



tourism

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REPUBLIC OF SOUTH AFRICA

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Women in tourism going global

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Women from different walks of life gathered to celebrate Women's month in style at the 'Women in Tourism' (WiT) breakfast networking sessions hosted simultaneously in Gauteng, KwaZulu-Natal, Western Cape, and the Eastern Cape province.

The WiT networking session offer women a platform to address the gaps and challenges they face pertaining to entrepreneurial and empowerment issues in the tourism sector. The objective is to strengthen institutional structures through development of provincial chapters that will report to the national structure, to popularise the key drivers of the initiatives agenda being Respect, Representation and Recognition of women in the sector.

The Deputy Minister of Tourism, Ms. Tokozile Xasa, addressed women in all host provinces, highlighting the importance of the need for women to unite and find innovative ways to advance their cause in the sector.

"Women need to be exposed to professionals and entrepreneurs that have become a success in the industry. In order for more women to be involved, support structures need to be established.

This is why we are gathered in the four (4) provinces, taking advantage of the partnership by the NDT and Travel Massive, to interact, motivate and encourage women in Tourism across the country to start talking and working together, for their own success," said Xasa.

Travel Massive representative, Ms Nyeleti Mnisi, said the partnership between their Agency and the Department would go a long way to addressing issues of marginalisation. "We want to instill the culture of collective thinking and promote entrepreneurship amongst women in the industry."

"Women need to create tourism establishments that are sustainable in order to create more jobs in the industry," added Mnisi.

The Gauteng session took place at Maropeng's Cradle of Humankind, which featured business woman and popular television actress, Ms. Sophie Ndaba, and lifestyle magazine publisher and entrepreneur Ms. Nowaal Nolwazi Mdluli.

Ndaba shared her business tips and encouraged women to embrace and celebrate their diversity in order to grow their businesses within the industry.

"South Africans are the most diverse and interesting people in the world. We need to start showcasing our diversity in the products we offer. Offering a unique product will not only entice people to take up our services, but it will go a long way to sustaining our businesses. The world needs to experience and learn about our cultures and way of life," said Ms Ndaba.

Publisher and entrepreneur, Ms Nowaal Nolwazi Mdluli, was among the guest's speakers who urged women to rally behind a common goal in order to strive in the industry.

"Women still earn less than their male counterparts in the tourism industry. It is imperative for us to come together and fight for skill set to be recognised," said Mdluli.

The Women in Tourism Conference will be held in Gauteng in October. Women from the various provinces are encouraged to attend.

Wathint' abafazi, wathint' imbokodo

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