



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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Tourism training changes young lives

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Training in hospitality can change the lives of young people forever, Tourism Minister Derek Hanekom told graduates in wine service today.

Minister Hanekom was speaking at the graduation of students who qualified in Wine Service at Breede Valley in the Western Cape today. The training of 200 learners was provided by the Department of Tourism.

The wine Service training Programme is an experiential hospitality training programme targeting the unemployed youth as part of the Extended Public Works Programme of the Department of Tourism. The Minister gave a special word of appreciation to Host Employers who absorbed learners into permanent employment. The formal graduation ceremony then followed, during which learners received their CATHSSETA Accredited Skills Programme (Bar Attendant).

The Skills programme was conducted over a period of 12 months, 9 months of which is experiential / practical training and 3 months of theory. The project has created over 40% gainful employment for learners at various hospitality establishments and Wine farms within the Western Cape Province. The White Paper on Development and Promotion of Tourism in South Africa in 1996 stated that poor service was a concern and this policy statement was verified by the skills audit (2007) and Human Resource Development Strategy for the Tourism Sector (2008).

One of the critical skills mentioned in the 2008 skills audit was the broad spectrum of guest relations skills across all occupational categories. The service excellence strategy formulated by the Department of Tourism in 2010 identified up skilling of service delivery and service norms and standards as key pillars.

The Wine Service Training Project was implemented to improve skills, product knowledge and customer service excellence.

Minister Hanekom said that South Africa was one of the top producers and exporters of wine in the world. "The best wine routes in South Africa, the scenery and the excellent service is what makes the tourists flock to the province and as a result, jobs are created."

The minister encouraged the learners to further their skills as the hospitality is a diverse and exciting career. "You have done well for yourselves and we are immensely proud of you. The perfect ingredient for a successful career in this industry is to do what you do today well and it will be recognised, this programme is a stepping stone for you to explore other exciting opportunities within the tourism Industry" said Hanekom.

The local Municipalities that took part in the programme were presented with certificates of recognition for their efforts in making the programme a success.

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