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CREDITS

PUBLISHER

Department of Tourism

EDITOR

Tasneem Carrim

EDITORIAL TEAM

Seapei Lebele

Natasha Rockman

Sifiso Halama

Annah Mashile

CONTRIBUTORS

Ministry of Tourism

Northern Cape Tourism Authority

Tourism KwaZulu-Natal

WESGRO

South Coast Tourism and Investment Enterprise

Mmakgomo Masote

Tshifhiwa Dzhivhuho

Andrew de Blocq

Roland Vorwerk

Cara Giraudeau

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Editorial



At the heart of South Africa's tourism offerings lies a commitment to fostering meaningful connections. This edition showcases the incredible hosting of the 2024 Meetings Africa, an iconic trade show that creates marketing access for our vast array of African leisure tourism products. The gathering attracted a plethora of talent, skills and some of the industry's sharpest minds for a convergence of ideas on how to propel tourism to new heights.

From quaint villages, to hidden gems teeming with our diverse culture, heritage and wildlife, South Africa is brimming with attractions waiting to be explored. The South African Township

and Village Tourism (SATOVITO) Expo showcased some of these attractions at the inaugural showpiece.

In this edition, we also provide an update on some of the infrastructure development projects that we have invested in. Government's investment in these projects aims to provide enjoyable attractions that will not only increase tourism offerings but also provide lasting employment opportunities.

We continue with our commitment to skills development in the sector. The recent graduations for the Recognition for Prior Learning chefs training programme aim to open new

doors for the graduates. We have also recently deployed tourism monitors to affirm our commitment to safe tourism destinations for the enjoyment of local and international tourists. After all, the true magic of South Africa lies not in its landscapes, but in the warmth and hospitality of its people.

As you leaf through the pages of this publication, we hope that you will be inspired to make those meaningful connections with the tapestry of our landscapes, diverse culture, heritage and hospitality.

- By Tasneem Carrim



The Drakensburg Mountains

MeetingsAfrica



Meetings Africa 2024

Tourism Minister Patricia de Lille welcomed delegates to the 17th Edition of Meetings Africa on 26 March, 2024, at the Sandton Convention Centre, Johannesburg. Meetings Africa is one of the African continent's premier business events trade shows and is a flagship of the South African National Conventions Bureau (SANCB). It took place from March 25 to 27, 2024 with Deputy Minister of Tourism Fish Mahlalela kicking off the Business Opportunity Networking Day (BONDay) on the 25th.

In this event, Africa showcases its diverse offering of services and products, and African associations along with African meetings industry professionals that can partner to help transform the continent.

"This is my first Meetings Africa since I took office in March last year, and I am pleased to be here with all of you at this proudly Pan African gathering of global business events partners. It is a very special time to be in South Africa. This year, our country celebrates 30 years of Freedom since our first democratic elections in 1994. For us as a country, this means a time of reflection but also of celebration. Freedom is pivotal for our sector, granting the freedom to move and explore." said Minister De Lille.

Among the nineteen (19) exhibitors were four (4) from the rest of the African continent, including The Galaxia Group from Egypt, the Mangalis Hotel Group from Cote d'Ivoire, MICE Solutions DMC from Tanzania, and Willch Traveland Tours from Zambia. The remaining fifteen (15) exhibitors were from South Africa, contributing to a total of nineteen (19) new participants. Each of these exhibitors brought distinctive perspectives that enhance the diversity of the exhibition line-up.

Nombulelo Guliwe Chief Executive Officer at South African Tourism mentioned that the theme for this year is: Africa's success built on quality connections, encapsulates the essence of our commitment to fostering meaningful connections between African exhibitors and global buyers.

Minister de Lille further said that she was delighted to highlight the presence of 380 Exhibiting Companies from 21 African countries at this year's Meetings Africa. She was also very proud of that representation of Africa. "These exhibitors collectively represent our continent's business events industry, echo and showcase our diverse array of products and experiences, offering our unique and abundant choices."



Deputy Minister Fish Mahlalela delivering an address at the Meetings Africa Business Opportunity Networking Day (BONDay)



Minister Patricia de Lille interacting with Department of Tourism Market Access Support Programme beneficiaries.

Reflecting on Meetings Africa 2023, Minister de Lille stated that it contributed a staggering R388.5m to South Africa's economy, creating and sustaining 753 jobs. She praised the success of the 2024 Future Leaders Forum, won by Hlolohele Zwane, emphasising the importance of the business events industry for young people.

Over the past year, the South Africa National Convention Bureau (SANCB), together with its partners, has worked extensively to secure international and local bids to our shores. South Africa successfully secured 40 bids for the 2022/23 financial year. This is excellent news for the economy as it will contribute R338m between 2023 and 2025 and attract more than 16,000 international and regional delegates.

Minister de Lille concluded by underlining the economic support and sustainability focus on Meetings Africa, encouraging

attendees to visit the Sustainability Village and support local businesses. She announced an upcoming global campaign to revolutionise the marketing of MICE tourism, emphasising that South Africa is open for business and ready to collaborate.

"Ladies and gentlemen, let me say, as South Africa we are open for tourism, and we are open for business events. Our challenges do not define our potential, our ability to lead in key business sectors, or our capacity to innovate and host global MICE events."

The Minister thanked all participants and invited them to make the most of the collaboration, learning, networking, and business opportunities over the next two days at Meetings Africa 2024. Minister De Lille concluded as she symbolically rang the bell.

- By Annah Mashile



Minister de Lille visiting exhibition stands during the event.



Deputy Minister Fish Mahlalela with panelists during BOND Day

SANDTON CONVENTION CENTRE
JOHANNESBURG, SOUTH AFRICA



Maropeng Cradle of Humankind Hosts the First ever SATOVITO Expo

The first ever South African Township and Village Tourism (SATOVITO) Expo took place over two days, from 25 to 26 January 2024 at a world heritage site called Maropeng Cradle of Humankind. The event was organised by South African Tourism (SA Tourism) and SATOVITO with the purpose of showcasing and promoting diverse culture, heritage and tourism products from townships and villages. A market access and tourism development platform to celebrate the rich history, culture and unique experiences, products and services found in our communities.

SATOVITO is a non-profit organisation that develops, represents and encourages enterprises as well as impoverished individuals involved in the tourism industry. Its base also includes township and village-focused, municipal, regional, and provincial tourism associations. By promoting equitable, sustainable growth and the transformation of the tourism industry, particularly in townships and villages, they hope to promote the creation of jobs.

More than 3 000 attendees, including buyers, media outlets, and exhibitors, visited the Expo during the two days. The exposition made it possible for potential business tourists to take advantage of

the genuine regional tourism market for possible financial gains, offered insightful information and chances for participants to network.

Mr. Matthew Sathekge, the Chief Executive Officer (CEO) of Dinokeng, extended a warm welcome to all attendees. "It is a privilege to have you here at Maropeng Visitor Centre, an award-winning, world-class exhibition focusing on the development of humans and our ancestors over the past few million years. Take a journey through time, starting with the formation of the planet and moving all the way through the evolutionary processes that culminated in the world as we know it today, understanding the origin of mankind," said Mr. Sathekge.

"The United Nations World Tourism Organisation (UNWTO) recognises the importance of township and village tourism as a tool for sustainable development, poverty elevation, and most importantly cultural resolution. The Expo offers a unique opportunity for travelers to engage with local communities, learn about our customs and traditions, and create income by providing opportunities in our townships because it is our responsibility as the government to uplift small businesses, develop and package their offerings to

be part of the value chain, sustainable tourism and responsible tourism. This is an important aspect of tourism," emphasised the CEO of Gauteng Tourism Authority (GTA), Ms. Sthembiso Dlamini.

The Expo was graced by the presence of the Minister of Tourism, Ms. Patricia de Lille who congratulate SATOVITO and SA Tourism for organising the event together. "I am extremely excited to see what we have on offer and to engage you all on how we take this part of the sector to new heights. I firmly believe that township and village tourism has so much to offer and so much untapped potential, and we must place more focus on this area to showcase our hidden gems and the true magic of our villages and townships," said Minister De Lille.

"I made a commitment to work closely with you, and I am here today to reaffirm that commitment because I want to see more energy and focus put on township and village tourism."

"My message to SATOVITO and everyone here today is that the Department of Tourism and our entity, SA Tourism, are here as key partners. We want to help you achieve your vision to develop townships and villages into smart residential and business hubs that foster job creation, social cohesion, and

market indigenous tourism experiences,” emphasised Minister De Lille.

In this regard, the Minister shared a few key opportunities for funding offered by the Department of Tourism, which SATOVITO should market more to stakeholders and encourage businesses in villages and townships to apply for funding from these programmes. The Tourism Incentive Programme is a package of support programmes aimed at stimulating the growth, development, and transformation of the South African tourism sector.

The Department’s incentives include:

- The recently relaunched Tourism Equity Fund (TEF) implemented by the Small Enterprise Finance Agency (SEFA) on behalf of the Department of Tourism;
- Businesses can apply for the Green Tourism Incentive Programme (GTIP);
- The Tourism Transformation Fund (TTF) administered and implemented by National Equity Fund (NEF) on behalf of the Department, offers a combination of debt finance and grant funding for smaller new and expansion tourism development projects with majority black shareholding.
- The Market Access Support Programme (MASP) offers funding for businesses to travel to and exhibit at national and international tourism trade shows so that they can expose their offerings to more buyers, unlock market potential, grow their customer base and drive sales; and
- Finally, the Department also supports businesses with funding towards their grading costs with the Tourism Grading Council.

The Minister concluded by stating that, “SATOVITO has been a key partner on the tourism safety initiatives, and I look forward to continuing to work with you to enhance tourism safety in our villages and townships. I also want to take this time to congratulate SATOVITO and the South African National Taxi Council (SANTACO) for the ground-breaking agreement they have entered into. You are two important partners taking a stand and forging ahead with actions to address crime against tourists.”

- By Annah Mashile





Department of Tourism Celebrates the Graduation of Chefs at Silwood School of Cookery

On 8 February 2024, the Department of Tourism and the Silwood School of Cookery organised a graduation ceremony for 25 Chefs from the Western Cape Province. The enthusiastic graduates were trained by Silwood School of Cookery towards achieving an NQF Level 5 Occupation Certificate through the Departmental Recognition of Prior Learning (RPL) programme for Chefs.

The RPL programme is an intervention of the Tourism Sector Human Resource Strategy that recognises the prior knowledge and skills of Chefs who have been working in the sector for many years and awards them with the relevant occupational qualification and designation. The programme empowers beneficiaries to explore career growth opportunities and improve their trajectory in the workforce.

Chef Olivia van Stavel, who has been working in the hospitality industry for 16 years, enrolled in the RPL programme to fine-tune her culinary skills and elevate her career. "The RPL programme assisted me to enhance my culinary skill set. I am grateful for the opportunity to participate in the RPL and successfully complete the Trade Test. The Trade Certificate will give me a competitive

edge to confidently explore rewarding work prospects at home and abroad," said Van Stavel.

The RPL was first implemented in the 2021/2022 financial year. Since its inception, the Department has invested R3.1 million in the programme. Thus far, the RPL has reached 107 experienced Chefs in various provinces who have been trained and awarded the relevant qualifications.

Addressing guests at the ceremony, the Deputy Minister of Tourism, Mr. Fish Mahlalela, congratulated the Chefs on their achievement and encouraged them to utilise their newly attained skills and qualifications to create employment opportunities in the sector. "Government's development programmes play a critical role in ensuring that the tourism workforce is adequately skilled and that emerging entrepreneurs are empowered to start sustainable tourism businesses."

"The skills gained through the RPL programme will not only elevate your career but will place you in a position to be able to make a meaningful contribution in your community. I encourage you to venture into the sector as entrepreneurs who will create employment opportunities and open doors for those who seek to enter the culinary field in the future," said Deputy Minister Mahlalela.

The Department has over the years collaborated with various stakeholders to implement its skills development programmes to address the sector's skills needs and to create an inclusive sector that caters to the employment needs of all people, irrespective of gender, race, and disability.



Chef Xen, one of the graduates, provides a warm message to the Department of Tourism for the training opportunity.

Chef Xen de Jongh, who is a special needs teacher, appreciated how the RPL programme opened his eyes to new methods that he could use when he teaches his learners. "As a teacher, I work with students with learning barriers and industry Chefs who train my students in their respective kitchens. This programme has shown me better ways to teach and engage my learners in a fun and informative manner. I am comforted that they will be able to qualify as chefs through the RPL programme," said Chef De Jongh.

Sukey Baker, Alicia Wilkinson, Deputy Minister Fish Mahlalela and Cariane Wilkinson



Deputy Minister Fish Mahlalela handing out graduation certificates.



KwaZulu-Natal Welcomes New Chefs

On 23 February 2023 at the Master Chef Culinary Academy in Durban, Chef Shaun Smith from Fusion Cooking School officiated the programme of a Graduation ceremony for 25 (Twenty-Five) new chefs.

This took place due to the skills audit that revealed that there is a lack of mobility and career progression in the tourism sector workforce. Emanating from the audit the Department of Tourism developed the Tourism Sector Human Resource Strategy (TSHRD) in 2016/17. This led to the development of the Recognition of

Prior Learning (RPL) Programme.

Principal of the Master Chef Culinary Academy, Chef Fatima Stanley said that she was grateful to the families and friends for their unwavering support, guidance, and encouragement. She further emphasised that "The careers are forever evolving It demands your dedication, your resilience, and your willingness to continuously learn and adapt. There is immense opportunity."

"Last year we sent 10 learners to Qatar for 8 weeks to work at the FIFA World Cup, learners who have never travelled as far as Johannesburg, we also have 7 Learners who will be travelling to Georgia Atlanta in the United States for

12 Months on a J 1 VISA to complete their Inservice training with a stipend of almost R 40 000.00 per month." said Chef Fatima

She alluded that, "Skills change people's lives and we have made that positive impact beyond our culinary skills we must also remember that integrity, professionalism and commitment to excellence. The knowledge, skills and values you have acquired I'm sure that you will go out there and make a meaningful difference to the world."

Chef Nelisiwe Mkhiza one of the new graduate students said, "Gratitude goes to the Academy and Department of Tourism, our families support is also appreciated, this is more than a piece of paper but a life-changing opportunity for us it is also a confident boosted that we have talent, and a courage instiller, we are grateful."

Deputy Minister of Tourism Fish Mahlalela delivered his keynote address, He said "The programme assists the youth to build a better future for themselves and their families, education has all the necessary ingredients to holistically develop and individual to be an accomplished human being, if you don't build your dream someone will hire you to help them build their dreams using you. We must start building our

dreams to be able to stand on our own."

"Our mission as Government for the past 30 years has been to restore both social and economic justice of our nation by addressing the challenges of inequality, we sought to use education as a tool to create equality, and employment and fight poverty. Government invest effort of resources and funds to create business opportunities and job to grow our economy." instilled Deputy Minister.

He further said "After graduation, you can apply anywhere in the world, this graduation allows growth and mobility things that you could not do before you acquired these skills, Our partnership with Master Chef Culinary enables both of us to better understand our challenges and create a more enabling environment in which partnership can flourish more importantly build capacity to produce the workforce that could be absorbed by the growing economy in the tourism industry"

"This is the beginning of your journey as you go out there to start working for your future you should be able to thrive, as you serve our tourists you are called to be true ambassadors of tourism as food form part of the creator visitors' experience" concluded Deputy Minister Fish Mahlalela.

- By Annah Mashile



Department Of Tourism Programmes Continue to Bear Positive Fruits for the Youth Of South Africa

The curiosity to innovate and explore technology to enhance tourism experiences propelled Mr Mandla Magwaza to develop a digital marketing platform.

Mr Magwaza, who originally hails from Thokoza township and now lives in Centurion, Pretoria, saw the Tourism Technology Grassroots Innovation and Incubation Programme advertisement during an online search for entrepreneurship opportunities and identified this opportunity to pitch his innovative idea of his project called The Arts Revolution.

He never hesitated to apply and a few months later, he was selected to be one of the twenty (20) successful youth in the developmental programme which started in 2021 and concluded in 2023. This developmental programme offered by the Department of Tourism supports modern technology for youth entrepreneurs between the ages of 18 to 35 years to develop technologies to facilitate the introduction of new concepts that will revive, sustain, and create jobs in the tourism sector.

Mr Magwaza said that his dream of becoming an entrepreneur and the thirst to have more knowledge about technology prompted him to attend several online technology courses. After completing his studies, he used his acquired skills to develop a digital marketing platform to ease the lives of tourists whilst exploring and visiting South Africa and the tourism sector at large.

He indicated that the digital marketing platform uses the latest immersive camera technology to showcase tourism destinations and attractions and has the technology that enables tourism practitioners to generate income from the videos by offering exclusively immersive video content to tourists. He further mentioned that it offers safety navigation for tourists using their phone cameras because it can detect crime hot spots in the country as well as create a single streamlined destination marketing solution.

Mr Magwaza recently attended the State of the Nation (SoNA) Debate's reply session as one of the President's guests

in Parliament. His attendance aimed to showcase the role that the Department of Tourism plays in skills development programmes in line with enhancing service delivery and improving the lives of South Africans.

He said he was grateful and felt honoured to be one of the President's guests during the SoNA debate reply session in Parliament. "It is a memory that will last a lifetime. I was able to meet young minds and as a born free or the 'Tintswalo' generation as mentioned during the recent SoNA, we had an opportunity to discuss current socio-economic issues and how we, as the youth, can play a role in making a positive impact in the country," added Magwaza.

He thanked the Department for giving him the opportunity to be part of the Tourism Technology Grassroots Innovation and Incubation Programme and will now focus on taking the digital marketing platform to new heights to keep it relevant in the Fourth Industrial Revolution (4IR) era.

- By Mmakgomo Masote

Happy Holidays



#ResponsibleTraveller Secure Booking Tips

- » Be cautious of deals that seem too good to be true.
- » Ensure you receive written quotations.
- » Check your quote for the following: the supplier premises, landline number, company registration number, membership of tourism associations like SATSA or ASATA.
- » Read and understand the terms and conditions before booking.
- » Preferably use Tourism Grading Council of South Africa (TGCSA) graded establishments. You can use the following link: <https://www.tourismgrading.co.za/find-a-graded-establishment/search-for-graded-accommodation>.
- » Verify if your service provider has protection mechanism which assures protection of your pre-deposits or ask the question whether the agent is bonded.
- » Verify your bookings with the airline or accommodation.

- » Never share your banking details when making a booking.
- » Scrutinise the company's marketing materials.

BE WARY OF ANY OF THE FOLLOWING:

- » Offers that insist on immediate payment for any reason including a common pressure that today is the last day of the offer and it will never be repeated.
- » One famous trick that scammers use is that you receive an e-mail saying the establishment is overbooked and we would like to refund you, "please submit your banking details". It is better to call the establishment and check.
- » Be aware of communication saying you have won a vacation, without you having entered a competition. Often, these offers entice customers to sign a contract which contain hidden clauses.

Useful contacts: Should you require support or find yourself in distress, contact the authorities for assistance:

Police (SAPS): (T) 10111 | **Ambulance/Fire:** (T) 10177 | **Tourist Emergency WhatsApp line:** +27 (0) 82 321 6018

Tourism Complaints: (T) 012 444 6000 or 0860 686 747 / E-mail: complaints@tourism.gov.za (Monday to Friday from 08:00 - 16:00)



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SOUTH AFRICAN TOURISM



Tourism Equity Fund Applications Points to Commitment to Transformation and Growth for Tourism Businesses

On 2 November 2023, the Department of Tourism, together with the Small Enterprise Finance Agency (SEFA), an agency within the Department of Small Business Development (DSBD), announced the opening of the application process for the Tourism Equity Fund (TEF). Following the Cabinet's approval in September 2023 for the revised TEF to be implemented, the Department of Tourism announced that the Request for Proposals for funding from the TEF was open to businesses to apply from 6 November 2023.

The R1.2 billion TEF aims to increase growth, transformation and stimulate more inclusive participation in the tourism sector in line with the targets of the Tourism B-BBEE Sector Codes. The TEF is intended to address the funding challenges faced by Qualifying Small Enterprises and Emerging Micro Enterprises in the tourism sector.

The TEF will be implemented by:

- Assessing and scoring applications against jobs to be sustained and/or jobs to be created, location and

geographic spread, and targeted groups (youth, women, and people with disabilities);

- The Department of Tourism and SEFA, in partnership with banking and/or financial institutions in the Republic of South Africa, which includes, amongst others, banks and developmental finance institutions that will offer affordable and tailor-made financial solutions, in an attempt to close funding gaps in the market, through the provision of a blended finance solution; and
- Disbursing a total of 80% of the TEF funds to existing businesses in the market to enable these businesses to grow. The remaining allocation of 20% of the funds will be disbursed to new businesses. SEFA will implement, execute and manage the Fund through a Fund Management Agreement signed with the Department of Tourism. The Department will support and monitor the implementation of the TEF on a monthly basis.

The funding structure comprises grant

funding and debt financing in order to meet the distinct needs of tourism enterprises that are either seeking equity acquisition, investment in new developments or expansion of their existing businesses. The Fund will focus on tourism enterprises in the accommodation, hospitality and related sectors as well as travel and related services sub-sectors. The TEF will consider applications for start-ups, acquisitions, expansion and development projects in line with the Tourism B-BBEE sector codes.

"We are encouraged by the level of interest and applications to the Tourism Equity Fund which is aimed at driving empowerment and transformation to support the growth of new and emerging enterprises in the tourism sector. This is in line with our aims as government to support investment by the private sector to grow an inclusive tourism sector that can continue to contribute to the country's economy and job creation. We will continue to keep businesses and the public updated on this important project in the coming weeks and months," Minister De Lille said.

- By Ministry



Minister De Lille Hands Over Infrastructure Maintenance Project to CapeNature

On 19 December 2023, Minister of Tourism, Ms. Patricia de Lille handed over a multi-million rand Infrastructure Maintenance Project funded by the Department of Tourism at the Wolwekloof Resort, to CapeNature.

The Wolwekloof Resort in the Witzenberg Municipality near Ceres was one of the few facilities that people of colour could visit during the apartheid era, and it was a place of many great memories for families and friends. In recent years, the facility was closed to the public and was used by various government departments and non-governmental organisations (NGOs) until a few years ago, when CapeNature was afforded the opportunity to take over management of the Resort.

Wolwekloof Resort was developed for people classified as "coloured" during the Apartheid era. The first visitors to Wolwekloof Resort were in 1978. People who used this Resort during this period were mainly from Cape Town, specifically the Cape Flats and the communities surrounding the Resort. The facility was frequented as part of people's annual leisure activities during Easter, Christmas and New Year.

Wolwekloof Resort was also a site where labour union meetings were held during the struggle for liberation. In 1991, it was sold to the Divisional Council, which did further development and managed the resort up until February 2002. After the withdrawal of the Cape Winelands District Municipality, the facility was used until March 2017 as a Western Cape Provincial Fire Training Centre. An agreement was reached between the Department of Community Safety,

the Department of Transport and Public Works to manage the facility until 31 March 2017. Wolwekloof Resort was officially handed over to CapeNature in June 2019 to operate as a tourism facility.

Over the last 10 years, CapeNature has been dedicated and focused on crafting facilities and activities within the Eco-Tourism Sector. To this end, a number of developments have been undertaken to optimise income generation for biodiversity conservation; optimise shared growth and economic benefits to contribute to national and provincial tourism strategies, and transform the tourism operations within CapeNature and strengthen existing and developing new products to especially provide broader access for all people.

During the handover ceremony, Minister de Lille said: "Tourism is a key sector in our economy, injecting billions into the economy each year and providing much needed jobs for our people. We must therefore continue to work with urgency and as partners to grow our

tourism offering so that we attract more tourists to our beautiful country. The more tourists we welcome, the more investment and jobs the tourism sector can create."

Dr Razeena Omar, Chief Executive Officer (CEO) of CapeNature, welcomed the partnership, saying: "We welcomed the opportunity to manage Wolwekloof Resort as a tourism facility with enthusiasm and pledged our full commitment to restore the site. The upgrades to the picnic area, walkways and pools offer visitors a lovely nature retreat to relax and enjoy memorable times with family and friends. We appreciate the financial support from the Department of Tourism, which hugely contributed towards the reinstatement of this resort as a tourism gem. Wolwekloof Resort is one of five tourism projects under the Department of Tourism CapeNature partnership. It is collaborations like this that help boost the Western Cape tourism economy, offering holidaymakers even more travel choices. We are very excited to publicly launch Wolwekloof Resort during 2024."





“The investment by the government into these projects is critical to our mission to provide quality and enjoyable tourist attractions to local and international visitors. Infrastructure investment by the government is about creating the conditions for further investment and job creation by the private sector,” said Minister De Lille.

“We are also pleased that these projects have been able to employ people from surrounding communities to assist with job creation and poverty alleviation measures by the government. Although the Department of Tourism’s work at Wolwekloof is now complete, CapeNature is still conducting extensive amount of work in a phased approach,”

Minister De Lille added.

The Wolwekloof Resort project is still in phase one, with more work to be done on the water and electricity infrastructure at the site by CapeNature in the next three phases. CapeNature’s vision is to reinstitute the site for recreational and leisure purposes with a modern twist.

“While we hoped the facility could be opened in time for the peak summer tourism period, CapeNature will be completing a range of important work to get the site up to standard and envisages opening the resort to the public in the spring of 2024. It is my hope that we will continue to work as partners, all three spheres of government, together with

CapeNature to restore this important tourist attraction to its former glory and upgrade it to be better than before,” said Minister De Lille.

The Minister urged CapeNature and all partners to inject urgency into the remaining phases of the project and to see it through to successful completion for the benefit of surrounding communities and visitors from all over the country and the world. Minister de Lille thanked all partners for their work on the recent upgrades to the resort and called for continued collaboration that will see all partners fulfil the tourism sector’s full potential and ensure that all visitors have a memorable time in South Africa.

- By Ministry





Developing the Garden Route and Klein Karoo as an Avitourism Destination

Avitourism, also known as birding tourism, stands as one of the most well-established and rapidly expanding tourism niches in South Africa. The country boasts an extraordinary avian diversity, encompassing nearly 900 of the world's 10,000 bird species. A report from the Department of Trade and Industry in 2010 highlighted that avitourists, distinguished by their passion for birding, tend to embark on longer journeys, spend more generously, and explore rural destinations more extensively than other tourist categories. Furthermore, birders often belong to higher-value demographic segments, emphasizing the significant and potentially lucrative opportunities within this specialized tourism sector.

The Garden Route and Klein Karoo, collectively forming the Garden Route District, are renowned for their scenic landscapes and nature-based tourism appeal. Despite this recognition, the avitourism potential of the region has largely gone unnoticed. The district provides unparalleled access to diverse habitats, ranging from lush forests and fynbos to picturesque coastlines and the arid Karoo. Despite constituting only 2% of the country's landmass, this compact area harbours over half of South Africa's bird species. Moreover, its strategic accessibility through major travel hubs such as Cape Town, George, and Gqeberha, coupled with a diverse tourism offering, ensures holistic nature-based experiences for visitors. Notably, the district grants easy access to over

40 of South Africa's endemic and near-endemic bird species, a particular attraction for avid birders.

Recognizing the untapped potential of the area, BirdLife South Africa submitted a proposal to the Growth 4 Jobs Tourism Challenge Fund under the Western Cape Department of Economic Development and Tourism. BirdLife South Africa, a conservation NGO dedicated to safeguarding birds and their habitats, serves as the central entity for avitourism in the country through its GoBirding travel website (<https://gobirding.co.za>). The Gouritz Cluster Biosphere Reserve NPC has provided co-funding for the project to ensure that adequate resources are directed to the particularly underdeveloped avitourism footprint within their domain. In Toto Retreat, an owner-operated Guest House in Sedgefield and a Recommended Accommodation partner of BirdLife South Africa, joined as a local activator and collaborator.

More than 160 stakeholders across the 7 local municipalities that are marketed under the Garden Route and Klein Karoo tourism destination brand attended various inception meetings in September to introduce the Avitourism Project. Currently, 29 birding sites are profiled in the Garden Route and Klein Karoo section of the GoBirding website. At least 20 new sites are in the process of being written up, significantly improving the geographic spread of the sites across the district. Several tourism service

providers including accommodation establishments, tour operators and guides are also in the process of signing up to be profiled on the website – to provide a unique one-stop-shop of avitourism-related information and services in the destination.

The initiative aims to enhance both the supply and demand sides of the avitourism market. Tourism service providers are undergoing upskilling opportunities through awareness campaigns and training to better cater to avitourists' needs, with market access facilitated through GoBirding. The upskilling opportunities are in the form of 10 one-hour virtual training sessions on a broad range of avitourism topics. These are uploaded to the BirdLife South Africa YouTube channel, to ensure continued access to these training resources beyond the project timeline. A series of 43 Avitourism Educationals are being hosted across the district to give tourism and conservation stakeholders and interested members of the public an opportunity to enjoy a guided birding experience. For many it has been their first exposure to such an experience.

Explore the region on <https://gobirding.co.za>, and witness its transformation as additional sites and services illuminate the landscape like a Christmas tree.

For more information, you can contact Andrew de Blocq on 011 789 1122.

- By Andrew de Blocq and Roland Vorwerk



Minister De Lille Welcomes Deployment of Tourism Monitors at Table Mountain National Park

The Minister of Tourism, Ms. Patricia de Lille, welcomed the deployment of 40 Tourism Monitors for Table Mountain National Park. The Tourism Monitors Programme is an initiative by the Department of Tourism to supplement safety and security measures by the South African Police Service (SAPS) to enhance tourism safety.

These measures are spearheaded by the Tourism Safety Forum, which comprises all three spheres of government, the SAPS, the National Prosecuting Authority (NPA), and the private sector, such as the Tourism Business Council of South Africa (TBCSA) and the Southern Africa Tourism Services Association (SATSA). The local and provincial tourism authorities and agencies are also involved in this initiative.

To welcome the cohort of Tourism Monitors on 22 December 2023, and to underpin partnership and collaboration, the Minister was joined by Mr. Michael

Tollman, the Chairman of the Tourism Safety Forum, and Ms. Megan Taplin, Park Manager for Table Mountain National Park. The Department of Tourism has set aside an amount of R174.5 million to deploy around 2 300 Tourism Monitors at key tourist attractions. This gives expression through the Department's multi-agency collaborative efforts to ensure the safety of visitors and safeguard the reputation of South Africa as a tourist destination.

The 2 305 Tourism Monitors will be deployed as follows:

- Eastern Cape Province = 150
- Free State Province = 150
- Western Cape Province = 250
- Gauteng Province = 100
- Limpopo Province = 100
- KwaZulu-Natal Province = 200
- Mpumalanga Province = 220
- North West Province = 100

- Northern Cape Province = 70
- iSimangaliso Wetland Park = 200
- Ezemvelo Nature Reserve = 150
- SANBI Gardens = 130
- ACSA Airports = 135
- SANParks = 350

Of the 350 monitors deployed to SanParks, 70 were allocated to Table Mountain National Park in the Western Cape. The National Parks are key tourism attractions and remain top-of-list for the Department's key source markets. The Tourism Monitors will be deployed at strategic ports of entry, national parks and other attractions across the country to assist with tourism and safety-related information matters. The safety of all tourists remains paramount and Department is determined to do all it can to ensure that all tourists have a safe and memorable experience in South Africa.

- By Ministry

International Trade Fairs Vital in Attracting More Tourists to KwaZulu-Natal



Tourism KwaZulu-Natal (TKZN) is going all out to regain and rebuild the province's international tourism market, decimated by the COVID-19 pandemic.

To do this TKZN is engaging with top tour operators from various European countries to lock deals that drive international tourists to the province ahead of the Europe Summer Season. Recently TKZN returned from a Northern European travel roadshow and a five-day exhibition at Vakantiebeurs in the Netherlands with South African Tourism (SAT).

The Netherlands and Belgium rank as the fourth and fifth largest European tourist markets for KZN behind the UK, Germany and France.

"In-country initiatives and activations are an important part of international tourism marketing. They enable tourism destinations to engage directly with international buyers and tour operators who are responsible for bringing tourists to destinations. This is also where we gain valuable insight into the needs and perceptions of our target markets," said TKZN Acting Chief Executive Mr. Sibusiso Gumbi.

"Platforms like these allow us to lobby for KZN to feature in international brochures, distributed at various travel agencies around the world, ensuring



that KZN is featured amongst must visit tourism destinations.

"Relationships are critical in the tourism sector, and it is important to stay on top of the game and constantly engage with partners about new developments and changes taking place in our province. Later this year TKZN will participate in ITB Berlin and WTM London. In order to position KZN as a global player, it is vital for us to be where key decisions are made," he said.

KwaZulu-Natal's international tourist numbers are improving slowly, with the total number of international tourists rising by 22% in the first six months of 2023 compared to the same time last year.

As much as leisure tourism is important so is business and conference tourism and Kwazulu-Natal's Convention Bureau (KZN CB) and TKZN will be at Meetings Africa 2024 to market the province as a leading meeting and conferences destination. Meetings Africa attracts hundreds of international buyers from the African continent and across the globe.

"By attracting mega business events and many smaller conferences that can be hosted in some of our smaller towns ensures that the impact of tourism is felt across the province," said Gumbi.

- By Tourism KwaZulu-Natal



Uncover this Authentic Township Experience on the KZN South Coast

History, culture, and outdoor adventure converge to create the KZN South Coast's latest tourism offering, the Gamalakhe Township Experience, which was launched on Friday, 20 October. Media and other invited guests enjoyed immersing themselves in the vibrant sights and sounds of Gamalakhe, before hiking into the beautiful surrounding areas.

"Gamalakhe is a township with a rich history that includes the sad reality of forced removals, but it also tells the story of the people's tenacity and the wonderful local traditions that have emerged here," commented Phelisa Mangcu, CEO of South Coast Tourism & Investment Enterprise (SCTIE). "It's important for us to retain this history while expanding our incredible township tourism offerings to benefit our local communities and visitors."

Uncover the experience

Gamalakhe Township, located less than 10km from Margate and Shelly Beach, is believed to have started in the 1880s when Norwegian settlers drove local communities from their land. However, it was in the 1950s during the apartheid government's forced removals that the township grew, as black residents were driven from the coast inland. Gamalakhe Township has developed over the years and is now home to a hospital, police station, schools, a shopping centre, and more!

The Gamalakhe Township Experience will include a visit to Tin Town, the oldest part of the township. Here, Mama Smangele Memela, who was forcibly removed from her home in Port

Shepstone town centre in 1968 aged just 12, still resides. She will regale guests on the experience, taking them along her journey into a democratic South Africa.

More than just a lesson in the rich history, visitors will enjoy a 'Kasified Experience', an authentic township experience within Gamalakhe. This includes visiting local taverns, car spinning shows, outdoor cinema, quad biking, paintball, and more. Visitors enjoy delicious shisanyama and other local favourites at Sbu's Kitchen such as township kotas, burgers, and chips.

For nature enthusiasts, a local guide will take visitors on a hike from Gamalakhe, crossing the Vungu River and hiking along the Mjika River where sightings of local birdlife and scenery are captivating.

Mangcu said Gamalakhe was also being positioned for MICE events such as conferences, sports contests, and festivals: "Ugu Sports and Leisure Centre is at the entrance of the township and it consists of conference and function venues as well as sports facilities. The TVET College which has a Hospitality and Tourism Unit includes rooms to accommodate outside guests and there are also local guest houses with self-catering options. There is a lot of tourism potential being unlocked here!"

Uncover adventure on the KZN South Coast

To find out more about the Gamalakhe Township Experience, contact Mbongeni Mthembu from Monate Outdoor Activities on 073 092 9818.

Beyond the Gamalakhe Township Experience, there is so much adventure

to uncover on the KZN South Coast! With 11 quality golf courses found throughout the KZN South Coast, the 'Golf Coast' remains a favourite destination for both leisure and MICE [meetings, incentives, conferences, and events] destination! The subtropical climate and diverse natural landscape also set the scene for the ultimate in agri-tourism and extreme adventure.

Uncover all the adventure on the KZN South Coast by downloading the 'Explore KZN South Coast' app, visiting the website, checking out the Events Calendar, the KZN South Coast Meeting Planner Guide and more! Don't miss out on the action by following South Coast Tourism on Facebook; South Coast Tourism and Investment Enterprise on YouTube; @infosouthcoast on Twitter or Instagram; and South Coast Tourism & Investment Enterprise on LinkedIn. And click here to check out previous SCTIE press releases. Follow the hashtags **#uncover** **#uncoverkznsouthcoast** **#uncoveradventure** **#kznsouthcoast**



Mdluli Community Infrastructure Project in Kruger National Park Progressing Well



On 11 December 2023, the Minister of Tourism Ms Patricia de Lille visited the Mdluli Community Infrastructure Project near Numbi Gate in the Kruger National Park (KNP) to look at the status of this important community tourism project.

One of the key objectives of the Tourism Sector Master Plan is to stimulate demand and increase the country's tourism offerings and to achieve this, the Department of Tourism has a number of tourism infrastructure projects underway across the country.

Investment in infrastructure by government is central to creating the conditions conducive for investment by the private sector and driving economic growth and job creation. The tourism sector is also a central part of the country's economy and has



been performing well over the past year as the sector recovers from the impacts of the COVID-19 pandemic. The domestic tourism, the bedrock of this sector, has already surpassed pre-COVID-19 numbers and the Department determined to grow arrivals even more which will support further economic growth and job creation.

A key part of the Department's strategy is to invest in establishments in order to constantly diversify the tourism offerings. The KNP is an iconic South African attraction, however, communities surrounding the Park do not feel that they benefit from tourism to the Park. Following community protests and the closure of the Numbi Gate entrance into the KNP in 2018, the Department of Tourism held stakeholder engagements in the area. One of the outcomes of these Stakeholder Engagement was that the Department would plan for and invest in community-owned tourism projects around Numbi Gate.

Following further discussions and agreement with the communities around the Numbi Gate, detailed technical planning was completed and there are currently two community-owned projects being funded by the Department in this vicinity, one being the Nkambeni Lodge and the second being the Mdluli Cultural Centre.

The Department is currently providing funding support for the implementation of the Mdluli Cultural Centre. The total investment by government into this project is around R29.8 million. The project scope entails the development of the following:

- construction of a 65-seater restaurant with a Boma;
- construction of change rooms and ablutions;
- construction of a kiosk;
- construction of braai facilities;
- construction of an amusement water park;
- construction of a guardhouse and boom gate;
- construction of a security perimeter fence;
- construction of internal gravel roads, landscaping; and
- water and electricity infrastructure.

The contractor was appointed and the site was handed over on 25 April 2023 and the project is currently under construction. The anticipated completion date is mid-2024. Currently, the project is at 49% progress and has so far employed 32 people from the surrounding communities.

The Minister visited the project to inspect progress and engage the local leaders, local chiefs and the contractor. "The project is progressing well and I impressed on all stakeholders the importance of completing this project on time and within budget for the benefit of the community and the tourism sector at large. I also urged all partners to keep working together and maintain good working relations as it is only through partnerships that we will succeed in project implementation," said the Minister.

As it is with all infrastructure projects, it is vital that the Department has a buy-in from the community, ensure that there is community participation so that communities also reap the benefits of these projects. This will ensure that the Department and the community can work together to see projects completed on time and within the allocated budget. The Department will continue working with all partners and communities to put greater impetus behind tourism infrastructure projects that will benefit communities, the tourism sector and the visitors.

- By Ministry



Progress on the Opening of Shangoni Gate in Kruger National Park

On March 5, 2024, the Deputy Minister made the following statement at a stakeholder conference held at Mopani Camp in the northern portion of the Kruger National Park.

“Tourism has the potential to contribute to the economic growth of our country, and thereby create jobs and improve the well-being of our people. This is the main reason for the proposed opening of a new gate on this border of the Kruger National Park, being the biggest of our parks that invites many international and domestic tourists every year,” said Deputy Minister of Tourism, Mr Fish Mahlalela.

A final settlement was achieved where all parties agreed on the Shangoni Gate’s location. This comes after a meeting that took place in August, 2023, the previous year.

Three Chiefs from Madonsi, Mtititi, and Muyexe attended the engagement. In order to guarantee that all of the nearby villages benefit from the opening of the new gate, it was also decided that a subcommittee would be established with representatives from all relevant stakeholders.

Although planning has been completed and construction of the reception area is near completion, the commencement of the construction of the entrance gate

can only proceed once consensus is reached among communities regarding their benefits.

Department of Tourism committed financial assistance to South African National Parks (SANParks) in 2016 for the development of the Shangoni Gate. According to the Deputy Minister, this project was supported as it would catalyse local economic development for both the Vhembe and Mopani District Municipalities by providing jobs and business opportunities for the local communities.

Deputy Minister emphasised that, “We need to work together for the benefit of the communities, we need to open the Gate to create development and change the economy, set up the area in a way that it will create jobs and end poverty. Without the gate, we will not be able to achieve our main goals and there will be no benefit to the community. The development of Kruger is very critical as it has potential to change the economic levels of the communities because of its tourism impact.”

The development is taking place inside the KNP, which is within SANParks’ jurisdiction. There were several adjacent communities whose needs had to be considered. During the consultation process prior to application for environmental approval, a Shangoni Gate Stakeholder Forum was established, co-

ordinated by the Limpopo Economic Development, Environment and Tourism. The Forum was constituted by representatives from the Muyexe Tribal Authority, Mtititi Tribal Authority, Madonsi Tribal Authority, Malamulele Business Forum, Mtititi community, Thulamela Local Municipality and Greater Giyani Local Municipality.

It was also agreed that the Department of Tourism, SANParks and various community representatives will meet on a monthly basis to ensure the consensus is upheld and benefits are earned.

“I applaud all parties for reaching consensus on the positioning of the Shangoni Gate in the northern part of the Kruger National Park as this is a major victory for tourism development and growth. From this point forward all of us need to commit ourselves to the creation of jobs and defeating poverty while at the same time sharing the beautiful offerings of our country in a sustainable and green manner,” said Mahlalela

“The project is 90% completed, we are ready for the gate to be opened and we are also happy that all parties have reached consensus. This is for the benefit of the communities to eradicate poverty and bring back the dignity of our people.” Concluded Mahlalela.

- By Annah Mashile

2024 Tourism Research Seminar - Advancing Tourism Recovery Through Research

On 15 March 2024, the Department of Tourism successfully hosted the 2024 edition of the annual Research Seminar under the theme: "Advancing tourism recovery and growth through research". This year's seminar was hosted online whereby close to 140 people logged on for the latest research findings from researchers in the tourism sector. The seminar also provides a platform for dialogue on research being conducted in the tourism sector.

Over the past 12 years, the Department of Tourism has been collaborating with universities to undertake research aligned to the priorities of the Department and sector. This collaboration has assisted the Department in producing quality research outputs such as frameworks and models that have contributed towards informing planning, policy, programmes, and decision-making to develop and grow the sector. This year's seminar had five presentations by the panel of public higher education and research institutions focussing on tourism guiding, indigenous storytelling, and the impact of electricity on the sector.

Professor Elmarie Slabbert and Dr Tafadzwa Matiza from the University of the North West presented a research study entitled "An Assessment of the Tourism Accommodation Grading System in South Africa: A Demand and Supply Perspective". The purpose of this research was to investigate the perceived impact/s of the accommodation rating system on accommodation establishments' service quality, improvement, and performance in South Africa. A quantitative research methodology was utilised which drew results from online databases through questionnaires. From a demand perspective, some of the results indicated that 85% of the South African sample is aware of the grading system. The regional and the international markets showed results of 74% and 64% respectively. From a supply perspective, results indicated that there is value for tourism establishments subscribing to the tourism grading system.

The second presentation of the day was led by Professor Urmilla Bob from the University of KwaZulu-Natal. She presented findings from the research paper entitled: "Perceptions of the Influence and Effectiveness of the Tourism Accommodation Grading Systems in South Africa". The results showed that 53,6% of the research sample indicated that the presence of the grading system influences confidence in receiving quality service from an accommodation establishment in South Africa. This further solidifies the importance of the Tourism Grading System in the South African Tourism sector.

The University of Johannesburg followed suit with its presentations on the research entitled: "Participation of the Previously Disadvantaged Groups in the Tourist Guiding Sub-sector: Assessing Barriers and Opportunities". The presentation was led by Professor Tembi Tichaawa, Dr Julia Giddy, Dr Mavis Mpotaringa, Dr Refiloe Lekgau, and Dr Vyasha Harilal. The study aimed to investigate transformation within the tour-guiding profession in South Africa.

As part of the introduction and background of the Tourism Guiding sub-sector, Dr Giddy explained the functionality of the sub-sector. "The Tourism Guiding sub-sector in South Africa is regulated and governed by the National Legislation and it is a critical component of the tourism value chain," explained Dr Giddy. Amongst the findings on the classification of the employment status of tourist guides,

the study found that 52,3% of the respondents are working as freelancers/self-employed while 37,6% are fully employed. It also indicated that 9% of the respondents stated that they are employed as casual employees or part-time tour guides. In addition, the study found that there is a positive sentiment regarding the need for transformation in the sub-sector.

After a short break, the Council for Scientific and Industrial Research presented its findings from the study entitled: "The Impact of Electricity Cuts on Tourism Businesses in South Africa: A Case of Accommodation Establishments". The study found that tourism establishments are turning to alternative energy sources to counteract the impact of electricity cuts. As part of the recommendations, the study indicated that there is a need for capacity building and education to strengthen energy efficiency and the use of alternative energy sources. Improved financial and non-financial government support for energy-efficient solutions was also recommended.

Professor Karen Harris, from the University of Pretoria, concluded the presentation with the study entitled: "The recognition and integration of indigenous story tellers in the tourist guiding sub-sector". The research recommended three (3) scenarios from altering to reconfiguring the tourism guiding sub-sector for the benefit of indigenous story tellers.

The final presentation was followed by an engaging question and answer session which provided a platform for insightful discussions on the presented findings and recommendations. Presentations from the day are available on the Department of Tourism website: www.tourism.gov.za.

- By Sifiso Halama and Tshifhiwa Dzhivhuho



Department of Tourism Research Team



2024 Tourism Best Practice Workshop

On 13 March 2024, The Department of Tourism hosted the 2024 edition of the Tourism Best Practice Workshop under the theme: "Empowerment of Youth in Tourism." This annual workshop acts as a mechanism to implement existing bilateral agreements between the Department and its African counterparts including those in Europe, Asia and the Americas. The workshops also facilitates information sharing on matters related to the sustainable development and growth of tourism.

At this year's hybrid session, the Deputy Minister of Tourism, Mr Fish Mahlalela delivered the keynote address and paved the way for an engaging session. The Deputy Minister encouraged delegates to engage and come up with strategies that will lead and facilitate scalable and measurable solutions to unleash the inherent assets of youth to achieve positive socioeconomic change through:

- Providing innovative, tangible, measurable solutions that leverage the inherent assets of youth to effectively define and achieve their goals.
- Celebrating and supporting youth

to lead change in their own lives, those of others, and those in their communities by sharing stories of youth-led change and building supportive networks for the youth in our programs.

- Actively pursue financial and operational stability to innovate and create sustainable long-term impact.
- Contribute to achieving national and global development goals through an ecosystem approach.

Data from the World Travel and Tourism Council (WTTC) and the Sustainable Global Tourism Centre reveals that Travel and Tourism's share of youth employment has grown from 6.4% in 2010 to 8.2% in 2021. The increase in youth employment highlights the need for high-quality jobs to make tourism an attractive sector for the youth to develop long-term careers.

Deliberations at the 2024 Tourism Best Practice Workshop were focused on identifying and sharing strategies to stimulate tourism growth through the up-skilling of the youth, whilst outlining ways to strengthen cooperation and integration on the African continent.

The session's focal areas were:

- Empowerment of Youth in Tourism;
- Marketing (digitalisation);
- Collaboration between Government and research institutions in South Africa: "a case of youth empowerment in tourism research"; and
- Creation of Sustainable Employment for Youth in Africa.

The Tourism Business Council of South Africa (TBCSA) Chief Executive Officer (CEO) Mr Tshifhiwa Tshivhengwa expressed the importance of such a workshop as it stimulates engagements with tourism counterparts from around the world. "The discussion that we had today, especially on how we can empower the youth in rural and urban areas, assists us to learn more about what other countries are doing regarding youth empowerment, training, and employment. It is also to make sure that we learn from each other so that we can implement what works from other countries and vice versa," added Mr Tshivhengwa.

Presentations from the workshop can be found on the Department of Tourism website: www.tourism.go.za

- By Sifiso Halama



Cape Town and the Western Cape - A World Class Wine Tourism Destination

Wine tourism is an important and iconic visitor experience, promoted both nationally and provincially in Cape Town and the Western Cape. Showcasing the region as a world-class wine tourism destination is a collaborative effort across the hospitality value chain. The focus on destination marketing plans that showcase the area's excellence in wine tourism is essential for attracting both domestic and international visitors. Wesgro works in partnership with the private sector on a variety of wine tourism focused initiatives, the most standout of these being:

Great Wine Capitals

The Great Wine Capitals is a network of major global cities in both the northern and southern hemispheres, which share a key economic and cultural asset: their internationally renowned wine tourism regions.

Founded in 1999, the network has developed and introduced several projects, initiatives and programs with the objective of achieving excellence in tourism, business services and education within the global alliance of its renowned wine regions. Its aim is to encourage

travel, education and business exchanges between the prestigious wine regions of Adelaide (South Australia), Bilbao (Rioja: Spain), Bordeaux (France), Cape Town (Cape Winelands: South Africa), Hawke's Bay (New Zealand), Lausanne (Switzerland), Mainz (Rheinhessen: Germany), Mendoza (Argentina), Porto (Portugal), San Francisco (Napa Valley: USA), Valparaiso (Casablanca Valley: Chile) and Verona (Italy).

Celebrating innovation and excellence in wine tourism throughout the most significant wine regions in the world, every year Wesgro extends a call for Western Cape for wine producers, wine experiences and wineries to enter into the prestigious Great Wine Capitals Best Of Wine Tourism Awards (BOWTA).

This annual international competition is designed to reward the wineries in our region for their excellence and innovation in seven different categories, including:

- Accommodation
- Wine Tourism Restaurants
- Sustainable Wine Tourism Practices
- Architecture & Landscape

- Art & Culture
- Innovative Wine Tourism Experiences
- Wine Tourism Services

South Africa's unique history demands that there should be additional awards for our region. The Wine Tourism Ambassador Awards celebrate ongoing transformation in the wine tourism industry, with the Conservation Pioneer Award proudly celebrating leaders making innovative efforts to ensure sustainability and conservation in the field, and highlights the critical role of eco- and social sustainability in wine tourism.

The Ambassador Award Categories Are:

- The Wine Tourism Diversity Award
- The Authentic South African Experience Award
- Conservation Pioneer Award

To view and explore Best Of Wine Tourism and Wine Tourism Ambassador Award winners for 2024 – click [HERE](https://www.wesgro.co.za/corporate/news/2023/announcing-the-cape-best-of-wine-tourism-ambassador-award-winners-for-2024) (hyperlink: <https://www.wesgro.co.za/corporate/news/2023/announcing-the-cape-best-of-wine-tourism-ambassador-award-winners-for-2024>)

- By WESGRO

Get Soaked in Natural Wonder at Augrabies Falls

Get ready to be awestruck by the thunderous roar of Augrabies Falls, a raging natural wonder in the Northern Cape. Gather your loved ones for a summer adventure at one of the greatest waterfalls in the world.

Let the kids stand in awe at the top of the gorge, gazing down 56 meters into the raging Orange River below. Listen to their shrieks of delight as the mist from the falls sprinkles your faces with a refreshing spray. Strike a pose at the scenic viewpoints, snapping family photos against the breathtaking backdrop.

Pack a picnic and dine on local flavors as the setting sun illuminates the falls, putting on a dazzling optical show. Bond over sundowners toasted to Mother Nature's majesty. Follow hiking trails along the rim of the gorge for different perspectives on this incredible force of nature.

Spot hardy local wildlife like giraffes, klipspringers, and over 200 species of birds that call this oasis home. Let the kids burn off energy exploring secluded swimming holes along the river's edge. As the stars blaze bright in the night sky, share stories and laughs around a

crackling campfire.

Feel humbled yet alive in the presence of the raw, wild spirit of Augrabies Falls. Return home with unforgettable memories and a renewed appreciation for the incredible beauty of the Northern Cape. Come witness the iconic roar of Augrabies Falls on a summer family adventure that will chase away any city blues.

- By Northern Cape Tourism Authority





**A GENERAL NOTICE
CALLING FOR SUBMISSION
OF INFORMATION FROM
TOURISM BUSINESSES IN
TERMS OF SECTION 6(2)
OF THE TOURISM ACT
NO. 3 of 2014.**

I, Ms Patricia de Lille, MP, the Minister of Tourism, hereby, in terms of section 6(2) of the Tourism Act No. 3 of 2014, determine that:

Tourism businesses in all the provinces of the Republic of South Africa whose primary business activities fall under the following subsectors:

1. Accommodation;
2. Restaurants and Similar Services;
3. Exhibitions and Special Events;
4. Attractions and Activities (including Entertainment, and Beauty Lifestyle Businesses);
5. Travel Agencies, Tour Operators and Other Related Services;
6. Passenger Transport Services;
7. Tourism Information Services;
8. Cultural Services; and
9. Other Tourism Related Services,

must submit the following information related to their businesses: -

Contact details of the business, outlining:

1. Registered name;
2. Trading name;
3. CIPC Registration number;
4. Contact person;
5. Telephone number (land line or cell number);
6. E-mail address; and
7. Website address.

Geographic area of the business:

1. Province where tourism business operates;
2. Metro/ local municipality where tourism business operates;
3. Physical address of the tourism business, including: -
 - (a) Street number;

- (b) Street name;
- (c) Suburb, township, village or farm;
- (d) City; and
- (e) GPS Coordinates.

Ownership and size of the business:

1. B-BBEE Level;
2. Type of Ownership;
3. Size of Business in terms of Annual Revenue (Micro, Small or Large Enterprise);
4. Number of Permanent Jobs and Salary Bill; and
5. Number of estimated Temporary Jobs and Salary Bill.

Grading and nature of services or facilities offered by the tourism business:

1. Type of Tourism Business;
2. Grading Level;
3. Facilities catering for people with disabilities (wheelchair ramp, parking for persons with disabilities, braille facilities for visually impaired persons, bathrooms for persons with disabilities, etc.); and
4. Other facilities available.

Place, manner or form of submitting the information:

The information must be captured and be sent using:

- a) Online submission via the hyperlink: <https://bit.ly/3NVP4Ct> or
- b) Download the form, complete it and send it to the following email address: ntims@tourism.gov.za

The submission of the information must be made **by 24 April 2024**. All enquiries in connection with the Notice must be emailed to: ntims@tourism.gov.za



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA





PHYSICAL ADDRESS

Tourism House, 17 Trevenna Street, Sunnyside, Pretoria 0002

POSTAL ADDRESS

Private Bag X424, Pretoria 0001

CONTACT INFORMATION


Call centre: +27 (0) 860 86 8747


Call centre e-mail: callcentre@tourism.gov.za


Switchboard number: +27 (0) 12 444 6000


Switchboard fax: +27 (0) 12 444 7000

www.tourism.gov.za

 Department of Tourism

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