



**tourism**

Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**

## **TOURISM MONTH 2019**

### **KEY MESSAGES**

#### **BRIEF**

The Minister of Tourism, Mmamoloko Kubayi-Ngubane, launched Tourism Month on 23 August 2019 at the Drakensberg Sun Resort in KwaZulu-Natal, under the theme: *“Tourism and Jobs - a better future for all”* which mirrors the United Nations World Tourism Organisation (UNWTO) World Tourism Day theme.

Celebrated worldwide every 27 September, the purpose of World Tourism Day is to foster awareness among the international community on the importance of tourism and its social, cultural, political and economic value. The event seeks to address global challenges outlined in the United Nations Sustainable Development Goals and highlights the contribution that the tourism sector can make in attaining these goals.

Internationally tourism forms an integral part of the economy and has been identified as a strategic pillar and a lever to unlock employment opportunities. Locally, the tourism economy is one of the best performing economic sectors. It has the potential to increase jobs, and foreign exchange earnings in the short, medium and long term. This sector provides economic opportunities for young people, women and rural areas and supports the development of a strong Small, Medium and Micro Enterprise base in the economy.

Aligned to the NDP, the National Tourism Sector Strategy 2016 - 2026 (NTSS) is being implemented with its five strategic pillars namely, Effective Marketing, Facilitating Ease of Access, Visitor Experience, Destination Management and Broad-Based Benefits. Through these pillars, the tourism sector aims to increase direct jobs supported by the sector from 702 824 in 2015 to 1 million in 2026.

World Tourism Day on 27 September will be celebrated at the Nelson Mandela Capture Site in Howick, KwaZulu-Natal.

KEY MESSAGES	SUPPORTING STATEMENTS
<p><b><i>Let us explore South Africa, and build a tourist nation.</i></b></p>	<ul style="list-style-type: none"> <li>• Tourism Month is celebrated in September to inspire South Africans to explore their country as a holiday destination.</li> <li>• September is also Heritage Month and South Africans are encouraged to visit our heritage sites to reconnect with our past.</li> <li>• During 2019 Tourism Month, we will showcase the many offerings of KwaZulu-Natal to encourage South Africans to take a Sho't Left as domestic tourism is the backbone of the industry.</li> <li>• All South Africans are encouraged to be part of the <i>We Do Tourism</i> campaign to strengthen the culture of tourism awareness.</li> </ul>
<p><b><i>Tourism must create sustainable jobs to the benefit of all South Africans.</i></b></p>	<ul style="list-style-type: none"> <li>• The National Development Plan identified tourism as a labour intensive sector especially to create new jobs.</li> <li>• Tourism currently sustains 700 000 direct jobs and 1.5 million jobs directly and indirectly.</li> <li>• The National Tourism Sector Strategy 2016 - 2026 sets a target to increase direct jobs from 702 824 in 2015 to 1 million in 2026.</li> <li>• By achieving the objectives of the National Tourism Sector Strategy, we will create more sustainable jobs and an inclusive tourism sector.</li> <li>• About 3 000 Full Time Equivalent Jobs were created in the 2018/2019 financial year and the aim is to achieve 4331 Full Time Equivalent Jobs in this financial year.</li> <li>• The Tourism Amended Draft Bill aims to provide for the development and promotion of sustainable tourism which will encourage new jobs in the sector.</li> </ul>
<p><b><i>Government and the tourism sector must work together to create sustainable and inclusive tourism jobs.</i></b></p>	<ul style="list-style-type: none"> <li>• The Department of Tourism implemented a number of initiatives to increase employment in the tourism sector.</li> <li>• The various training and development initiatives undertaken by the Department of Tourism continue to enhance and develop skills among young people.</li> <li>• The development initiatives of the Department of Tourism enable unemployed youth to acquire knowledge which allows them to become productive participants in the economy.</li> <li>• The Department of Tourism supports SMMEs through funding, a market access, tourism grading funding and incubators to become more sustainable and by doing so, create more jobs.</li> <li>• The tourism sector is currently implementing the Coastal and Marine Tourism Implementation Plan which aims to create between 788 000 to 1 million jobs by 2033.</li> </ul>

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<p><b><i>Tourism celebrates 25 years of democracy with many successes.</i></b></p>	<ul style="list-style-type: none"> <li>• Our transition to a democracy has created an enabling environment to unlock the country’s tourism potential.</li> <li>• The new democratic government identified tourism as a key economic sector as it has the potential to create new jobs and generate foreign exchange.</li> <li>• The local tourism sector has evolved from a relatively small and exclusive safari holiday destination for the elite international and domestic market, to a dynamic and modern destination with a competitive and diverse tourism offering for a broader global and domestic market.</li> <li>• South Africa reached the milestone of more than 10 million international tourists in 2017.</li> <li>• In 1995, the total tourism investment amounted to R17 billion with it being anticipated to reach R73 billion in 2018.</li> </ul>