



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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Minister Xasa engages with the youth in Hermanus

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The Minister of Tourism Tokozile Xasa, joined by local municipal councillors and tourism officials, interacted with the community of Zwelihle Township in Hermanus, Western Cape, at a Youth Imbizo which forms part of her Youth Month activities. In attendance were students and learners in tourism, aspiring youth entrepreneurs, women and tourism stakeholders, with the aim to stimulate township tourism and inculcate a culture of domestic tourism in ordinary people.

“Tourism is not complete without the people, infrastructure and nature, which is why we are here today. We are informed that 55% of the GDP in this area, is contributed by tourism”, Minister Xasa explained.

In her address, the Minister said that tourism does not only provide employment opportunities, but encourages people to become entrepreneurs as well. She called on local government, the private sector as well as the youth to work together to make tourism in Overstrand a growing sector.

“I have learned that in Zwelihle, the community boasts talented crafters who can become entrepreneurs that supply restaurants, hotels and our conference centres. I urge you to engage with the municipality and my Department to see how your talent can be harnessed and help you yield much more desirable outcomes for yourselves and your families”, said Minister Xasa.

The Zwelihle community appealed to the Minister and Ward Councillors present to provide guidance on the accessibility of information and resources to grow their small businesses. The Minister encouraged the youth to recognise their own value and power and invest in their own education.

“I urge you to take advantage of opportunities provided by government to build your skills, access training opportunities and seek internship and employment opportunities when they arise. As today’s youth, you have the power of choice. You can choose the direction of your lives – for today but also for tomorrow. Let it be a wise choice – one that will see you improve your own life and advance the wellbeing of your family and community”, concluded the Minister.

She also encouraged the Overstrand Municipality to identify tourism opportunities in the area and then work with national government to develop them to the benefit of all.

Speaking on behalf of the Overstrand Tourism Authority, Frida Lloyd encouraged the community to ensure that they develop products that can attract tourists. “If there is a reason for tourists to stop in Zwelihle, they will do so. You just need to enhance what you already have on offer”, said Ms Lloyd.

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