



SOUTH AFRICAN TOURISM

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SA Tourism Advances the Business Events Sector Through Collaboration at IBTM World

The South African National Convention Bureau (SANCB) is in Barcelona, Spain this week, to showcase South Africa's business events capabilities at IBTM World.

IBTM stands for Incentives, Business Travel & Meetings. It inspires event producers and associations to deliver exceptional experiences by bringing together the whole international MICE industry to meet, network, connect and do business.

The South African delegation, led by the SANCB, comprises of 18 exhibitors including three SMMEs, and will showcase the country's diverse services.

Acting Chief Convention Bureau Officer at the SANCB, Zinhle Nzama said that the SANCB has attended a few other global platforms to showcase South Africa's business events offerings and it will use the IBTM World platform to further showcase to the global community the strides it continues to make in the business events sector.

"Throughout this year, we've made headway on the various platforms we have participated in. The key insight we have found is that the business events community already knows about South Africa, which goes to show that we have done the awareness job, ours is now to bring people to South Africa to host their business events."

Taking place from 29 November to 1 December, IBTM World will bring together over 3000 destinations and 15 000 industry professionals from over 100 countries across the world with the sole purpose to meet and create better business results for the Meetings, Incentives, Conferences and Exhibitions industry.



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Advancing women leaders in tourism

The Department of Tourism, in partnership with the UNISA Graduate School of Business Leadership (SBL), held a graduation ceremony to recognise the participants who successfully completed the Executive Development Programme (EDP) for Women in Tourism.

The EDP is a transformation intervention of the Department of Tourism that aims to increase the number of black women at executive and managerial positions within the tourism sector. Women from across the country were selected to participate in a 12-month training programme through UNISA's SBL that prepares them to lead and drive innovative organisational strategies within the sector.

The EDP fulfills the greater objectives of the Tourism Sector Recovery Plan to drive sector transformation, and to ensure that the broad-based benefits of tourism are enjoyed by all - especially women and the youth.

The graduation ceremony which took place on Friday, 25 November marked the first graduation ceremony post the COVID-19 pandemic for UNISA's (SBL) and acknowledged the achievements of 39 women who enrolled in the 2019 and 2021 legs of the EDP.



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SA Tourism's Noxolo Daniel and Nelisiwe Yengwa were among those recognised

Nelisiwe Yengwa

Nelisiwe Yengwa is the National Quality Assessment Manager at the Tourism Grading Council of South Africa (TGCSA) which is a business unit of South African Tourism. She holds a Bachelor of Commerce (Hons) degree in Tourism Management (majoring in Business, Marketing, and Tourism Management), a Certificate in Total Quality Management from the University of Pretoria, a diploma in International Hotel Management from Varsity College and a Certificate for Executive Development Programme for Women in Tourism from Unisa.

She has over 15 years of tourism and hospitality experience from both the public and private sector and has worked with several hospitality establishments both domestically and internationally.

Noxolo Daniel

Noxolo Daniel is the Quality Assurance and Development Manager at the Tourism Grading Council of South Africa (TGCSA) a business unit of South African Tourism. She has a B:Tech degree in Tourism Management from CPU, project management, numerous short courses, and a Certificate for Executive Development Programme for Women in Tourism from Unisa. She has 12 years of experience in the tourism industry and 10 years in the private sector.



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Gqeberha successfully hosts the 12th Western Indian Ocean Marine Science Association (WIOMSA) Symposium

The South Africa National Convention Bureau (SANCB) in partnership with Sustainable Seas Trust (SST) and Nairobi Convention successfully hosted the Western Indian Ocean Marine Science Association (WIOMSA) Symposium at the Boardwalk Conference Centre in Gqeberha from 9 – 15 October 2022.

With an estimated Economic Impact of R 14,400 million, the symposium brought together a total of 974 delegates, 751 in person and 223 virtually consisting of policy makers, scientists, manager, students, academics, researchers under one roof to share knowledge, experience and solutions to the challenges experience in our coastal and marine environment.

Under the theme “A new decade of Western Indian Ocean Science” the 12th WIOMSA Symposium is the largest open scientific conference focused on the coastal and marine environment in the Western Indian Ocean.

The event lived up to its reputation as the largest regional gathering on marine and coastal science, boasting a rich scientific programme and outputs including 7 keynote presentations on topics of regional and global importance.

Gqeberha, made the ideal host city, as it is a major seaport city and the most populous city in the Eastern Cape province of South Africa. It is the sixth-most-populous city in South Africa and is the cultural, economic and financial centre of the Eastern Cape Province. It is the seat of the Nelson Mandela Bay Metropolitan Municipality, South Africa’s second-largest metropolitan district by area size.

Zinhle Nzama, Acting Chief Convention Bureau Officer at the SANCB said winning the bid to host this symposium is a major achievement for the country and will be beneficial in advancing regional co-operation in all aspects of coastal and marine sciences for the African continent.



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Western Cape wine stewards boost tourism talent pool

With the festive season nearly upon us, the Department of Tourism is gearing up for the summer holidays and hosted the graduation of the Wine Service Training Programme in the Western Cape last week Thursday, 24 November. Through the graduation, the department welcomed the new cohort of 139 graduates to populate the talent pool in the tourism value chain.

This is hot on the heels of Statistics South Africa reporting 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. Wine-pairing is fast becoming a service on offer at many establishments and the demand is growing. The development of this niche sub-sector aims to enhance the hospitality experience in creating a multi-sensory culinary adventure.

Graduates received certificates for skills programme in Wine Service accredited by Culture, Art, Tourism, Hospitality and Sports sector education and Training Authority (Cathseta) and the Sommelier Academy.

The Programme trained unemployed youth from the Western Cape Province in the hospitality related CATHSSETA Skills Programme, namely Bar Attendant (SAQA ID HSP/BarAtt/2/0027) and Drink Service (SAQA ID HSP/DSRVA/2/0024). Learners also received training from the Sommelier Academy (South African and International Wine and Wine Ambassador) and South African Sommeliers Association (An Introductory Sommelier Certificate). It entails 30% theory and 70% workplace experiential training. On 25 November 2022, learners were issued with Skills Programmes certificates accredited by CATHSSETA, Sommelier Academy and SASA (S.A Sommelier Association). The Programme commenced on 01 November 2021 and the learners exited on the 31 October 2022.

This intervention plays a major role in the tourism value chain and positions the Department in readiness for the festive season. 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.

The Department of Tourism hosted a similar graduation ceremony in KwaZulu-Natal on 10 November 2022 and welcomed the new cohort of 88 sommelier graduates to populate the talent pool in the tourism value chain.



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Experience of the week: Marataba

Marataba is a section of a 700km² fenced National Park and is located on the north-western edge of the 2.5-billion-year-old Waterberg Massif in South Africa's Limpopo province.

Marataba Conservation Camps have launched its new offering; the Star Camp Out, as an additional experience to go with a minimum three-night stay at either Marataba Founders or Explorers Camp.

Marataba is located in Marakele National Park, Hartbeestfontein, a three-hour drive north of Johannesburg.

The camp can sleep up to eight guests, aged 12 and above, in four tents. The experience attributes include; no electricity, the vehicles are equipped with small chargers that are powerful enough to charge camera batteries and phones.

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