



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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**Deputy Minister of Tourism to launch SMME and Homestay Programme in KZN - 21
Nov 2015**

19 November 2015

The Deputy Minister of Tourism, Ms Tokozile Xasa, will proudly officiate the exciting launch of Greater Edendale Tourism Emerging Businesses as well as the Homestay Programme.

This is culmination of Enterprise Development Programme that Msunduzi Pietermaritzburg Tourism Association has embarked on since 2012 and it includes transport and accommodation subsectors. Tourism is increasingly becoming a major contributor to the global economy and Small business and entrepreneurship are key elements of South Africa's economic strategies. Developing a strong and growing SMME community is a priority of the National Development Plan's (NDP) vision. SMMEs have, in fact, been a central focus of government's growth strategies. Small business and entrepreneurship are key elements of South Africa's economic strategies. To this end, significant resources have been committed to drive their development.

The launch of the Homestay Programme has a strong social tourism element in that it enhances the destination. South Africa is a developing country and the focus in rural tourism, this homestay model can be used as one of the vehicles for achieving RURAL DEVELOPMENT AND TOWNSHIP TOURISM. The department strongly believes that the implementation of homestay programme will ensure that rural communities benefit from the programme and increase domestic tourism revenue which is in line with the objectives of the Domestic Tourism Strategy.

Date: Saturday, 21 November 2015

Time: 10h00

Venue: Old Prison (4 Burger Street, Pietermaritzburg)

Followed By Express Edendale Tour To Event Venue - Sodubo Guest Lodge, Ecabazini – Esigodini
(For directions call: Selby Njapha – 081 596 4698)

Please RSVP to:

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