

NDT QUARTERLY NEWSLETTER

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WORLD TOURISM DAY 2014

On Saturday, 27 September 2014, South Africa along with the rest of the world, will celebrate World Tourism Day under the theme “*Tourism and Community Development*”. Minister Derek Hanekom will be in the Northern Cape for the national celebration of the day, where tourism role players from the province and nationally will be present. The world theme for Tourism Day is “*Tourism and Community Development*” however, South Africa has embraced “*Tourism Transforming Lives*” as the theme for the national celebrations of Tourism Day.

This year, one of the objectives of Tourism Month is to highlight less visited areas of the country to promote them as alternative attractive tourism destinations. This will bode in well with the community development objective. Minister Hanekom officially launched Tourism Month on 26 August at the Maboneng Precinct in Johannesburg and held a Public Lecture on 2 September at the University of South Africa (UNISA). Addressing the audience at the Tourism Month media launch, the Minister said Tourism Month should also be used as a period to encourage all South Africans to travel and explore their country. “Domestic tourism, which is crucial to the long-term growth and sustainability of South Africa’s tourism industry, will certainly be an important focus

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area of my department. We are committed to ensuring that the wonders we boast and the unique heritage we have been endowed with are shared by an ever growing number of South Africans” he added.

The Minister said that the issue of South Africans not travelling and exploring their own surroundings needs to change, “We can only protect and promote our heritage if our own people understand and appreciate it”. The global Community Development theme resonates well with South Africa’s own government objectives, the Minister further added. “For us in South Africa this is certainly relevant as twenty years into our democracy, development of our communities, particularly disadvantaged ones, still remains an overarching priority,” he noted.

The Northern Cape Province is expected to derive much value and tourist interest from hosting this year’s Tourism Day, as it boasts several locations of national and international interest. It is home to the Karoo, location of the Square Kilometre Array - a global science and engineering project to build the world’s largest audio telescope. Also on offer in the Northern Cape is the Namaqualand National Park, world renowned for its incredible floral display each spring, the mighty Augrabies Waterfall, and the expansive Kgalagadi Transfrontier Park. That’s not all though, Northern Cape is also home to one of South Africa’s World Heritage Sites, the Richtersveld Cultural and Botanical Landscape. This area, which is home to the highest levels of diversity for any arid ecosystem in the world, was declared a World Heritage Site in 2007.

Minister Derek Hanekom said the Department of Tourism has recently completed an assessment of the tourism needs of all eight World Heritage Sites, and as a starting point, will be funding interpretive signage at the Richtersveld Site, as well as at Mapungubwe, uKhahlamba Drakensberg and Baviaanskloof in the Cape Floral Region, over the next two years. Celebrations for Tourism Day will be preceded by a Minister’s Business Breakfast on Friday, 26 September at the Protea Hotel in Upington and a welcome Gala Dinner on the same day at Naftali Estates in Kanoneiland. This will be an evening where visitors will be spellbound with the sounds, tastes and people of the Northern Cape against the back drop of the vast pan and the myriad of stars above.

The Northern Cape has its own provincial theme for the celebrations - to put it all into perspective - “The Desert Comes Alive”. Celebrated on 27 September every year, World Tourism Day is a global observance to highlight tourism’s social, cultural, political and economic value. This year’s world theme focusses on the ability of tourism to empower people and provide them with skills to achieve change in their local communities. The official world celebration will be in Guadalajara in Mexico. It was in September 1979, that the United Nations World Tourism Organization (UNWTO) General Assembly held in Torremolinos, Spain decided to establish World Tourism Day, beginning in 1980. The date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the UNWTO Statutes on 27 September 1970.



According to UNWTO, the timing of World Tourism Day is particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere, when tourism is on the minds of millions of people worldwide.

By Sello Molekwa

NTCE IS HERE! EXPLORE YOUR WORLD OF TOURISM

The Department of Tourism is gearing up for the 2014 National Tourism Careers Expo (NTCE) that will take place in East London from 2-4 October 2014. The expo is a partnership between the department, the Eastern Cape Provincial Government and the Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training (CATHSSETA). At this sixth annual NTCE, themed **“Explore your world of tourism”** special efforts will be applied to ensure that its impact reaches the youth in urban and rural areas, and to share with them the diverse employment opportunities that tourism offers.

The NTCE started in 2008 in Durban, KwaZulu-Natal, and has hosted over 70 000 learners and graduates over the years since then. The East London International Convention Centre is where it will all happen in October and preparations are at an advanced stage to ensure that the 2014 NTCE is a great success. On 8 September, Deputy Minister of Tourism Ms Xasa addressed attendees at a media launch of the expo held in Port Elizabeth, and drummed up provincial support for the event.

“Our primary target markets are learners and students from grade 9–12 especially those doing tourism and hospitality as subjects at high schools, FET College and University students. This target group also includes unemployed tourism graduates, educators and lecturers in high schools, colleges and universities,” the Deputy Minister said. She added that the NTCE seeks to promote tourism as a career and profession of choice, whilst simultaneously promoting the industry as an employer of choice.

The Deputy Minister believes that the strategic importance of the NTCE to the Department of Tourism and its partners, is to create a future pool of human capital that will support the current and future tourism growth in the country. This year the NTCE will focus on encouraging youth to take tourism entrepreneurship seriously and there will be a competition on business plan presentations at the Student - Preneur Platform.



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This platform will be managed by organisations such as Tourism Enterprise Partnership (TEP), the Small Enterprise Development Agency (SEDA) and the National Youth Development Agency (NYDA), who will have adjudication of best and viable business ideas taken through the SABS Innovation Design Laboratory for further development and enhancement into fully fledged small businesses. The six previous NTCEs have provided unemployed graduates with short-term employment exposure for their much needed experiential learning in the events sub-sector in tourism.

At least 120 unemployed graduate volunteers are employed annually to assist during the event. This adds up to the business opportunities that are created for the host city to small and medium entrepreneurs as suppliers of services required for the event ranging from transport, accommodation, meals and other related services. “The NTCE partners invested more than R2 million each year assisting learners from remote rural areas to be transported, accommodated and provided with meals as they are brought to get exposure to the tourism industry at the NTCE,” the Deputy Minister of Tourism said.

“This is without talking about the indirect impact on other business and employment opportunities that have been positively impacted upon by the inflow of NTCE participants during the preparatory period and actual hosting of the event,” she added. The overall strategic mandate of the NTCE is to drive South Africa’s National Tourism Sector Strategy’s goal of creating 225 000 tourism jobs by 2020, and ensuring there are sufficient numbers of skilled people to fill these positions. **This year’s expo will offer the following:**

- Specialised areas within the expo that will cater to each of the sectors of tourism and hospitality;
- Tourism entrepreneurs and industry experts will share their success stories and interact with learners and students;
- A job placement and recruitment service will also be made available to the learners; and
- Companies and various organisations will provide exhibitions for edutainment experiences.

Exhibitors have been invited to register for the 2014 NTCE in the following categories:

- Hospitality & Hotel Services;
- Employment Services;
- Tourism Businesses; and
- Universities and FET Colleges.

According to *Tourism Careers*, last year, over 200 educators attended tourism focussed educator workshops with three sessions being held each day of the expo. Topics like responsible tourism, entrepreneurship and service culture in tourism





2013 NTCE Tourism Buddies

were covered by expert speakers from the industry. Comments on the NTCE's Facebook site confirm the expo's success with learner, Londiwe Nqayi saying, "It was so much fun, eye opening and I got a lot of information that is going to kick start my career in tourism."

Educator, Zama Mkhwanazi commented, "It was well planned and also gave us a chance to do some sightseeing. We thank you and all the sponsors for coming together for a good cause. Change starts with you and to give a child a reason to dream and believe in their dreams means a lot. NTCE will always have a footprint and an impact in my heart."

Following last year's event, Deputy Minister Xasa comprehensively summed up the importance of the expo, "We want people in tourism to be proud of being in the sector, and events like the NTCE are a wonderful showcase of the wide possibilities available to learners. As the partners of the expo, we are merely here to provide a platform of interaction and knowledge. We are thrilled to have been part of this extremely successful event and hope that each and every learner, unemployed youth and educator who attended has seized the opportunity to make it happen," she said.

By Sello Molekwa

TOURISM WELCOMES TAIWANESE YOUTH AMBASSADORS

The Department of Tourism officials were treated to colourful cultural exchange performances by the Taiwanese Youth Ambassadors delegation that visited the department on Thursday, 4 September 2014. The Directorate: Central East Asia & Multilateral & Regional Organisation hosted and welcomed a delegation of 20 members of the Youth Ambassadors delegation who are on a visit to perform Taiwanese cultural performances at various South African universities.



The delegation will also visit several government departments during their stay in the country. The visiting group comprised of professional arts students from various universities in Taiwan. Speaking to the department's officials during their introduction, the Youth Ambassadors' leader, Chang Wang-Lu, who is a Director in the Department of West Asian and African Affairs

under the Ministry of Foreign Affairs in Taiwan said, their warm welcome in the the department was the best they have received in their many visits to South Africa. "We have been visiting the country for two years and it's the first time that we got so many officials to meet us," he said, before adding that the visit was part of the Taiwanese programme to showcase their culture to countries around the world.

"We want to empower our young people so that they can be able to help their country by showcasing their artistic skills in different countries around the world," Mr Wang-Lu said. The Youth Ambassadors consists of 128 students from 44 colleges and universities in Taiwan, who are pursuing Degrees in a variety of subjects. The Taiwanese Ministry of Foreign Affairs has conducted the International Youth Ambassadors Exchange Program since 2009. The program allows talented Taiwanese youth to participate in international affairs and broaden their horizons.



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Tebogo Matolong, Director: Central East Asia & Multilateral & Regional Organisation in the department, thanked the delegation on behalf of the Department of Tourism, “You visited us last year, and we are glad that we hosted you once again this year. We appreciate your visit to our department because we always learn something about your country’s culture during our meetings”. The department’s choir, led by Themba Shilenge, provided entertainment to the visiting delegation.

By Sello Molekwa

