



# Nogqibelo ‘Gibby’ Memane

**Women in Tourism Chairperson  
North West Province**

**Business: Injula Tours and Event Management**



Nogqibelo ‘Gibby’ Memane is an entrepreneur who has 16 years of experience in the travel and hospitality industry.

Driven by a passion connect people from diverse backgrounds through tourism experiences, Gibby’s travel and tour company - Injula Tours – assists guests explore South Africa responsibly, while uplifting local communities.

“At the heart of my venture lies a deep passion for cultural exchange and authentic travel experiences. My goal is to create immersive tours that celebrate South Africa’s diverse heritage while also introducing global cultures to our local communities. By doing this, I aim to Educate and Inspire: Offer experiences that allow both tourists and locals to engage meaningfully with culture, history, and tradition,” Gibby said.

As an accredited Heritage and Nature Tourist Guide, who is also well versed in the Chinese Mandarin language, Gibby has always hoped to represent South Africa and highlight the country’s tourism offerings globally. In 2024, she was afforded an unforgettable opportunity to shine a spotlight on South Africa’s tourism offerings at the China International Trade Mart.

“A recent collaboration with the Mauritius Chinese Culture and Chinese Embassy afforded me an opportunity to be a tourism ambassador at the China International Trade Mart in 2024. It was truly a proud moment for me as I represented South Africa on an international stage. The event celebrated both Chinese and African cultures, encouraged dialogue, and allowed participants to see the beauty in diversity — a perfect reflection of the mission I strive to fulfil through my work,” Gibby added.

## Responsible Tourism

At the heart of Gibby’s entrepreneurial spirit, is a desire to uplift tourism communities. She has collaborated with local artisans, performers, and guides to create economic opportunities and preserve indigenous knowledge. Through her efforts, she seeks to use tourism to highlight the beauty of local and international culture and traditions.

“Leveraging on our diverse cultures has the ability to grow South Africa’s global appeal and create a sustainable environment for our tourism economy to truly thrive. Let’s embrace our diversity and position our country as a world-class, culturally rich destination, that offers job and entrepreneurial opportunities for our people, and unforgettable memories for travellers,” Gibby concluded.

## Words of Encouragement

**“Tourism is about storytelling, heart, and connection—qualities that women naturally embody. Let your culture and your strength as a woman shine through your business. Tourism needs your creativity, resilience, and leadership. Connect, collaborate, and never underestimate the value of community—we rise by lifting others. Your voice and story matters, and your contribution is powerful. Step forward boldly. The world awaits what you have to offer,” - Nogqibelo ‘Gibby’ Memane**



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