



tourism

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Tourism
REPUBLIC OF SOUTH AFRICA

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Deputy Minister Thabethe launches Tourism Business Incubator in Limpopo

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PHALABORWA - Deputy Minister of Tourism, Ms Elizabeth Thabethe, today launched a Tourism Business Incubator that will ensure the viability and sustainability of SMMEs in the Ba-Phalaborwa Local Municipality.

Tourism Business Incubators are a virtual vehicle used to facilitate the provision of business support interventions to tourism enterprises clustered along a thriving tourism node.

Through the incubators, SMMEs are able to access remote business support services facilitated by experienced business development advisors who offer mentorship, coaching and cluster training that is tailored to their needs.

“Tourism in Limpopo is thriving, and it is critical that its socio-economic benefits are enjoyed by all.

“We identified Phalaborwa as a suitable town to establish a Tourism Business Incubator to promote economic inclusion, and ensure that new entrants into the industry are viable.

As the Department of Tourism, we need sustainable tourism SMMEs in Phalaborwa to advance our more than R50 million investment in the Wild Activity Hub at the Phalaborwa Gate of the Kruger National Park as well as the new Shangani Gate of the Park close to Giyani,” said Deputy Minister Thabethe.

The Phalaborwa incubator is one of a few that will be launched across the country as part of a greater objective of the revised National Tourism Sector Strategy (NTSS) 2016-2026 to ensure the sustainable growth and development of the industry.

“SMMEs have the potential to create sustainable employment opportunities, and to contribute to the economic development of local economies. We need to leverage on this potential to grow the sector and our economy.

“We have thus far established business incubators in Pilanesberg (Moruleng) in the North West Province, and Bushbuckridge (Manyeleti) in Mpumalanga province. The two incubators are operating very well, and we are confident that the Phalaborwa incubator will be a success.

“We believe this investment and development will stimulate economic growth in the region and thus spur entrepreneurial opportunities which requires incubation and support,” added the Deputy Minister.

The Department also hosted a workshop in partnership the Limpopo Department of Economic Development and Environment and Tourism (LEDET) to present the services and initiatives provided to SMMEs under the Tourism Enterprise Development and Support Programme.

The Tourism Enterprise Development and Support Programme addresses the challenges facing businesses in the sector concerning information about funding and market access opportunities.

The Department closed today’s event with a stakeholder engagement on the THRD strategy and its implementation and monitoring and evaluation framework. This session concluded the provincial engagements on the THRD.

For more information on the Tourism Enterprise Development and Support Programme, and the upcoming workshops in the various provinces visit www.tourism.gov.za The next Enterprise

Development Awareness and information sharing event will take place in Mahikeng, North West, 5 March 2018.

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