

SEPTEMBER 2015



Waterberg Tourism Summit 10 September 2015

**“Economic Prosperity through Tourism Planning,
Development and Marketing for Transformed and Sustainable Growth”**



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REPORT OF THE WATERBERG TOURISM SUMMIT HELD ON 10 SEPTEMBER 2015 AT KLEIN KARIBA RESORT

INTRODUCTION

The Waterberg District Municipality (WDM) Tourism Summit was convened on the 10th September 2015 in partnership with Bela Bela Local Municipality, at Klein Kariba Holiday Resort, Bela Bela. It was envisioned that the summit would result in concretisation of the theme “Economic prosperity through tourism planning, development and marketing for a transformed and sustainable growth”

Tourism is one of the three top economic pillars of Limpopo, the industry plays an important role in the country's economy with job creation and foreign exchange, however there are still constraints in the sector, some of the common constraints in Waterberg are tourism industry fragmentation, market access, fluctuation in global tourism market, sustainability due to lack of funds and skills, slow transformation, illegal directional signage, zoning non-compliance, continuous deterioration of road infrastructure, unavailability of Visitor Information Centres, and undiversified tourism product supply. The aim of the summit was to address some of these constraints, to create a platform for small scale and emerging tourism SMME's to participate in the mainstream economy and realign the district tourism strategies with the national strategies.

Waterberg District is a breath taking beautiful part of Limpopo Province, the area of great natural beauty. Rich with natural resources, strategically located and the culture of the people makes Waterberg District an ideal place to live, invest and leisure in. The district has several competitive advantages in terms of tourism. These include:

- Proximity to Gauteng/ OR Tambo Airport
- Waterberg Biosphere Reserve
- o a unique eco-tourism destination
 - Nysvley Nature Reserve
- o Ramsar Site3
- o Largest inland flood plain
- o Niche tourism
 - Golf and Safari Route
- o Signature golf courses
- o Extreme 19th hole/unique feature found nowhere else
- Private Game Lodges
- o Diverse wildlife offering
 - Makapans Valley
- o World Heritage Serial Fossil Site
 - Hunting
- o Hunting mecca
- o Estimated industry investment of R16 billion per year

SESSION 1: FACILITATORS: Mr. Leonard Sole and Mr. Preciousstone Raputsoa

The dignitaries entered the hall and after being seated, all stood and sang the national anthem. The Programme Director, Mr Leonard Sole acknowledged the protocol and continued to present the Marimba Band and the Cultural Dance Group to emphasize and celebrate Tourism and Heritage Month.

3.1 WELCOMING ADDRESS

WELCOME ADDRESS BY THE MAYOR OF BELA BELA MUNICIPALITY, HONORABLE CLLR NHLAPO, DURING WATERBERG TOURISM SUMMIT.

Cllr Nhlapo thanked the Programme Director and acknowledge the following attendees:

Honorable Executive Mayor of WDM - Cllr R Mogotlana

Honorable Mayor of Modimolle LM – Cllr M Lekalakala

Honorable Mayor of Mookgophong LM – Cllr S Monyamane

Speaker of Bela Bela LM – Cllr Maluleka

Chief Whip of Bela Bela LM – Cllr Radebe

MMC for PED – Cllr Z Mosam from WDM

All Councillors present, Municipal Managers, Acting Municipal Manager of WDM, Ms M Mampa, the Municipal Manager of Bela Bela, Mr Maluleke, visitors, presenters, our establishments and around WDM, protocol observed.

The Mayor welcomed all participants to *Limpopo's Tourism Destination of Choice, Bela Bela*.

He emphasized that all tourism issues to be raised and reflected on during the summit should be highlighted in order to measure achievements and ensure improvements and to report at next year's tourism summit.

He stated that the following issues should be emphasized:

- Accessibility challenges to most tourist establishments especially within Bela Bela – he shared with the audience that infrastructure engagements are already undertaken in province with the MEC to commit on roads improvements in the coming year.
- Not enough sustainable job opportunities are created in this sector.
- The living conditions of employees employed by tourism establishments are not improving.
- Empowerment of SMME's through procurement in the tourism industry is not happening.
- Tourism levies should be utilized towards infrastructure development in partnership with government.
- Tourism establishments to contribute into the development of communities in which they are operating in.

The question remains, as a tourism destination, what more can be done to enhance tourism potential?

- Training and development – Bela Bela has inter alia animal breeding programmes. This industry must be explored to draw more tourists in the locality and to encourage new business.
- Bela Bela is a conference, sport and tourism destination of choice. Sport facilities are being developed which will contribute enormously to the tourism industry. Government should support these initiatives in order to ensure collective ventures.

He closed his welcome address by wishing everyone's contributions to inform fruitful deliberations.

3.2 PURPOSE OF THE SUMMIT

By the Acting Municipal Manager of Waterberg District Municipality, Ms. M. Mampa.

The Acting MM continued to acknowledge the following attendees:

Programme Director
Honorable Executive Mayor of WDM
Honorable Mayors of Local Municipality's
Honorable Speakers and Chief Whips
Honorable Councillors
Municipal Managers of Local Municipalities
Distinguished Guests

The Acting MM shared with the audience that WDM hosted a Spatial Planning and Economic Summit in October 2015, during the summit, it was inter alia resolved that a need exist for a focused discussion on sectors that are the main pillars in the district which are Mining Development, Agriculture and Agri-Co Process Development, Transport and Logistic Development and Tourism development. A further resolution was taken that the LM's economy that is centered on each of these pillars should co-host the Tourism Summit together with the WDM. Tourism Month is celebrated annually in September to focus on the importance of tourism contribution towards the economy of South Africa.

The theme for this year is "A million new experiences are a short left away" which presents an opportunity highlighted to the economic impact of each tourist that part takes in this million experiences. The theme aims to make tourism aware of the importance of the responsibility by encouraging the tourists to respect cultures, protect heritage, save energy and water and to buy regional products to support the local people. Tourism month will showcase Limpopo Province and WDM in particular as a destination with its endless leisure activities.

In addition to having hosted the launch National Tourism month at the Euphoria Golf Estate in Mookgophong, the Ministerial Breakfast took place at Capricorn LM along with a number of provincial events. A crucial part of Tourism month is to elevate all South Africans on the importance of this industry. Let me share with you Statistics SA:

2013 – Tourism GDP contribution	-	R103.6 billion
2012 – Tourism GDP contribution	-	R93 billion
2013 – Domestic visitations	-	R124.7 billion (total tourism spent)
2013 – International visitations	-	R94.2 billion

The WDM opted to take a lead in the celebrations with a series of activities. The tourist sector abounds with opportunities for all South Africans, particularly for woman and youth to achieve rewarding employment and to enhance empowerment to contribute more effectively in the mainstream economy. As one of the highest contribution sectors to the GDP in 2014, initiatives like this Tourism Summit is aimed at providing valuable insight to the following key attributes:

- Generic tourism challenges faced by private sectors and the possible solution thereof
- Tourism Infrastructure Development focusing on the road development
- The importance of Tourism Associations
- Maintaining the competitive edge product packaging and leveraging on events
- The importance, benefits and processing of grading
- Tourism sector transformation and initiative programme

- Application of the green economic concept to stimulate tourism development

Fulfilling the mandate of the special planning and economic development summit of hosting the tourist summit, WDM hope that today's engagements will lay a conducive platform for tourism growth and put Waterberg on the platform for growth.

3.3 INTRODUCTION OF GUESTS

The Programme Director called upon Cllr M. Radebe, the Chief Whip from Bela Bela LM to introduce the guests. She continued to introduce the following guests of honor:

Honorable Mayor of Bela Bela LM, Cllr L Nhlapo
Honorable Mayor of Modimolle LM – Cllr Kgaretja Lekalakala
Honorable Mayor of Mookgophong LM – Cllr S Monyamane
MMC L Moremi
MMC for PED – Cllr Z Mosam from WDM
MMC Mokgotsi
Speaker of Bela Bela LM – Cllr E Maluleka
MmaKgosi Taueatswala
Councillors of Bela Bela LM
MMC Mhlanga
Councillors of Mogalakwena LM
Councillors of Lephalale LM
Councillors of WDM
Marietjie Niebuhs from Sondela
Mr Pudikabekwa from Roads Agency Limpopo
Ms Tshidi Mkhosana from FEDHASA
Ms Nicola Wakelin Theron from the University of Johannesburg
Mr Elliot Mahlatji from the National Department of Tourism
Mr Nthabeleng Chokoe from the National Department of Tourism
Mr Malose Makgetla from the Industrial Development Corporation
Mr Steve Botha from the Small Enterprise Development Agency
Ms Irma Nominton from the Tourism Enterprise Partnership
Dr. Mavhugu Musitha from the Limpopo Tourism Agency
Dr. Antoinette Letsoalo from the Department of Economic Development, Environment and Tourism
The Business Chamber representative
Tourism Association
Department of Sports, Arts and Culture
Department of Education
National Department of Tourism
Department of Environmental Affairs
All Product and Tourism Industry Role Players
Sponsors – Vodacom, Whoodoo Media, Machauke Multi Services, Makgoba Maphuti Associates

3.4 PRESENTATION OF GUEST SPEAKER

The Programme Director called upon Honorable Mayor of Modimolle LM, Cllr Kgaretja Lekalakala to present the guest speaker to the house.

She acknowledged the protocol as previously announced. She confirmed that WDM is on the Go for Growth and her contribution to the agenda is to announce the speaker of the day. The speaker of the day is a mother of 3 children. A grandmother and a beautiful wife to her husband, a mother to WDM and Lephalale Communities. She is a professional Teacher/Educator by profession with skills for Special Education Needs. Politically she has a rich and admired history. She is a member of the Branch Executive Committee in Lephalale. Also a vibrant member of the 1st SA Democratic Teachers Union in Lephalale. A leader of ANC Women's League in the WDM regime. In the Waterberg ANC regime she is in the top 5 of leadership. Above the latter, she is a member of the Provincial Task Team that took the Province to Congress. She is also part of the members of the ANC Provincial Executive Committee. She was an Executive committee member of SALGA for 14 years. As part of her deployment she was the Speaker of WDM and she facilitated the Farm Workers Forum. She was further deployed as the Mayor of Lephalale LM and today she honor the position as Executive Mayor of WDM. Her name means "Respect one Another". She was introduced as Honorable Councillor Tlotlanang Rosinah Mogotlane.

3.5 KEY NOTE ADDRESS

BY HER WORSHIP CLLR TLOTLANANG MOGOTLANE DURING THE DISTRICT TOURISM SUMMIT HELD ON THE 10TH SEPTEMBER 2015 IN BELA BELA LOCAL MUNICIPALITY.

THE EXECUTIVE MAYOR'S FULL TRANSCRIPT

Programme Director,
Mayor of BelaBela Local Municipality Cllr Nhlapo,
Mayors from locals present,
Speakers in the District,
Chief Whips led by the District Chief Whip Cllr Morumudi,
MMCs and All Councillors present,
District Acting Municipal Manager Ms Mabore Mampa,
Officials from Sector Departments and Municipalities,
Facilitators and Presenters,
Members of the Media,
Distinguished Guests,
Ladies and gentlemen.
Good morning. Thobela.

Let me from onset thank you for your presence in this summit. Your participation in this gathering will assist the Waterberg District Municipality to plan and chart the way forward on tourism issues.

Programme Director, we are gathered here today, nine days after the celebration of the Women's Month in honoring the women of 1956 who fought gallantly against pass and other oppressive laws.

Ladies and gentlemen, today is the tenth day of the spring seasons and Tourism Month in South Africa. Spring is all about new shoots and blooms, new beginnings and it's a season that makes us all more aware of the beauty of nature.

Tourism month opens the door to new opportunities and this is a good time to focus more than ever before on

promoting our amazing offering to domestic and international tourists.

Programme Director, September is also a Heritage Month in our country as we seek to promote and preserve South Africa's living heritage. Our heritage is part of the South African story.

Ladies and gentlemen, this summit is informed by the Spatial and Economic Development Summit held in October 2014 which resolved to host sectorial summits in the District. On the 18th June 2015, we hosted the Mining Summit in Lephalale and we are gathered here today to implement that resolution.

Programme Director, theme for this summit is: "Economic prosperity through Tourism Planning, Development and Marketing for a Transformed and Sustainable Growth". The theme calls upon us to get back to basics if we want to make Waterberg a preferred destination of choice for both tourists and investors.

The tourism competitive advantages we have in the district will result into transformed and sustainable growth if we cement our partnership by working together in delivering services to our communities.

Tourism as one of the key economic pillars of the district and province contributes about 4.6% to the provincial GDP. Tourism plays an important role in the country's economy with job creation and foreign exchange and is one of the primary economic activity of the Waterberg District.

According to South African Tourism (SAT), the total number of domestic trips increased by 11% in 2014 to reach 28 million trips compared to the 25,2 million trips taken in 2013. Limpopo's domestic trips increased from 4.8 million in 2013 to 7.4 million in 2014, making it the top most visited province in South Africa.

As stated in the National Tourism Sector Strategy, we want to be amongst the top 20 tourist destinations by 2020. We want to maximize the considerable job creating potential of the sector. And we want to pride ourselves on a responsible, sustainable and transforming sector.

Ladies and gentlemen, there are constraints which hinder the development of this sector which include amongst others the following:

- Market access
- Tourism industry fragmentation,
- Fluctuation in global tourism market,
- Sustainability due to lack of funds or skills,
- Slow transformation,
- Crowded illegal directional signage,
- zoning non-compliance,
- Continuous deterioration of road infrastructure,
- Unavailability of visitor information centres,
- Undiversified tourism product supply

This summit must come up with ways and means to address some of these constraints and to create a platform for small scale and emerging tourism SMME's to participate in the mainstream economy and realign our tourism strategies with the national strategies. Waterberg District is a rural Municipality with a lot of villages.

Programme Director, the National Department of Tourism (NDT) has developed a National Rural Tourism Strategy, a strategy meant to ensure a developmental approach upon packaging rural tourism products and opportunities in South Africa.

This approach is also meant to prioritize spatial nodes which have a growth potential in order to stimulate growth of the tourism industry in South Africa.

The White Paper on the Development and Promotion of Tourism in South Africa (DEAT 1996) contends that prime tourism attractions are not located in the city centers but rather in rural areas.

The Comprehensive Rural Development Programme (2009) (CRDP) of the Department of Rural Development and Land Reform states that “between 10 – 15million South Africans live in areas that are characterized by extreme poverty and underdevelopment.”

In some of these poverty stricken areas, one can find world heritage sites and other major tourist attractions. This strategy therefore, further reviews product development, tourism marketing, human development, tourism infrastructure and tourism research and information for equal access of tourism opportunities in rural areas.

Programme Director, the Social Responsibility Implementation Programme (SRIP) is the job creation or the Expanded Public Works Programme (EPWP) of the Department of Tourism.

The purpose of the programme is poverty alleviation and job creation through tourism development therefore it addresses the Department’s tourism development and growth objectives in a manner that ensures it contributes to job creation and empowering communities through appropriate training programmes.

This summit should be able to craft resolutions that will empower our rural communities and tap funding from these programmes for the benefit of our rural communities.

Ladies and gentlemen, the objectives that we have set for ourselves include amongst others to:

- Create a coordinated and inclusive approach towards tourism development in the district
- Create a platform for emerging entrepreneurs/SMME’s to access information on funding
- Market access and to participate effectively in the mainstream economy
- To develop a plan on how to unlock the economic potential in the tourism sector
- Identify opportunities in the tourism sector
- Cultivate the culture and spirit of entrepreneurship within cooperatives
- Create opportunities for business to business networking

The achievement of these objectives will go a long way in empowering our rural communities.

The Executive Mayor concluded by saying, “more work needs to be done. Let me take this opportunity to wish this summit fruitful and robust engagement. Together we move South Africa Forward.”

SESSION 2: PROGRAMME DIRECTOR

PRESENTATIONS & PANEL DISCUSSIONS

The Programme Director called upon Ms. M. Niebuhr from the Private Sector of Tourism to present the following topic:

4.1 GENERIC TOURISM CHALLENGES FACED BY PRIVATE SECTOR AND POSSIBLE SOLUTIONS

The presentation is attached as Annexure A.

Mr. Presciusstone Raputsoa announced the next speaker on the agenda.

Mr. Raputsoa continued to state the government's utmost need to ensure a conducive and enjoyable experience for tourists. His insight into the meaning of a summit is that it is the most important point to be reached and extremely difficult but the greatest achievement. It is expected of the presenters to cover every dimension of tourism in order not to descent in any aspect. He called upon Ms. Nicola Wakelin Theron from the University of Johannesburg to present on the following topic:

4.2 TOURISM EDUCATION INFRASTRUCTURE AND CURRICULUM

The presentation is attached as Annexure B.

Mr. Raputsoa called upon Mr. Elliot Mahlatji from the National Department of Tourism to present the following topic:

4.3 SECTOR TRANSFORMATION

The presentation is attached as Annexure C.

Mr Raputsoa called upon Ms. Tshidi Mkhosana from FEDHASA to present on the following topic:

4.4 STRUCTURED RELATIONSHIP BETWEEN PRIVATE SECTOR AND GOVERNMENT – THE CONCEPT AND IMPORTANCE OF TOURISM ASSOCIATIONS

The presentation is attached as Annexure D.

Mr Raputsoa called upon Mr. Pudikabekwa from the Limpopo Road Agency to present the following topic:

4.5 TOURISM INFRASTRUCTURE DEVELOPMENT: ROAD INFRASTRUCTURE

The presentation is attached as Annexure E.

The Programme Director called all the previous presenters to respond to questions raised by the audience emanating from the presentations.

4.6 QUESTIONS DIRECTED TO ALL THE PRESENTERS ABOVE AND RESPONSES

Q1. The planned 2015 transformation ownership will be 35% - How far is government in achieving this vision and how the future score card estimates looks like?

RESPONSE TO QUESTION 1 by NDT

After a study was done by the Advisory Committee, it was realized that the ownership is not advancing to progress transformation due to family owned entities in the sector. The solution is to expand the power, hence the initiative from the Department of Tourism to address the issue of ownership. SMME's are advised that the needs of the tourism sector is not by only through owning an establishment, but supply of diverse services to the emerged establishments within the industry.

Q2. Due to infrastructure problems, roads in particular, the tourism attractions wealth such as Makapans Valley, the Nylsvlei Wetlands and the Waterberg Biosphere Reserve are underutilized. What are the chances of RAL assisting in remedying the challenge?

RESPONSE TO QUESTION 2 by RAL

RAL depends on the Road Asset Maintenance Plan from the department. Advice is given on the roads built and the plan on the maintenance of the roads. Intervention is done in disaster stricken areas. RAL relies on communities and LM's to inform them of roads that are to be built or require maintenance. Partnerships can be established to negotiate the upgrading or maintenance of roads, especially in gray areas.

There are four (4) upcoming road projects for Waterberg, however as far as which roads are on the plan for the upgrading to tourism activities/establishments, Mr Pudikabekwa cannot respond to it.

Q3. RAL indicated that often they get to know about road problems through community protests, does RAL participate in municipal IDP process?

RESPONSE TO QUESTION 3 by RAL

RAL does participate in the municipal IDP processes. Some communities raise their concerns to their Cllrs and as RAL they don't get feedback on such concerns, RAL preference is to tackle problems before they get out of hand.

Q4. As product owners we have people or employees on the job with plenty of experience however without qualifications, how can they be capacitated?

RESPONSE TO QUESTION 4 by Institutions of Higher Learning

Recognition of prior learning is done at the University of Johannesburg. Once a portfolio is assessed, the university will determine the level the student should be enrolled for. Short courses are also available for prospective students, such as introduction to tourism and introduction to tourism management. The university may facilitate if more than 10 or 15 students are available. Lecturers may give accredited programs, such as authentic leadership, management resilience programmes at the establishments.

Sondela Academy has been in existence since 2007 starting with a WPSP. As far as skills development is concerned, they have a Chefs school and is a centre for City and Guilds Hospitality Training. Also have a center for FEGASA training students as nature conservationists and have a beauty therapist school. Also have training in event support and handy man skills, which are practical skills with SA recognized certificates, some national and other internationally recognized.

The National Department of Tourism also launched programmes for woman empowerment. It is at an advanced stage to acquaint the institute of higher learning to develop the programme at NQF level 8 to eliminate the skills plan and to empower woman to become executives and entrepreneurs of their own businesses. Will be launched during the coming year.

Lephalale TIVET College is offering hospitality related programmes. They plan to expand Modimolle Campus and are in talks with the local municipality regarding land for the expansion. Once this is resolved, greater skills development opportunities will be available.

Q5. Road between Rooiberg and Thabazimbi is totally neglected and needs urgent improvement. How can your office be contacted to consult on this matter and the way forward?

RESPONSE TO QUESTION 5 by RAL

RAL has an interactive website and social media platforms such as Facebook, there are contact details on their

website for further engagements – Mr. Chesane is accessible and his contacts are available on the website.

Q6. If $\pm$ 50% of the GDP of SA is due to local tourism, what is the LM's and WDM tourism doing to ensure tourism influx is received in the Waterberg District?

RESPONSE TO QUESTION 6 by BBLM and WDM

A number of engagements are undertaken as far as access is concerned. Bela Bela LM is partnering with identified sector departments and private sector to ensure impact when tourist immediately enters the Waterberg area, aspects such as an advertising point of view will be resolved and tourist advertisement will be visible.

Cllr. Mosam stated that funds from the Ministry of Tourism are required. Tourism in Waterberg is struggling since the municipality is relying on the DORA funds. LEDET should seriously understand that Waterberg has a wealth of heritage sites of international status and this status should not be lost. The Minister mentioned the establishment of the Community Tourism Associations and as MMC he will champion this with the inclusion of **product owners** especially from previously disadvantaged groups.

Mr Sole informed the audience that engagements are there in regard to marketing activities undertaken to promote Waterberg extensively, with particular reference to rural tourism sites such as Telekishi Ramashoa Cultural Village.

He stated that Medupi Power Station in itself is an area of interest. Engagements with ESCOM are undertaken to list it as a tourist attraction in order to launch site visits. The Waterberg Tourism brochure, walking rails at Makapan's Valley, the future heritage route in Mogalakwena are some of the activities that the municipality is conducting to promote and develop tourism in Waterberg. He also acknowledged that there is more that can be done, such as the introduction of township tourism, promotion of places like Menzi's in Bela Bela. The municipality is also engaging the mining houses through the Department of Minerals to assist fund projects which roads can be included.

Department of Environmental Affairs stated that DEA funded R12 million to develop 7 open spaces into parks in the Bela Bela area. A nursery next to the sewerage treatment works is developed to use the black water effluent to water the plants. These green projects are creating jobs and enhancing green tourism.

Q7. How are the previously disadvantaged Africans SMME's who wish to venture into the tourism sector capacitated?

RESPONSE TO QUESTION 7

No response was given to this question during this session, because it was to be addressed in the content of the discussions to follow during session 3.

Q8. What is the impact of the new immigration regulation?

RESPONSE TO QUESTION 8 by FEDHASA

FEDASA took this issue to the Minister and communication was forwarded to the Ministry of Home Affairs. The latter departments saw the impact, since huge amounts of cancellations were received from tourists, further negotiations are committed by government.

Remarks by the Programme Director: From the presentations it is clear that capacity building planning should be explored to co-ordinate the efforts of all the training institutes in order to make a meaningful impact in the process. Road development in Waterberg is not given the necessary attention by RAL and more intense negotiations must be engaged on to ensure that the neglected roads of Waterberg receive the deserved upgrading to enhance tourism in the area.

THE PROGRAMME DIRECTOR ANNOUNCED THAT LUNCH IS SERVED AND INVITED ALL ATTENDEES TO PROCEED TO THE RESTAURANT

SESSION 3: PROGRAMME DIRECTOR

The Programme Director called upon the presenters during Session 3. He requested Mr. Malose Makgetla from the Industrial Development Corporation to present the following topic:

5.1 FUNDING AVENUES FOR TOURISM DEVELOPMENT

The presentation is attached as Annexure F.

The Programme Director called upon Mr. Tlhophane Nthatisi from the National Department of Tourism to present the following topic:

5.2 TOURISM INCENTIVE PROGRAMME

The presentation is attached as Annexure G.

The Programme Director called Ms. Irma Nominton from the Tourism Enterprise Partnership to present the following topic:

5.3 SMME SUPPORT & BUSINESS SUSTAINABILITY

The presentation is attached as Annexure H.

The Programme Director called Ms. Joan Makhafola from the Small Enterprise Development Agency to present the following topic:

5.4 SMME SUPPORT & BUSINESS SUSTAINABILITY

The presentation is attached as Annexure I.

The Programme Director called Dr. Mavhungu Musitha from Limpopo Tourism Agency to present the following topic:

5.5 TOURISM STATISTICS – INFORMATION DISSEMINATION

The presentation is attached as Annexure J.

The Programme Director called Dr. Antonette Letsoalo from the Department of Economic Development, Environment & Tourism to present the following topic:

5.6 GREEN ECONOMY – ENVIRONMENTAL POINT OF VIEW: ALTERNATIVE & RENEWABLE ENERGY, RECYCLING AND WATER CONSERVATION

Due to technological complications, the presentation could not be delivered by Dr Letsoalo but is attached as Annexure K.

5.7 QUESTIONS DIRECTED TO ALL THE PRESENTERS ABOVE AND RESPONSES

Q1. Should an SMME identify a specific land for development and is without a registered businesses, can they be assisted with a business plan and funding?

RESPONSE TO QUESTION 1 by SEDA

No.1 The client has to be registered and must comply (have a cc). No2. The business is funded, not the person. No.3 What does that business owner/SMME wish to do or achieve with the identified land?

Q2. Considering the need to uplift unemployed youth to become SMME's, are students made aware of the information on what types of assistance is out there and how they should enquire and what to do to receive this assistance?

RESPONSE TO QUESTION 2 by NDT

The dissemination of information is quite a challenge, however it doesn't have to be, the National Department of Tourism is up for a challenge, municipalities and other stakeholders are encouraged to invite the department to make presentations and disseminate information. These platforms are for all groups to engage on.

Q3. In regard to the functionality of Local Tourism Associations, it is very difficult to assemble product owners and to sustain associations. Which strategies can Limpopo Tourism Agency put forward to assist in this regard?

RESPONSE TO QUESTION 3 by LTA

Government is accused of not providing enough support which discourages the product owners. To effectively establish these structures, a database of tourism role players should be established indicating where they are located. Dedicated tourism officers should ensure all tourism role players are contacted. A Tourism Indaba must be held to share information and to discuss benefits and disadvantages of having these structures and become members of these structures. There must be assistance with the prepping of collaterals. Affiliations should be discussed and practical implementation of supporting strategies of SMME's. Tourism has the capacity to create massive job opportunities, however, barriers prohibits this structures to live up to the expectations. Tourism officers should be employed at LM level that have visions for and advice the Mayors and the Municipal Managers on tourism growth in their area. Each LM must take charge of its own Local Tourism Association, the District Municipality must take charge of the Regional Tourism Association and the Province should champion the Provincial Tourism Association.

Q4. Will all the government departments present at today's summit be willing to work with an agency in the private sector that act as a liaison officer between local people and government departments concerning skills development, career guidance and funding?

RESPONSE TO QUESTION 4 by TEP

The Tourism Enterprise Partnership is willing to establish partnerships. Though no formal MOU/SLA are signed, municipalities are partnered with and used as a platform to inform and capacitate youth, woman and rural communities.

CONCLUDING COMMENTS

The Programme Director granted time for concluding comments on the discussions during this session.

A representative from the Department of Environmental Affairs stated that Tourism Infrastructure Development/Ecological Infrastructure Development was not addressed during any session, such as Wetlands rehabilitation and Biosphere Conservation. Eco-Tourism can be defined by these attractions. The department of Environmental Affairs has funding to ensure eco-conservation, –rehabilitation and -infrastructure development. Green funding from DBSA is also available to owners of tourism land. Funding was made available through LTA for the development of two major reserves called Masebe Nature Reserves (R45million) and D'Nyala Nature Reserves (R29 million). This is also not discussed at the summit, since bio-diversity should be protected. Owners of Nature Reserve should contact the speaker about improving their tourist attractions. Youth Environmental Services soft skills programme is currently implemented. Nature Resource Management is also an incentive that DEA has. The applications close on the 30th of September 2015. Funding is on 3 areas:

- Eco systems to rehabilitate rivers (such as the flood that devastated Klein Kariba Resort)
- Veld fires are also funded
- Big 5 – Rhino poaching prevention programmes are also funded

The session was closed by the Cultural Dance Group.

SESSION 4: CLOSURE

The Programme Director called Cllr. Zunaid Mosam, WDM MMC for Planning and Economic Development to present the Critical Milestones and Vote of Thanks citation on behalf of the Executive Mayor Mme Rosina Mogotlane simultaneously.

CRITICAL MILESTONES

Cllr Mosam presented the following citation:

- The District Tourism Summit has acknowledged that the capacity of local government to deliver on the tourism mandate presents a challenge to the growth and development of the tourism sector.
- Therefore, in addressing this challenge, the District Municipality deemed it appropriate to provide support and leadership, through the Tourism Planning Toolkit for Local Government and the draft Local Government Tourism Development and Growth Support Programme.
- The successful implementation of the National Tourism Sector Strategy (NTSS) at local government requires highly organised interaction with other spheres of government, local communities, Non-profit Organisations, Tourism Associations, other private sector stakeholders in the industry. On-going and consistent information sharing on national frameworks, strategies and developments in the tourism sector is therefore critical if we are to grow tourism collectively.
- When government policy frameworks and stakeholder's private beliefs are not aligned, tourism development becomes the victim of self-sabotage, short term thinking and non-realisation of the bigger picture. As a result of its multidisciplinary nature, tourism is not well understood by some policy makers and stakeholders and so are its benefits. Thus, it is not prioritised in terms of resourcing, be it financially in terms of personnel etc.
- Tourism trans ponds so many aspects of society and a wide range of local government functions. This therefore requires that it should be addressed at a higher level, including political principals at national, provincial and local government sector. This will help to ensure that it is taken into account both at a strategic and planning level at local government.
- In light of the above, there is a need for the District Municipality to host an Annual Tourism Seminars where

each stakeholder would appraise of the challenges in the sector and concerns could be shared as a collective pertaining to tourism development. This platform could also be used to develop a common approach to tourism development amongst spheres and resolutions agreed to are likely to be implemented by all

As part of the resolutions we are recommending that the Technical Summit Preparatory team partnership comprised of Bela Bela LM and WDM develop an implementation plan with time frames and responsible officials or entities focusing on the understated key attributes.

KEY ATTRIBUTES

- The need for a more capacitated local government on integration on district tourism imperatives
- Apply best practices from counterparts in the tourism sector in respect of promoting local tourism product owners
- Signage for tourism establishments. Branding and development programme a must. Partnerships (Invite expression of interest from potential funders and donors)
- Implementation plan with roles and responsibilities of each sphere of government and institution.
- Local Government Tourism Development and Growth focusing on rural and urban tourism development
- Support Programme and capacity development programme for SMME's for the district. Integrating initiatives from all role players in the capacity development and educational development
- Promotion and enhancement of conservation areas and heritage culture via Makapans Valley, Nylsvley, Modimolle Mountain, etc.
- Extensive engagement with RAL on planning and designing of critical tourism routes and solicit funding thereof
- A comprehensive report capturing the deliberations of the District Tourism Summit by 10 October 2015.

VOTE OF THANKS

Clr Mosam continued to present the following citation:

Programme Director
Mayor of the Sunshine Town and Our Host, Cllr Monale Nhlapo
Executive Mayor of WDM, Cllr Thlotanang Mogatlane
Mayor of Modimolle Local Municipality Cllr Kgaretja Lekalakala
Mayor of Mokgophong Municipality, Cllr. Nkone Monyamane
Speakers from Local Municipalities Present
The Chief Whip of Bela Bela Cllr Ramokone Radebe
Chief Whips from Other Local Municipalities Present
MMC's and Councillors Present
Presenters from the Various Tourism Sectors and Other Sector Departments
Municipal Managers and Manager of Municipalities in the Waterberg
Mr. Leonard Sole, Manager Planning and Economic Development at WDM
Managers of LEDET and Other Sector Departments
Established Products Owners and Service Providers
Ladies and Gentlemen

From the warm bubbling waters and Sunshine Town of Bela Bela, meandering through the luscious breathtaking scenic hues of the flora and fauna and shimmering undulating mountains of the Waterberg Biosphere and the iron rich mountains of Thabazimbi, to the energy hub and mineral richness of our country, Lephalale, on route to the bastion of our hero, Chief Makapan and the wealth and paleontological beginnings of Humankind and richness of Heritage that lies in the Makapans Valley on the northern outskirts of Mokopane, to the serene and tranquil bird lovers paradise, Nylsvlei, resting on the outskirts of Mookghepo, alas, exiting south through Modimolle, as God, the Almighty, sitting on the peak of the mountain of No Return, admiring His immaculate handiwork is also

watching over your safe journey and bidding you farewell as you return into the hinterland.

I greet you from the Sunshine Town, Bela Bela - Gateway to tourism in the Waterberg – a place of unimaginable beauty and the blueprint of God’s universal creation.

Mayor Monale Nhlapo, thank you for welcoming us and hosting us in your Sunshine Town – Bela Bela which is also the Gateway to Tourism in the Waterberg. Actually I would also like to thank you for pre-setting the scene by alluding to key challenges that the industry as a whole faces albeit your reference to Bela Bela.

Acting Municipal Manager of WDM, Mabore Mampa, who I often refer to as Ma’brrr – No she is not going to be “Weekend Special”. Thank you for setting the scene and indicating to us the rationale for hosting this Summit with the Theme: Economic Prosperity through tourism planning, development and marketing for a transformed and sustainable growth”.

Chief Whip of Bela Bela, Cllr. Ramokone Radebe thank you for introducing and acknowledging all of us. Mayor of Modimolle, Cllr Kgaretja Lekalakala thank you for providing an elaborate insight of the Executive Mayor of WDM Cllr. Tlotlanang Mogotlane. Hon. Executive Mayor thank you for the Keynote Address and indeed, after all the presentations, it is apparent that ‘We have to go back to basics if we want to make Waterberg a preferred destination of choice for both tourist and investors’ and also for concluding with the critical milestones we wish to attain.

To all the presenters, thank you for your input on:

- The challenges experienced in the industry and possible solutions
- Impact of infrastructure – Mayor Nhlapo has alluded to it too and, indeed, for us to ensure we increase visitations we would have to address the issue of roads amongst the many other challenges.
- The importance of the institutional arrangements within the tourism sector, in particular, Community Tourism Association, government and the tourism stakeholders.
- The need for skill developments and the opportunities that exist at the various institutions of learning.
- Transformation of the Tourism Sector in terms of BEE Codes and Scorecards and progress thereof.
- Aspects of tourism incentives, funding, SMME Support and Business Sustainability.
- Information on Tourism Statistics which is an important yardstick in determining domestic and international visitation to our country at large and the Waterberg in particular, and
- Last but not least, the importance of Alternative Renewable Energy, Recycling and Water Conversation.

Once again, to all the presenters, thank you for your valuable input and be rest assured that from our department you will be contacted to, jointly, drive specific programmes within the Waterberg District. To all the sponsors, Vodacom, Whoodoo Media, Machauke Multi Services and Makgoba Maphuti and Associates, our partners Department of Economic Development Environment and Tourism we humbly express our heartfelt gratitude for your magnanimity and for all the sponsorship, however, big or small. To the management and Staff of Klein Kariba thank you for the efficient service and prompt responses when required to do so.

Leonard, Betty, Thabang and Zelda, and of course the hosting Municipality, Bela Bela Municipality team led by Mr Morena Raputsoa and everyone who brought all this together, Kea Leboga. Being privy to the difficulties I say well done – you have indeed exemplified commitment and succeeded in giving a great event with the little at hand.

To one and all, thank you for listening, contributing, engaging and, mostly for taking the time to be with us today. Thank you to our Programme Directors, Mr. Leonard Sole and Mr. Morena Raputsoa for successfully steering today’s event to a desired tourism summit destination – excuse the pun.

Finally, Cllr. Zunaid Mosam wished everyone a safe passage to their various destinations and said to them to look forward to returning to this area of million unimaginable tourism experiences.

