



October 2010

FOCUS ON TOURISM NEWSLETTER

“Bringing the world to Africa and Africa to the world”



SOUTH AFRICA – FAIR TRADE IN TOURISM

Tourism-review.com

Tourism is the world's largest industry, employing some 240 million people worldwide and contributing nearly ten percent to the global domestic product (GDP). Africa's share of the global tourism market currently stands at less than five percent (UN-WTO, 2008), leading many in the continent to call for a more aggressive approach to tourism development as a means of spurring revenue, employment and investment.

South Africa is no exception: international arrivals to the country reached 9.07 million in 2007, up by 8.3% on the previous year. This compares to less than 3 million international arrivals in 1992. Continued growth in the range of ten percent per annum is projected for the next decade.

With the growth in tourism, there are benefits to be gained and costs that have to be borne. Benefits include more employment, foreign exchange earnings, and the like; while the costs include such things as environmental degradation, social exploitation, etc. Faced with such gains and losses associated with tourism development, issues of responsibility must be incorporated into the tourism industry.

Responsible tourism has thus emerged in recent years as a strategy that gives due weight to economic, social as well as environmental impacts and seeks to maximise the benefits for local destination stakeholders. And across the globe there has been a growing interest in making tourism as responsible as it can be.

In South Africa, efforts towards responsible tourism started to appear in government policy with the advent of the 1996 *White Paper* on the “Development and Promotion of Tourism in South Africa”. This White Paper explicitly recognised and promoted the concept of responsible tourism. Then, there was a multi-stakeholder process in 2001-2002 aimed at producing national policy *Guidelines for Responsible Tourism*. The South African Department of Environmental Affairs and Tourism (DEAT) coordinated this effort, and the UK Department for International Development (DFID) provided the funding. Most recently, in 2003, a *Responsible Tourism Handbook* was released, published by IUCN-South Africa on behalf of DEAT, which is a manifestation of the rising interest in responsible tourism in South Africa.”

Fair Trade in Tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism.

In 1999 Tourism Concern, a London based advocacy organisation, initiated an International Network on Fair Trade in Tourism which focused mainly on research, advocacy, and information sharing. At the same time, a Swiss NGO, Arbeitskreis Tourismus & Entwicklung (AKTE), a tourism and development working group, began to investigate the principles and modalities that would underpin Fair Trade in tourism.

On 13 June 2002, the Fair Trade in Tourism South Africa certification programme was officially launched in South Africa, marking the first time in the history of the fair trade movement that a trademark or label for the tourism sector had been created.

Hi everyone

Well, I am fortunate to be away on a few days leave and Maranda kindly sms'd me to remind me of my '*Letter from the Chair*' contribution (thanks Marandatjie) so here goes with my 'holiday attempt'

I am sitting in Shelley Beach, overlooking a grey ocean. Having been so spoilt to always enjoy splendid weather during the month of May, it is quite 'foreign' for us to be away this time of the year. Nothing but overcast grey sky, and a typical 'Irish rain' since we arrived here during the earlier part of this week. Since the bikini doesn't fit any more (no I must not fib, hasn't fitted for many moons) and since we definitely don't dash down to the beach each day, it actually doesn't matter what the weather is like. It is still great to be away from the awful traffic back in Jo'burg and the deadlines that remain the order of each day! Amazing how one's likes and dislikes change with age, and one's priorities similarly, so very very different!

Not having been to the southern part of Natal for many years, it is quite amazing how it too has changed. Many more shopping centres have 'cropped up' and having said that, there are definite signs of the region's recession since there are at the same time, so very many 'To Let' signs dangling outside shops and buildings, clearly the sign of the times!

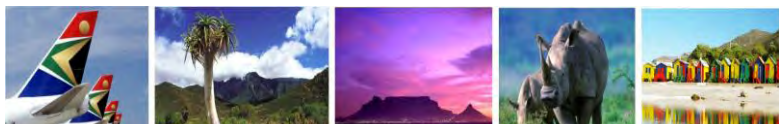
One thing that has in fact NOT CHANGED is the SHARKS FEVER that is so prevalent! The newspaper masthead is covered in 'Go Sharks Go' and though it is still a couple of days to go before **The Big Match**, the supporters are already gearing up and scouting their Black & White colours. The only thing, closest to those colours, in our rented holiday home, is our bottle of **Black & White** whiskey, neatly stacked next to the ice machine! Perhaps I should blurb too much about this team since our very own MT Secretary (Wendy) is an avid supporter and I don't want her to punish me with a sudden illness and her taking off work to get back at me! Just watch out for the Golden Lions next year, they'll be a team to be reckoned with!

We hope to see many of you at our next Member-meet-Member meeting held in conjunction with the JCCI Midrand region and then perhaps our final Christmas get-together, details of which will all be distributed soon after my 'return to office' next week.

In the meantime, I will enjoy what's left of our short holiday, and pray that you are all well and that business 'has been kind to you'.

See you soon – much love

MARLENE





MINISTER OF TOURISM

2010 SAACI Conference Opening

Speech Delivered by **MARTHINUS VAN SCHALKWYK**

Minister of Tourism, Elangeni Hotel, Durban

"If this was a meeting of a conference industry association anywhere other than in South Africa, I would probably have stood in front of you today to explain why the 'glass is half empty'. I would probably have used the occasion to reflect on the turbulent times for the global travel and tourism sector, including business tourism, following the 2008/9 global financial crisis.

"Fortunately, as Minister of Tourism in this exceptional country, I can proudly stand here today to reflect on why 'our glass is more than half full'. Not only have we bucked international trends over the past two years, but by hosting the 2010 FIFA World Cup™ so successfully we have shown the world that we are capable and equipped to deliver on its highest expectations.

"Our increased destination awareness, our infrastructure legacy, and our expanded skills base all lend significant credibility to our competitiveness in bidding for and hosting other global mega-events ... though not only mega-events. We also understand that our bread and butter do not come from mega-events alone, but from every meeting, convention, incentive programme and team-building session that we host across the country – from our international convention centres to the smallest venues off the beaten track. Our track record as a country, and your track record as an industry, position South Africa as a business and events tourism destination par excellence.

"It goes without saying that the hard work should continue if we want to keep our glass more than half full. We have established ourselves as a high-profile destination that needs no favours – we can compete with the best in the world. The challenge is to capitalise fully on this reputation, on the warmth and hospitality of our people, and on our modern, new infrastructure, and to maintain the very high standards that we achieved during the World Cup.

"When looking at the impressive list of meetings, conferences and conventions already scheduled for the next few years, I am encouraged to see that we seem to be maintaining the momentum after the milestone of the World Cup. That being said, we must recognise that the global market has become increasingly competitive. A close partnership between government and industry is critical as we navigate our way to even greater success. We therefore greatly value our partnership with industry, and especially the joining of forces between SAACI and SA Tourism, to improve overall service delivery to the South African meetings industry.

"Rest assured that, from our end in Government, we will be strengthening our capacity in support of your efforts to secure bids for major events and conventions. We are currently consulting on the possibility of the establishment of a National Events and Convention Bureau in order to ensure an integrated and coordinated approach.

"Not only will we enhance our coordinating function between industry, bidding associations and sports federations, thereby eliminating duplication of effort, but we will also strengthen the dedicated business unit tasked to drive meetings and large events into South Africa in a focused and aggressive fashion.

"We will do so because we appreciate the vital role that you play in the tourism economy, but also the broader economy. This industry, maybe more than any other, understands that business and events tourism has the ability to unlock new markets, and holds great potential to improve the seasonal and geographic spread of tourism within South Africa. By its very nature, this industry is a powerful communicator of Brand South Africa.

"As Government, we will continue to ask how we could do more to leverage the drivers of success, especially through quality assurance, media and marketing, airlift and trade, brand alignment, and coordinated bidding. As we work in partnership with industry, you will also hear us ask how you are succeeding in leveraging these opportunities to unlock the potential of our people and cultures even further, to build a greener industry, to ensure universal accessibility, and to support our development and transformation objectives as a country.



Picture by: Duane Daws

Continuance.....

"Let me turn to one particular theme to which I trust this industry will respond proactively, namely the interface between travel and tourism, and the green economy. Increasingly, the adoption of sustainable environmental practices is becoming part and parcel of bidding processes for the full range of global events. To remain competitive, this industry will have to position itself as leaders in sustainability, or risk losing out.

"This industry holds huge potential to support a transition to a low-carbon economy, and to help drive the changes required in consumer lifestyles. Rather than waiting for Government to regulate its carbon footprint, its recycling practices or its commitment to other environmentally responsible practices, I encourage the industry to initiate its own processes to develop and measure the attainment of standards, and encourage adherence.

"Government norms and standards, and maybe even regulations, would have to come sooner or later, but at that point, I trust industry will have already become our leading partners.

"Not only does it make business sense, but it is the right thing to do for future generations. I am convinced that, in a few years from now, we will be looking back in disbelief about days gone by when not all major conferences or events were carbon-neutral.

"By this I do not understand superficial "green washing" of events, but a fundamental change in the way we do business. Yes, the off-setting of emissions is important to achieve net zero carbon emissions, but my challenge to you goes much deeper than that. It is about drastically changing the way we consume energy.

"What is required is a sustained effort to cut back the carbon footprint of this industry in all the dimensions of its value chain. This includes energy efficiency retrofitting of accommodation and conference venues, switching to greener or renewable energy sources, improving the design of new buildings, promoting lower carbon transport options, green procurement throughout the supply chain and promoting changes to consumer behaviour. We want you to be the dynamic leaders in this revolution and not the reluctant followers.

"Chair, let me conclude by thanking the industry for working with us in taking Meetings Africa to new heights. The 2011 Meetings Africa will be more technically advanced and streamlined than ever before. The business networking facility will be upgraded, and there will also be an increased focus on corporate visitors and the associations market. I look forward to joining you once again at this gateway to business in Africa in February next year.

I thank you."

FIGHT AGAINST CRIME

“He who does not prevent a crime when he can, encourages it”

MIDRAND SECURITY FORUM

Launched 14th October 2010

Judging from the response and the feedback that we've received, the Launch of the Midrand Security Forum/MSF was well received and acknowledged as a key milestone in managing crime in Midrand.

The objective was to consolidate some of the other forums ie: security, banking, churches, sector crime forums and bring the operational efforts and initiatives onto the "same page".

We have a great beginning with 50+ attendees, 14 key projects and a core group of people and companies who are using the Fight Against Crime initiative and getting involved.

Station Commander, Colonel Steven Moodley welcomed everybody with the emphasis on sector and visible policing strategies and the need to bring communities and business on board. He also stressed that we need to shift our thinking and actions from that of reactive to a more proactive basis of crime management.

Attendees did a round of self introductions which included people from SAPS, townhouse complexes, radio and print media, many security companies, radio and network suppliers, residents associations and sector crime forums.

In order to focus efforts and resources to achieve maximum efficiency, 12 projects were tabled including the new Station Command Centre, a high tech crime management centre at SAPS and the Midrand Superforce Radio Network - a single parallel radio network for Midrand utilised by SAPS, security companies, reservists, community patrollers, banks, malls and other relevant entities.

The final session, Q and A saw both Midrand based radio and print media offering to provide space for relevant information and key contacts, issues with open spaces in the veld where criminals were hiding and a request that operational meetings were increased to weekly.

Since the Launch we have:

- Consolidated the contact and Projects lists
- Launched the www.Fightagainstcrime.co.za website, although it is very much work in progress;
- Launched the www.Midrandlive.com consumer website which is a Fight Against Crime Project to bring awareness and raise funds for Community patrol vehicles. Also work in progress;
- Developed the Midrand Security Forum Groupsite, an internal members only site which is focussed on communications, strategy planning and operational policies. Invitations have been sent and individuals and companies who wish to be a member of the MSF should email us (info@fightagainstcrime.co.za) with details of who they are and what they do. The groupsite features an Incident reporting area, discussion forum, blogs, chat, event calendar, a file cabinet and photo/video library. Each project is listed in as a subgroup in order to focus inputs and efforts;
- Uploaded more documents into the Groupsite file library.
- Please feel free to contact us with any questions or comments - we look forward to working with you.

info@fightagainstcrime.co.za
082 554 8873



30th October

Market Day

Cresset House – Corner Hampton & Olifantsfontein Road, Glen Austin
9h00 – 13h00

R5-00 entrance per car

Featuring:

20 plus stalls

Cresset House Shop Opening

Herb demonstration

Fresh Vegetables & bread

Vee Vermeulen Tea Garden

Live Entertainment

Pancakes, Curry, Rice, Boereworsrolls



30th October

Jacaranda 94.2 Deuriemikke Carnival

Supersport Park, Centurion

Pop & Rock music festival – featuring bands and artists like:

Kurt Darren, Juanita du Plessis, Bok van Blerk, Eden, Snotkop, Gerhard Steyn, Rudi and Corlea, Ruan de Waal, Dewald Louw, Prime Circle, Die Heuwels Fantasties and Radio Kalahari Orkes

GOLDEN CIRCLE

Pre-sale R150 Ticketbreak

Pre Sale Cash R170 Musica

Gate Sale R200

GENERAL ADMISSION

Pre-sale R100 Ticketbreak

Pre Sale Cash R120 Musica

Gate Sale R150

Children under 12: Free Entry

Pre sales : www.ticketbreak.co.za



6th November

Gautrain Midrand Station – Open Day

Corner K101 and Grand Central Boulevard

10h00 – 13h00

View the newly built station

Access to train

Exhibition on Gautrain project

Please Contact:

Toll free line

0800 GAUTRAIN

0800 428 87246



SAFETY FIRST

Remember, Remember the 5th of November...

FIREWORKS – DO YOU KNOW THE LAW?

Information provided by Cllr. Anette Deppe



With the 5th of November around the corner, the 'traditional' date when some people are passionate about igniting fireworks, Cllr. Anette Deppe of Ward 93 and Member of Development Planning and Urban Management, kindly made the following information available to us:

No person may light or ignite fireworks in any place where animals are present (R 1 000 fine).
This includes domestic homes.

No person may allow any minor (child) under his or her control to "use, light or ignite" fireworks (R 1 500 fine).

No exceptions to this rule.

No person may use fireworks on any agricultural holding or at any school or senior citizens' residence without special Council authorisation (R 1 000 to R 1 500 fine).

This authorisation must be sought well in advance of intended day.

No person can use fireworks within 500 meters of any petrol depot or petrol station without special Council authorisation (R 1 500 fine).

No person or organisation can "present a fireworks display" unless formally authorised to do so by the Council (at least 14 days' notice before the display is required by Council to consider such an application). Authorisation is also required from the Civil Aviation Authority and the Chief Inspector of Explosives.

(Multiple fines of R 1 500 are applicable).

At such a display (should permission be granted) a pyrotechnist and SA Police Services explosives expert must be present at all times. (R 1 500 fines).

No person may deal in fireworks (sell or make available) unless they hold a fireworks license in terms of the Explosives Act as well as the written authority of the Chief Fire Officer. (R 1 500 fine).

The reign of terror which afflicts our large pet population when people indiscriminately (and often criminally) ignite noisy fireworks at all times of the day and night gets worse every year.

Firm enforcement of the by-laws will assist in reducing the noise and panic levels and allow people (and their pets) to plan for "noisy" periods thus producing a quieter, safer environment for all concerned.



7th November

Soweto Marathon

Nasrec Expo Centre

Participate in:

A standard 42.2km Marathon

20km Walk

10km Race

5km Fun run

Entries closing date:

02 November 2010

Please Contact:

Athletics South Africa

011 880 5800



19th November

Unica Christmas Market

19 – 28 November

Rembrandt Hall, Sports Complex of the University of Pretoria

Mon to Sat: 9h00 – 21h00

Sun: 9h00 – 17h00

More than 250 exhibitors

Please Contact:

082 805 6531

079 079 2924



November - December

Madame Zingara

Melrose Arch, Johannesburg

To book for Madame Zingara's Theatre of Dreams

Please visit www.madamezingara.co.za or contact it's box office

national call centre on 021 001 3366 / 021 001 3366 or

email boxoffice@madamezingara.com.



