

bojanala

broadening horizons

Edition 2
Q2 2016

**Tourism Month celebrations aims to
boost domestic tourism**

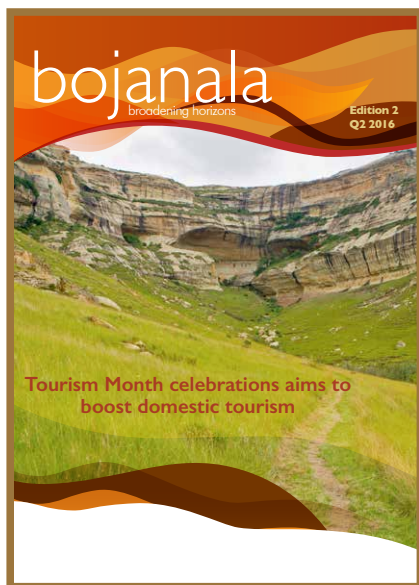


tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

Contents

Inside



About the cover

The cover page shows a beautiful picture of the Maluti Mountains at the Golden Gate, in the Free State. It is said that many moons ago, this scenic area was home to dinosaurs. As time went by, strong winds battered the pretty landscape to desert, and shaped the place to a renowned golden-coloured cliffs. Later on, volcano also had a hand in capping the landscape with dark peaks, known as Drakensberg basalt, and mineral-rich soils gave rise to the vast multi-species grassland biome for which this breath-taking area was proclaimed. To date, there are more than 50 species of grass in the area.



3

The Minister of Tourism Derek Hanekom and the MEC for Economic, Small Business Development, Tourism and Environmental Affairs in the Free State, Sam Mashini, engage tourism stakeholders in the Free State

- 01 Letter from the Editor-In-Chief
- 02 TOMSA 'Finders keepers' boosting domestic tourism and uncovering hidden tourism gems
- 03 Tourism month celebrations aims to boost domestic tourism
- 04 Domestic tourism makes "cents" according to South African Tourism
- 05 Appointment of the new members of the tourism charter council
- 06 Aviation growth fuels inbound tourism
- 07 Deputy Minister Xasa encourages NYCTP graduates
- 08 SATSA initiative fast-tracks Gauteng SMEs to tourism mainstream
- 09 Mpumalanga launches the liberation heritage route at Indaba
- 10 Reinvention key for domestic tourism
- 11 Kruger National Park drought
- 13 South African travel agents enlisted to boost domestic tourism
- 14 FEDHASA Insights on Legislation
- 16 South African youth empowered through innovative tourism internship programme
- 17 English language grows in the travel industry of SA
- 20 Department of Tourism events calendar

CREDITS

PUBLISHER

Department of Tourism

EDITOR-IN-CHIEF

Trevor Bloem

EDITOR

Seapei Lebele

SUB-EDITOR

Johannes Mokou

EDITORIAL SUPPORT

Annah Mashile

Khauhelo Rasemsetse

DESIGN & LAYOUT

Shereno Printers

CONTRIBUTORS

Praveen Naidoo

Mmatšatši Ramawela

Claire Allison

Jabulani Dlamini

Enver Duminy

Meriam Phasha

Kholofelo Nkambule

Dr Izak Smith

Dijon Pinard

June Crawford

Tara Gellé

Darryl Erasmus

Otto De Vries

Ramona Mudali

David Frost

Beth Peterson

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LETTER FROM EDITOR-IN-CHIEF

I am delighted to present a ground breaking mouth-watering edition of Bojanala Stakeholder Magazine. It has been noticeable that there has been greater interest in this Magazine in recent times. This can be attributed to Bojanala becoming a platform for all industry role players. We have seen several contributions from various stakeholders and we hope that these engagements will be of benefit to the tourism sector.

This edition takes you through various activities and useful information across a wide spectrum. From the launch of Tourism Month, to youth empowerment through innovative tourism internship programme.

To kick-start the Tourism Month launch, the Minister of Tourism Derek Hanekom and the MEC for Economic, Small Business Development, Tourism and Environmental Affairs in the Free State, Sam Mashinini, engaged tourism stakeholders in the Free State.

We introduce you to the newly appointed Tourism B-BBEE Charter Council members. Part of the functions of these members, is that of providing guidance on sector-specific matters affecting B-BBEE, as well as compiling reports on the status of B-BBEE within the sector.

This edition includes the Deputy Minister's address at the graduation ceremony of the National Department of Tourism's National Youth Chefs Training Programme. During the ceremony, the Deputy Minister encourages the graduates to view their graduation as the first step towards securing their future.

The issue further focuses on the recently launched Liberation Heritage Route by the Mpumalanga Tourism and Parks Agency (MTPA) at the annual Tourism Indaba held in Durban earlier this year. The route was launched in the presence of tour operators, non-hosted buyers, media and tourism businesses.

Meanwhile, Board of Airline Representatives of South Africa (BARSA) gives us reasons to be hopeful that, the rising demand for air travel, both within Southern Africa, and from international markets to South Africa, has seen significant developments for the country's aviation sector this year, as airlines increase their route network and frequencies to several South African gateways. Good news, indeed.

As part of entrenching a culture of travel in South Africa. South African Tourism (SA Tourism) and the Association of Southern African Travel Agents (ASATA) have embarked on a pilot project with a core focus on encouraging local travel among a new breed

of travelers – "bleisure" travelers who put fun back into business travel by mixing it with leisure experiences. Here you can learn about how to join fun and travel together.

In addition, this copy introduces you to the Southern African Bus Operators Association (SABOA), which was established in 1980 with a view to represent the interests of the bus and coach industry at government and stakeholder levels. Southern Africa Tourism Services Association (SATSA) indicates that innovation is the key to bringing historically disadvantaged people and businesses into the mainstream of tourism. Read more about the recent initiative to launch its SME Indaba project.

Doing their bit for domestic tourism, Tourism Marketing South Africa (TOMSA) in partnership with South African Tourism (SAT) and Times Media Group's Sunday Times newspaper has embarked on a promotional campaign called the TOMSA Finders Keepers campaign to get South Africans travelling. Don't miss South African National Parks' overview of the drought and how it contributes to nature's equilibrium.

On the other hand, Cape Town Tourism advises that reinvention is key for domestic tourism and the South African Youth Travel Confederation (SAYTC) introduces us to a project run by Education South Africa (EduSA). The project, which represents the language travel sub sector of SAYTC is the national association of quality English language centres in South Africa.

Staying with the younger generation Open Africa empowers South African youth through innovative tourism internship programme.

We trust that the fare being served in this edition will encourage you to engage us and fellow stakeholders in the next edition(s).

Enjoy!

Trevor Bloem
EDITOR-IN-CHIEF

TOMSA 'Finders keepers' boosting domestic tourism and uncovering hidden tourism gems



- by Mmatšatši Ramawela, CEO TBCSA

Tourism Marketing South Africa (TOMSA) in partnership with South African Tourism and Times Media Group's SundayTimes newspaper has embarked on a promotional campaign called the TOMSA Finders Keepers campaign to boost domestic tourism in South Africa.

By partnering with the Sunday Times in this exciting campaign, TOMSA can proactively support SA Tourism in promoting domestic tourism and also showcasing the valuable contribution by TOMSA levy contributors. This year's campaign, which is in the form of a competition, will coincide with the annual Tourism Month initiative and the celebration of World Tourism Day. The concept for the competition is fairly simple: using clues found in the Sunday Times newspaper, competition entrants hunt for treasures hidden in and around TOMSA levy contributing tourism products situated in each province across the country. Entrants will have to identify where the treasures are being hidden and answer a number of tourism related questions correctly in order to proceed to the next level of the competition. Those who have made it this far will take part in the final draw in October for the grand prize of R1 million!

The TOMSA Finders Keepers competition further encourages South Africans to travel their own provinces, explore what they never knew existed outside their doorstep, and make them proud to call this country their home. TOMSA feels it is more important than ever to build a culture of travel and adventure amongst South Africans. There are plenty hidden tourism gems across all nine beautiful provinces to be uncovered and explored. Importantly, the campaign also provides the participating levy contributor with great exposure when their product is prominently showcased on the weekly double-page spreadsheet in the Sunday Times newspaper.

A team of Sunday Times journalists, accompanied by a TBCSA/TOMSA representative embarked on a nationwide tour of all the nine provinces and captured their unique travel experiences, which were published in the Sunday Times newspaper. They overnighted at a number of fine participating levy contributing establishments throughout the country and also visited key roadside attractions

in the provinces. From all us at TOMSA and TBCSA, we extend our thanks and gratitude to all the participating levy contributing establishments and sponsors for providing accommodation, sponsoring weekly prizes, taking the team on adventures and also providing the wheels (transport) for their journeys.

Each of the nine province's tourism gems and participating levy contributors have had their respective moment of glory by being showcased on the double-page spreadsheet in the weekly Sunday Times newspaper, starting with Gauteng in July and ending with the Free State in September ahead of the World Tourism Day celebrations in Parys. We hope you have followed the treasure hunt in recent weeks to afford yourselves the chance to win the grand prize of R1m! Look out for the announcement of the winner of the million in September and October 2016.

What is TOMSA?

TOMSA is the 1% tourism levy collected by travel and tourism businesses with the aim of contributing to the promotion of South Africa as the preferred tourist destination locally and internationally. The levy is added to the consumer's bill for their use of various travel and tourism services in South Africa such as accommodation, car hire, tour operators, travel agencies and tourism experiences. The levy is applicable for both local and international tourists.

To date, TOMSA has contributed over R 1.2 billion to SA Tourism's marketing budget. With more contributing travel and tourism businesses paying the tourism levy, we can ensure more resources go into the official marketing of South Africa as a preferred leisure and business tourism destination, both locally and internationally. By simply downloading the TOMSA agreement from www.tomsa.co.za, signing and submitting it via email to membership@tbsca.travel, you can get your business to start contributing to the TOMSA tourism levy today!

Go on, make a difference! Sign up to collect the tourism levy from your clients and activate your role in getting more domestic and international tourists to explore South Africa's abundant tourism gems.



Tourism Month celebrations aims to boost domestic tourism

- by Johannes Moku



The Minister of Tourism Derek Hanekom and the MEC for Economic, Small Business Development, Tourism and Environmental Affairs in the Free State, Sam Mashinini, engage tourism stakeholders in the Free State

South Africa's domestic tourism will surely get an added increase this year, as the Department of Tourism, in partnership with the South African Tourism embarks on yet another Tourism Month celebration. The festivities will take place in the Free State Province.

The celebrations are aimed at encouraging all South Africans to take a Sho't left in any of the many tourism gems available in the province and the country as a whole.

As with the previous years, there are heaps of activities planned in order to properly celebrate and showcase the beauty of South Africa, while making sure that tourism gems are accessible to all.

The global theme for this year is 'Tourism for all – Promoting Universal Accessibility. The theme is derived from the United Nations World Tourism Organization (UNWTO). This means that everyone must have access to tourism products despite their disability, income, race, age amongst the others.

The localised theme is: "Tourism for all-experience and rediscover the Free State." The event hopes to promote domestic tourism focusing on the least visited provinces. These provinces are, Mpumalanga, North West, Limpopo, Eastern Cape, Northern Cape and Free State.

The Stakeholder Engagement Session, which took place on 26 August, coincided with the launch of Tourism Month at the Gariep Dam. The engagement afforded the Minister of Tourism Derek Hanekom and the MEC for Economic, Small Business Development, Tourism and Environmental Affairs in the Free State, Sam Mashinini an opportunity to engage tourism stakeholders in the Free State in ongoing efforts of strengthening working relations.

The launch made it possible for the province to showcase the Gariep Dam as one of the country's hidden gems. The Free State province will also be hosting this year's World Tourism Day Celebrations and the National Tourism Career Expo scheduled for end September.

It is expected that through further engagements with product owners, easy access to various tourism activities will be improved. This is anticipated to increase tourist arrivals in the province, including people with disabilities, thus uplifting the economy and creating much needed jobs in the province and the country at large.

For this to be realised, initiatives such as Tourism Month are celebrated every year with the aim of encouraging South Africans to travel their country and have a better understanding of the fun, affordable and exciting attractions available to them on their doorstep. Furthermore, the celebrations are also aimed at inspiring potential travellers to experience the best of South Africa.

Other events include the Minister's Public Lecture in September in Bloemfontein, where the Minister shares ideas with tourism stakeholders and deliver the main address at the World Tourism Day Celebrations on 27 September 2016.

National Tourism Careers Expo (NTCE) takes place on 29 September to 01 October in Bloemfontein. The main objective of the (NTCE) is to create an interactive platform for the public, learners at high school level, students at tertiary institutions, parents and education and training providers and / or organisations, employer organisation and government in the tourism sector.

Domestic tourism makes “cents” according to South African Tourism



- by Darryl Erasmus, TGCSA Chief Quality Assurance Officer

The Tourism Grading Council of South Africa (TGCSA), a business unit of South African Tourism, ensures holidaymakers benefit when they book local tourism establishments.

The word, 'tourist' immediately conjures up images of international visitors eager to experience South Africa's diverse offerings. However, South Africans should be equally excited to learn about the country's unique attractions – after all, healthy domestic tourism is the best assurance of a flourishing sector.

This is precisely why South African Tourism adapted the UNWTO's theme of 'Tourism For All: Promoting universal accessibility', when the world celebrated tourism month in September. This campaign was essentially a call to action, urging South Africans to explore and enjoy the sheer beauty and wonder of their home country. The campaign also seeks to create awareness of the various establishments star graded by the TGCSA thus affirming their accessibility to travellers with limitations, be it, sight, mobility or communication.

This message is critical, because in spite of the industry's claims to offer- "the world in one country" – a destination where visitors can enjoy everything from skiing and forest hikes to ocean vistas and mountain scenery, many South Africans still look further afield for holiday experiences that are right on their doorstep. South African millennials, in particular, lack a culture of domestic travel and yet, it would be far more cost effective to book a stay in a five-star coastal resort in South Africa, than the equivalent in another country.

The #TourismForAll campaign aimed to bring this fact to their attention, promoting both the affordability and accessibility of travel to local destinations. One of the key elements of the campaign was the #TourismForAll survey, which aimed to determine precisely what domestic tourists look for when they travel. TGCSA plays a vital role in driving domestic tourism with this campaign and in general. It assures the traveller that a recognisable benchmark has been set when dealing with quality assurance for accommodation. It provides peace of mind that a chosen graded establishment gives one what they are looking for as a domestic traveller – value, affordability and good quality.

Ministers of Tourism, Derek Hanekom, as well as the TGCSA Chief Quality Assurance Officer, Darryl Erasmus, are both passionate about the campaign. This passion is evident when the Minister says, "it is important for all South Africans to experience their country as a foreign visitor would - not only marvelling at the country's beauty but also understanding the significance of the many sites which celebrate our heritage. A true appreciation of these special places comes only by seeing them first-hand. Travelling in one's own country makes aspects such as heritage tangible, relevant and real."

But, just as South Africans can benefit from travel, the industry also stands to gain when people choose local holiday destinations.



One of South Africa's tourism gems, Bourke's Luck potholes in Mpumalanga

A Stats SA report from 2014 showed that domestic travellers spent around R71 billion on overnight trips, and approximately 47.3 million overnight trips were taken. Meanwhile, day trippers contributed R39 billion during 2014.

Domestic tourism generally contributes over 50% to the country's tourism industry earnings. With South Africans taking out their wallets to support hotels, bed and breakfasts, lodges, restaurants and tour guides in their own country, the sector clearly facilitates the flow and retention of money within the country. This in turn means more jobs, especially since tourism is a labour intensive industry.

SA Tourism has acknowledged the importance of domestic tourism with interventions such as the Sho't Left campaign, which highlights the many spots – from bushveld breaks to seaside stays – that South Africans could make their next holiday destination. Domestic tourism often comes at a fraction of the cost (and hassle) of what they would pay in another country. TGSA has partnered with local stakeholders to ensure that South Africa is positioned as a quality assured destination of choice for all travellers; international and domestic. It's critical to bring these destinations to the public's attention, as creating awareness of how easy and cost effective it is to travel locally is one of the best ways of capturing the market's attention.

It is important to realise that the Sho't Left campaign drives domestic travel for all. As Minister Derek Hanekom mentions, "We want to highlight the fact that holidaying in South Africa isn't just 'for some people'. It's for all of us. It can be as simple as visiting friends in another city, or as luxurious as taking time out in exclusive hideaway offering hospitality and service to match anything you would find overseas. Whatever your taste and your budget, South Africa has something just for you."

Appointment of the new members of the tourism broad based black economic empowerment (B-BBEE) charter council

- by Praveen Naidoo, MLO (Minister's Office) Department of Tourism

The Minister of Tourism, Derek Hanekom, announced the names of the new members of the Tourism B-BBEE Charter Council at its first meeting recently.

On 20 November last year, the Minister of Trade and Industry, Rob Davies, gazetted the Amended Tourism B-BBEE Sector Code to advance transformation in the tourism sector.

Tourism was the first sector to gazette the amended B-BBEE Code showing the commitment of tourism stakeholders to the empowerment and transformation of the sector. It also expresses the commitment to work collectively to ensure that the opportunities and benefits of the sector are extended to black South Africans.

The tourism sector is required to appoint a Charter Council consisting of industry representatives from the public and private sectors, labour and small businesses across the tourism spectrum as described in the gazetted Tourism B-BBEE Charter to monitor transformation in the tourism sector.

The Charter Council will fulfil the following roles:

- Provide guidance on sector-specific matters affecting B-BBEE;
- Compile reports on the status of B-BBEE within the sector; and
- Share information with sector members, approved accreditation agencies, B-BBEE Commission, B-BBEE Presidential Advisory Council, the Line Minister and the Minister of Trade and Industry pertaining to B-BBEE in the sector.

The following Charter Council members have been appointed for a period of three (3) years, commencing from 30 June 2016:

1. Dr Vuyo Mahlati (Chairperson): National Planning Commissioner in the Presidency
2. Ms Shamilla Chettiar: Deputy Director General for Policy and Knowledge Services at the National Department of Tourism

3. Mr Blacky Komani: CEO of Tourvest Duty Free on the Ground
4. Ms Gail Westphal: General Manager of Gooderson Leisure
5. Mr Tshifhiwa Tshivhengwa: CEO of Federated Hospitality Association of South Africa (FEDHASA)
6. Mr Mohamed Baba: Managing Director at Ilios Travel
7. Mr Adriaan Liebetrau: CEO of Southern African Association for the Conference Industry (SAACI)
8. Mr Ravi Nadasen: Director Operations at Tsogo Sun
9. Ms Nyeleti Mushuana: CEO of Karibu Hotel & Conference Centre
10. Ms Mmatšatši Ramawela: CEO of Tourism Business Council of South Africa (TBCSA)
11. Mr Duma Gqubule: Founder of KIO Advisory Services
12. Ms Heather Prinsloo: Human Resource Executive at City Property Administration
13. Mr Nicholus Maziya: Deputy Secretary General of South African Transport and Allied Workers' Union (SATAWU)
14. Mrs Lindiwe Sangweni-Siddo: Divisional Director: Operations at the City Lodge Hotel Group

Minister Hanekom said he was confident that the diverse and capable team would fast-track transformation of the sector.

"All stakeholders, including businesses, the public and associations in the tourism sector should use this collective to raise issues affecting them, and to share best practice models to ensure the tourism sector is in the forefront of transformation in South Africa," said Minister Hanekom.





- by June Crawford, CEO BARSA

Aviation growth fuels inbound tourism



leverage this growing interest, so that it is easy for travellers to visit the destination. Regulatory environments need to be conducive to people coming into the country and less onerous than they currently are.

For example, international airlines need a Foreign Operator's Permit to fly to South Africa. This is a joint requirement between the Department of Transport and the Civil Aviation Authority, and it can take quite some time to obtain. This process could be fast-tracked and streamlined to ensure an easier operating environment for inbound airlines and subsequent growth in tourists from international source markets.

A culture of consultation to drive aviation success

Globally, aviation and aviation-related tourism delivers US\$2.7 trillion in economic impact and supports some 62.7 million worldwide, which is why IATA believes it is vital for governments to recognise and support aviation's ability to contribute to global economic well-being and better understanding across cultural and political borders.

A local example of this is a new initiative by WESGRO, the official tourism, trade and investment promotion agency in the Western Cape, which is driving interest in Cape Town proactively among the aviation sector in partnership with Airports Company South Africa (ACSA), Department of Economic Development and Tourism (DEDAT) and City of Cape Town.

WESGRO's new Airlift Strategy, aimed at creating sustainable routes on selected markets, should be regarded as a catalyst in creating other route hubs across South Africa, as well as an example of how to establish a culture of consultation among key players in the tourism industry, from airlines to immigration and even the South African Revenue Service (SARS). The entire value chain needs to be involved to contribute positively to tourism and the national GDP.

The value chain that is linked to the airline industry is also of utmost importance. Airlines, ground staff, the Airports Company and Immigration need to communicate and collaborate to facilitate passenger travel, a key focus for the Board of Airline Representatives South Africa (BARSA), which interacts with various government departments, including the Department of Tourism regarding visa regulations and congestion at airports for passengers at arrivals and departures, for example.

It is only through a collaborative approach across the value chain and involving all stakeholders, including the African and International airlines represented by BARSA, that South Africa can enhance its status as a world-class and sought-after tourism destination.

Rising demand for air travel, both within Southern Africa, and from international markets to South Africa, has seen significant developments for the country's aviation sector this year, as airlines increase their route network and frequencies to several South African gateways.

And it would seem that Africa too is benefiting from this increased demand as the International Air Transport Association (IATA) is reporting a strong upward trend in demand for African airlines and increased capacity of 7.4% in June 2016 after stagnant results in 2015.

Among those airlines announcing new routes, or expanded frequencies to South Africa's Cape Town and Durban hubs over the past year are Turkish Airlines, Ethiopian Airlines, Qatar, Emirates, British Airways and Lufthansa. Johannesburg meanwhile will see flights operated by Iberia to Spain, while LATAM will connect South Africa with the South American continent, the latter new to South Africa.

And that's not to mention the increase in domestic and regional networks, especially new entrants, operating services to less-popular destinations such as Johannesburg to Mthatha, and Cape Town to Windhoek.

Tourism and aviation intrinsically linked

As inbound tourist arrivals rise with the growing competitiveness of South Africa, tourism is inextricably linked to the aviation industry. The expansion of international and domestic airline carriers operating in South Africa has meant airport expansion, the growth of new hubs in South Africa, and in turn contributed positively to the national GDP.

The increase of international airlines into South Africa bodes well for tourism especially since the growth in tourist arrivals from 2012 to 2016 to South Africa was not as high as it could have been for several reasons.

As inbound travellers flock to South Africa with the current favourable rate of exchange, the destination is under pressure to

Deputy Minister Xasa encourages NYCTP graduates

- by Jabulani Dlamini, MLO (Deputy Minister's Office) Department of Tourism

With the National Department of Tourism's National Youth Chefs Training Programme producing qualified chefs for the Hospitality and Tourism industry, the challenge of a shortage of skills in this sector is steadily being addressed.

Tokozile Xasa, Tourism Deputy Minister, addressing about 250 people including 91 graduates of the programme at the Durban Exhibition centre, encouraged the graduates to rather see their graduation as the first step towards securing their futures.

She reminded them of Nelson Mandela's words that one often finds that after climbing one hill, one only then finds that there are many more hills to climb.

"We are gathered here to celebrate your achievement as young people and the commitment that you have shown in securing your own futures.

Your graduation today however, should not be seen as the destination on your journey to better yourselves but rather one small step towards reaching your destination," Deputy Minister Xasa said.

The Deputy Minister told the graduates that they are part of the 470 candidates who successfully completed the training programme nationally out of the 577 that started.

In KZN specifically, 118 beneficiaries started the programme at the beginning of the last financial year and 91 of those who started in this province were graduating on the day.

Deputy Minister Tokozile Xasa (middle) with Deputy Director-General Morongoe Ramphole are surrounded by the Graduates of the National Youth Chefs Training Programme in KZN. A total of 91 learners graduated as qualified chefs on the day.

The event, held on June 21 2016, was also graced by the Ethekwini deputy mayor at the time Cllr Nomvuso Tshabalala as well as the Deputy President of the South African Chefs Association, James Khoza.

Deputy Minister Xasa also expressed her gratitude to the South African Chefs Association, with whom the National Department of Tourism has partnered on the programme, as well as the many host employers who welcomed the learners.



Some of the learners who are now qualified Chefs after completing the National Youth Chefs Training Programme during the graduation ceremony in KZN.



SATSA initiative fast-tracks Gauteng SMEs to tourism mainstream



David Frost, CEO SATSA

Innovation is the key to bringing historically disadvantaged people and businesses into the mainstream of tourism. This, together with the understanding that transformation initiatives must first make commercial sense, are the driving forces behind SATSA's recent initiative to launch its SME Indaba project.

Previous attempts to link SMEs with the market have not been optimal without the support of the inbound tour operator, which acts as a product funnel, contractor and quality assurer for overseas principals.

Recognising that the inbound tour operator is the key to facilitating interactions with SMEs – SATSA represents 330 key and credible inbound tour operators – a very successful first event was hosted in partnership with Gauteng Tourism Authority, Joburg Tourism, SA Tourism, Gauteng Enterprise Propeller and Gauteng Department of Economic Development, making it a truly inclusive provincial collaboration.

The Gauteng SME Indaba was aimed at ensuring key decision makers from leading inbounds attended the event, introducing 37 established SATSA inbound tourism operators from across South Africa to 51 carefully selected and prepared emerging Gauteng tourism businesses.

A rare platform...

The two-day SME Indaba improved the way SMEs are traditionally showcased through directly linking smaller players with established operators, resulting in the forging of 239 new relationships.

Focusing on providing face-to-face selling time for each of the emerging businesses through speed marketing sessions, inbound tour operators were able to meet, evaluate and discuss potential business opportunities.

Liz Kariuki-Konzolo from Zilko Tours and Travel said the SME Indaba allowed her to not only develop relationships with the more established trade, but also with fellow SMEs.

"The SME Indaba was a learning experience, from the pre-indaba training to the Indaba itself. It was a rare platform where we, as small businesses, were given the undivided attention of the big players and they can now contact us directly for potential future business. The unity and the networking among us SMEs was amazing as we shared our daily business challenges and forged relationships," Kariuki-Konzolo said.

Through allowing inbound operators to evaluate SME products that may appeal to their clientele, the top 10 SMEs were identified and received various additional benefits such as one year free SATSA membership and attendance at the annual Tourism Indaba.

Mmakosha Lodge's **Benboy Tsebe** says he was impressed by the companies who took the SMEs' presentations very seriously. "We learned a lot and exchanged information and ideas that will be used to bring a change to our business. We wish we could have an SME Tourism Indaba annually because it would bring change to our businesses."

First-hand experience

To fully immerse themselves into the areas and products, and understand its saleability, trade members were able to participate in one of three unique half-day township experiences in Soweto, Alexandra, Fordsbury, Sophiatown and Newtown. They experienced a variety of emerging products, including a walking tour of Kliptown, visiting Ma Elizabeth who was forcibly removed from Sophiatown, driving the streets of Alexandra with electric bicycles and being schooled on the art of graffiti in downtown Johannesburg.

Additional activities on offer included a braai at Lebo's Backpackers, cycling in Soweto, walking Fordsbury and learning about its rich culture and history, and

experiencing the past, present and future of Alexandra which included visiting its unique gallery homes.

Mentoring, training and learning...

The trade played a large role in advising small products by providing candid feedback on their experiences during the site visits and helpful critique directly to the SMEs to improve their individual products. This included insight into industry trends, understanding trade requirements, aligning product offerings to ensure maximum use for trade and defining unique selling propositions.

"This was a great event", says Abby Sechoaro from Bosele Tours, who adds that he received useful feedback from tour operators to showcase the vibrancy and rich cultural diversity of Alexandra. "Direct conversations with the trade are an effective way of understanding industry trends to align one's offering," says Sechoaro.

In preparation for the event SMEs received SATSA Tourism Operator Training as well as Market Access Training. These sessions included topics such as legal requirements, insurance, establishing and managing terms and conditions, pricing structures and commissions, as well as customer service, marketing and networking elements.

Says Tour d'Afrique's Monet Tiran: "One of the key features tour operators would like to see is that the SME members be enrolled into a mentorship programme. It seems that there is definite need that these members would like to learn from the industry on a peer-to-peer basis, rather than a 'teaching' scenario."

Following the success of the Gauteng SME Indaba and the resulting success of the top 10 SMEs at the annual Tourism Indaba, SATSA's suggestion is to roll out these 'domestic' Indabas to other provinces. This will assist with a solid framework to identify the best of the best trade relevant local products, making the annual Tourism Indaba more meaningful for SMEs as they further develop trade relationships and can potentially be introduced to international buyers.

Mpumalanga launches the liberation heritage route



- by Kholofelo Nkambule, Mpumalanga Tourism and Parks Agency

The Mpumalanga Tourism and Parks Agency (MTPA) recently launched the Liberation Heritage Route to a number of tour operators, non-hosted buyers, media and tourism businesses at the annual tourism Indaba held in Durban.

“As the MTPA we identified the need to launch this route at this year’s Indaba to create awareness about it and further promote it to the broader tourism industry. The development of this route was facilitated by the Provincial Department of Culture, Sports and Recreation in partnership with Mpumalanga Tourism and Parks Agency, with the intention to highlight the key freedom fighters who fought for justice and freedom from oppression, as well as the destinations that featured prominently during the liberation struggle,” said Mr. Thulani Nzima, Chairperson of the MTPA Board.

“The aim of the Liberation Heritage Route is primarily to attract local and international tourists to the various liberation heritage destinations that are linked to South Africa’s liberation history,” added Nzima.

There are six towns that were extensively involved in the anti-apartheid liberation struggle, which resulted in a peaceful transition to democracy in 1994. These towns are, Bethal, Daggakraal, Ermelo, Saul Mkhizeville (formerly Driefontein), Secunda and Volksrust.

Furthermore, each destination needs to be further developed so as to provide various tourism products and services that will encourage tourists to visit the Liberation Heritage Route in its entirety and encourage them to remain longer in each destination. This will go a long way in supporting the local community and encourage growth of the tourism sector in the region. In some cases, such as Bethal, tourism products and services are already well established, whereas in other cases they still need to be established and developed further.

“The rationale behind the Liberation Heritage Route is intended to preserve our country’s struggle history for future generations. We must therefore continue to celebrate the selfless contribution made by the freedom fighters. It is important to note that the town’s highlights are not the only ones within the province that were home to various freedom fighters and involved in the grassroots liberation struggle. A number of towns have been identified that may be added to the route in future and they include Evander, Leandra and Standerton. Further research may identify more towns that could be added to the route” explained Mr Sikhumbuzo Eric Kholwane, MEC for Economic Development and Tourism.

“The development of this route will be done in phases, with the first phase concluded in the towns within the Gert Sibande District. Each of the towns provide tourism products and services that will encourage tourists to visit and experience the route in its entirety,” added Kholwane.

Detailed content highlighting each town and the various offerings in each place has been developed. This provides a detailed information about the route, accommodation, attractions, maps and cities. The information will assist in planning one’s trip when visiting the attractions on this route. This information is available on www.mpumalanga.com or one can download it from the Mpumalanga Travel Guide App available on apple and android phones.

“We invite you to take a shot left to the Gert Sibande District and tour the Liberation Heritage Route and explore the rich and authentic history of South Africa. This will afford you an opportunity to learn more about the destinations that featured prominently during the liberation struggle”, concluded Nzima.



Dr. Seme, together with the people of Daggakraal, Driefontein and Dungeny formed the African Native Farmers' Association of Union Ltd, a first wholly Black owned public limited company whose member activities were land buying, a company whose activities led to the passing of the influential South African Native Land Act to prevent land ownership by Black South Africans.





- by Enver Duminy, CEO, Cape Town Tourism

Reinvention key for domestic tourism

It has been a turbulent period in recent years for the tourism sector, with challenges often beyond the control of local operators causing a fluctuation in visitor rates. The uncertainty that accompanied the visa and birth certificate legislation and the outbreak of Ebola in West Africa caused a ripple effect throughout the industry. It would seem that a recovery process is underway – the challenge is how to maximise the opportunities this will present

Growth through reinvention

At Cape Town Tourism we are fortunate to be marketing a world-renowned destination to a willing market, but even with attractions such as Cape Point and Table Mountain, the city cannot simply hope that visitors will continue to arrive. In all areas of the sector an approach that has borne fruit is reinvention.

The most vivid example of this is the Boomslang Aerial Tree Canopy Walkway at Kirstenbosch. Although the attraction holds appeal to those with an interest in the flora and fauna of the Cape, there has been consistent development and the presentation of fresh logistics and marketing initiatives. The facilities themselves have been upgraded, and the Summer Concerts have worked well, attracting packed-out audiences. What really proved the possibilities that exist was the launch of the Boomslang. After months of exciting predictions, the attraction opened in 2014 to great applause, boosting visitor figures for that year and since then.

Robben Island, too, is undergoing some life-injecting reinvention – the attraction is about to add value by adding a 200-seater restaurant, different kinds of tours including cycle tours and training of guides, all accompanying the bigger fleet of ferries to

ensure that no trips are disrupted by a lack of boats.

Table Mountain has added WiFi (after all, tourists want to share their experience on social media) and continuing to focus on its eco-friendly foundations as a business and sustainability issues in this natural wonder.

These are some examples of reinvention on a grand scale, but this process is necessary at all tiers within the industry. As an organisation we have undertaken a rebranding project to ensure that Cape Town Tourism remains relevant as a visitor-facing and member-facing body. This has been in conjunction with a new website that has cutting-edge functions designed to facilitate the user experience.

Since budgets may be a challenge, the messaging that is expressed to members and the broader industry is that creativity, innovation and entrepreneurship must always be kept in play. Small additions to products can have great dividends, provided that the strategy is executed well.

Big City tourism across the globe is developing at a rapid rate, and the adoption of tech in tourism is now considered mandatory. Better tech for research and bookings, better tech for monitoring activities and developing visitor profiles. It is essential that tourism bodies and businesses update their tech to that of their customers so that expectations are met.

Today, we appear to have shorter attention spans, but reinvention can keep your audience engaged, ensuring that businesses, organisations and industry bodies remain relevant to our customers, and in so doing we can hopefully secure our longevity.

Kruger National Park Drought

- by Dr Izak Smith, SANParks



By the end of February 2016, Kruger National Park (KNP) recorded approximately 36% of the average long-term rainfall for the past rainfall season (i.e. ~155 mm measured on average across KNP rainfall stations since 1 July 2015). Considering these far-below average conditions and the predictions for the remainder of the rainfall season, it seemed likely that the 2015/2016 rainfall season was going to be the driest ever recorded in KNP.

The previous driest year on record for KNP was in 1991/1992 when 44% of the long-term average rainfall was recorded. What made this drought even more significant is the fact that rainfall in the preceding rainfall year was also considerably below-average (~65% of average), and much lower than what it was preceding the 1991/1992 drought (~ 90% of average). It was fair to state that KNP was about to have its most severe drought since rainfall recording started in the park in the early 20th century.

However, in early March, widespread rainfall was recorded over much of Kruger and surrounding catchments – within days empty dams filled to the brim, seasonal rivers started flowing for the first time in two years, perennial rivers flowed bank-to-bank and seedlings emerged everywhere. Does this mean the drought is over?

By no means! Although surface water is more available in the veld now than a month or two ago, the old saying remains true: “it does not rain grass”. Just as it gets too late to plant mealies, it gets too late to get a decent grass layer. A common misconception is that animals die of thirst during a drought, when in fact most mortalities are due to starvation. Although the grass and forbs have responded to the recent rains, and the trees will likely keep their leaves on

for somewhat longer, the rains came very late in the season, with little follow-up rain, and with the growing season almost over. Also, most of the rain fell in few high intensity storms of short duration, reducing the effectiveness of the rainfall, with very high run-off and low infiltration into the soil. Therefore, even though the rainfall statistics now look somewhat more favourable than a month ago (~62% of long-term average), the veld condition is very variable. There are some areas (e.g. close to Pretoriuskop) where more reliable rainfall throughout the season has resulted in relatively high grass production. However, in other areas there is still hardly any grass – annual forbs (weeds) replaced grass, which in most cases is not useful as forage for grazers, and which will soon wilt and die. In other parts of the park, some grass growth occurred, but the grass will not “bulk up” adequately to sustain grazers through the winter. Therefore, although conditions have somewhat changed since the March rains - more so in certain areas than others - the drought effect continues and one should not be fooled by the green tinge.

Rivers have also by no means “recovered” after the widespread and in some cases abundant rains of March (e.g. Mooiplaas and Pretoriuskop rainfall stations measured over 200 mm in March). By mid-April some of the perennial rivers have already returned to levels similar to before the March rainfall events, whereas the other rivers are dropping fast. These conditions worsens during the winter months. Kruger, surrounding communities and Mozambique will be dependent on releases from upstream dams to ensure adequate flows in rivers. Unfortunately most of the catchment dams have on average not filled by more than 1-5% after the “good” rains of March. Therefore, from a rivers perspective, the rainfall of March can be seen as some temporary “pause” in the drought, but by no means an end to the drought. It will be important for Kruger and

its surrounding neighbours and stakeholders to maintain constant dialogue in order to jointly manage (e.g. through water restrictions and dam releases) the shared resource in the coming dry winter months, ensuring equitable access for all.

These statistics, as well as a drive through certain areas of the park, triggers many questions from visitors and the general public. What is the park doing to manage/mitigate the drought effects? Are animals dying? How is tourism affected? Before answering these questions, one needs to take a step back and get perspective on the role droughts play in largely natural and open-systems like the KNP. Although the effects of droughts are negative for agriculture and many associated livelihoods, droughts have a natural and important regulatory role to play in systems like KNP. For example, buffalo numbers in KNP were ~30 000 before the 1991/1992 drought, and fell within two years to ~ 14 000. Since then their numbers have increased again to more than 45 000 in 2015 (highest ever recorded), and will, as with the previous drought, most likely show a significant decline. Similarly, hippo numbers increased over the past decades, and their numbers will also be regulated downwards by the drought. As such, hippo and buffalo carcasses (including weakened individuals caught by lion) are already noticeable, and nature has started with a selective "culling" process, firstly removing old, diseased and weakened individuals, ensuring the best genetic material form the nucleus of the breeding population remaining after the drought. It is the cycle of nature – population densities go up and down during "boom and bust" periods. One can anticipate that the mortalities will significantly increase as the dry season progresses, especially from August/September onwards until the rains return. Another important fact to remember is that all species are not equally susceptible to droughts. Some species like hippo and buffalo, as mentioned above, as well as warthog and lactating impala ewes are the first to be affected by droughts, whereas other species like zebra, giraffe, white rhino and elephant may not be affected so much, or may only be affected much later, depending

on when the rains return. The other side of the coin is that carnivorous species, including predators like lion and scavengers like hyena, are usually advantaged during drought periods as food is plenty and hence competition is reduced. There are winners and losers during a drought.

During droughts a common reaction by the public is expecting management to provide more waterholes. Although some artificial waterholes are condoned in KNP, a wide-scale and dense network of borehole-fed waterholes will most likely increase herbivore mortalities and increase the impact on vegetation. In fact, some areas far from water are necessary in order to ensure that food remains in these "refuge" areas for healthy, strong and less water dependent species to utilise. If water is too widely provided, then food resources get depleted sooner.

Tourism facilities are unaffected and contingency plans are in place to ensure that adequate and clean water will continue to be available to visitors and staff. Game viewing opportunities especially of predators are currently exceptional due to high visibility (i.e. less vegetation cover). As such, tourists are encouraged to keep visiting the park. Visitors are urged to always use water sparingly, as water remains a scarce resource in South Africa. As food in the veld becomes scarcer, tourists should also take extra care around primates, as these animals will become bolder and more determined to get hold of human food and waste at rest camps and picnic sites.

KNP managers and scientist are monitoring various aspects of the drought. This includes field and satellite monitoring of vegetation condition, aerial surveys to determine distribution of animals and surface water, as well as monitoring of river flows. However, since Kruger manages healthy ecosystems and not healthy individual animals or plants, limited direct management intervention is anticipated and nature will be allowed to take its course.



South African travel agents enlisted to boost domestic tourism



- by Otto de Vries, CEO ASATA

Entrenching a culture of travel in South Africa. That is the core focus of a pilot project between South African Tourism (SA Tourism) and the Association of Southern African Travel Agents (ASATA), aimed at encouraging local travel among a new breed of travellers – “bleisure” travellers who put fun back into business travel by mixing it with leisure experiences.

Through this initiative, business travellers in South Africa can select from a range of specially created “bleisure” experiences and affordable travel deals offered by selected ASATA Travel Management Companies who have received training on the South African bleisure experiences on offer.

The Pilot Project forms part of SA Tourism’s Domestic Tourism marketing strategy under the campaign, “A Million New Experiences are a Sho’t Left Away,” which seeks to promote a culture of travel among all South Africans and encourage more frequent travel across the destination and throughout the year.

Through this partnership and working with top corporates in various industries including the banking, telecommunications and government sector, more South Africans will get the opportunity to take a Sho’t left and get exposed to million new experiences in our country. This is about more South Africans having the opportunity to enjoy the beauty that our country has to offer.

Thus far, over 1000 South African business travellers have been exposed to a wide range of fantastic domestic travel destinations.

ASATA General Manager Kim Koen says that successful activations have been run across three blue chip companies in South Africa, with an additional 17 scheduled before the end of the year.

Koen says, “Incorporating stunning visuals of South Africa’s travel destinations and a beautiful brochure with a range of specially selected packages, our activation booths have been set-up in busy public spaces and experienced consultants are on hand to assist travellers with their local holiday enquiries and needs.

So far we have received only positive feedback from the companies that have participated and will continue to share great local holiday deals with the business travellers that have registered during the activation.”

Annelize Arthur, Business Manager HRG Rennies Travel, which is one of the travel management companies involved in the pilot project, says that business travellers have expressed particular interest in the Kruger National Park, Cape Town, Sun City and the Limpopo province for game drive experiences.

“This domestic travel initiative has been a great way to share the local holiday experiences on offer and break the perception that domestic breaks are expensive. The package prices are great and our consultants are working on several bookings at the moment,” says Arthur.

“For us at South African Tourism this partnership presents the perfect opportunity to not only grow this new trend in our own country but to continue entrenching the culture of travel. We truly believe that partnering with the travel industry is the best way to do so,” concludes Margie Whitehouse, Chief Marketing Officer at South African Tourism.

South Africa on show! ASATA and SA Tourism showcase local holiday options with HRG Rennies at ABB South Africa.



HRG Rennies Travel Business Manager Annelize Arthur assisting with a local holiday enquiry as part of an ABB South Africa activation by SA Tourism and ASATA to promote domestic leisure travel among business travellers.

FEDHASA Insights on Legislation



- by Beth Peterson, Fedhasa



CEO of Fedhasa, Mr Tshifhiwa Tshivhengwa

As a national body, The Federated Hospitality Association of Southern Africa, FEDHASA is recognised as the official unified voice of the hospitality industry by government and industry decision-and policy makers. They play an important role in lobbying, negotiating and informing government with regard to important pieces of legislation such as National Liquor Act, Tourism BBBEE scorecard, Labour Legislation, Visa/Immigrations & Unabridged Birth Certificates.

As part of that on-going process, newly-appointed FEDHASA CEO, Tshifhiwa Tshivhengwa highlights the impact of certain legislation on the tourism and hospitality industry that provides important insights into difficulties and operational challenges posed by some of the provisions contained in the legislation.

The draft National Liquor Policy

Since the draft National Liquor Policy was published for comment by the Department of Trade and Industry (**dti**) in May 2015, FEDHASA, on behalf of its members, made a full submission to the department highlighting a number of proposed provisions that are both controversial and impractical.

For instance:

The draft legislation says: “that liquor premises be located at least five hundred meters (500m) away from schools, places of worship; recreation facilities, rehabilitation or treatment centres, residential areas and public institutions. If such a license is already issued it should be terminated within a period of two years.”

The Impact? “There are clearly a significant number of currently licenced liquor premises, such as your typical neighbourhood restaurants, legally compliant shebeens or B&B located within the proposed parameter of 500 metres,” says Tshivhengwa, adding that, “Significant revenue losses, and the loss of viable businesses, would clearly be a result if they were to all lose their licences. In addition, it is problematic that ‘public institutions’ is not defined as the term could incorporate any number of services. For example, Post Offices could well be deemed as public institutions, and there are many of them located in large retail shopping malls, adjacent to licenced restaurants, pubs and coffee shops.”

Another example is:

The draft legislation says: “Traders should not serve liquor products to already intoxicated persons. Should that happen and the intoxicated person is involved in a motor accident or crime related to substance abuse, the manufacturer; distributor and trader should bear liability for any harm or damages.”

The Impact? “This is clearly impractical,” says Tshivhengwa, “While the reasoning behind the proposal is understandable, the difficulty in enforcing this requirement lies in the definition and evidence of intoxication. Every individual reacts and responds differently to the intake of alcohol. With reference to the manufacturer and distributor, such liability would be totally unreasonable notwithstanding that it would be all but impossible to identify which specific manufacturer and or distributor was liable in the event of a vehicle accident or crime. With reference to the on-consumption licensee, it is not consistently possible to identify an ‘already intoxicated person’, and under such circumstances it would be totally unreasonable that the trader should bear liability for any harm or damage if the ‘intoxicated’ individual was involved in a vehicle accident or crime.”

The Amended Tourism B-BBEE Sector Codes

The amended Tourism B-BBEE Sector Codes came into effect on the 20th November 2015, and of concern to many hospitality establishment owners, including some of the large group companies, were the vast changes to the annual revenue levels which have resulted in many establishments now being required to meet the criteria at a decidedly higher level.

For example:

- An Exempted Micro-Enterprises is defined as a business that generates a total annual revenue of less than R5m as compared with the previous threshold which was R10m.
- A Qualifying Small Enterprises is defined as a business that generates a total annual revenue of between R5m and R45m, which is lower than the R10m–R50m in the previous codes.
- A Large Enterprise is defined as a business that generates a total annual revenue of more than R45m, which is also lower than the previous R50m threshold.
- The black ownership requirement in the tourism codes is set at 30% +1 vote, and yet it is 25% +1 vote in the generic codes.
- The target for supplier development is set at 3% of net profit after tax compared with 2% in the generic codes.

“The hospitality sector is undoubtedly committed to transformation and inclusive growth,” points out Tshivhengwa, “at the same time, changes to the B-BBEE Sector Codes need to be understood by the sector for successful implementation. The hospitality sector is embarking on a transformation journey focusing on inclusive growth.

Immigration Regulations 2014 (Section 36)

The issue? This regulation includes a provision that requires accommodation establishments to obtain copies of identity documents for guests staying overnight. It stipulates that on check in, accommodation establishments must obtain a copy of the guest’s identification document or passport. While this is rarely a problem when it comes to checking in international visitors, many South Africans don’t understand this necessity. They have no understanding of the reasoning behind the regulation; often don’t accept having to provide ID and don’t give permission, and for their ID documents to be copied and kept by the establishment.

The Impact? This regulation has the potential to clash with the Protection of Personal Information Act (POPI). Adding to which, the implementation of this regulation will have a significant financial implication on certain accommodation establishments which will either have to spend more money on paper, which is not at all environmental-friendly, and also, physical storage. “That’s unless they have to specially invest in even more expensive digital systems to copy, collect, encrypt and store this data,” Tshivhengwa points out, “In addition, this is highly sensitive information. It stands to reason that this provision then makes accommodation establishments more vulnerable to cyber threats and places an even more onerous burden on accommodation providers, across the board, to invest in cyber security solutions that are at a level that would otherwise not be necessary.

It is important to be mindful that a great deal of the tourism and hospitality sector is made up of Small and Medium Enterprises (SME’s), which we all know the country needs desperately for sustainable growth and the provision of employment opportunities. It is counter-intuitive to put in place regulations that expect a guesthouse in a small town or a suburb to meet the same legislative requirements as well as a global hotel conglomeration operating in major urban environments when it comes to their capacity, and the necessity for them to have to afford state-of-the-art systems. SME’s have to be properly and realistically considered when it comes to the country’s laws.

FEDHASA is committed to working with policy-and decision-makers to provide expertise based on their wide and deep experience of the South African tourism and hospitality industries. This input is vital to ensure that the country’s legislation provides a clear and supportive framework for a robust and thriving tourism sector;” concludes Tshivhengwa.



FEDHASA in action

South African youth empowered through innovative tourism internship programme



- article by Claire Allison, Open Africa & images by Dijon Pinard

Local non-profit organisation Open Africa piloted a 12-month youth development programme in 2015 which aimed to move young adults into the tourism work force. It was so successful that the programme was run again to form part of a Sustainable Enterprise Development Programme (STEP) which is currently active across eight provinces in South Africa.

Tourism is especially relevant to addressing pressing youth unemployment and social challenges, due to the labour-intensive nature of the sector. The pilot provided important insights that have shaped the nature and focus of the programme. Open Africa found that innovative approaches were required to enable rural youth to participate in the economy as many of the youth had limited or poor education and most of them a severe lack of confidence.

As a result, the programme was adjusted so that it now focuses on soft skills like communication, critical and analytic thinking and problem-solving as well as the application of relevant technologies such as social media. One of the success stories to emerge from Limpopo is that of Staff Mavunda. Hailing from the bustling Limpopo town of Giyani, the 27-year-old has been involved in the Sustainable Tourism Enterprise Programme since October 2015.

After completing a course in tourism, Staff was lacking in self-confidence and work experience, but knew that she would like to one day own a guest house. She tapped into her inner entrepreneur and decided to start a business selling muffins at the local high school during the 30-minute lunch break each day. Word spread amongst the learners and soon she was earning around R6000 a month but without proper business training, she struggled to take it to the next level and her guest house dream still eluded her.

When the opportunity to be placed as an intern along the Rixile Culture to Kruger Route presented itself, Staff jumped at it and has loved every minute of it. She's gained valuable hands-on knowledge of tourism-based businesses and, most importantly, she's noticeably grown in confidence and feels comfortable speaking in public. The

programme exposed her to various aspects of the industry and covered topics such as entrepreneurship, marketing and leadership. This, combined with the work experience gained at local tourism enterprises, allowed her to gain a better understanding of the industry and build up relevant, practical skills to apply in any tourism enterprise.

Her passion for tourism and its potential benefits in her community will continue to drive her and we look forward to seeing her realise her dream. With the guidance of the workshop facilitator she identified the steps she would need to take, the first being that she would need to find a mentor and a work placement to gain the necessary experience.

Through the programme Staff was matched with a local lodge manager and placed at Mashovhelo Lodge in Louis Trichardt, Limpopo. She continued to excel and after three months was offered a permanent position at the lodge, where the owners are so confident in her ability that they have already handed over more responsibility to her and are preparing her for a managerial position. At this rate we don't think it will be long before this enterprising young woman is running a lodge of her own.

Claire Allison is the marketing manager for Open Africa, a non-profit organisation that helps rural entrepreneurs feel confident to work together to revitalise their communities through tourism. Visit www.openafrica.org for more information.



Open Africa interns, including staff Mavunda, along the Rixile Culture to Kruger Route

Open Africa interns, along the Rixile Culture to Kruger Route



English language grows in the travel industry of SA



- by Tara Gellé, SAYTC



EduSA members in English language class

Education South Africa (EduSA), representing the language travel sub sector of South African Youth Travel Confederation (SAYTC), is the national association of quality English language centres in South Africa. It is committed to developing and guiding the growth of the English language travel industry in South Africa and ensuring that its members meet or exceed guaranteed minimum standards of professionalism and quality.

History

Over the past decade South Africa has increasingly entered into the English as a Foreign Language (EFL) industry, and has become an extremely popular destination for English Language Travellers. As a result there has been a sharp increase in the number of English Language Centres offering English language tuition and accompanying services. In order to provide guidance and a common voice for these centres, the idea of a language centre association was proposed in July 2002. After a year of hard work and planning, ELTASA (English Language Travel Association of South Africa) was constituted in June 2003 with 9 founding members.

The year 2009 saw transition for the English Language Travel Association of South Africa (ELTASA). The youth travel industry in South Africa was in the process of establishing a new association which represents every area of youth travel in the destination – accommodation, volunteers and internships, transport and tours, and education. The new body is aligned with and based on the current World Youth Student and Travel Conference (WYSTC) model. It is known as SAYTC – South African Youth and Travel Confederation. EduSA (Education South Africa) is a sub-

sector of SAYTC that incorporates all language centres, educational institutions, youth exchange programmes and summer schools.

Mission

EduSA is committed to developing and guiding the growth of the English language travel industry in South Africa and ensuring that its members meet or exceed guaranteed minimum standards of professionalism and quality.

Objectives

- To promote the development and growth of the English language travel industry in South Africa.
- To develop and maintain standards in teaching and service that will ensure quality is maintained within the industry.
- To support the development of the industry through improved relations with all relevant services, organisations and levels of government.
- To support the professional training and development of personnel for and within the industry.

Constitution

All EduSA members agree to adhere to the constitution and quality standards within it.

THE SOUTHERN AFRICAN BUS OPERATORS ASSOCIATION VOICE OF THE BUS & COACH INDUSTRY



- by Ramona Mudali, SABOA

The Southern African Bus Operators Association (SABOA) was established in 1980, with a view to represent the interests of the bus and coach industry at government and stakeholder levels.

SABOA is guided by the vision of being the credible voice of an inclusive, efficient, sustainable and transformative bus and coach industry, which plays a pivotal role in an integrated transport system through safe, reliable and affordable bus and coach services that add value, and is attractive to its stakeholders.

The industry has high visibility in terms of passenger transport and safety, for this reason safety is of paramount importance to the Association. SABOA has played an important role in the transport policy formulation process and is an active

participant in the consultative structures of government through the Associations participation in committees and task groups on issues that affect both government and industry.

SABOA has established an annual conference and exhibition that is widely regarded as the South African bus and coach event on public transport matters and the exhibition attracts key industry players that exhibit at the event.

In recognition of the significant contribution that tourism makes to the GDP of South Africa, SABOA established a sub-committee, Coach Operators of Southern Africa (COASA) to represent the interests of its members that specifically offer charter, tourist, intercity and long distance services.

SABOA is fully committed to its members and its lobbying, research, education and empowerment activities. For more information or should you wish to become a member of the Association please visit www.saboa.co.za or contact SABOA directly on 011 5117641 or email ramona@saboa.co.za



DEPARTMENT OF TOURISM EVENTS CALENDAR

EVENT	DATES	VENUE
OCTOBER 2016		
NATIONAL TOURISM CAREERS EXPO	29 September – 01 October	Free State (Bloemfontein)
98TH SESSION OF THE OECD TOURISM COMMITTEE	06 – 07 October	France
WOMEN IN TOURISM	06 – 07 October	Gauteng (Pretoria)
BLUE FLAG BEACH LAUNCH	07 October	KwaZulu-Natal
TOURISM LILIZELA AWARDS	13 October	TBC
SPORTS AND EVENTS TOURISM AWARDS	26 October	Gauteng (Menlyn, Pretoria)
104TH SESSION OF THE UNWTO EXECUTIVE COUNCIL	30 October - 01 November	Egypt

Physical address

17 Trevenna Street
Tourism House
Sunnyside
Pretoria, 0002

Postal address

Private Bag X424
Pretoria, 0001

Contact information

Call centre: +27 (0) 860 121 929
Call centre e-mail: callcentre@tourism.gov.za
Switchboard number: +27 (0) 12 444 6000
Switchboard fax: +27 (0) 12 444 7000

www.tourism.gov.za



@Tourism_gov_za



Department of Tourism