

NDT QUARTERLY NEWSLETTER

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NDT AND PROUDLY SA HOSTED A BUSINESS BREAKFAST IN RECOGNITION OF YOUTH IN TOURISM

Young Chefs and Sommelier graduates were given an opportunity to showcase their acquired skills when they catered the Business Breakfast, which was held on 10 June 2013 at the Capital Hotel School in Pretoria. The 'Youth in Tourism' Business Breakfast was in support of the Youth Day celebrations on 16 June 2013 and it was a partnership between the NDT and Proudly South African. The partnership was an opportunity for the two organisations to demonstrate synergies in their efforts to stimulate job creation opportunities within the tourism industry.

The event offered young entrepreneurs a platform to network with prominent tourism stakeholders. Tourism Deputy Minister, Ms Tokozile Xasa addressed tourism stakeholders and the youth on the importance of synergies between government and the private sector in stimulating employment opportunities for the youth in the tourism sector. Ms Xasa encouraged young people to consider entrepreneurship as a way of creating jobs for other young people. "It is time to consider ways of bringing young people into the mainstream economy. The energies that young people have should be transformed into action that will help them contribute positively to the economy of the



Tourism Deputy Minister, Ms Xasa

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Some of the Youth Chefs and Sommelier graduates who catered the event

Chief Executive Officer of Proudly SA, Mr Leslie Sedibe reminded guests of the successes of the 2010 Soccer World Cup that emanated from the five pillars of Proudly SA. He said that in order for poverty to be dealt with, there was a need for the country to be led accordingly. "Everything in a country falls and stands because of its leadership, hence there is a need for people to be able to lead themselves before leading others. All efforts will



Proudly SA CEO, Mr Leslie Sedibe

come to nothing if we do not appreciate that there are poor people in the country." Mr Sedibe further encouraged young people to produce their own material to help alleviate poverty – he discouraged the reliance on other countries. "The more we allow money to circulate amongst us, the better it is for our country," he said.

Ms Moipone Ntseke, owner of Star Born Creative Designs shared her experiences as a young entrepreneur and she also explained how Tourism Enterprise Partnership (TEP) has assisted her along the way. A number of businesses in the tourism industry exhibited their products and services at the event while also using the opportunity to network. The event was well attended and a few lucky guests also won gift hampers through a raffle arranged by Proudly SA.

By Mmapula Makgamatha



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BUILDING A SERVICE EXCELLENCE CULTURE IN THE TOURISM VALUE CHAIN



What is Service Excellence?

The Tourism Service Excellence Programme was initiated by the National Department of Tourism (NDT) in partnership with the Tourism Business Council of South Africa with the view to develop an integrated approach to service excellence in the tourism value chain. The programme is aimed at improving service levels in the tourism sector and the value chain.

Why Service Excellence?

In 2009, research was conducted to determine the state of service in the country. The findings stated that the service levels in the country are inconsistent ranging from poor to excellent. The research identified several critical elements currently having a negative impact on the consistent delivery of excellent customer service in South Africa, including:-

- The legacy of apartheid;
- Poor or indifferent attitudes of some employees;
- Inadequate job training;
- Deficient general education;
- Poor recruitment and selection processes;
- A tendency towards autocratic management rather than participative leadership; and
- An imbalanced focus on technical job skills opposed to interpersonal 'customer and people' skills development.

What has been achieved thus far?

- ***National Tourism Service Excellence Strategy***

Based on the above, the NDT developed the National Tourism Service Excellence Strategy in 2011, which is aimed at building a service excellence culture in the tourism value chain.



The strategy is based on the following five pillars:

- Pillar 1—Research and information
- Pillar 2—Up-skilling of service delivery
- Pillar 3—Public awareness
- Pillar 4—Norms and standards
- Pillar 5—Consumer feedback system

- ***Tourism Service Excellence Requirements (SANS 1197: 2012)***

The strategy has proposed interventions to be implemented with the objective to improve service levels. The most important being the development of the Tourism Service Excellence Requirements (SANS 1197: 2012). This standard was developed in partnership with the South African Bureau of Standards and key stakeholders in the tourism value chain. SANS 1197: 2012 provides guidelines on how organisations can improve their service levels. The SANS 1197: 2012 can also be used as a benchmark as it is the first of its kind in the tourism sector in any country in the world. The standard is regarded as the cornerstone of the programme as it provides a measurable tool that can be used to assess service levels of all organisations in the tourism sector.

- ***Service Excellence Forum***

The responsibility of NDT is to develop policies and guidelines as well as the facilitation of programmes. Service Excellence as a strategy cannot be implemented in a vacuum, therefore the cooperation and support of product owners is critical. The Service Excellence Forum consisting of representatives from the private and public sectors,



has been established to create a platform for relevant structures in the tourism value chain to provide inputs in the development, promotion, implementation and monitoring of Service Excellence Programme.

The Tourism Service Excellence Forum consisting of key stakeholders in the tourism value chain



What are the current and future plans for the Tourism Service Excellence Programme?

- **Self-assessment tool**

The self-assessment tool is an interactive online survey that will assist organisations to measure their service levels against SANS 1197. Information gathered will be useful towards identifying service levels gaps and tracking adherence to the criteria as set out in SANS 1197 2012. Report of the assessment will be sent to NDT and support will be provided to organisations by NDT and partners.

- **Service Excellence Heroes**

The purpose of the campaign is to encourage customers to reward excellence. A badge will be given as a token of appreciation by the customer to someone who offers them a memorable service experience. Customers are requested to share their experiences and stories with NDT and information gathered and shared with the purpose of entrenching the service excellence culture. It also encourages and rewards those who are making efforts to providing excellent service. This is in line with the Service Excellence slogan **“EXCELLENT SERVICE STARTS WITH ME!”**



The Service Excellence Heroes Token of Appreciation

- **The Journey to Service Excellence**

The Journey to Service Excellence (J2SE) will focus on nominating a small town in the rural tourism nodes and assisting the town to develop a service excellence-orientated culture in their organisations and different structures with strong media attention and focus during the activation. A town will be identified and the principles of Service Excellence will be communicated to all organisations. A criterion has been developed for the nomination. A number of activities will be implemented in anticipation of the big media event planned for March 2014. The campaign is a result of the partnership between the NDT and the Service Excellence Forum.



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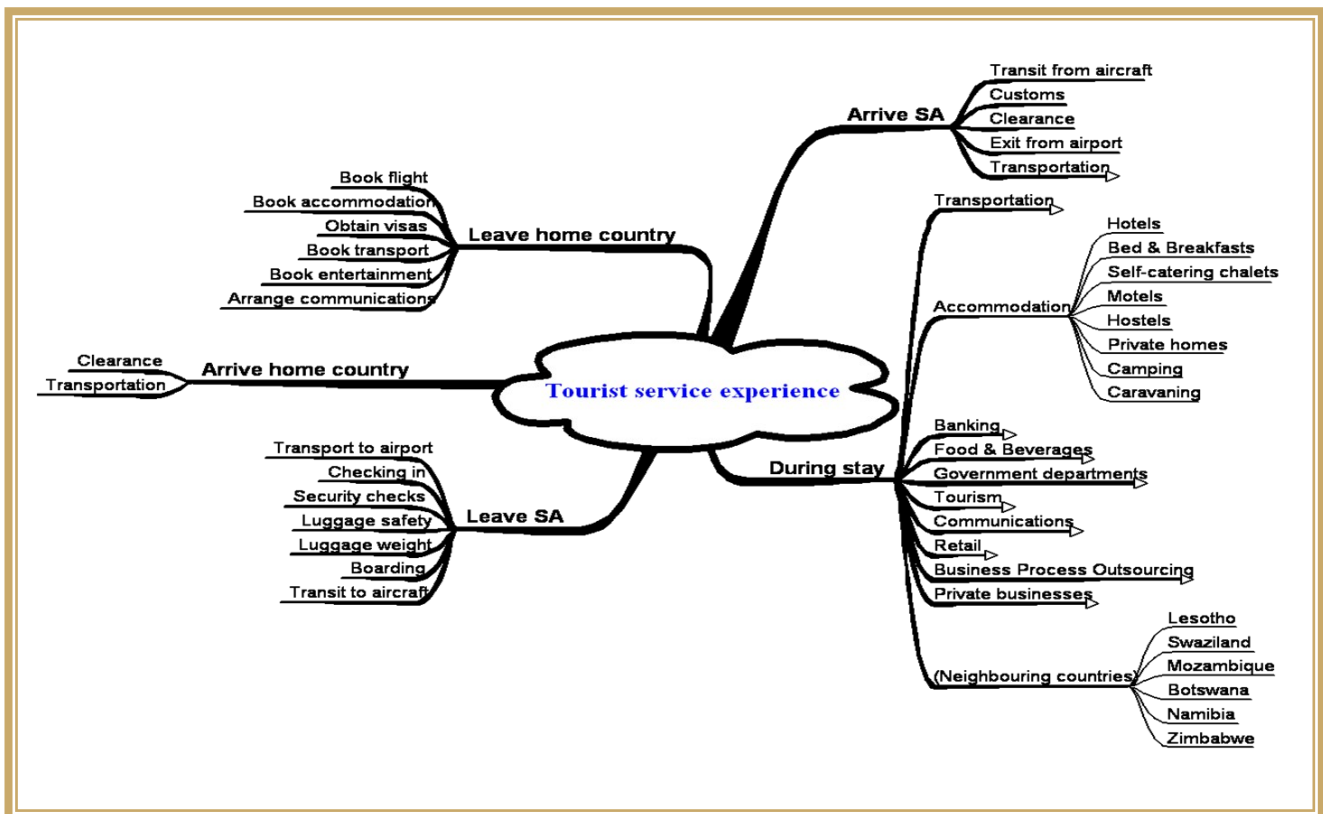
Targets for the Service Excellence Programme:

- **Internally - NDT**

Staff members within NDT irrespective of their positions and levels are expected to give professional, efficient and quality services to all customers and clients at all times.

- **Externally - Tourism products and the value chain**

Tourism products are expected to give quality service to all customers and clients in line with the service excellence standards. Service are expected to be seamless from the entry point to the end of service. A diagram below is reflecting the process for the **Tourism Service Experience**.



By the Service Excellence Team



NATIONAL YOUTH CHEFS TRAINING PROGRAMME GRADUATION CEREMONY

The Minister of Tourism Mr Marthinus van Schalkwyk officiated the National Youth Chefs Training Programme graduation ceremony, which was held in Cape Town on 20 June 2013.

The National Youth Chefs Training Programme is a unique partnership between the National Department of Tourism's Expanded Public Works Programme (EPWP) and the South African Chefs Association (SACA). The objective of the programme is to up-skill young unemployed people with the training and experience necessary to thrive in South Africa's vibrant hospitality industry. To this end, the Department invested an amount of R39 million to present a three-year training programme to 1300 unemployed youth between the ages of 18 and 34. The training programme is implemented through the 27 registered SACA culinary schools in all nine provinces. In the Western Cape, six service providers were appointed, namely Chez Gourmet, Capsicum Culinary Studio, Silwood Kitchen, and the Institute of Culinary Arts.

The 60 young chefs were awarded City and Guilds certificates in Food Preparation and Culinary Arts. These graduates successfully completed the second phase of the NYCTP, which is designed to provide theoretical and practical culinary training in the art of preparing world-class cuisine. Upon completing the three-year programme, the students will be awarded diplomas, qualifying them as professionals who would be able to compete with some of the best chefs in the world.

Minister Marthinus van Schalkwyk said, "The chefs programme forms part of the broader perspective of the National Tourism Sector Strategy, which addresses job creation and economic growth, as outlined in government's New Growth Path. Through its social responsibility implementation programme, the National Department of Tourism is committed to facilitate skills development and to encourage a supply of skilled specialised human resources for the benefit of the hospitality industry."

By the National Department of Tourism



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