award will be made at the sole discretion of the Minister of Tourism. It will go to an organisation, person or event whose contribution to the

industry has been exceptional; whose performance has been remarkable; and whose contribution to the industry has elevated tourism's status as a vital sector of the national economy.

The Lilizela Imvelo Award:

The Lilizela Imvelo Awards recognise and celebrate tourism and hospitality businesses that practice exemplary responsible, sustainable and fair business practices.

Lilizela ETEYA Award:

The Emerging Tourism Entrepreneur Awards (ETEYA) Awards has grown from strength to strength and in the process, made an impact on SMME's who have won this accolade. The telling success however is the impact made on the South African economy over the last decade. ETEYA continues to support black (as defined in the Constitution) entrepreneurs, who operate small, medium and micro tourism or hospitality-related businesses. They must have been in operation for less than 10 years, employ no more than 50 people and have a turnover of not more than R10 million a year.

Universal Accessibility Award:

In recognition of tourism businesses that have created environments that are fully accessible for people with disabilities.

Visitor Experience Award:

This category recognises and rewards businesses that enable visitors to experience South Africa's scenic beauty in unique ways.

B-BBEE Award:

This category recognises those who have achieved transformation in the tourism sector, and those who partake in transformation initiatives and view B-BBEE as a business imperative.

Lilizela is an Nguni word which means to ululate: an act of congratulations when someone has done something well. Last year the programme received more than 1 200 entries from across all provinces. Entries for this year's Lilizela Tourism Awards closed on 30 June 2014.

Tourism news snippets

Forum for women in tourism to be established

The Department of Tourism held a women in tourism round-table discussion in April to discuss the formation of a structure to drive issues related to the empowerment of women in the sector. The discussion – held in Pretoria – also agreed to investigate the commissioning of a baseline study on the status of women in the sector, advise on the use of incentives to empower women, create a platform to celebrate women achievers, recognise their efforts, and encourage the up and coming business women in the sector. The meeting was attended by women from different sectors of tourism. The objectives of the structure that is being developed will help to secure funding partners, secure partnerships to support the efforts of the organisation, drive key research to determine the status of women in the sector and progress and develop strategy to direct activities and mobilise women.

Department of Tourism holds Round-table discussion on J2SE progress



The Journey to Service Excellence (J2SE) round-table Discussion that was held on 14 March 2014 at the Protea Hotel in Upington, was a platform for stakeholders to share feedback and general information on the progress of the implementation of J2SE in the Northern Cape Province. One of the objectives was to create an opportunity for all the key partners and players to share experiences on the J2SE so that the success of the programme can be measured and to enable the Department of Tourism to identify short-comings and develop plans to ensure that the set goals are achieved. The discussion was attended by 73 delegates from various organisations in the tourism value chain in Upington.

SA international tourist arrivals near 10 million mark

South Africa received its highest number of international arrivals to date last year, bringing it closer to its 10 million mark, this was officially confirmed by a recently released report from the Statistics South Africa (StatsSA). "South Africa's tourism sector continued to show positive growth in 2013, reaching a record high of 9.6 million international tourist arrivals," the Department of Tourism said in a statement. "Following excellent growth in 2012, when tourist arrivals to South Africa grew by 10.2%, we are pleased to report that tourist arrival numbers to South Africa grew by a further 4.7% in 2013." Former Minister Marthinus van Schalkwyk said. According to StatsSA, there were 14 860 216 foreign arrivals in 2013, which translates to 428 596 more tourists in 2013 than in 2012.

Madiba Inspired Tourist Attractions map available

Developed and launched by South African Tourism (SAT) in partnership with the Nelson Mandela Foundation, a Mandela-inspired tourist map that highlights tourist sites associated with former President Nelson Mandela - as well as general places of interest in the four main provinces that defined Mandela's life – was recently launched. The map is an itinerary for all those who would want to walk the footsteps of Nelson Mandela. The itinerary takes visitors to the places in the Eastern Cape, where Mandela was born, grew up and attended university; Gauteng, where he worked as a human rights lawyer and became instrumental in South Africa's political struggle; KwaZulu-Natal, where he was captured and arrested, and the Western Cape, where he was imprisoned and ultimately freed.

The interactive map is available on line at www.southafrica.net/mandela.

UPCOMING TOURISM EVENTS

Date	Event	Province/Location
7 August 2014	ABTA/ACTE Half Day Travel Management Forum	The Commodore Hotel, Cape Town
8-9 August 2014	Southern African Tourism Services Association (SATSA) Annual Conference	Spier, Stellenbosch
28-29 August 2014	Women in Tourism Conference Launch	TBC
29-31 August 2014	Gauteng Getaway Show	Coca-Cola Dome, Johannesburg
2 September 2014	Public Lecture	Kgorong Building, UNISA, Pretoria
27 September 2014	World Tourism Day	Upington, Northern Cape
24-26 October 2014	Cape Outdoor Eco Adventure and Travel Expo	Sandringham Farm, Stellenbosch
28-30 October 2014	Sports and Events Tourism Exchange	International Convention Centre, Durban



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