

# NDT QUARTERLY NEWSLETTER

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## "Strategic direction of NDT for the coming year "

*The National Department of Tourism (NDT) held its Lekgotla on 21-22 February 2013*

*During this session the department revisited its strategic direction for the coming performance year and interrogated its targets for the 2013/14 performance cycle. The department's Strategic Plan and Annual Performance Plan 2013/14 Review was tabled in Parliament on Wednesday, 13 March 2013 and will be presented to the Tourism Portfolio Committee and the Select Committee*

### Tourism development in South Africa

Tourism is one of the fastest growing economic sectors in the world. It now plays a greater role than ever before, both on the global stage and in the lives of South Africans. The vision of the NDT is to be a catalyst for tourism growth and development in South Africa, and is driven by a mission to create conducive conditions for growing and developing tourism through innovation, strategic partnerships and collaboration, providing information and knowledge management services and strengthening institutional capacity.

The mandate of the department is to make tourism a key economic growth pillar in South Africa as recognised by the National Development Plan and the New Growth Path. The National Tourism Sector Strategy (NTSS) remains the blue print for the sector. The department has since adopted the 2013/14 Strategic Plan and this will contribute in focusing on already identified priorities for the next financial year.

### Continuing with successful training initiatives

It is now clearly recognised that Tourism is a labour-intensive sector with a supply chain that cascades deep into our national economy and hence it is a sector with potential to create jobs. The Department will under its Social Responsibility Initiatives continue with the successful Young Chefs Training Programme and the Sommelier Training Programme. In the 2013/2014 financial year, 800 students will be trained under the Young Chefs Programme and 200 students will be trained as sommeliers. The target set in our Strategic Plan for the 2013/2014 MTEF is to create 5173 full-time equivalent (FTE) jobs through all our SRI projects. The responsibility to create jobs will also lie with other industry players to create opportunities for young people to get experience and exposure essential for future employment.

### Supporting inclusive economic participation

The Minister of Tourism, Mr Marthinus van Schalkwyk said that the Strategic Plan has set a clear agenda to foster inclusive economic participation in the tourism sector. The department will focus on supporting rural enterprises; historically disadvantaged enterprises (HDE), and the training of enterprises on business skills, tourism opportunities and competitiveness, amongst others. The NDT has committed to support a total number of 969 rural enterprises, and further support 2 494 historically disadvantaged enterprises. The target is to create 4 000 full-time equivalent jobs through the department's Tourism Enterprise Partnership.

### Creating a better policy framework for the industry

The NDT has already taken the Tourism Bill which will replace the Tourism Act of 1993 into the parliamentary process. The key legislative objectives of the Bill is to provide for the effective marketing of South Africa, both domestically and internationally, to promote quality tourism products and services, to promote the growth and development of the sector, and to ensure the effective intergovernmental relations in developing and managing tourism. The new legislative framework, together with our National Tourism Sector Strategy will provide sufficient guidance on how best to achieve our strategic vision for the department.

Besides the efforts towards improving the legislative framework of tourism in South Africa, the department remain seized with developing a range of other specific policy frameworks for the tourism industry.

The NDT will provide a framework for the implementation of responsible tourism and effective tourism response to Climate Change.

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**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



The National Department of Tourism's Strategic Plan and Annual Performance Plan 2013-14 Review will be published on the departmental website in the first week of May 2013



The National Responsible Tourism Strategy, the Tourism Universal Accessibility Action Plan and the National Minimum Standards for Responsible Tourism (NMSRT) Accreditation System for certification agencies will be implemented. Part of this programme will include the roll-out of tourism incentives to encourage and promote responsible tourism. The NDT will also create awareness on tourism for policy makers to promote tourism friendly policies at a local level.

### **Relooking at the International Tourism drive**

South Africa has experience growth of international tourist arrivals which has been exceeding international trends and this confirms South Africa is a leading and favourite destination on a global scale. The Strategy of the NDT is to provide new energy towards the growth of International Tourism. The aim is to increase the number of foreign tourist arrivals. To achieve this, the department will provide analysis to better understand all the markets of the department and intervene appropriately. A key strategy of the department will be to strengthen regional and international tourism collaboration and partnerships through bilateral and multilateral engagements.

### **Targeting the Domestic Tourist**

The department will continue to focus on Domestic Tourism that has potential to create a more sustainable tourism sector. The implementation of the Domestic Tourism Growth Strategy will allow for integrated planning and resourcing of identified projects as well as responding to the key government priorities. It will assist in creating awareness on the hidden treasures within the least visited provinces and to inculcate the culture of travel among South Africans. In order to improve the quality of people working in the tourism industry it is imperative to implement a strategy that will focus on people development and transformation

### **Collaboration is crucial**

The department will focus on facilitating initiatives aimed at reducing barriers to tourism growth and on improving stakeholder engagement within the tourism sector. The NDT will continue to work together with partner departments, agencies and industry to ensure that the South African Tourism Sector remains globally competitive. Some of the critical collaborations in this regard include travel facilitation, airlift strategy implementation and strengthening domestic tourism.

Local government will remain a key partner for the development of the Tourism Sector in South Africa. Local Government provides a critical link in the delivery chain for growth and development of tourism. The department developed a Local Government Tourism Capacitation Programme, which aims to transfer the necessary skills to effectively support tourism planning and management at official's level across municipalities. The Local Government Tourism conference in February 2013 was a practical way of developing collaboration and partnerships within the Tourism Sector of South Africa.

### **Strategic goals**

The NDT has established clear priorities in tourism for South Africa. The Strategic Plan is realistic, and has set practical actions to achieve the goals of the department in the 2013/2014 financial year. It is designed to ensure that South Africa can continue to be a successful tourism destination.

**Jay Singh**

## Building small tourism enterprises through the Tourism Enterprise Partnership (TEP)

WEALTH and JOBS - Creating a better society where all have an equal chance of success and prosperity is at the core of the Tourism Enterprise Partnership (TEP).

TEP is a flagship public-private partnership that has been facilitating job creation and enterprise development in the tourism industry in South Africa for the past 13 years. Initially launched by the Business Trust in July 2000, TEP has been delivering job creation, skills development and market access targets on behalf of the National Department of Tourism for the past 10 years.

As a Non-Profit Company (NPC), TEP utilises funding from the National Department of Tourism and private sector corporate companies to facilitate the growth, development and sustainability of small tourism businesses in South Africa. Private sector partners include Rennies, Thebe Tourism, Gooderson Leisure, Springbok Atlas, Royal Bafokeng Platinum Mining, Credit Suisse, etc.

TEP offers tourism SMMEs access to information, funding, skills and markets. Ultimately these services lead to a better quality product with adequate skills and an increased market share. TEP has closely aligned its objectives and outcomes with both the National Development Plan and the National Tourism Sector Strategy.

Since 2000 TEP has supported small tourism businesses to expand and improve business operations, leading to them creating over 70,000 jobs in the tourism industry and increasing turnover by R5,6 billion. TEP is a Non-Profit Company (NPC) that utilises funding from Corporate South Africa and the NDT to facilitate the growth, development and sustainability of small tourism businesses in South Africa. TEP has developed unique enterprise development services that support small businesses to address some of the main challenges they face such as access to information, funding, skills

and markets. Within each of the areas TEP has a number of programmes that offer hands-on, step-by-step support to improve product quality, operational efficiency, and to provide greater market access.

Amongst the many projects that TEP has been engaged in is the Mashovhela Lodge, which is situated on Morning Sun Nature Reserve, a registered National Heritage Site, in the Soutpansberg Mountains in Limpopo Province of South Africa.

The lodge, which commenced operations in May 2008 offers 10 en-suite chalets, a restaurant and a conference centre, was built on the already degraded site of an abandoned Venda settlement in order to minimise the ecological footprint. A conscious decision was made not to connect to the public power grid, opting rather for renewable energy. The call of bush babies, the hooting of Giant Eagle Owls and the chirping of cicadas will break the silence of the night whilst you stretch out on luxurious "king size" or twin beds. From your own private veranda surrounded by "magube" walls you can enjoy a cocktail under the African sun, whilst watching the Black Eagles returning to their nest. Ingrid Hann, Operations Director, says, "Without the financial support from TEP to participate at a number of Indaba's, ITB Berlin (Mar 2012) and the Switzerland SIPPO Trade Mission (Oct 2012), we would not have been able to attend any of these shows which is vital for the growth of our small tourism business. TEP and SIPPO hosted a marketing workshop with all participating products before the Trade Mission. This was a very successful and critically important workshop to ensure that we align our sales pitch to the European market. Our presentations were analysed and input was received on how to make it more effective. If our tourism industry wants to reach an international marketing standard, these types of workshops are critical for new entrants. What was important is the repeat exposure to the

European market. At ITB I made my first contact with several German and Dutch tour operators, who I again met during the SIPPO Trade Workshops and the TTW trade show in Zurich. Confidential examples of market access success include:

- ◇ Hauser Exkursionen.de program to feature Mashovhela Lodge (it is sold through their German magazine and is now one of our current biggest clients).
- ◇ TUI Nederland now sells the lodge in



their green, fair-trade tours to South Africa.

- ◇ TUI Switzerland included the lodge in their green tour packages (due to the fact that TUI Nederland is already working with us).
- ◇ African Solutions (who work with Egoli Tours in South Africa) has become a major supplier of clients for us.
- ◇ Discussions are underway with KUONI to become part of their packages as well.

As the tourism industry is such a gigantic and competitive industry, I cannot imagine how I would have been able to start our business without the support from TEP. We have grown from having employed 11 people when we registered with TEP in 2010 to 22 this year (including temporary staff). Therefore, it is evident how important a role any small business plays in creating job opportunities in this country

**Hannelie du Toit**  
**Tourism Enterprise Partnership**

## TOURISM DEVELOPMENT IN LOCAL GOVERNMENT

The Local Government Tourism Conference was held from 26-27 February 2013 in Gauteng under the theme "Tourism Development: Local Government Matters," with aim of amongst others, communicate national tourism policies and strategies and the impacts on Local Government, strategies on how to empower and capacitate local government to integrate national tourism imperatives into their planning, emphasise and clarify the role of local government in the tourism value chain and share best practices on tourism models in order to demystify the perceived unimportance of tourism in local government.

Speaking at the Conference, Tourism Minister, Mr Marthinus van Schalkwyk explained that the Local Government Tourism Conference has been called to better streamline coordination and planning in order to boost this important economic sector that is now a cornerstone of our National Growth Plan. "While we are very satisfied with the growth in international tourist arrivals, domestic tourism remains the lifeblood of the South African tourism industry, and we are determined to stimulate and grow it."

The benefits of tourism are felt in local communities. Tourism enhances the image of cities and towns; it attracts additional commercial investments beyond the tourism sector; it creates employment opportunities and contributes to economic growth. Local government therefore play an important role in the economic and social development of their communities. They must work with the various private and public stakeholders in the tourism sector to ensure that their communities derive maximum benefit. If tourism is to grow, we need a concerted, well-coordinated approach to manage it, which includes a well-managed approach to visitor servicing. The programme of the conference comprised of sessions which included plenary and the following commissions:

- ◆ Building Local Government Capacity for Tourism Growth;
- ◆ Enablers of Domestic Tourism Growth and the Role of Local Government;
- ◆ Tourism Policy Alignment in the Context of a Concurrent Mandate;
- ◆ Global Competitiveness and Measuring Performance; and
- ◆ Quality Assurance, Service Excellence and University Accessibility in Tourism.



Conference delegates also noted that tourism does not enjoy priority status, both in terms of planning and resourcing at the Local Government sphere. It also surfaced that the National and Provincial spheres of government need to play a more supportive role to deepen the understanding of tourism and its benefits to Local Government. The issue of funding, infrastructure development, and lack of critical tourism skills and the importance of partnerships between public and private sector featured prominently in the deliberations.

Some recommendations taken are as follows:

- ◆ There is a need for standardisation of structures at local government;
- ◆ Build capacity to drive domestic tourism development;
- ◆ Establish a national programme of safety monitors to ensure safety of tourists;
- ◆ Increased access to training opportunities, knowledge sharing and support to municipalities;
- ◆ Adopt standardised classification of tourism businesses;
- ◆ Embark on aggressive awareness sessions and lift the benefits of grading;
- ◆ Create Service Excellence for Local Government; and
- ◆ Target awareness campaigns for tourism related matters.

**Paki Mathebula and Mmapula Makgamatha**