



**Address by Her Worship, Deputy Mayor Cllr Fawzia Peer
on the Occasion of the Launch of the Tourism Unpacked
Seminar**

**23 September 2016 – 09h00
Olive Convention Centre**

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- Programme Directors,
 - Honourable MEC for Economic Development, Tourism and Traditional Affairs, Mr Sihle Zikalala and his team,
 - Captains of industry,
 - Experts in the tourism sector,
 - Representatives of all spheres of government,
 - Government and municipal officials,
 - Speakers in different topics,
 - Stakeholders and partners,
 - Distinguished guests and dignitaries,
 - Ladies and gentlemen,
 - All protocol observed,

Esteemed guests and dignitaries, I welcome you all to our warm and caring City of Durban.

I would like to express my heartfelt gratitude to the organizers of this Seminar, appropriately titled Tourism Unpacked.

Thank you for hosting this important seminar for us to unpack the tourism sector and find short term and long term interventions to use tourism to transform our economy.

It has been 22 years since the attainment of our democracy, which brought about political liberation. However, the journey to economic emancipation is far from over. All of us must work harder and with more determination to bring about broad-based economic opportunities.

The timing of this Seminar is very appropriate since September is Tourism month. Let us remember that in the month of September we also celebrate our Heritage.

The two subjects of tourism and heritage actually go hand-in-hand. Our province and city boasts a unique socio-cultural profile which draws a lot of interest from local and international tourists. Locally, I believe that we must continue to take advantage of our unique attributes in order to build civic pride and social cohesion.

While on the heritage subject, we as eThekweni Municipality are pleased that Umkhosi weLembe will be hosted at Moses Mabhida Stadium tomorrow, the 24th of September.

I encourage all the people of our city to come out in their numbers to enjoy this cultural celebration.

Programme Director, it is important for young people to participate in such programmes so that they can understand and appreciate the cultural backgrounds.

Ladies and gentlemen, we must support programmes aimed at investing in the future of tourism and heritage.

The Honourable President Jacob Zuma made a clarion call for us to capitalise on low-hanging fruits with opportunities for quick results such as the tourism and hospitality industry.

In our City, we have seen tangible results in our tourism development and marketing strategy with entails working with the tourism trade and Community Tourism Organisations to build and promote urban, township and rural tourism opportunities.

Two days ago Max's Lifestyle based in Umlazi, was named as one of the best 207 restaurants in the world. The accolade comes from an international luxury travel and lifestyle magazine, Conde' Naste Traveler, reviewer Cherae Robinson. We are proud of this and many local success stories.

We hope that this programme continues to grow and touch the lives of other young people who aspire to pursue careers in the tourism and hospitality sector.

We hope it will help us bolster the tourism industry, with particular focus on youth development, which is a catalyst for our economic transformation agenda.

Unpacking the tourism sector is in line with our long term vision of positioning Durban as a global entertainment and creative destination of choice.

This intervention will give the much needed impetus to economic growth for poverty eradication and employment creation in the tourism sector.

To achieve economic growth in the tourism sector, we also invest in youth development in order to encourage economic participation and entrepreneurship.

This programme focuses on important elements in tourism development including;

- The objective of enlightening tourism industry students on how the sector operates and the roles they can play in developing it post-graduation.
- To enhance co-operation and co-ordination of the private sector and government on the economic and social development of Durban.
- How to groom students into making tourism a profitable sector, both for their personal development and for the City's economic development agenda.

- Our partnership in this seminar is based on our understanding of the important role played by the tourism sector in economic growth.

Ladies and gentlemen, our government has put youth development at the centre of economic development, and this programme is a direct response to that call and in-line with our government priorities.

We fully embrace new and creative thinking that we stand to unearth from the young minds that have gathered here today, as this will help to shape our innovative thinking in future planning.

In closing, I wish to encourage all young people and our local industry players to take this platform seriously and use it to improve their craft for global competitiveness.

Thank you!