



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA STATEMENT

Food and Beverage boost for Eastern Cape tourism

08 December 2022

To celebrate summer and the festive season, the Department of Tourism today held the last of its series of summer graduation by hosting the graduation of the Food and Beverages Programme in East London, Eastern Cape. The Department warmly welcomes the new cohort of graduates to populate the talent pool in the tourism value chain. As we are in the festive season and tourism peak-period, the sector has been bolstered by this addition of 55 graduates.

Statistics South Africa recently reported a 31.2% increase in the Food and Beverages Industry in Quarter 3, 2022 compared to Quarter 3, 2021. This year on year growth is a boost for the tourism industry.

The Food and Beverage sub-sector has a strong service ethos which serves to enhance define and create memorable visitor experiences. This was a one-year programme targeting unemployed youth in the Eastern Cape and aims to upskill and ensures employability within the hospitality industry. This programme entails 30% theory and 70% workplace experiential training with graduates receiving a National Certificate in Food and Beverages accredited by the Culture, Art, Tourism, Hospitality and Sports sector education and Training Authority (Cathsseta).

Graduates were excited to share their experiences with the Food and Beverages Programme. Njongo Ratshalala from Gqeberha said: "This programme has been the best time of my life. It has opened great opportunities for me and I got the experience that I never thought I would get."

Masande Jara from Mthatha said: "This programme was perfect and I am looking forward about working in the tourism industry. Thank you to the Department of Tourism for this opportunity."

As we are entering the holiday period, we focus on excellent service and creating memorable experiences to meet and exceed the expectations of visitors. This talent boost enhances the Eastern Cape's tourism and hospitality experience. The Department continues to advance the tourism and hospitality experience and reaffirms its commitment to training and development which will yield many happy returns and that will contribute to the tourism recovery plan. This intervention plays a major role in the tourism value chain.

ENQUIRIES:

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