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**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



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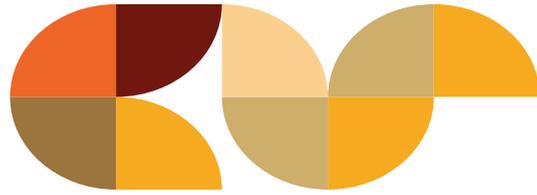
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# Editorial



We have made it halfway through this year – how time flies! I hope you all enjoyed your Winter break and feel recharged and energised to tackle the second half of the year.

This is the time of the year where we celebrate greatness – from Youth Month to Mandela Month to Woman’s Month. We trust you will enjoy our programmes as we give expression to these special days with our interventions.

The last pandemic restrictions have just been lifted and we as the tourism sector welcome these changes and look forward to a brighter season for the sector. We have braved the storm and have emerged resilient and ready to move to the new phase of recovery.

We trust you will enjoy this issue as we look back on the success of Africa’s Travel Indaba and the many gains that it has made in the sector in a return

to normalcy. It paved the way for a great winter season and an even better summer season!

In this issue, we celebrate hope, resilience and the bravery of the sector as we find ourselves back on our feet and ready to once again make great strides in the future.

Here’s to renewed impetus in the sector!





## Africa collaboration to drive tourism growth and recovery

On 3 May 2022 Africa's Travel Indaba officially opened in Durban with a call for the continent to work collaboratively to drive tourism growth, so as to accelerate the sector's recovery.

On a balmy day at the Inkosi Albert Luthuli International Convention Centre, over 634 exhibitors and 625 buyers took their place at the continent's premier travel trade show, as it opened its doors after a three-year hiatus.

Minister of Tourism Ms Lindiwe Sisulu officially opened the trade floor, effectively putting into motion 22 000 scheduled meetings between exhibitors and buyers. "Africa's Travel Indaba is a springboard for the continent to achieve even greater levels of recovery. We are here because we have a collective responsibility to reignite the African continent's tourism growth and economy," she said in her opening remarks.

Minister Sisulu called for greater collaboration among African countries to advance tourism in the continent, particularly when it comes to domestic and regional travel. She said, "As we do business, we must remember that our continent is also our own market. All countries in Africa have potential for domestic tourism growth. Intra-continental tourism from Africa's rapidly growing economies and growing middle class is an opportunity begging to be explored. We need improved collaborative efforts between our countries to achieve this."

She further said all role players in the industry must continue to drive growth in tourism numbers by bringing together a range of Africa's best and most unique stories and products from across the continent, and connecting them with buyers from across the world.

Emphasising that the event is about reigniting the spark in old relationships

and building new, meaningful connections. "As a sector, we are here to cement our partnerships and collaborations. It can only be to our benefit that we are a sector committed to sharing ideas and knowledge, in a bid to ensure that we advance our Tourism Sector Recovery Plan," said Minister Sisulu.

According to the United Nations World Tourism Organisation (UNWTO), the continent welcomed some 18.5 million foreign travellers in 2021, up from 16.2 million in 2020. Out of that figure, 6.1 million made their way to North Africa and 12.3-million went to Sub-Saharan Africa. Furthermore, the UNWTO showed that January 2022 experienced a 51% improvement in international tourist arrivals compared to January 2021.

However, according to Minister Sisulu, Africa continues to struggle with numerous barriers to tourism growth, which include poor road infrastructure



between major cities, limited airlift and stringent immigration regulations.

"I have had several engagements with my fellow Cabinet members in related departments, in a bid to partner and address these challenges as we together, work towards our sector's recovery. We have already seen positive developments around the roll-out of the e-visa regime for some of our key source markets. This is not only important for South Africa's

tourism sector recovery, but also for the greater continent's intra-trade activities," she said.

A UNWTO report on 25 March this year mentioned that international tourism is expected to continue its gradual recovery in 2022. By the end of March 2022, 12 destinations had no COVID-19 related restrictions in place and an increasing number of destinations were easing or lifting travel restrictions, which contributes to unleashing pent-up demand.

According to South African Tourism's Acting Chief Executive Officer (CEO), Mr Themba Khumalo, the event's theme – "Africa's stories, your success" asks all Africans to own the continent's narrative by telling our stories to the world. "There is one very simple way to grab opportunities: by telling our unique stories. Every single African is a storyteller. From the griots of West Africa to South Africa's very own Grammy Award-winning DJ, Black Coffee, the world is waiting in awe to gobble up our stories, arts and numerous cultures," said Mr Khumalo.

He added that when Africans tell their own stories, they embark on the journey



of changing the continent's narrative. "We shift perceptions from a continent that needs saving, to a continent that is thriving. We no longer look to the world for affirmation or inspiration; the world looks to us. Each one of us would need to be storytellers. So please, do tell your story at Africa's biggest travel trade show and be a part of the great African story and to write your success," concluded Mr Khumalo.



## Business Opportunities and Networking Day (BONDay) seminars

Africa's Travel Indaba Trade Show is a business-to-business leisure tourism platform created by South African Tourism to encourage global dialogue to sell South Africa and Africa as a preferred leisure destination. It attracts about 8 000 delegates from travel, tourism, and related industries.

The event showcases the widest variety of Africa's best tourism products and attracts international visitors, buyers, and media worldwide. Africa's Travel Indaba has become a formidable trade platform for leisure products with a focus on all tiers of products and experiences, with a specific focus on the transformation and development of Small and Medium Enterprises (SMEs).

Delivering his keynote address at the Inkosi Albert Luthuli International Convention Centre (ICC) in Durban on 2 May 2022 at BONday Seminar, Deputy Minister of Tourism, Fish Mahlalela, said "As entrepreneurs gathered here in this room representing your various businesses sectors, you all have the capacity working together with our government to turn around this gloomy figure of tourists and thereby drive to increase the number of tourists that come to South Africa."

Deputy Minister Mahlalela further said, "This will be possible owing to your unique offerings and authentic

experiences which is what travellers are looking for. It is a proven worldwide phenomenon that travellers want to explore the lesser known products and experiences. They want to immerse themselves in these experiences and interact with the locals."

The seminar was held to explore emerged and emerging business opportunities in a COVID-19 environment. Focusing on SMMEs and Youth business development, business recovery opportunities, intra-Africa market access and connectivity, digital transformation and marketing, niche marketing (Gastronomy focus) as well as the critical initiatives South African Tourism intends to take in leading the inclusive recovery of the tourism sector. Central to these sessions is the exchange of knowledge on trends and insights that can assist businesses to recover, strengthen their growth and thrive in the "new normal".

During the course of the day stakeholders were furnished with a lot of information that provided immense value for their respective businesses. The programme directed by Media Practitioner Ms Naledi Moleo, gave audience to Doctor Joshua Awesome a Human Performance Coach and Teambuilding consultant followed by Mr Jabulani Debedu, who presented an insight on digital transformation and innovation.

A panel of discussion on Sustainable Travel and Tourism Agenda moderated by Ms Judy Kheper-Gona filled most of the day. With Mr Iddy John, Chief Executive Officer of Safari Wallet from Tanzania, Ms Linda Balme Commercial Manager of TravelStar and Innovation City, Mr Roy Barford a Business Development Director from Flow Communication, Mr Robert Manson Chief Digital Transformation-Technology and Acting Chief Strategy Officer from South African Tourism and Ms Lizanne du Plessis, Director and Founder of EcoAfrica Digital.

"Tourism has the capability of being inclusive as it can close gender-based gaps and inequality and tackle unemployment. All of you in this room, are the drivers of all these. We are all here because we love this industry. We recognise tourism's ability to effect economic change in a society that desperately needs it."

"As you take in all the information, be assured that it is part of a process that will contribute towards shifting your business to greater heights and indeed turn the tide for our country's tourism sector and overall economy. So, let me salute you all for showing true fortitude, despite the odds. You have worked hard and continue to do so because you want to achieve the pinnacle of success," concluded Deputy Minister Mahlalela.



## Tourism Transformation Council hosts dialogue during Travel Indaba

The Tourism Transformation Council (TTC) hosted a dialogue during Africa's Travel Indaba that was held in May 2022 in Durban. The Chairperson of the Tourism Transformation Council, Ms Lindiwe Sangweni-Siddo, welcomed all participants to the dialogue and invited them to make inputs.

This dialogue was convened under the theme: "Tourism Transformation in the Rural Areas, Small Towns and Townships."

"We need to build our rural products into the tourism ecosystem and sell it as new products" was one of the sentiments echoed at the dialogue. Ms Makhosi Msimang spoke about Women in Tourism and its importance to transformation in the tourism sector.

Advocate Thabo Masombuka advanced the argument that government should take the lead in the transformation

process.

The Chairperson of the TTC reiterated that township tourism includes all the elements of the tourism experience

The Department of Tourism thanked the outgoing Tourism Transformation Council of South Africa for their time and hard work. Over the past three years, the Council members truly became the voice of transformation.



# Department hosts Culinary Framework Engagement



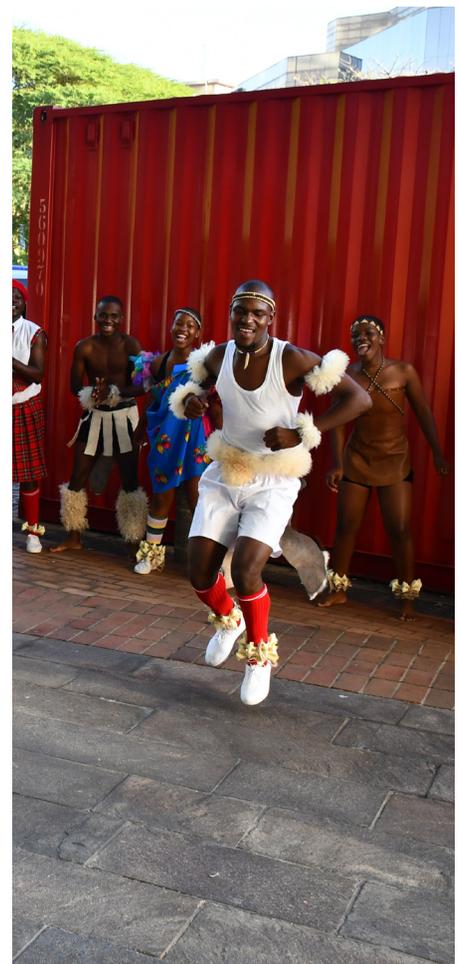
The Department of Tourism hosted the Culinary Tourism Framework Stakeholder Engagement at Africa's Travel Indaba.

Ms Maylene Broderick, Chief Director: Enterprise Development, Transformation, Domestic Tourism and Responsible Tourism at the Department facilitated this engagement. The purpose of the session was to benchmark and assist provinces to develop their own frameworks. One of the objectives sought to invest in Culinary Tourism Development as well as to assess the potential of Culinary Tourism and thereby put South Africa on the Culinary Tourism map.

There was a strong emphasis on community development to enhance the value chain to include agri-tourism and rural tourism.

Dr Darlington Onojaefe from Isijula, who will be doing the framework for the Department, says the framework will explore opportunities of food and beverage related to tourism, with a focus on small businesses, destination marketing and the implementation of stakeholder-related and value-adding culinary projects.

Discussions and input around the framework were received from participants.





## Meet the new Chief Operations Officer of SA Tourism

South African Tourism (SAT) has appointed Ms Nomasonto Ndlovu as the organisation's new Chief Operations Officer (COO), effective from 1 July 2022. She is currently employed by Transnet in the capacity of Executive Manager: Tourism, Heritage and Hospitality – a role she assumed in November 2020.

Prior to joining Transnet, Ms Ndlovu was the Chief Executive Officer (CEO) of the Limpopo Tourism Agency. A well-respected public speaker, content creator and opinion leader in the tourism industry, she also mentors young upcoming tourism professionals.

Ms Ndlovu has extensive experience

in marketing operations, brand management, communications, stakeholder management and media relations. She has held various leadership positions in the tourism sector, including her role as Global Manager: Business Tourism when she was previously at South African Tourism between 2008 and 2012. This was prior to joining the City of Tshwane as Strategic Executive Director: Communications, Marketing and Events.

"Plans for the recovery of the tourism sector are well under way. As we move towards ensuring that we achieve this goal for our organisation and the greater tourism sector, it is important that we have strong leadership at SA Tourism," said Acting CEO, Mr Themba Khumalo.

"I am thrilled to welcome Nomasonto back to SA Tourism. Given her experience and expertise, I am confident that her extensive knowledge will be invaluable and will help SA Tourism achieve its mandate. I wish her every success in her new role at SA Tourism," added Mr Khumalo.

"The time to re-engineer the global positioning of South Africa and the rest of the African continent has come and should be led by SA Tourism. It is time for the rebirth of the industry and the recalibration of the people in the sector and I am looking forward to being a part of this," said Ms Ndlovu.

# Tour Operators Business Incubator



On the 4th of May 2022 the Tourism Tour Operators Business Incubators held a Seminar at the Inkosi Albert Luthuli International Convention Centre under the theme “Re-Connecting – Back to Business.”

The Tourism Operators Business Incubator is a two-year business development project established by the Department of Tourism in 2021 and implemented by Rich Rewards Trading. The Incubators were welcomed by Maylene Broderick from the Department of Tourism, while the programme was facilitated by Craig Drysdale, Sales & Marketing Director at Inspirations Travel & Tours.

The purpose was to capacitate tour operators with necessary knowledge, training and skills to ensure sustainability, competitiveness and growth in their business operations. The project enrolled and supports forty-four emerging tour operators from across the country.

One of the presenters at the Seminar was Martijn Mellaart, Chief Operating Officer of Sense of Oceans/e.DMC, who said that, “Our hospitality business is a people-to-people hospitality business, I look forward to meeting our clients and suppliers who have supported us during the past two years and to reconnecting with them on a personal level.”

Mellaart added that he was also looking forward to being able to rediscover the industry post-COVID-19 and experiencing the changes, screening the market, and creating new opportunities with the two new Tourvest Destination Management business units launched during COVID-19, the eDMC – Your Booking Partner and TDM Franchising.

The Department of Tourism conducted consultations with tour operators in all nine (9) provinces in order to understand the needs of the tour operators and ascertain the challenges they face. Following the consultations, a framework on how to support tour operators was

developed which outlines key issues faced by tour operators and makes specific recommendations. Due to the nature of the tourism sector, tour operators are considered as the engine of the tourism sector and their role is to provide the best possible travel services to tourists in the package form.

The Trip Clip presentation by Scott Blount followed, that is a revolutionary world-first platform that allows travel companies to create unique, personalized & branded video itineraries for their clients in less than 30 seconds. “We have successfully removed all barriers to video marketing being time, resource, budget and our innovative platform caters for every business model.” emphasised Blount.

The Project Steering Committee comprising of the key tourism stakeholders in the province which was formed to provide direction and guidance on the implementation of the incubator to ensure successful delivery of the project.



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## NTCE 2022 to be hosted in the Gauteng Province

**"**I am greatly honoured to be part of this great initiative and exchange views on this Business Networking Session about the National Tourism Careers Expo (NTCE) 2022. As we all know, the NTCE programme seeks to promote and highlight tourism as a career, profession and business of choice. It is a programme directed at high school's learners, TVET College, University students and also out of school youth and unemployed tourism graduates." said Deputy Minister of Tourism, Fish Mahlalela.

The Tourism sector has recently emerged from the unprecedented global health, social and economic emergency from the pandemic of Covid-19 which virtually shut down all global prospects of developmental tourism. As a result, government response through the Tourism Sector Recovery Plan seeks to facilitate the preservation of jobs and livelihoods.

Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructure and establishes a sense of cultural exchange amongst communities. There is growing trend of youth tourism which includes, independent travellers meaning unaccompanied by their parents with the zeal to construe experience vital for new culture and benefit from new learning opportunities

"It is for this reason that we converged and exchange views on how the NTCE could provide the tourism industry with marketing space to reposition itself as a business and employer of choice, especially as it actively interacts with young people through exhibitions and on other related interactive platforms." Mahlalela emphasised, during the 2022 Africa travel Indaba held in KZN.

The NTCE event has various exciting platforms which include the Chefs Corner,

Mixology Corner, Hospitality Arena, Virtual Classroom and Recruitment Arena, Adventure Corner, Conservation Corner and Youth Business Zone.

The NTCE mantra is that "it is not a paper grabbing platform like all other career expos, but a highly interactive platform" driven and informed by Tourism Sector Human Resource Development Strategy 2017 - 2027 and NTCE Strategy content. It is a 'melting pot' where the demand and supply side of tourism education and training meet.

"The NTCE 2022 will be hosted in the Gauteng province from 30 September 2022 to 02 October 2022. I call upon all Provinces, Businesses, NGOs and other stakeholders present here to support the hosting of the NTCE 2022. The success of the event depends on the participation of all key stakeholders in the NTCE programme." Mahlalela concluded.



## Deputy Minister Fish Mahlalela engages with Western Cape Food Safety Trainees

As part of the Department's Pre-Budget Vote Awareness, Deputy Minister Fish Mahlalela visited and engaged with the Western Cape Food Safety Training Programme Trainees on 17 May 2022 at Cape Town Lodge and Conference Centre. The beneficiaries of this programme are trained in four different skills accredited by FoodBev Sector Education and Training Authority (SETA) and Level 4 Customer Services Programme accredited by Culture, Arts, Tourism, Hospitality and Sport Sector Education Training Authority (CATHSSETA).

"You need to pat yourselves on the back because you are here. You have survived working during the COVID-19 time, working in a sometimes brutal hospitality environment, enduring the long hours, weekends and dealing with angry Chefs...We are so proud of you" said Chief Executive Officer (CEO) of Tourism and Business Institute of Southern Africa (TTBISA) Ms Zakiyya Murtuza-Peerun. She added that the aim of this programme is to equip the trainees with skills that are in demand and to enable them to be employable and also empower them to

start their own businesses.

In his keynote address, Deputy Minister Mahlalela said, "The advent of the COVID-19 pandemic made us more vigilant and has led to our reinforcement of safety food protocols, paying special attention to food hygiene, including food, beverages and the hospitality industry. Failure to comply with Food Safety not only compromises lives but can also be damaging to the reputation of the businesses."

"As we prepare for the Budget Vote this week, let us all take a critical look at our Food Safety Programme which targets the unemployed youth with the view to grow their employment opportunities in the Hospitality and Tourism sector. The Department of Tourism implements the skills programme in line with the National Tourism Sector Strategy and Tourism Sector Human Resource Development which strategically supports the Tourism sector's developmental objectives," added Deputy Minister Mahlalela.

He highlighted the President Cyril Ramaphosa's words during the State of the Nation Address (SONA) when he alluded that the path we choose now will determine the course for future generations. "Hence, we are working with TTBISA to manage the training of 170 unemployed and retrenched youth in Food Safety and Quality Assurance in the Western Cape Province and place them in relevant hospitality establishments for

experiential learning," said the Deputy Minister.

The trainees engaged with Deputy Minister Mahlalela and shared their experiences, challenges and recommendations for the programme. A number of trainees were inspired and sought information on how to go about starting their small businesses and taking their rightful place in the tourism industry whilst also creating employment opportunities as well.

The Deputy Minister and his delegation concluded the day's activities with an on-site visit to Double Tree by Hilton Cape Town, Upper East Side, and the Host Employer where five trainees are conducting their experiential learning.





## Minister of Tourism Malawi visit KZN

The Department of Tourism in partnership with the KwaZulu-Natal Tourism hosted the Minister of Tourism, Culture and Wildlife of Malawi, Dr Michael Bizwick Usi on 6 May 2022 to explore how cultural experiences enhances the competitiveness of South Africa as a tourism destination.

During the full day programme, Minister Usi visited various cultural products around the Valley of the 1000 Hills. Zulu dances are a reflection of societal

beliefs and warrior traditions. Drums are an essential part of Zulu celebrations, usually accompanied by dancing and chanting. The ingungu drum finds use in every traditional ritual and celebration, be it the onset of womanhood or a marriage ceremony. This are some of the experiences and knowledge Dr Usi got to enjoy.

South Africa continues to have strong political, cultural and economic ties with Malawi. The two states work together at

a bilateral level, also within the Southern African Development Community (SADC) and African Union (AU) ambit to promote sustainable development for the mutual benefit of the region and the continent in general.

South Africa and Malawi signed an Agreement on tourism cooperation in August 2017. An implementation matrix for the operationalisation of the signed Bilateral Agreement was subsequently developed and agreed upon. The tourism Agreement is in force and implementation is ongoing.





## Uplifting the #Khomani San community through tourism development

The #Khomani San is a remarkable indigenous community, who teach us, that culture and the natural landscape are interconnected. For this reason, the Khomani San Interpretative Centre and Narrative, built on this concept of one-ness and connection is developed, to allow visitors to see the world through their eyes – that everything is connected and that humans and nature are part of one mega organism. This initiative provides tourism with an opportunity to help visitors gain a full understanding and appreciation of the cultural significance.

Situated in the rural ZFM District Municipality, in the Northern Cape Province, the #Khomani Cultural Landscape World Heritage Site is an important landscape which forms part of the Transfrontier Park with Botswana and Namibia. It lies in the large sand-filled basin in the west of the Southern African sub-continent, known as the Kalahari. This landscape is part of the largest sandveld area in the world. More importantly, the park is rich in cultural heritage, with the original inhabitants, the ±Khomani San, living close by and able to contribute to the understanding of this Arid region.

This #Khomani San Interpretive Centre and narrative development project is funded by the Department of Tourism with the amount of R3.5 million and SANParks was appointed as the Implementing Agency and Eco Africa as the service provider. The scope of the project includes the refurbishment of the

old existing building and the narrative development through the collection of stories and true livelihood of the local ±Khomani San communities within and around the Kgalagadi Transfrontier Park.

The project aims to offer visitors a diversified and authentic demonstration of the cultural and natural heritage of this indigenous community, through the exhibition at the Interpretation Centre. The narratives and Interpretation Centre will also ensure that Tourist Guides have access to information that is comprehensive, factually correct and objective. The project also includes the development of the “Market Tree” which will be a dignified space, providing an interactive exchange between the #Khomani San and the visitors.

Visitor enhancement of the general visitors to the Kgalagadi, will further include educational trips of school groups, researchers and job and entrepreneurial opportunities for the local communities.

The outstanding universal value of this important landscape is embedded in the evidence of early human occupation, which spans the Stone Age era. Some of which can still be found in this landscape. It tells an important story worthy of being shared with the world, and this project is important for various reasons, among which include; the preservation of culture and heritage for current and future generations, restore the dignity of the #Khomani San as the peoples of the world. The Department of Tourism is deeply honoured to be part

of this project, working side by side with communities as we continue to create unique experiences in our destinations.

It is anticipated that this project will be completed and launched officially before the end of the year.



# Disabled People South Africa speak up on Universal Accessibility

**D**isabled People South Africa (DPSA) is a non-profit and democratic cross-disability body made up of member organisations of disabled people that mobilise and advocate for their rights and for attainment of equal opportunity. The DPSA is recognised as the national assembly of disabled people by Disabled People International (DPI), which has observer status in the United Nations.

On 30 April 2022, the DPSA held a conference at Fountains Hotel in Cape Town, where members had an opportunity to present on various issues relating to the Universal Accessibility of products, services and career opportunities in the tourism sector.

Universal Access in tourism responds to the United Nations World Tourism Organisation's (UNWTO) Global Code of

Ethics. For Tourism, it states that: "Tourism activities should respect the equality of men and women, they should promote human rights and more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous people."

The missing travel market of people with disability has the potential to greatly boost the tourism economy, especially now with the adverse economic consequences of COVID-19. However, this potential remains untapped.

Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative and an exceptional business opportunity. Above all, we must come to appreciate that Accessible Tourism does

not only benefit persons with disabilities or special needs, it benefits us all.

The Department remains committed to the implementation of the apex priorities on mainstreaming gender, empowerment of youth and people with disabilities. Leading by example, the Department is a top performing institution on the employment of employees with disabilities. While the national target for employing people with disabilities is set at 2%, the Department boasts of a 4.6 % representation. Furthermore, the Department commits to positioning South Africa as a Universally Accessible destination as it will enhance its global competitiveness and provide a much-needed economic boost in the Tourism Sector.



# Budget Vote 2022 - A vision of a Diverse, Inclusive and Transformed Sector

On 19 May 2022 Minister Lindiwe Sisulu tabled the Tourism 2022/2023 Budget Vote, aimed at highlighting the Department's vision and strategic focal points for the new financial year.

"We have undertaken successful efforts, in the spirit of our people who have risen to the challenge of every obstacle. We have focused on the dream of a diverse, inclusive, and transformed sector. With our partners, private and public, we spent these dark times imagining a brighter future, stabilising the sector, and strategising for recovery in line with the Tourism Sector Recovery Plan," said Minister Sisulu.

Some of the key highlights of the Budget Vote include:

Tourism Sector Recovery Plan - Key interventions in line with the Tourism Recovery Plan that are spearheaded to get the sector moving again and re-ignite demand include:

- Championing the removal of "red listing" of South Africa through diplomatic efforts. Furthermore, through structured engagement with the Sector, tourism has been able to make a case for its readiness to operate safely and this has yielded good results;
- South Africa secured a seat at the United Nations World Tourism Organisation (UNWTO) Executive Council which is the highest decision-making body between the United Nations General Assembly and successfully lobbied the UNWTO to back African states and call on the world to re-open their borders;
- Sponsored a framework for the establishment of the Africa Tourism Unit for the African Union Commission in an effort to strengthen regional integration;
- Regional collaboration and synchronisation of policy - signed Memorandum of Understanding (MoU) with Kenya;
- Bilateral engagements with key Investors in the United Arab Emirates and Gulf Cooperation Council

Region who have shown interest to invest in tourism-mega projects;

- Supportive interventions led by the Ministry and SA Tourism to reconnect Destination South Africa through air service development working through multi-stakeholder public and private sector structures;
- Encouraged inbound Airlift through engagements with Airlines including Emirates and Qatar; and
- The launch of a new global campaign titled "Live Again", where we are encouraging everyone to come as they are and leave as they'll never be again after experiencing the magic that is Destination SA.

Recent floods in KwaZulu-Natal - The tourism sector was not left unscathed by the recent devastating floods experienced in parts of the country. The initial estimates of the damage to tourism infrastructure in major attractions were around R100 million which are largely owned by the public sector. The Department will be supporting the provinces in restoring damaged infrastructure, to the extent that the current budget allows. To this end, the Department will engage with National Treasury regarding possible options for support. The Department will use its framework agreement with the Development Bank of Southern Africa (DBSA) to undertake more detailed technical assessments of the work that needs to be done, as well as costing.

Furthermore, given the assessments that were made during the stakeholder engagements which the Department hosted together with the KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs, the sector emphatically indicated to us that even though the sector has been hard hit by the floods, tourism supply remains intact and the province is able to host major events. This was evident in the successful hosting and great attendance of Africa's Travel Indaba from 2 - 5 May 2022.

Regional and Continental tourism - "We remain committed to our efforts to enhance regional and continental tourism

cooperation aimed at increasing the tourism sector's contribution to inclusive economic growth," said Minister Sisulu. The election of South Africa to the United Nations World Tourism Organisation's Executive Council has positioned South Africa in the global system of tourism governance to enhance international response to the needs of South Africa, the continent and the developing countries in general. It will also intensify South Africa's cooperation with the global tourism sector to position tourism as a key driver for economic recovery from COVID-19 pandemic, job creation, poverty eradication and sustainable development.

Also speaking during the Tourism Budget Vote virtual presentation in Parliament, Deputy Minister of Tourism Mr Fish Mahlalela highlighted on the various skills development programmes offered by the Department. In the National Youth Chefs Training Programme, about 300 unemployed and retrenched youth in 2021/2022 financial year, benefitted from the Chef / Professional Cookery training on norms and standards for safe tourism operations, including COVID-19 Protocols in Free State and Northern Cape provinces in line with our projects plans.

The Hospitality Youth Programme Food and Beverage that was being implemented in the KwaZulu-Natal, Western Cape (Cluster 1 and 2), North West, Gauteng and Mpumalanga provinces was finalised. 340 youth are currently being trained or active in the Programme in the following provinces: Western Cape, Eastern Cape and Northern Cape.

He also referred to the National Tourism Careers Expo (NTCE) 2021 which was hosted on 25 - 27 March 2022 at NASREC Expo Centre. .

Over 3 000 learners and students participated in the National Tourism Careers Expo (NTCE) 2021 and 80% of these learners came from Gauteng as the host province. About 45 schools from Gauteng attended, with 15 schools attending each day of the three days of the event. The NTCE positions tourism as a career of choice to learners and



students. In 2021/2022 a total number of 1 178 of educators participated in the Educator Development Programme. The objective of the programme is to ensure that tourism and hospitality educators are capacitated on latest tourism issues and exposed to the sector.

“We are implementing youth skills development programmes nationwide, leaving a dent on the scourge of unemployment and consequential social strife. The various training programmes being offered focus on interventions to improve visitor experience and are

based on industry demand for the skills,” Deputy Minister Mahlalela added.

“We are dedicating the 2022/2023 budget to providing meaningful support to the operations of the sector that has seen so much loss. On the back of our rich heritage and natural beauty, and our vibrant people, we have an opportunity to reclaim our share of international arrivals and boost tourism performance,” he said.

“Gradually our country proceeds steadily further away from its painful era of the pandemic, charting new path of developmental growth. We wish to join the clarion call by the President that no one should be left behind. We therefore call upon all our social partners to lend all hands-on deck as part of social compact as we confront all challenges facing this beautiful country of ours,” concluded Deputy Minister Mahlalela.



# Segaletsho Cultural Village

Welcome to

**S**egaletsho Cultural Village. Segaletsho, which means 'Our Heritage' in Setswana. It, offers guests an authentic African experience exploring Batswana culture through music, art, traditional dance, fashion and photography.

Segaletsho in Sun City is offering a glimpse into the colourful and vibrant tapestry of Batswana culture, in the heart of Sun City, a cultural village with different experiences and activities. Each tour begins with arts and craft viewings and continue to the Batswana Village where you can learn more about the Batswana tribe and the history of its diverse clans.

As part of this unique cultural village tour, visitors are invited to enjoy musical performances which explore African Cultural Dance through Pantsula dancing, Gumboots dancing, Cultural Contemporary Fusion dancing as well as an African Musical Instruments interaction. Concluding the tour, guests can shop for bespoke African artefacts at Segaletsho Kiosk. The store comprises a collection of hand-made gifts and crafts, fashion and accessories, creative decorative art, photographic prints, portraits and African musical instruments.





## Worcester Wine Olive route - award winning wine and olive destination



**O**n the eastern edges of the Cape Winelands lies a small town with an old soul and a big heart.

Surrounded by a vast landscape of rugged mountains, open plains and outstretched vineyards, Worcester is not only known as the care capital of South Africa but is also the hub from which to discover the Worcester Wine and Olive Route.

With its 12 award-winning wine estates and two world-class olive producers, the beautiful valley offers an unforgettable experience: sunny Mediterranean-like weather, authentic old-world charm, a relaxed country atmosphere and renown as one of the country's award winning wine destinations.

Just a short meander from cellar to cellar will make it abundantly clear why it is known as the valley of friends. And every friend will feel at home – from the connoisseur who savours every sip, to the collector in search of one-of-a-kind finds and the traveller who just wants to enjoy the journey.

Entice your senses with plentiful food and wine pairings, a delectable cheese platter or a hearty meal. Or explore the familiar taste of the ancient olive, offered with all its modern twists.

Enjoy the thrill of fresh air when you grab your mountain bike or go for a hike. Then stay over for a peaceful night's sleep far away from the hustle, whether in a rustic little farm cottage or luxurious old homestead.

No matter your taste, no matter your style, come let down your hair and allow your heart to be captivated by the natural beauty of Worcester's countryside.

There's a light to the east of the Du Toitskloof Mountains, and it's the splendour of a valley just waiting to be explored.

The Worcester Wine and Olive Route – your beautiful award winning wine and olive destination.

Above all, else make Worcester Wine and Olive Route your dream wedding destination.



# Business events industry on the path to recovery



“Through research conducted by our Analytics and Insights at South Africa Tourism, we know that the African business events industry went from 13.6 billion US dollars in 2019 and contracted to 3.1 billion US dollars in 2020. Looking ahead, the region is anticipated to reach pre-pandemic figures by 2024,” said the Deputy Minister of Tourism Mr Fish Mahlalela at the post-Budget Vote event industry engagement on 26 May 2022.

The engagement was held at Century City Convention Centre in Cape Town and brought together captains of the business events industry to continue collaborations which will see the sector once again contribute fully to not only the economy but to showcase the work that is being done by the business events sector.

The move by President Cyril Ramaphosa to lift National State of Disaster in April this year, allowed tourism sector to once again contribute fully and meaningfully towards the South African economy and towards job creation. The easing of restrictions on gatherings has already shown to have a positive impact on business events and will provide great reprieve for the South African tourism sector and in turn the economy.

Convention Bureau Chief, Ms Amanda Kotze-Nhlapo, emphasised the role of tourism sector collaborating as she believes that the business events industry will be the one to reignite the real recovery and be able to fill up the conference rooms and bring people to South Africa again.





"The events business sector has the opportunity to participate in policy forums for South Africa and the continent as a whole," enlightened Ms Kotze-Nhlapo.

The stakeholder engagement also showcased some of the work that is being done by the business events industry to ensure a sector recovery. RISE project is one of the stakeholders that plays a vital role in skills development in hospitality. The project is championed by the South African Association for the Conference Industry (SAACI) aimed at providing practical events, hospitality and tourism-related skills training for the community members who have been placed into a position where they are unable to formally further their education. The programme allows the participants to effectively participate in the tourism sector.

"This is a project aimed at utilising the business events industry as a catalyst for social upliftment and in turn providing capacity building and skills transfer for community growth within the identified rural areas," says SAACI Chief Executive Officer, Mr Glenton de Kock.

Deputy Minister Mahlalela concluded by pledging government's continuous commitment to growing the business events industry. He optimistically said, "The future for our African continent is bright. It is now time for our country, South Africa, to reclaim our place as an attractive tourism and business events destination."





## King and Queen of Amandebele named after Luc Mo Wines new African Royals Edition

**A**frican royals gathered in Pretoria to celebrate the launch of Luc Mo Wines 'new Legacy Range, the African Royals Edition as well as to witness the inauguration of the kings and queens set as the first signature wine names.

Through the range, King Makhosonke II of the Amandebele Kingdom is named after the 2018 Merlot while his wife Queen Sekhothali Mabhena is named after the 2021 Chenin Blanc.

This is the first royal inauguration by Luc MoWines, proud to be part of celebrating Royal families, their lives and the legacy that they have built over time. It is also an indication of their passion for the true history of the African Royals and the communities which they represent in a respectable, elegant and sophisticated manner.

The Winery offers the finest selection of wines, nurtured and processed

locally on their very own mountains by South Africa's country's most seasoned vineyards. It also presents official wines of South African royal families that are handpicked and approved by each King and Queen. This female black- owned enterprise was founded in 2018 and in 2021, admitted as an executive member of the South African Liquor Brand Owners Association (SALBA)

Despite her humble beginnings starting her business informally as an agent, Founder of the Luc Mo Wines, Lucia Motlounge comes into the wine business after making tremendous impact in the Private, Public and Civil sector.

South Africa is the world's eighth-largest producer of wine and the wine estates are part of the country's most visited attractions. Globally, South African wines are regarded as some of the best wines in the market and they have carried the country's brand to all corners of the world.

The Deputy Minister of Tourism, Fish Mahlalela said that Motlounge was not only advocating for women to be given opportunities, but also a living example that women do not only want to be given opportunities but that they too, can create their own.

The Deputy Minister concluded that Africa month brought the continent closer with its hypnotic pulse of people, splendid in its likeness as well as its diversity.

"During this month, the beating of the African drum reverberates deep within our souls as Africans. With its lush landscapes, majestic mountains and melting pot of cultures, the spirit of Africa and the cradle of humankind reverberate in all of us." Deputy Minister said.



## Global tourism recovery gains momentum

According to the latest United Nations World Tourism Organisation (UNWTO) World Tourism Barometer, international tourism saw a 182% year-on-year increase from January to March 2022, with destinations worldwide welcoming an estimated 117 million international arrivals, compared with 41 million in Q1 2021. From the extra 76 million international arrivals for the first three months, about 47 million were recorded in March, showing that the recovery of global travel is gathering pace.

The UNWTO data shows that during the first quarter of 2022, Africa saw strong growth in Q1 2022 compared with 2021 (+96%), but arrivals still remained 61% below 2019 levels. Although international tourism also remains 61% below 2019

levels, the gradual recovery is expected to continue throughout 2022, as more destinations ease or lift travel restrictions and pent-up demand is unleashed. As of 2 June 2022, 45 destinations (31 of which are in Europe), had no COVID-19-related regulations or entry restrictions in place.

Despite these positive prospects, a challenging economic environment coupled with the military offensive of the Russian Federation in Ukraine pose a risk to the ongoing recovery of international tourism, the UNWTO notes.

Tourism players optimistic for 2022

According to the latest UNWTO Panel of Experts survey, an overwhelming majority of tourism professionals (83%) see better prospects for 2022 compared with 2021, as long as the virus is contained

and destinations continue to ease or lift travel restrictions. However, the ongoing closure of some major outbound markets, mostly in Asia and the Pacific, as well as the uncertainty derived from the Russia-Ukraine conflict, could delay the effective recovery of international tourism.

The Russian offensive on Ukraine seems to have had a limited direct impact on overall results so far, although it is disrupting travel in Eastern Europe. However, the conflict is having major economic repercussions globally, exacerbating high oil prices and overall inflation and disrupting international supply chains, which result in higher transport and accommodation costs for the tourism sector.

# Africa Day - a call for celebration or concern?

South Africans in all their corners and as usual, sported with their colourful regalia jubilantly celebrated Africa Day during the month of May. This is a day, officially recognised by the Organisation of African Unity which was established on 25 May 1963 and was later referred to as the African Union (AU).

The day became symbolic with the celebration and acknowledgement of the successes of the AU since its inception, which aimed to fight against colonialism and apartheid, as well as the progress that Africa has made, while reflecting upon the common challenges that Africa faces.

There is absolutely no doubt that there is more to celebrate about Africa and its efforts to liberate its people. Many African States are now powered with electricity and can host a cheer with a clean glass of water. Africa is better off today, with places like Angola and Namibia fighting for top spots in terms of youth employment, technological advances and many other shining improvements.

Africa is fast reaching its new dawn and it is becoming more befitting today than ever to reflect on former Ghana's President Kwame Nkrumah's prophetic remark, "I am not African because I was born in Africa, but because Africa was born in me." Ghana's first president and a founding father of the African Union, was accurate in foretelling the strength of Pan-Africanism today.

Former Presidents Mr Kwame Nkrumah of Ghana, Mr Nelson Mandela of South Africa, and Mr Julius Nyerere of Tanzania, form part of the many giants who fought tooth and nail in collapsing the colonial burden on Africa and its people. Through these fights and many others, some of which led to the painful death of many pundits in the process, at least all African countries became sovereign states around the 90s. Some of them had already practiced and participated in democratic elections by this time.

The celebration of Africa Day is therefore a fitting and well deserved exercise indeed. It is comforting to note that Africa is better than it was before and there are huge milestones to be counted on.



Is it enough though?

Although considerable strides have been made to lift Africa to greater heights, the continent is yet to reach favourable altitudes. Its people are still ravaged by the burden of even more fierce challenges: unemployment, poverty and inequality. An African child is still likely to go to bed hungry and this is likely to happen even his/her parents are employed.

Africa is faced by many other challenges as it continues to rise and free itself from poverty, including weak healthcare and education systems. As it fights this scourge, it does so under enormous pressure as it is often compared to the already developed continents such as Europe and the Americas. The chronic underdevelopment, lack of capacity

(ideological and otherwise), corruption, tribalism and many other related aspects are not helping at all as they continue to make the task of unshackling Africa more and more difficult.

As we celebrate Africa, we do so with a mixed bag of feelings. Although more has been done to liberate Africa from the past ills, a lot more still needs to be done.

Therefore, as we sip on that celebratory champagne in commemorating Africa Day and Africa Month at large, we should do so knowing very well that it is not yet Uhuru!

# Business owners to host Northwest Tourism Investment Summit



## NORTH WEST TOURISM INVESTMENT SUMMIT

North West Tourism Business Owners Council are working intensively on the road to tourism recovery in the North West Province. North West Province has been affected in a big way, especially in relation to international tourists. There are no international tourists visiting North West because of the lockdown after effects in the country, but what is pleasing is that there is some improvement on the domestic market. The goal of businesses in the province is to encourage South Africans to explore their own country. They must do that by adhering to health protocols.

Bojanala District is still a concern as numbers are not at their standard as before. However, there is enthusiasm to travel by our domestic tourists. More people must come and explore tourism products offered by the region.

The Summit will deliver key insights highlighting investment trends, opportunities and challenges in the value chain of tourism, encourage finance initiatives and explore Provincial innovative tourism sector for growth.

This year's inaugural Northwest Tourism Investment Summit (NTIS) is expected to be the result driven and collaborative summit led by business in partnership with government. The event will be held in Mahikeng from the 20th to 22nd September 2022.

After two years of lockdowns and travel restrictions, the provincial tourism industry offers incredible investment and collaboration opportunities. The Summit will highlight these opportunities for Corporates, Small businesses investors, private equity firms, venture capitalists, decision makers, national

and international buyers and travel professionals. It aims to unlock business translating into millions of rands to boost North West Province economy.

NTIS will examine the provincial economic outlook, unveil investment opportunities for 2022/23, and address issues like road and air connectivity in North West, the financing models of Africa's new tourism projects and how tourism is empowering Small tourism businesses in the province.

The outcomes of this summit will be realistic in approach and be driven by practical results that will be achieved in the next three years.

We call on the interested corporates and government departments who are interested to partner/sponsor to please email us at: [itumeleng@nwtbo.org](mailto:itumeleng@nwtbo.org) for more details.

# Digital tourism transformation in the village and township tourism



The value of digital destination marketing is significant. It enables DMOs to promote its products and services to a more targeted audience, it affords the use of cost-effective channels to reach wider geographic markets, and it helps to enrich content. All of these combined drives success for the destination. Digitalisation is changing the way people live, work, and travel, and has opened up new opportunities for tourism businesses to compete in global markets. This chapter examines the impact of digitalisation on tourism, with a particular focus on SMEs. It highlights the important role of government in creating the right framework conditions for the digital transformation of tourism business models and the wider tourism ecosystem, and identifies a number of key policy considerations to foster digital technology uptake and use by tourism SMEs in the townships and rural areas.

Digitalisation is bringing unprecedented opportunities for tourism SMEs in the outskirts of the country to access new

markets, develop new tourism products and services, adopt new business models and processes, upgrade their position in global tourism value chains and integrate into digital ecosystems. Digitalisation brings significant potential benefits to township and villages SMEs - it can help them to become more efficient, free up time and resources to focus on strategic tasks, and increase their capacity to develop new business models, enter new markets, or internationalise operations. However, SMEs are lagging behind in the digital transition and many small traditional tourism businesses are struggling to understand the opportunities and reap the benefits.

Digitalisation is the process through which technology and data-driven management is transforming our social and economic systems and lives. The push to adopt digital technologies is driven by the convergence of advanced technologies and the increasing social and economic connectivity unfolding under globalisation. Digitalisation has

the potential to boost innovation, to generate economic and environmental efficiencies and increase productivity, including in the highly globalised tourism sector

Unlocking the potential of digital technologies and digitalisation in tourism therefore requires a nuanced approach that responds to the unique challenges experienced in different parts of the tourism sector, and in different types of tourism businesses. The uptake of digital technologies at the operational level and the adoption of digital business strategies have been uneven, and the gap between innovative digital companies and traditional tourism SMEs with low levels of digitalisation is growing.

It is important that organisations like [www.jurni.travel](http://www.jurni.travel) start accelerating digital market access in the townships and rural areas to ignite new tourism products and product offer to travellers visiting South Africa.



## South Africa commemorates Youth Day - But is there more to celebrate?

South Africa prepares to commemorate Youth Day on June 16. The day emanates from one of the darkest days in the country, on 16 June 1976, where a demonstration in Soweto, led largely by high school students, angered at the apartheid government, was met with a brutal crackdown by police and set off a wave of protests and violent conflict across South Africa.

As the country celebrates this painful, yet pulse-pumping day, there are otherwise more questions than answers, leading to a greater question: Is there much to be celebrated regarding youth liberation in the country?

The day is now immortalised as Youth Day, an annual public holiday in which South Africans remember the significance of the Soweto uprisings and the bravery of those involved, as well as the importance of supporting the youth across the country. Although this is the case, there is still much that the youth of 1976, some of whom died in the process, would have liked to see happening.

For a start, youth unemployment has been ravaging the country for many years now. This unfortunate anomaly in many instances led to criminal activities by young people, with experts pointing to lack of jobs and rapid difficulty on access to business and schooling opportunities as some of the leading courses.

When one compares South Africa with countries in its league regarding youth unemployment, one will find it coming strongly at the top. For example, the recent Spectator Index indicated that the five countries with the highest youth unemployment were South Africa at 35.3%, followed by Greece at 35.11%, Spain at 15.67%, Nigeria at 32.5% and Italy at 11.1%.

Put numerically while spreading it across youth and adults, Stats SA's recent report indicates that South Africa's unemployment rate for both youth and adults remains high. However, the unemployment rate among young people aged 15 – 34 continues to skyrocket at 38.2%. This suggests that more than one in every three young

people in the labour force did not have a job in the first quarter of 2022.

This is the highest number by far. But what could have gone wrong? Some experts say, "South Africa's poor foundation-phase education system has repeatedly been linked to the country's skills shortage." While others simply put it as the country failure to prioritise its future generation.

Whichever the way, the fact of the matter is that young people are not sufficiently absorbed into the job market nor are they exposed to business and many other opportunities which would see them turn their lives up-side-down.

Gloomy as this may appear though, the 6th democratic administration of South Africa, under the watchful eye of President Cyril Ramaphosa, has promised to turn the corner on this inconsistency. President Ramaphosa says government has put youth unemployment at the top of its national agenda, adding that he is well aware that many young people are without jobs.

# Events Calendar

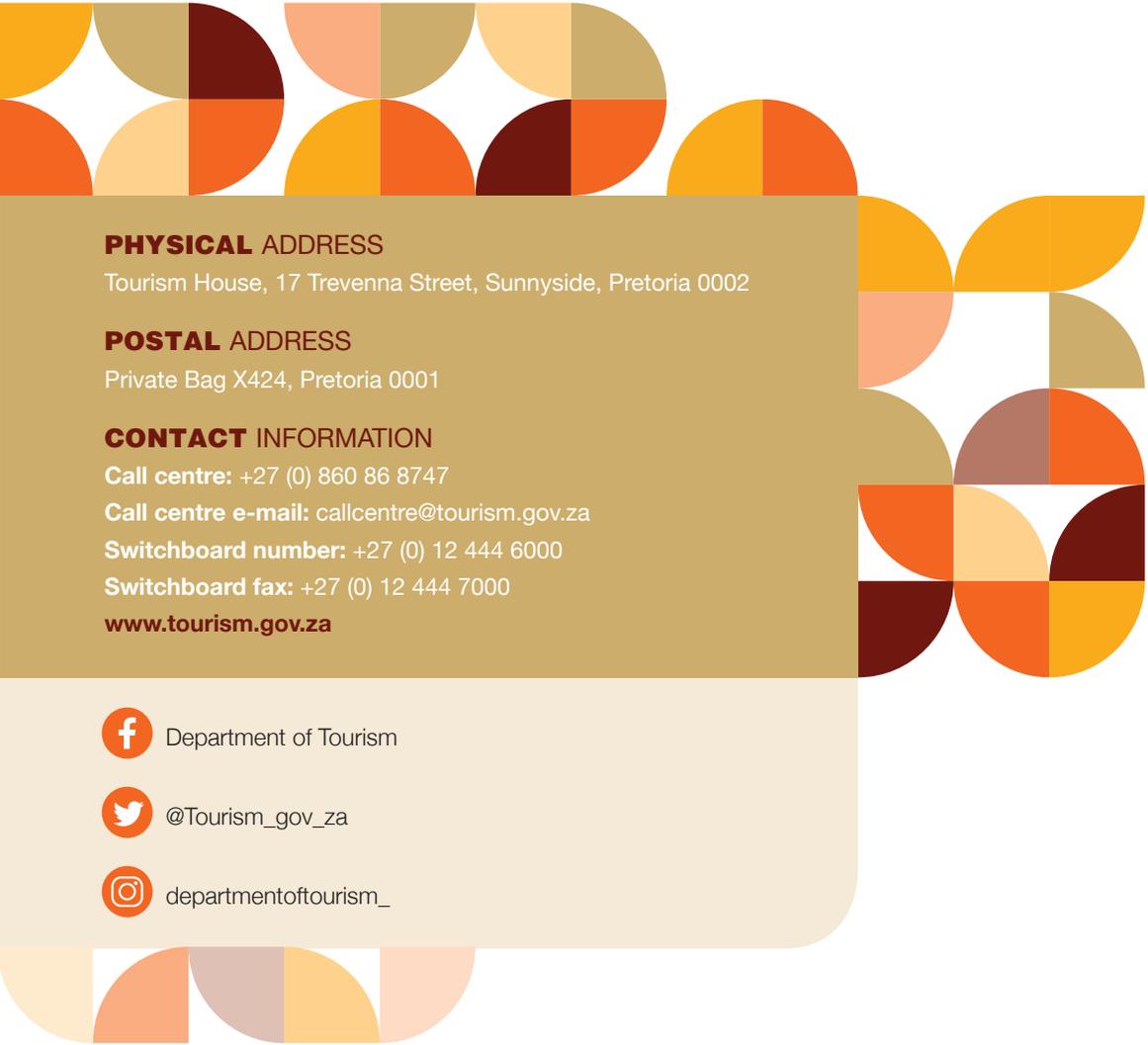
## July 2022

Departmental Mandela Day	Mandela Day is a global call to action that celebrates the idea that each individual has the power to transform the world, the ability to make an impact	18 July 2022	TBC
Deputy Minister Public Lecture	Public Lecture is a platform that is hosted by Deputy Minister of Tourism to engage, exchange and share ideas with youth in tourism on issues of importance in the tourism sector in order to enhance strategies, planning, programmes and policy decision-making within the tourism sector	28 July 2022	Nelson Mandela University, Gqeberha

## August 2022

National Women's day	The day commemorates the 1956 march of approximately 20 000 women to the Union Buildings in Pretoria to petition against the country's pass laws	09 August 2022	TBC
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