



tourism

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

# **Domestic Tourism Campaign Concept Document 2020/21**

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## 1. Introduction

The month of September, although not gazetted, is known as Tourism Month. The Department of Tourism has been celebrating World Tourism Day since 2010 and World Tourism Month annually on the 27<sup>th</sup> by showcasing less visited provinces and destinations. Less visited provinces were identified using the tourism statistics as released by the Tourism Satellite Account and South African Tourism.

This year's celebrations will be impacted by the COVID-19 pandemic, which has had a profound impact on the global tourism sector. Governments across the world, such as ours, have had to implement necessary measures to contain the spread of the coronavirus such that the capacity of the health system is not overwhelmed by the rate of transmission. These measures have directly restricted the movement of people, as well as goods and services globally, with a concomitant adverse impact on the tourism sector. The pandemic has heavily disrupted the tourism sector, resulting in a reported loss of R68bn in revenue in the tourism and hospitality sectors by July 2020 <sup>1</sup>The impact to the sector and the South African economy, will require the implementation of recovery measures, as indicated in the Department's draft Tourism Recovery Plan, which is currently under public consideration.

## 2. Background on World Tourism Day

In South Africa, the celebrations are held under the banner of a Domestic Tourism Campaign, which highlights domestic tourism destinations, across all nine provinces, with a focus on those that are less visited. This focus stems from the Domestic Tourism Growth Strategy objective, which indicates that until geographic spread and seasonality in travel are adequately addressed, domestic tourism will not reach its full potential.

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<sup>1</sup> [www.oecd.org](http://www.oecd.org) Tourism Policy responses to the coronavirus (updated 2 June)).

As part of the efforts to drive growth in domestic tourism, in September, the Department drives a coordinated campaign with provincial tourism departments and agencies as well as with its partners in government and industry. Furthermore, the Department hosts a series of activations in partnership with the province designated to host that year's event, as informed by the UNWTO theme for the year.

The 2020 theme is ***TOURISM AND RURAL DEVELOPMENT***. Upon researching the definition of ***Rural Tourism*** a number of definitions emerged but there was a common thread that defined rural tourism as the movement of people from their normal places of residence to a rural area for a minimum period of 24 hours and upward, for the sole purposes of leisure and pleasure.

The OECD defines a rural area as *“at a local level, a population density of 150 persons per square kilometre. At a regional level the geographic units are grouped by the share of their population that is rural into the following three types: predominantly rural (50%), significantly rural (15-50%) and predominantly urbanized regions (15%)”*.

Furthermore the OECD states rural tourism should be:

- Located in rural areas.
- Functionally rural, built upon the rural area's special features: small-scale enterprises, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices.
- Rural in scale – both in terms of building and settlements and therefore small scale.
- Traditional in character, growing slowly and organically, and connected with local families.
- Sustainable – in the sense that its development should help sustain the special rural character of an area and that its development should be the sustainable use of the resources.
- Represent the complex pattern of the rural environment, economy and history.<sup>2</sup>

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<sup>2</sup> OECD report on rural tourism

## ***2.1 Types and Forms of Rural Tourism***

Some of South Africa's top tourism destinations include national and provincial parks, wilderness areas, cultural sites and indigenous forests, most of which are generally rural, thus making tourism an important feature of the rural economy. Developing the tourism potential in rural areas has the potential to bring a multitude of benefits if that tourism potential is realised. The fundamental question is what can be done to develop that tourism potential in order to disperse the benefits of tourism and hence positively impact of the triple threat in rural areas. The benefits include infrastructural developments and spin-off enterprises.

There are various forms of Rural Tourism globally, but in South Africa, the predominant forms of rural tourism include:

- a) Agri-Tourism: mainly centred around wine
- b) Eco-Tourism: mainly centred around natural areas promoting conservation
- c) Cultural and Heritage Tourism: mainly centred on archaeology, heritage sites, crafts, museums, and battle sites.

The focus of this year's domestic tourism awareness campaign will be fostered in the local communities. This will highlight the importance of tourism and its social, cultural, and economic value in the two areas.

Therefore, upon consultation with all nine provinces, there is consensus that this year, provinces will use Tourism Month as an opportunity to showcase how tourism can promote the development of communities, people and economies in rural areas. Any successful tourism development, rural or not, depends on its commercial, economic and logistical issues, including the quality of the product(s), accessibility, skills and interest. Rural areas in South Africa, in particular, are at a disadvantage when compared with urban and more visited areas.

A developmental approach is critical and the two areas that will be showcased in Gauteng will provide tangible evidence of how this is being addressed. There will be

a focus particularly on women as they play an important role in rural communities. Rural women need to be prioritised and incorporated in all aspects of development as they are often responsible for the completion and supervision of both productive and reproductive tasks. Women in rural areas, mainly participate in the informal sector. It is estimated that this sector bears a significant impact on 1.6 billion informal workers, with women being the most affected in the hard-hit sectors. In 2020, over 2 billion workers are earning their livelihoods in the informal economy, which is 62 per cent of all those working worldwide. Informal employment represents 90 per cent of total employment in low-income countries, 67 per cent in middle-income countries and 18 per cent in high-income countries. Women are more exposed to informality in low and lower-middle income countries, and are often in more vulnerable situations than their male counterparts are. According to the Graca Machel Trust who released an open letter on the impact of COVID-19 on African women, emerging evidence from the ILO suggests that women's economic and productive and lives, will be disproportionately impacted.

Another leading think tank on women's issues is the Bill and Melinda Gates Foundation. Melinda Gates has called on leaders and policymakers to ensure that women and girls are not left behind in the global response to COVID-19. In a paper, she released titled "The Pandemic's Toll on Women and Girls," where she explored how the COVID-19 pandemic has exploited pre-existing inequalities and drastically impacted women's lives and livelihoods. To recover fully from this pandemic, she said, leaders must respond to the ways that it is affecting men and women differently. In terms of considering a legacy project due consideration will thus be given to how this year's focus can positively impact women in the identified areas.

### **3. World Tourism Month**

We cannot ignore the fact that 2020 is a different year where the world has been affected by the COVID19 pandemic, and South Africa is no different. The declaration of the national state of disaster by President Cyril Ramaphosa has meant the



suspension of all business activities. With this decision, the tourism industry was greatly affected leading the Department to provide the Tourism Relief Fund (TRF) to industry in an effort to rescue businesses and prolong their longevity in the sector.

Despite the TRF, many businesses still experience difficulties such as job losses and the worst were those that had to face the eventuality of a shut down. It is therefore important to consider the **impact** and **effect** of COVID19 pandemic on rural communities and on the tourism industry at large when celebrating Tourism Month as livelihoods have been disrupted. Tourism through WTD should restore the lost hope and show how working together can **re-ignite** these economies and restore thriving communities.

Even as South Africa is under Alert Level 2, South Africans can still enjoy their provincial tourism products and destinations; hence the focus on promoting domestic tourism is the way to go in line with the draft Tourism Recovery Plan. The draft Tourism Recovery Plan positions Domestic Tourism as the tool that will revive the sector. It is important that the theme is correctly used in order to reignite domestic tourism, and in that way get South Africans out and travelling.

The objective of celebrating September as Tourism Month is:

- *To provide the tourism industry with an opportunity for a sustained and heightened month-long focus on the socio- economic benefits of tourism to the South African economy.*
- *To create editorial and content platforms that will serve as a vehicle to promote the benefits of tourism to the country, and specifically Domestic Tourism.*
- *To showcase how tourism has contributed to job creation not for the sector only but for the value chain as well.*

The theme of *Tourism and Rural Development* is very relevant in restoring hope to South Africans and putting the spotlight on the work that government has done in recent years in relation to improving the lives of ordinary people. The rural communities of South Africa have not been spared from the effects of COVID-19, as is the case even in the most developed countries around the world. It is for this reason

that these often-neglected remote communities are remembered when plans around tourism recovery are drawn. The survival of any rural products means the survival of rural and emerging economies of small rural towns and adjacent townships. Furthermore, tourism links directly to government Outcome 7, that is aimed at a comprehensive rural development and land reform.

### ***3.1 The Link between WTD and the Recovery of the Sector***

The draft Tourism Recovery Plan (TRP) has been developed to address the effects of the devastation experienced by the sector as a result of Risk Adjusted measures government had to take in order to mitigate against the COVID-19 pandemic. The draft TRP has the following three strategic themes which are central to the recovery of the tourism sector:

- 1) Re-Igniting Demand
- 2) Protecting and Rejuvenating Supply
- 3) Strengthening Enabling Capability

The TRP indicates that execution should occur in three phases:

- i) Protective Interventions (0-3 months)
- ii) Managed Re-Opening (3-9 months)
- iii) Growth Interventions (9-24 months).

These periods are counted from March 2020, the first month of the lockdown. The country is currently in what is proposed as ii) Managed Re-Opening. It is therefore prudent that the Department of Tourism moves swiftly and commences with its Domestic Tourism Awareness Campaign. WTM presents an ideal opportunity to spur the recovery efforts of the sector.



### **3.2 WTM Campaign Unpacked**

On 27 March 2020, the national lockdown announced by the President of South Africa, Mr. Cyril Ramaphosa, in response to the outbreak of Coronavirus COVID19, commenced with Level 5 of the Risk Adjusted Strategy, which has since been lowered to Alert Level 2.

The proposed Domestic Tourism Awareness Campaign is aligned to the regulations and directions pertaining to the prevailing Level 2 requirements of the Risk Adjusted Strategy.

The Department of Tourism, through the Domestic Tourism Facilitation Directorate, will facilitate the rolling out of a domestic tourism campaign aimed at educating South Africans about Domestic Tourism and its importance and reignite their interest and passion for tourism, especially noting the adverse impact of the COVID19 pandemic on tourism.

In order to reignite demand on domestic tourism under the prevailing Risk Adjusted Strategy, it is important to catalyse domestic demand through the phased economic re-opening with informative and inspirational messaging that encourage safe tourism.

This will be done through an engagement with South Africans, using media platforms such as social media platforms and radio, as required. The Department intends to collaborate with event owners, with particular focus on SMMEs owned by designated groups such as youth, women and people with disabilities in tourism, including key players such as chefs, guides and accommodation owners, in order to promote domestic tourism by identifying designated groups as beneficiaries of the various activations linked with the objectives of the Domestic Tourism Awareness Campaign.

#### **3.2.1 Objective of the Campaign**

The WTM Campaign will be centred around the 2020 UNWTO themes of **Tourism and Rural Development and COVID-19 Recovery**, while this year's Domestic

Tourism Awareness Campaign will also be centred around these themes. These are fitting themes as they are directly aligned with government Outcome 7, which is about Rural Development and Land Reform and the broad government efforts to revive the sector.

The objective of the campaign is therefore to:

- Initiate and facilitate a conversation about the value of tourism between the Department and South Africans on identified platforms;
- Educate and create awareness of Domestic Tourism, tourism products and related services, particularly those in rural areas;
- Turn South Africans into tourism ambassadors who visit their country; and
- Raise awareness about and showcase the economic benefits, social cohesion and job creation opportunities that arise from domestic tourism.

### **3.3 A Hybrid Event**

Undeniably, the COVID19 pandemic continues to affect the world and has forced introduced a different approach on how things could be done. With the lockdown regulations affecting the sector and strict protocols on gatherings, in the event where the regulations prohibit converging of people, an alternative way of celebration has been explored.

The 4<sup>th</sup> industrial revolution has brought the world closer by using digital technology, and the same will be utilized in the 2020 WTD celebrations. Due to COVID-19, this year's WTM campaign and WTD celebrations are being planned as a hybrid event due to the Risk Adjusted Strategy which has necessitated a revised approach. The Department will thus not be transferring the entire budget to Gauteng as we normally do with the host province. The WTD celebrations will be different this year and hence, the approach we plan on taking was canvassed with all provinces and key stakeholders.

### **3.4 Tourism Month Project Steering Committee**

The DTF, Comms and SAT teams have engaged all nine provinces on the revised approach and requested each province to complete a template that will indicate the proposed Domestic Tourism Campaign activities aligned to the UNWTO Theme. Each province has been asked to provide the Project Steering Committee with a recommendation of a rural route, activity or establishment they wish to promote and have profiled on WTD. Digital content of the preferred route, activity or establishment is under development and funding will originate from the Department's R 1.1 m allocated budget for this day, and SAT is to develop the content and a pre-recorded message from each province which will be flighted on WTD. The nine provincial plans in support of this year's Tourism Month Campaign is attached herein as **Annexure B**.

#### **3.4.1 Intergovernmental Approach**

Where possible, an intergovernmental campaign can be considered where the Department of Tourism can collaborate with other Departments such as Department of Sports, Arts and Culture. This is because September in South Africa has been gazetted as Heritage Month, with the celebration of Heritage Day taking place on 24 September. The Department of Rural Development and Land Reform can also be considered as a stakeholder to engage and assess whether there is a good story worth sharing with South Africans on Tourism Month that is related to Rural Development of the identified area of focus, from that department's recent work covered.

An area that will be explored further will be collaboration with other provinces and/or event owners to use relevant events regardless of their size as a vehicle to push the domestic tourism awareness and messaging. The use of existing events comes in as a relevant tool because events are seen as drivers of tourism. People generally travel to attend events, and we believe that engaging in a tourism activity will enhance their experience of the destination and profile it as a tourism destination too. The national calendar of events is being developed. To date we have only received inputs from Gauteng, Western Cape and the North West.



The support of the Departments of Health, COGTA and Transport, either at national or provincial levels, will be sourced as required.

Lastly, the awareness campaign can be in a form of webinars. Using the social, cultural, political and economic value as pillars, this can inform a theme for each awareness campaign and a relevant target market will be identified to attend and participate. The following can be considered, for example:

- Think tank session where young people are called in to provide solutions that can help to rekindle the desire to travel again;
- Seminar on the economic value and importance of Domestic Tourism; and
- Cultural explosion that seeks to highlight how tourism can foster peace and social cohesion in 2020.

All webinars will be planned with the relevant units in the Department, using the SAT webinar platform and specific approvals required will be obtained.

Social media are some of the most effective platforms that can be considered to drive the Domestic Tourism Awareness Campaign on “Tourism and Rural Development” as relevant content can be developed and shared in all major platforms to which the Department and its 2020 partners have access. The same content will be extended to all provincial marketing agencies to share on their platforms. In this way, we can get South Africans talking about tourism and preparing themselves to tour again in an integrated and coordinated manner.

For those people that still need to be converted, the relevant content can be developed and delivered on platforms such as radio, with community radio stations being the first focus and vernacular radio stations secondary. These platforms are mainly consumed by a target market that needs to be educated about tourism.

It was during the repositioning of the WTD programme when the Department took a decision to rotate the partnership within all nine provinces. The province that was first approached to host the WTD celebrations in terms of the agreed upon rotation, was the Northern Cape. However, pre-COVID 19 the province had dedicated its budget to other key events that they had been planning such as the Bloodhound Race and hence

declined. Gauteng Province was then identified and approached to host this WTD celebrations on 27 September 2020.

Gauteng Province as host of this year's WTD celebrations and the Department of Tourism are collaborating with South African Tourism (SAT). The most important factor in collaborating is that the WTD celebrations should be in a less visited area or destination that has potential to be a tourism attraction within the province. Gauteng is one of the more visited provinces hence the focus will be on ensuring that as we are in Level 2 of the Risk Adjusted Strategy the Campaign will be designed to get South Africans travelling again! There will also be a specific focus on ensuring the communities from the areas proximal to the selected sites are also informed about what tourism options available to them and accordingly provide exposure to these options showing them that affordable tourism options are available in their own backyards.

Based on this theme, ***TOURISM AND RURAL DEVELOPMENT***, the Gauteng Province in partnership with the Department and SAT will focus on the impact of tourism in two (2) following areas as options to showcase the impact of tourism development in an area and the opportunities created through the tourism value-chain. One area will be the location of the media launch for the Domestic Tourism Campaign 2020 and the other will be the site for the WTD celebrations on 27 September 2020.

- 1) Cullinan: Conservation and Cultural heritage
- 2) Bronkhorstspuit Nature Reserve and surrounding area
- 3) Magaliesburg
- 4) Cradle of Humankind: Maropeng: Cultural and Heritage Tourism:

Please see ***Annexure C*** which gives the messaging and proposed programming details for the Launch and WTD Celebrations details.

## 4. 2020 Domestic Tourism Awareness Campaign

The 2020 Domestic Tourism Awareness Campaign will focus on indicating how tourism has contributed to the social, cultural, political and economic value of South Africa by showcasing what the sector has to offer from the rural development perspective.

The activations will start in August with a media event, where it is proposed that the Minister of Tourism will launch the start of World Tourism Month and then introduce the key 2020 themes: Tourism and Rural Development as well as Recovery of Tourism from COVID-19. South African Tourism (SAT) leads the program for the media launch, working closely with the Department and the host province, Gauteng.

Gauteng has five district municipalities namely: City of Tshwane, Ekurhuleni, Sedibeng, City of Joburg and West Rand. For the activation of this campaign, every area will have an activity to cover each of the above-mentioned areas. Each activation will take place at a less visited destination that has a potential to thrive as a domestic tourism attraction/crowd puller.

A messaging document has been prepared by the Department's Communications team in consultation with SAT and Gauteng Province which articulates how we have interpreted this year's theme to the host province and how we will showcase the tourism possibilities and how this has translated into two successful tourism areas. This document seeks to inform the Minister about the key themes and provide the list of events that will take place across Gauteng's rural townships and small towns as part of the Tourism Month activations. The Minister will also announce the venue where the World Tourism Day Celebrations will be held – which is currently proposed as Maropeng Visitor Centre in the Cradle of Humankind.

There are numerous tourism establishments and products found in the rural areas or on the outskirts of urban areas that are similar to the example given above. The people residing in rural areas are in most instances employed in those establishments and thus, while tourism is a major job creator in those areas, the workers and their families very rarely get to see themselves as tourists. We seek to change that perception and

promote social cohesion and open up the world of domestic tourism to show that travel does not only mean a trip to Durban or Cape Town but it can happen in your own backyard. The contribution of tourism towards rural development should be seen not only as job creation but it links up to the value chain and ultimately improves the livelihoods of ordinary people.

The provincial events or programs will be for collaboration with SAT and a calendar of national events to promote domestic tourism will be showcased on various communication platforms. The intention is to roll out the campaign from August until post September. These events are intended to showcase that South Africa is ready for tourism under approved Tourism Safety Protocols.

#### **4.1 August Activation Plan**

The Domestic Tourism Facilitation unit has identified a virtual music concert by Ms. Sibongile Khumalo, organised by the Pretoria State Theatre as suitable events to use to activate the Domestic Tourism awareness campaign.

Below are the stakeholders and their roles in ensuring that the activation is a success:

<b>No.</b>	<b>Name</b>	<b>Contact Person</b>	<b>Role</b>	<b>Location</b>
1.	Department of Tourism	<b>DFT</b> Thulani Sibeko  <b>Communications</b> Seapei Lebele  Susan de Bruin  <b>Ministry</b>	Program Manager  Brand use  PR Messaging  Participation of the Minister	



		Hlengiwe Mbatha or Lebohang Tshabalala  <b>Deputy Minister</b> Funky Moila Nkhopi Hlasa	Participation of the Deputy Minister	
2.	Department of Economic Development Gauteng	Fisokuhle Mbatha	Facilitate access to Dinokeng and possibly cover the cost of venue hire Participation of the MEC NAME AND PORTFOLIO	
3.	City of Tshwane	Hulisani Thabela	Facilitate access to event compliance (COVID regulations) JOC  Support on procurement, marketing collateral Strategic partnership	
4.	SAACI	CEO: Mr Glenton De Kock	Conferencing and events under Tourism Safety Protocols	
5.	State Theatre	Eugene Hosi Eric Ndala	Strategic partnership	



			PR and marketing	
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Dinokeng Nature Reserve has been identified as a suitable venue for this activation. This venue is suitable because it is in line with 2020 World Tourism Day theme: **Tourism and Rural Development**, is situated in rural Gauteng and is a state-owned nature reserve. The implementation of the Domestic Tourism Scheme focuses on using government-owned assets and in this financial year, it is focusing on provincial parks.

This will be a day activity in which participants will arrive at the venue mid-morning, have tea (as per Tourism Safety Protocols) and registration, followed by a Domestic Tourism talk, focusing on how to travel within the applicable level of the Risk Adjusted Strategy. A tour of the park will be done so that the participants can familiarise themselves with what is on offer, **in their own backyard!** The concerts will then be livestreamed after which the participants will depart for their respective homes.

In an instance where either the Minister of Tourism or Deputy Minister is secured, it will be fitting that they lead the engagement, in a very informal manner, allowing questions and suggestions from the participants.

It will be ideal to invite media and or a travel blogger or influencer to cover and post about the activation. This is the role of Communications to advise and recommend the way forward and they have been engaged accordingly.

The branding and communications of this activation will be done in line with the agreements that have been made by the strategic partners and all communications will be led by the Department of Tourism, through the Communications unit, as the owner of the concept.

## **4.2 Media Launch**

This is a media only event proposed for 27<sup>th</sup> August, where different media houses are invited by the Department, where the Minister, joined by the Deputy Minister, provincial Tourism MEC and other sector dignitaries will launch the flagship Domestic Campaign

of the Year, World Tourism Day. The Minister will also indicate the Tourism Month plans as well as where the World Tourism Day celebrations will take place.

### **4.3 Host Province Welcome Event**

In the past, the Minister would host a MINMEC on the morning of the 26 September at the host province. The afternoon or evening of the same would see guests attending a Welcome Event, hosted by the provincial tourism MEC of that particular province. The type of event is decided upon by the MEC and the Minister of Tourism is a guest at the event. Previously, provinces would host either a gala dinner or a cocktail event. However, given the prevailing COVID-19 pandemic, this event may not take place this year. We are awaiting feedback from the host province regarding this event.

### **4.4 World Tourism Day 2020**

Traditionally, on the morning of the WTD celebrations, a media event takes place, which in most instances is a television interview on a news program. The host province is engaged on who can be interviewed along with the MEC and the Minister of Tourism.

Given that the 2020 approach will be different as a result of the COVID-19 pandemic, this part of the “traditional” event line up may not be scheduled this year. The Communications unit will propose a programme for consideration by Ministry.

The World Tourism Day celebration is a culmination of all activities that take place under the 2020 theme. It is a Department of Tourism event hosted in collaboration with the host province. The Minister of Tourism owns the event, and therefore is the key speaker who addresses guests at the celebrations during a formal program.

The program is developed by the host province and the Department. However, the Department will make final decisions on the format and modalities around the World

Tourism Day celebrations. The proposed format will be presented as part of the Communication's Plan.

A task team has been formed to plan for the event. The financial contribution is stipulated in an agreement signed by affected parties. The Department of Tourism traditionally makes a financial contribution towards the main event and the host province also provides a financial contribution towards the event which is at a minimum equal to or greater than the contribution of the Department which, to date, has been an amount for R 1 150 000.00. The province identifies about three possible sites for the celebrations, and these should be in less visited destinations or areas in the province and the sites should have the potential to be domestic tourism destinations. The final site will be decided upon after the task team has conducted a site inspection and the submission is approved by EMC. This year, Gauteng Province has proposed Maropeng Visitor Centre, at the Cradle of Humankind as the venue to host the WTD celebrations this year.

#### **4.4.1 The Empowerment Program Showcasing**

During the WTD celebrations, the host province showcases any empowerment programs or beneficiaries by involving them in the activities of the day. In 2019, KZN did a food showcase where different vendors were requested to prepare food and let the event guests get a taste of their offerings. They also had invited different vendors who sold different products ranging from leather bags, belts, to clothes and had stalls erected for them. This year, Gauteng will develop their own showcase event which will be presented to the Department for consideration.

#### **4.4.2 Legacy Project**

The Tourism Month project leaves the province with a legacy project. This can be in any form as decided upon by the province and the Department. The Minister will announce such a project as she delivers the World Tourism Day speech.

In addition to the SAT digital platform that will be created showcasing digital content for all nine provinces, the Gauteng Province and the Department will deliberate on the legacy project and present a way forward proposal to the Minister as indicated above.

#### **4.4.3 Travel Week**

South African Tourism's Domestic Tourism has an annual campaign that is aimed at getting South Africans excited about Domestic Tourism, and enjoying what the sector has to offer; known as ***Travel Week***. During Travel Week different products are sold to the public at discounted rates. This strategy gets South Africans talking about Domestic Tourism and during this COVID-19 period, the campaign can be used to restore hope in the sector and get South Africans out of their homes and travelling safely to explore their respective provinces. A proposal is therefore awaited from SAT in this regard.

## **5. Conclusion**

A draft MOU has been developed and amended in light of the changes necessitated by the COVID-19 pandemic and has been submitted to Legal Services for vetting and subsequently for approval by the Department and Gauteng Province. The involvement of all stakeholders is vital from the onset so that the plans can move with speed so as to ensure that stakeholders are kept abreast of the plans, as well as their roles and responsibilities.

## ANNEXURE 1: Meetings Schedule

Planning meetings will take place until after World Tourism Day, and the last one being in October 2020 as a close-out reporting session to share lessons learned and commence with planning for 2021. Due to the current lockdown restrictions, most meetings will take place virtually

- **Internal meetings:** Includes DTF, Comms, and Office of the DG, Deputy Minister, Ministry and SAT). The purpose of the meeting is to discuss the theme/s and messaging, event dates and concept and the overall 2020 approach.
  
- **Tourism Month Project Steering Committee (TMPSC)** – Includes all nine provinces, tourism marketing agencies, all tourism stakeholders and relevant government departments). The purpose: to bring all stakeholders to speed about the 2020 developments, host province, 2020 UNWTO and local themes and the approach for implementation. Three meetings are proposed as follows:
  - o One with each province
  - o One TMPSC: August 2020 and September 2020
  
- **Project Planning Steering Committee** (Department, SAT and Gauteng)  
Purpose: The purpose of the meeting to discuss the themes, event dates and concept and the overall 2020 approach and specifically the Media Launch and WTD celebrations and planning. This team will meet weekly until the WTD event.